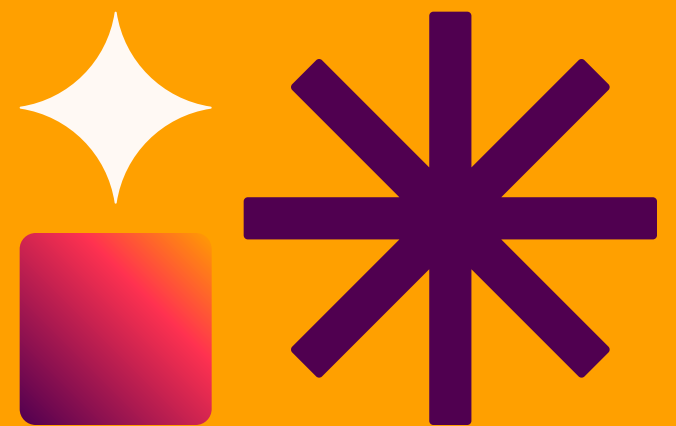


Building a winning LinkedIn strategy for B2B tech brands in 2025



WHY LINKEDIN MATTERS



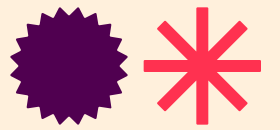
Your next enterprise client is already on LinkedIn. So is that senior engineer you've been trying to hire. And the VC who could lead your next funding round.

Despite this, most B2B tech startups still treat LinkedIn as an afterthought: posting sporadic company updates between long stretches of silence. With some thoughtful and directed effort, LinkedIn can help you build meaningful connections, establish authority in your space, and even meet your business goals.

What you'll learn in this guide

- How to craft a LinkedIn strategy that aligns with your strategic goals
- Practical tips for optimizing your company page and personal profiles
- Content frameworks that drive engagement
- Ways to leverage your team's expertise and network
- Strategic approaches to paid promotion
- Advanced features that can set your brand apart

WHY FOCUS ON LINKEDIN AS A B2B TECH BRAND?



Why Now is the Perfect Time to Revamp Your Strategy

LinkedIn's evolution as a platform has been marked by distinct phases. After the Facebook data privacy scandals, it experienced a significant shift toward more authentic, human-centric content. While that initial wave has settled, we're anticipating a renaissance in 2025. This makes Q1 of 2025 the ideal time to build and refine your LinkedIn strategy, allowing you to establish a strong presence before the next surge in platform engagement.

Most importantly, LinkedIn offers something unique in the B2B space: the ability to build genuine connections while maintaining professional credibility. Unlike other platforms where business content can feel intrusive, LinkedIn users actively seek valuable insights and meaningful professional relationships.

LinkedIn stands apart from other social platforms in its ability to:

- Connect directly with decision-makers
- Attract top talent
- Build partnerships
- Access potential investors
- Establish thought leadership

DID YOU KNOW?

- **4** out of **5** LinkedIn members drive business decisions
- Tech decision-makers spend **2x** more time on LinkedIn than other platforms
- Content engagement on LinkedIn has increased by **50%** year over year

YOUR LINKEDIN CONTENT STRATEGY FOUNDATIONS



Before you write your first post or revamp your company page, you need a clear strategic foundation. This should be based on engaging with the core of your brand, defining clear goals, and translating them into actionable guidelines that will influence every piece of content you publish.

Step 1:

Define Your Goals

Start with brutal honesty: What do you actually want to achieve on LinkedIn? Common goals for B2B tech companies include:

- 4 out of 5 LinkedIn members drive business decisions
- Tech decision-makers spend 2x more time on LinkedIn than other platforms
- Content engagement on LinkedIn has increased by 50% year over year

Pick 1-2 primary goals. Having too many will dilute your efforts.

Step 2:

Map Your Audiences

Different stakeholders will engage with your content differently. For each audience, identify:

- Who they are (job titles, seniority, industry)
- What they care about
- What actions you want them to take
- What content would provide value to them

For example:

- Enterprise CTOs might want deep technical insights and implementation stories
- Tech talent wants to see your engineering culture and complex problems you're solving
- Investors look for market understanding and growth metrics

YOUR LINKEDIN CONTENT STRATEGY FOUNDATIONS



Step 3:

Own Your Topics

What conversations do you want to lead?
Choose 3–5 core topics where you can provide unique insights. These should:

- Align with your product/service expertise
- Match your audience's interests
- Differentiate you from competitors

PRO TIP

Don't try to be everything to everyone. The most successful B2B tech brands on LinkedIn build authority in specific niches rather than trying to cover every trending topic.

