



**Phyllo** 

# **Building for LinkedIn Influencer Marketing - Everything you need to know**

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# 1 Introduction

LinkedIn is the top social media platform among B2B marketers for sharing content. In 2022, 96% of B2B marketers used it as their primary channel!

Getting access to data from LinkedIn has been incredibly hard. Brands are willing to spend top dollar to get access to the best creators who are active on LinkedIn. Innovative Influencer marketing platforms can provide a scalable and trusted solution to help B2B brands leverage this powerful channel.

## LinkedIn is the organic social media platform B2B content marketers used the most and the one they found most effective.

Facebook had the lowest ratings, with 37% saying it was not very or not at all effective.

	Extremely Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective
LinkedIn	21%	39%	33%	6%	1%
Facebook	5%	18%	41%	31%	6%
Twitter	3%	14%	47%	28%	8%
YouTube	9%	29%	45%	15%	2%
Instagram	6%	19%	44%	27%	5%

Content Marketing Institute/MarketingProfs

Base: Content marketers who used the organic social media platforms listed in the last 12 months.

13th Annual Content Marketing Survey; Content Marketing Institute/Marketing Profs, July 2022

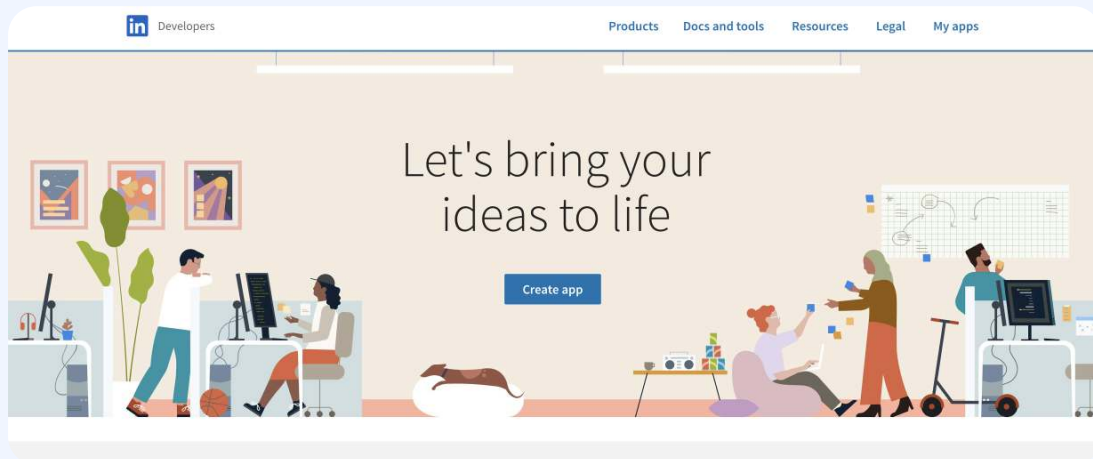
Influencers on LinkedIn, including industry leaders, subject matter experts, and thought leaders, have garnered a loyal following and established themselves as trusted voices in their respective fields. Leveraging the power of these influencers allows brands to tap into their credibility, expand their reach, and drive meaningful engagement with professionals and decision-makers.

And all this begins with...well, finding these influencers!

## 2 Integrating the LinkedIn API

Here's a step-by-step guide to help you get started:

