

Event Marketing: LinkedIn Tips and Tricks

Whether you're hosting, attending, sponsoring, or speaking at an industry event or webinar, these tips and tricks will help you get the most out of LinkedIn — whether leveraging organic reach or investing in paid promotion.

Pre-Event

- ❑ Announce your involvement at least 4 weeks in advance with a post on your company page
- ❑ Registration page not live? Post a save the date as a teaser – this can be as far in advance as you'd like
- ❑ Use the official event or webinar hashtag, or create your own and choose one or two established hashtags to use
- ❑ Tag employees who are attending
- ❑ Include your company hashtag
- ❑ Use hashtags for the agencies you hope to engage with
- ❑ Encourage all employees to share, including senior management
- ❑ Provide background banner/header image for employees to use on their LinkedIn page
 - If it is your event, create a background banner/header image, with url and hashtag, for the event
- ❑ If you have a booth or are driving registrations (ex. Webinar, reception), highlight it in every post including booth #
- ❑ Collaborate with partners to help promote the event
- ❑ If you're hosting the event, consider creating a LinkedIn Event or a LinkedIn Live tease
- ❑ Create a shareable video teaser highlighting what attendees will learn or introducing booth staff in advance
- ❑ Monitor the event hashtag to identify sessions or activities you can attend, and comment on related posts to increase visibility
- ❑ Engage with and comment on posts about the event from individuals outside your organization
- ❑ Tag the speakers and/or agencies you want to connect with
- ❑ Post weekly leading up to the event or webinar
- ❑ Vary CTA location between in the post and in the comments as you're posting
- ❑ Post in LinkedIn Groups where content is allowed (be sure to read and follow the rules)
- ❑ Run a poll asking for feedback while developing event content
- ❑ *Bonus non-LinkedIn tip: If it is your event, post on GovEvents.com*

During Event

- Share selfies with key people you meet and tag them in your post (request their permission)
- Share a photo of your booth or any speakers from your company
- Share a photo of speakers you'd like to connect with
- Share a speaker quote or a recap from the webinar or event presentation
- Run a contest using a hashtag for event participants
- Record a short video at the event to share

Post-Event

- Public a recap post and include a hashtag for the event producer, tag their page
- Mention the key people you met and tag them again in your post
- Develop a connection request and/or InMail strategy for SDR, BDR, and Sales follow-u efforts
- Promote the on-demand webinar as a new content resource if available
- Publish a recap article on LinkedIn
- Post in LinkedIn Groups where content is allowed (be sure to read and follow the rules)
- Include link to recap article in email messages and sales follow ups
- Create a recap video or photo collage
- Create a document post of "slides" recapping webinar or event content
- Encourage employees to connect with people they met at the event

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