(RESEARCH ARTICLE)

Growth of content marketing through LinkedIn channel

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Abstract

Social media analytics is the ability to gather and find meaning in data gathered from social channels to support business decisions — and measure the performance of actions based on those decisions through social media. LinkedIn is a social website which had been launched for the purpose of creating professional network and connect, like education and Business. LinkedIn marketing is a great tool for large B2B companies looking to promote their brands by reaching professionals through ad campaigns. This social website allows business people to perform various tasks like posting promotional videos, customising attractive company profile, participating in active chats with the live customers. This suggests that people on LinkedIn are generally interested in informative and educational content, which seems fitting for a professional social work. This research also emphasizes on content marketing applications such as SlideShare, Pulse and company pages which will support B2B. The Objective of this study is to analyse the various promotional strategies used by B2B business through LinkedIn channel. This study also concentrates on the benefits of existing customers flowing through LinkedIn. The sample size of this study is restricted to 100 and the area of the study is restricted to Tamilnadu. This Study enhances that for many Influencers and content creators, social media channels are the primary source of business and income. In this note, LinkedIn has a strong base of followers and these followers will help to increase the brand audience. Henceforth, this study brings out the benefits of digital marketing and gaining social knowledge.

Keywords: Social media analytics; LinkedIn; B2B Business; Brand Audience

1. Introduction

The ability to acquire and interpret data from social media channels to support business choices as well as track the effectiveness of actions taken in response to those decisions through social media is known as social media analytics. The scope of social media analytics goes beyond channel-specific data like likes, following, retweets, previews, clicks, and impressions. It also differs from the reporting provided by sites like LinkedIn or Google Analytics that help marketing campaigns. Similar to web search tools, social media analytics make use of specially created software platforms. Search requests or web "crawlers" that cross channels are used to retrieve information about keywords or themes. Text fragments are returned, loaded into a database, categorised, and examined to produce insightful conclusions. Social listening is a component of social media analytics. Listening involves keeping an eye out for on social media for issues and possibilities. In more thorough reporting that includes listening and performance analysis, social media analytics solutions often contain listening.

An American internet service focused on business and employment, LinkedIn is accessible through mobile apps and websites. The platform was introduced on May 5, 2003, and is primarily used for networking and career development. It enables both employers and job seekers to post positions and resumes. Since 2015, the majority of the company's income has come from offering recruiters and salespeople access to information about its users. It has been a fully

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owned subsidiary of Microsoft since December 2016. LinkedIn had 830+ million registered users as of February 2022, coming from more than 200 nations and territories. LinkedIn enables users to build profiles and connect with one another in an online social network that may mirror actual professional relationships in the real world. Any person, whether they are a member already or not, can accept an invitation to connect. Additionally, LinkedIn may be used to plan offline gatherings, participate in groups, produce articles, post job listings, and more.

Users can build profiles on LinkedIn using its basic functionality, which commonly includes a curriculum vitae outlining the user's education and training, work experience, abilities, and a personal photo for employees. Employers can post open positions and look for possible applicants. Users can locate businesses, persons, and employment possibilities that have been recommended by a contact. Users have the option to save the jobs they want to apply for. Additionally, users have the option of following various businesses.

The website also gives users the option to "link" with one another in an online social network, which might be a representation of actual business contacts. Anyone can accept an invitation from a member to connect. Users can learn about connections of connections and connections of connections of connections (also known as second-degree linkages) (termed third-degree connections).

1.1. Review of literature

Honglei Zhang & M. Asim Amin (2022)[1], as analysed that social media analytics collect and analyze data from various social networks such as Facebook, Instagram and Twitter. Big data - assisted social media analytics for business (BD - SMAB) model increases awareness and affects decision - makers in marketing strategies. This proposed method examines social media analysis impacts on different areas such as real estate, organizations and beauty trade fairs. As a result, the BD - SMAB method enhance customer satisfaction and experience and develop brand awareness.

Mike McGuirk (2021)[2], Businesses have been growing as consumers' use of social media platforms and their consumption of digital media has increased. Looking for new approaches to monitor, track, and analyse this online customer activity to support a wide range of business functions including customer assistance, marketing, and customer experience management. This article gives a summary of the main functions and features of the Brandwatch for Classrooms platform and offers a number of ideas for using the platform in undergraduate and graduate marketing analytics courses. The objective is to give educators useful knowledge about social media analytics and pointers for effectively incorporating social listening platforms into their course designs.

Uthayasankar Sivarajah & Kamran Mahroof (2020)[3], The digital transformation is an accumulation of various digital advancements, such as the transformation of the web phenomenon. Its ability to facilitate sustainable business- to - business (B2B) activities has lacked focus in the business and management literature to date. This qualitative research is exploratory in nature and fills this gap through findings arising from interviews of managers and by developing taxonomies that highlight the capability of participatory web over passive web to enable different firms to engage in business operations. This research finds that it will be useful for both academics and managers who are interested in understanding and further developing the business sustainability. Hence, this may be considered as a distinct way of attaining sustainability.

Objective

- This study is to analyse the various promotional strategies used by B2B business through LinkedIn channel.
- This study also concentrates on the benefits of existing customers flowing through LinkedIn.