### 1. Visit the LinkedIn Marketing Developer platform

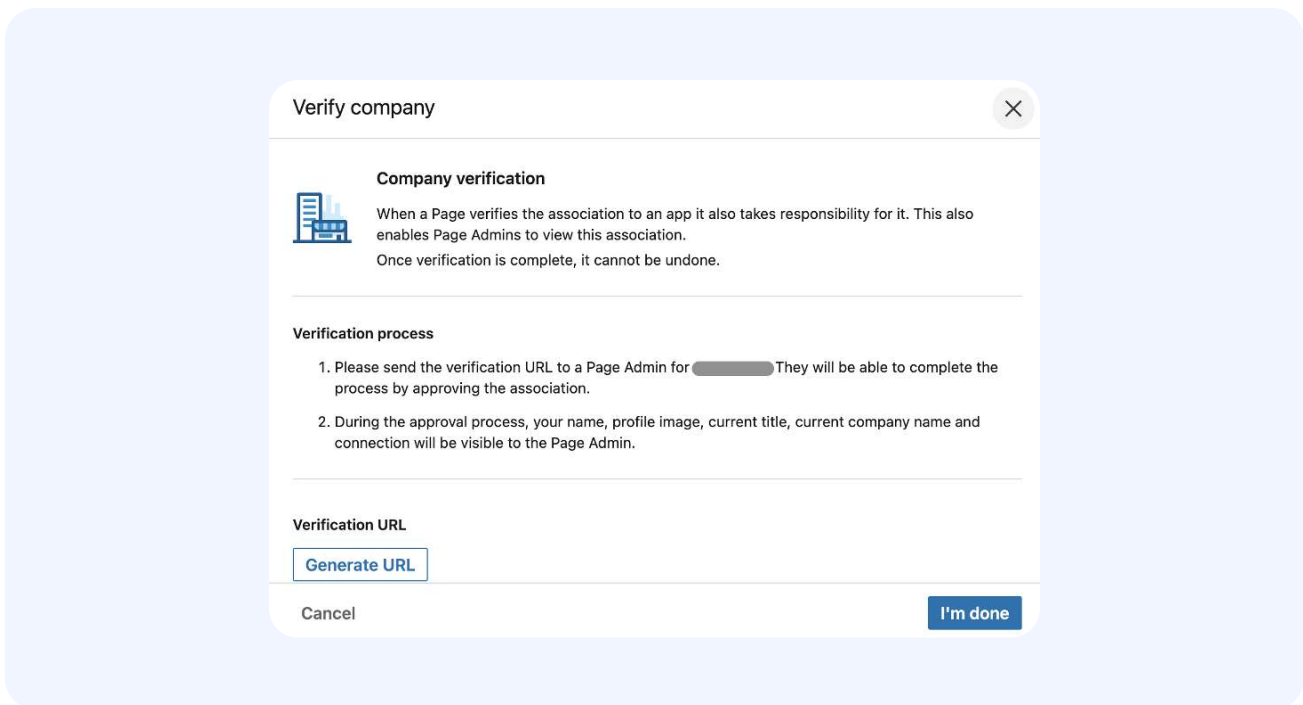


- Sign in to the LinkedIn developer portal.
- Create a new app and provide basic details like name and logo.
- Associate your app with a company page (create one if needed).

A screenshot of the LinkedIn 'Create an app' form. The form is titled 'Create an app' and includes a close button. It contains several fields and instructions:

- A note: '\* indicates required'
- 'App name \*' field with a text input box containing 'Enter your app name'
- 'LinkedIn Page \*' field with a dropdown menu and a text input box containing 'Enter your company's name or LinkedIn Company Page URL (eg, https://www.linkedin.com/company/...)'
- Instructions: 'This action can't be undone once the app is saved.' and 'For Third Party/Enterprise Developers: The LinkedIn Company Page you select will be associated with your app. Verification can be done by a Page Admin. Please note this cannot be a member profile page.'
- Additional info: 'For Individual Developers: API products available to individual developers have a default Company page associated with them and you must select that default Company page to proceed. To learn more about the products and the default Company pages, click here.'
- A link: '+ Create a new LinkedIn Page' with an external link icon.
- 'Privacy policy URL' field with a text input box containing 'Begin with http:// or https://'
- 'App logo \*' field with a text input box.

## 2. Request App Verification From the Company Page



- On the Settings tab, click "Verify" to get a verification link.
- Send the link to the company page administrator.
- The administrator confirms responsibility for your app, and once verified, you can proceed.

## 3. Request Access to Features

- On the Products tab, request access to "Share on LinkedIn" and "Sign In with LinkedIn" (consumer platform).
- To post on company pages, request access to the "Marketing Developer Platform" (requires approval and application details).

## 4. Review Application Authorization

### OAuth 2.0 scopes

- Scopes define what your app can do on a user's behalf.
- The OAuth consent screen will display descriptions to end users as they are seen below. Some variation may occur if your app has a custom OAuth experience.

