Article Side

LinkedIn Offers New Features by Anuj Singh

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Attention LinkedIn fans! LinkedIn will be soon rolling out two new features for company pages, â€œTargeted Updatesâ€• and â€œFollower Statistics.â€• The professional networking site is expanding as allowing companies to target key demographics. This feature will analyze the effectiveness of their marketing campaign. Targeted Updates will allow companies to target particular messages to a specific segment of audience.

These new features are currently only available to early release partners such as AT&T, Samsung Mobile, Dell and Microsoft. According to LinkedIn, â€œWith these new offerings the initial group of marketers will have access to the robust targeting and analytics capabilities for their campaign initiatives on the platform from their LinkedIn company pages.â€•

Targeted Updates enable marketers to target specific followers so that they can deliver the relevant content to the most suitable audience. Companies can segment the followers by the following variables:

â€¢ Company size

â€¢ Industry

â€¢ Job function

â€¢ Seniority

â€¢ Geography

â€¢ Including/Excluding company employees

Targeted Updates can be seen only on the LinkedIn homepages of the followers you target. All status updates published will be visible to anyone who visits your LinkedIn company page, despite of whether those visitors were included in the initial targeting criteria. In addition to this, 24 hours after you post an update, admin will be able to evaluate metrics such as number of targeted followers, impressions, clicks, shares and engagement as well as be able to review that original postâ€™s targeting criteria.

With the Target Updates soon you will have one more tab on your page called Follower Statistics. It will add a new layer of reporting to the page statistics that were already available on LinkedIn. FollowerStatistics offer insights about follower demographics, engagement levels, update impressions, total following, recent followers and number of new followerâ€™s month-to-month.

LinkedIn is a more effective platform for lead generation as compared to others. Itâ€™s best for B2B. Marketers should take the full advantage of Follower Statistics and Targeted Updates. It will be easy for them to find what type of updates is appreciated by the followers and what changes they need to increase the engagement rates. With these upcoming features, lead generation may become much easier on LinkedIn.

The most popular professional network LinkedIn has more than 150 million active users. You can take advantage of LinkedIn marketing strategies. The data will allow you to make better marketing decisions for your promotional campaigns.

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