2. Material and method

Methods of data collection	Primary data and secondary data
Sampling design	Simple Random Sampling
Area of the study	Tamil Nadu
Sample size	100 respondents
Tool used	Simple percentage analysis

3. Result and discussion

Table 1 Percentage Analysis

Percentage analysis	Group	Frequency	Percentage
Age of the respondents	18 – 28	24	24.0
	29 – 39	28	28.0
	40 – 50	18	18.0
	Above 50	30	30.0
Gender	Male	53	53.0
	Female	47	47.0
Education	Illiterate	19	19.0
	High School	20	20.0
	Degree	28	28.0
	Master Degree	33	33.0
Occupation	Government employed	16	16.0
	Private employed	26	26.0
	Self employed	58	58.0
Income	Below 200000	12	12.0
	200000 - 300000	14	14.0
	300001 - 400000	40	40.0
	400001 - 500000	32	32.0
	Above 500000	2	2.0
Where do you get information about LinkedIn?	social media	20	20.0
	Friends	52	52.0
	Magazine	28	28.0
Which device do you use for LinkedIn?	Mobile	20	20.0
	Tablet	52	52.0
	laptop/pc	28	28.0
How do you consider LinkedIn against other sort of social media platform?	alternative choice	20	20.0
	substitute	52	52.0
	supportive instrument	28	28.0
Which type of person you in LinkedIn?	minimalist	4	4.0
	Careerist	62	62.0
	entrepreneur	18	18.0
	contributor	16	16.0
Contact and connect with other users	highly preferred	14	14.0
	Preferred	29	29.0
	Neutral	31	31.0

	disapproved	18	18.0
	highly disapproved	8	8.0
Give and Receive Recommendations and Endorsements	highly preferred	14	14.0
	Preferred	29	29.0
	Neutral	31	31.0
	disapproved	18	18.0
	highly disapproved	8	8.0
Use LinkedIn Groups	highly preferred	8	8.0
	Preferred	40	40.0
	Neutral	26	26.0
	disapproved	20	20.0
	highly disapproved	6	6.0
Find new hires- new opportunities	highly preferred	16	16.0
	Preferred	45	45.0
	Neutral	17	17.0
	disapproved	20	20.0
	highly disapproved	2	2.0
Boost Your Organisation Profile	highly preferred	14	14.0
	Preferred	49	49.0
	Neutral	19	19.0
	disapproved	16	16.0
	highly disapproved	2	2.0
Observe Professional Etiquette	highly preferred	10	10.0
	Preferred	42	42.0
	Neutral	24	24.0
	disapproved	20	20.0
	highly disapproved	4	4.0
Reason why you prefer LinkedIn	cost saving	20	20.0
	time consumption	52	52.0
	suitable leads	28	28.0
For how long you have been using LinkedIn	less than 6 months	4	4.0
	6 months - 1 year	62	62.0
	1 year - 2 year	18	18.0
	more than 2 years	16	16.0
Which ad platform you opted to met your marketing objective	Boost your content across devices	20	20.0
	Sponsored Messaging	52	52.0
	Text Ads	28	28.0

Does it is easy to manage your ads with campaign manager	Yes	100	100.0
	No	0	0.0
What are the benefits when you use LinkedIn	Suitable leads	19	19.0
	Cut out the tedious lead chasing work	35	35.0
	Savings on costs	17	17.0
	Put other things first	29	29.0
Measure conversions	highly satisfied	16	16.0
	Satisfied	15	15.0
	Neutral	20	20.0
	dissatisfied	31	31.0
	highly dissatisfied	18	18.0
Analyze performance	Highly satisfied	14	14.0
	Satisfied	20	20.0
	Neutral	20	20.0
	dissatisfied	28	28.0
	highly dissatisfied	18	18.0
Understand your audience	High satisfied	17	17.0
	Satisfied	21	21.0
	Neutral	14	14.0
	dissatisfied	32	32.0
	highly dissatisfied	16	16.0
Keep a pulse on your biggest opportunity	Highly satisfied	41	41.0
	Satisfied	59	59.0
Are the advertisement popping up on LinkedIn is Irritating you	Yes	49	49.0
	No	51	51.0

Suggestion

This suggests that people on LinkedIn are generally interested in informative and educational content, which seems fitting for a professional social work. Therefore, if LinkedIn servers have a problem, the danger of losing sensitive information to the public, which could lead to identity theft. Like other social networking services, LinkedIn required to create a visually appealing profile, that is a profile that potential employers and recruiters will find intriguing. However, for one reason or another, people find it difficult to complete their profile information. There is a proverb that states there will always be a Judas among the 12 disciples. Consider the number of Judas that will be accessible on a website with more than 1200 million users. Spam communications from recruiters, businesses, and even job seekers are abundant on LinkedIn. All only intended to attract attention, deceive, and demand money, etc. Fortunately, they do not come cheaply. However, there is a fee for the LinkedIn premium packages. For instance, the monthly cost for a "medium-sized career" is approximately $29.99. Although this deal has numerous additional advantages, it might still be highly expensive for a small or medium-sized organisation.

4. Conclusion

Businesses are rushing to assure a steady stream of leads due to industry pressure. The ideal place for B2B businesses to create leads and develop them before they become clients is LinkedIn. However, creating B2B leads on LinkedIn may

be a time-consuming and expensive process that calls for specialised expertise in this social media site. This is the rationale behind the widespread outsourcing of LinkedIn lead generation by B2B businesses. In short, supplying a sales organisation with a steady stream of quality leads is essential to maintaining its efficiency. A business needs a successful approach for generating new leads and filling the pipeline if it wants to sustain growth and reach its next milestone (especially if it is a start-up).

Compliance with ethical standards

Disclosure of conflict of interest

The authors declare that they have no conflict of interest.

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