When you must provide insight into engagement with your LinkedIn audience

As part of their comprehensive brand awareness and demand generation strategies, business-to-business (B2B) marketers increasingly turn to LinkedIn to start conversations, drive word of mouth and share content.

While LinkedIn offers both paid and organic means to engage with target audiences, it seems to have focused its efforts for measuring that engagement – perhaps rightly so – on its paid advertising products.

To be blunt: LinkedIn is currently limited in its analytics features for organic updates, engagement and activity.

But marketers still must gauge the influence of their LinkedIn organic activity to understand if they are reaching potential buyers, driving website traffic and executing tactics, content and campaigns that resonate.

Thanks to Datawatch Monarch, a self-service data prep tool, that task just got a bit easier.

LinkedIn provides several important data points for updates, including impressions, social actions and click-through and engagement rates. Recently, the platform added the ability to export the data for the past 60 days but that’s not adequate for a longer-term view of performance. Thankfully, more historical data is still available in the analytics module, and you can use Monarch to drag and drop updates and append all of the available data into a single workspace where they can be viewed and manipulated in clean rows and columns.
Once you know which updates resonate, you can leverage their interactions, particularly comments, for further engagement via LinkedIn or another channel. Use comments and questions as conversation starters for other posts, as email subject lines for improved open rates (we tried it ourselves – it works!) or in promotions for content elsewhere. With some further analysis, you can also link likes and comments to website conversions and additional content they explored. This can lead to alternate calls to action (CTAs) to drive more traffic or opportunities to reach out directly to members to offer free trials, exclusive access to additional assets, invitations to related LinkedIn groups or encouragement to become brand ambassadors. Bottom-line: When marketers can properly measure the impact of a marketing campaign or a new content piece on one social platform, they can optimize or redirect efforts quickly to achieve better engagement rates.

As with any marketing channel, it is the outcome – traffic, leads, sales and which updates can influence whether leads become customers – that provides the most marketing insight, and your reporting needs to reflect this. Employ Monarch data prep to surface the actionable data that can help inform your overall marketing strategy. Rolling the insights, information and data from all your digital marketing efforts into a comprehensive dashboard enables you to improve and optimize performance both individually and cross-channel, determine ROI and prove marketing’s contribution to achieving revenue and business goals.

Datawatch Monarch enables marketers to access data from virtually any source, including multi-structured and unstructured documents, such as reports from any number of marketing technology platforms, web pages, relational databases, cloud-based data sources, PDFs, JSON and log files. Users gain access to not only the right data, but all of the data, which is crucial to getting a holistic view of marketing initiatives, and can prepare this information in a fraction of the time that it takes using spreadsheets and other manually intensive methods.