*No permissions added*

- On the Auth tab, register the OAuth redirect URL for your app.
- Make sure your app has the following scopes: w\_member\_social, r\_liteprofile, w\_organization\_social (if marketing platform access was requested).
- Safely store the client ID and client secret in a database or vault.

## 3 How to Use LinkedIn API

### Building For LinkedIn Influencer Marketing Has Never Been Easier!

With Phyllo, you can elevate your platform's capabilities, streamline your workflow, and provide brands with the insights they need to succeed in the digital age.

## Why build with Phyllo



### **Most Comprehensive Creator Database**

Over 5 million creator accounts on LinkedIn



### **API-first approach**

Build superior features without setbacks



### **Affordable and easy-to-integrate**

Developer-first solution built to simplify your workflow



### **Latency and accuracy join hands**

Get regularly updated social data with top-notch accuracy



### **Customizability**

Easily track raw volume or search for particular details



### **AI Enhancements**

Relevance scores and more

# You can get started with LinkedIn APIs without any hassles in under 15 minutes!

When using Phyllo API, there is only one prerequisite to get LinkedIn data - The user account should be public and have at least 1 public content for us to be able to pull all data points.

That's all, and you're good to go!

## 4 Using Phyllo APIs on Sandbox

Integrating Phyllo Connect SDK on various front-end platforms is super easy, but you need to have a functioning backend. The steps below correspond to sandbox, staging, and production environments. However, you may want to decouple your front-end development from the back-end (which we also recommend).

Hence, Phyllo gives you a set of users pre-populated with dummy data in the sandbox environment to start trying out and developing on our APIs quickly.

**Excited? Get started in >15 mins!**

[Get Sandbox Access](#)

Follow the steps below to see the Sandbox APIs in action -

## Authentication

We use API credentials with basic authentication scheme to uniquely identify your access. Your client ID and secret must be included in all requests to the API via a Basic Authorization HTTP header.

Header	Description
Authorization	Basic <BASE64(Client_ID:Secret)>

### 1. Fetch all users

*Execute at: the backend*

Call the [retrieve all users](#) API. You will get a complete list of users available.

Here's a sample request for cURL

```
curl --request GET \  
  --url https://api.sandbox.getphyllo.com/v1/users \  
  --header 'Authorization: Basic <your_auth_token>'
```

You can read more and explore the code for other languages as well [here](#).

## 2. Retrieve all accounts of a user

*Execute at: the backend*

You can fetch all their connected accounts for each user using the [retrieve all accounts](#) API. Each account here corresponds to a real-world account on a platform like Instagram.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/accounts?  
user_id=<add your user ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

## 3. Get profile details of an account

*Execute at: the backend*

Now, use the [retrieve a profile](#) API to fetch profile level information of an account like username, number of followers, bio, etc. Use this API to verify if your creators are who they claim they are.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/profiles?  
account_id=<add your account ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

## 4. Get the media content of an account

*Execute at: the backend*

You can now use the [retrieve all content items](#) API to fetch content information of an account. Use this API to fetch content posted by creators and associated engagement metrics, including likes, shares, impressions, etc.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/social/contents?\  
account_id=<add your account ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

## 5. Mock the frontend connection flow

*Execute at: the frontend*

After building out the backend, to test various user flows, you can follow the [same steps as above, where you set up webhooks and connect your account on the frontend using sandbox mode on our Connect SDKs. After the connection is successful, you will receive a hit on the URL you specified in your webhook, and you can start retrieving the user's data as you usually do.

The usernames, passwords, OTP fields, and permission pages are all mocked in the sandbox mode, where you can proceed by inputting any data.

[Get Sandbox Access](#)

## 5 Boilerplate sample apps

Don't want to set up the Connect SDK on your app yet? We have boilerplate sample apps available with our SDKs already installed to help you build and try the Phyllo Connect experience and hit the APIs.

You can download [any of our sample apps](#) and configure your API credentials in the environment file, and you are ready to get started. These apps use the Phyllo SDK and APIs internally.

[Download free sample apps](#)



The universal API for  
creator data

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