

5 Ways to Drive Traffic to Your LinkedIn Content



An intentional approach to distributing your content can help you reach your audience more effectively than relying solely on the LinkedIn Algorithm.



By following these five effective methods, you can drive traffic to your content and ensure that it reaches your prospects, clients, and their centers of influence.



Use Hashtags The Right Way

1

- Find out which hashtags your audience is interested in by going through their activity and checking what hashtags the content they post and engage with has. If they're in creator mode, you can check out the 5 hashtags they selected to be associated with.
- When selecting a hashtag, consider the follower-to-number of posts ratio. Look at how many people follow the hashtag on LinkedIn compared to how many posts are associated with it. Hashtags with fewer posts but more followers increase your chances of appearing in search results.
- It's also important to place a minimum of 3 or a maximum of 5 hashtags into your posts.

Steal our hashtag formula!

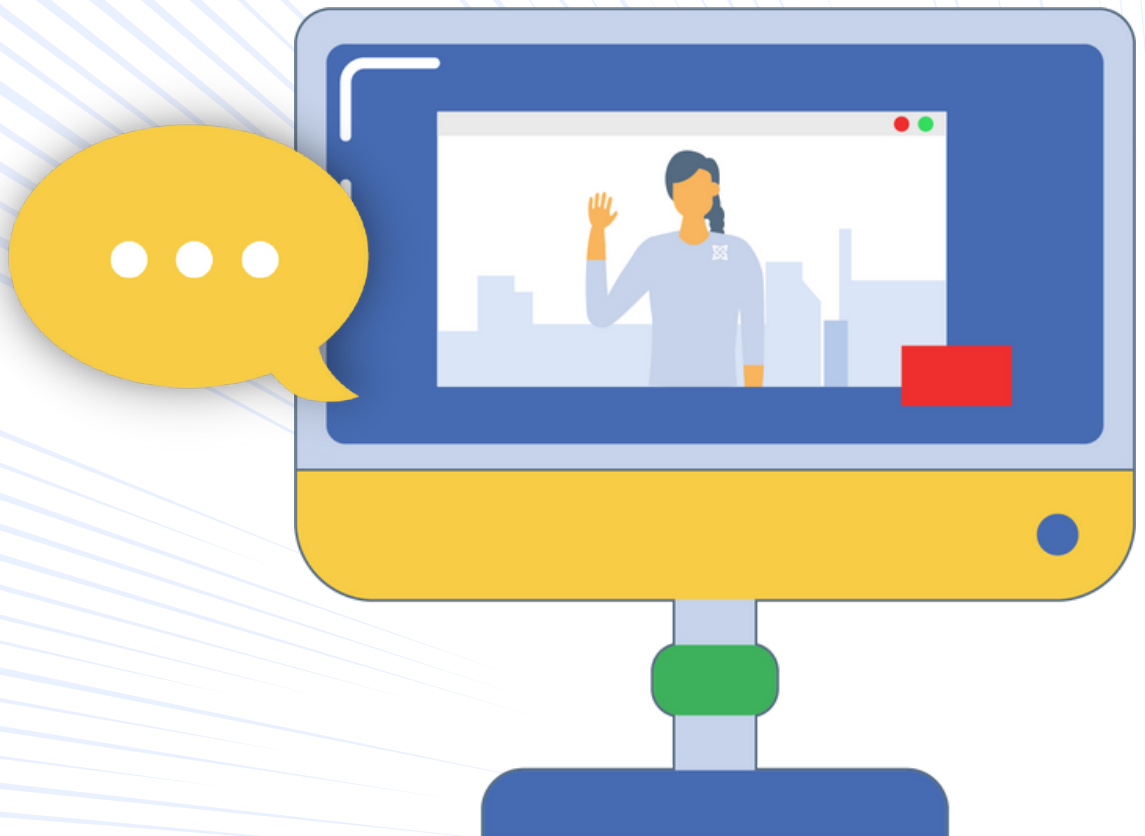
- First 3 hashtags = industry hashtags
- Last 2 hashtags = your personal branding hashtags



2

Mention People and Companies without being Spammy

- For great curated content, @mention the author, the publication, and the author's company.
- For podcast content, mention the guests, their company, and the podcast host if necessary.
- To encourage people in your company to engage in your post, @mention them and your company in your post.



Ask Your Audience a Question

3

- Use a poll or text post to get people's opinions on topics you know they're interested in.
- You can also place your question at the beginning or the end of your caption and then encourage the audience to share their thoughts in the comments.
- Engage and respond to every comment you receive on your post to give people a reason to keep coming back.



4

Share Content Directly to Someone's Inbox

- We highly recommend taking an inventory of your first-degree connections first and identifying 10-30 people who you would love to engage with and use content to start those conversations.
- Now, depending on the type of content, click the send icon to share the content directly to the LinkedIn Message box of the people on your list.
- Make sure the content you're sending privately is something that matches their interest or expertise.



Provide Additional Content In Conversations

5

- When someone leaves a comment on your post, keep a lookout for opportunities to share additional content with them.
- Make sure that you share additional content only when it's the perfect time to do so, like if they mention a specific topic or a question for you.
- Use this tactic on other people's posts, too, mostly under an Influencer's post. You can even send a private message to a commenter and share content that you believe is relevant to their comment.



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