Step 4:

Create Your Content Calendar

Break your strategy into quarterly plans:

- Map key business events (product launches, conferences, hiring pushes)
- Plan content themes for each month based on the topics you've identified
- Balance different content types (thought leadership, company culture, product updates)
- Assign internal experts to contribute insights

Step 5:

Measure and Adapt

Set specific metrics for each goal, such as:

- Audience growth rate
- Engagement rates on different content types
- Click-through rates on calls to action
- Lead quality from LinkedIn

Review these metrics monthly and adjust your strategy based on what's working.

THE ESSENTIAL COMPANY PAGE CHECKLIST



Before you start posting content, make sure your company page sends the right signals to potential clients, partners, and talent. Use this checklist to audit your presence:

Company Page Essentials

- ✓ Custom banner image that reflects your brand identity
- ✓ Logo meets LinkedIn's size requirements and appears crisp on all devices
- ✓ Company description leads with your value proposition
- ✓ Custom button (e.g., "Visit website" or "Contact us") points to your most important destination
- ✓ Location and industry fields are accurate and complete
- ✓ "About" section includes relevant keywords for your industry
- ✓ Custom hashtags are set up to track relevant conversations

Rich Content

- ✓ Featured content section showcases your best case studies or thought leadership
- ✓ Life tab is populated with culture photos (crucial for recruitment)
- ✓ Products/Services section lists your core offerings
- ✓ Recent job postings are up to date

Profile Optimization

- ✓ URL is customized (linkedin.com/company/your-company-name)
- ✓ All affiliated employee profiles link to your company page
- ✓ Key team members have updated, professional profiles
- ✓ Careers page is set up (if you're actively hiring)

QUICK WIN

Ask your team to check if their profiles correctly link to your company page. This simple step can significantly increase your page's visibility in search results.

POSTING 101



Building a strong LinkedIn presence requires three key elements: consistent scheduling, strategic formatting, and the right content mix. Successful B2B tech brands plan their content weekly, optimize every post for LinkedIn's unique environment, and carefully track what resonates with their audience.

Here's how to nail all three:



POSTING RHYTHM

- Post at least once per week—consistency matters more than frequency
- Time your posts when your audience is most active (typically Tuesday–Thursday, 9am–2pm)
- Space out your content types to maintain steady presence
- Plan ahead for key business moments (product launches, events, major announcements)



CONTENT STRUCTURE

- Front-load value in the first 2–3 lines before the "...see more" cutoff
- Break up text into short paragraphs (2–3 lines each)
- Use bullet points and emojis strategically to improve scannability
- End with a clear next step (question, call-to-action, or invitation to engage)



WHAT WORKS ON LINKEDIN

- Image carousels showing product features or explaining complex concepts
- Documents (PDFs) with detailed insights or data
- Native video content under 2 minutes
- Text-only posts that tell a story or share learnings
- Polls that spark discussion around industry trends

FORMAT TIP

Image carousels typically see 3–5x more engagement than single-image posts. Create yours in a 1080x1080 pixel format for optimal display.



WHAT TO AVOID

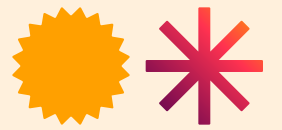
- Generic corporate announcements without clear value for readers
- Over-promotional content that feels like advertising
- Cross-posting from other platforms without adapting to LinkedIn's format
- Posting about trending topics without a relevant industry angle
- Tagging people/companies who aren't genuinely involved



PRO TIPS

- Put external links in the first comment to avoid algorithm penalties
- Use 3–5 relevant hashtags maximum, placed at the bottom of your post
- Tag mentioned companies/people, but avoid looking spammy
- Test different content types and track which formats drive the most valuable engagement

TEAM ENGAGEMENT STRATEGY



Your engineers, product managers, and sales team are your secret weapon on LinkedIn. They have the expertise, connections, and authentic voices that audiences trust. People trust people more than brands on LinkedIn. When your team actively shares and engages with company content, it significantly amplifies your reach and credibility.

Here's how to activate this advantage:



INTERNAL DISTRIBUTION SYSTEM

- Pick a Slack channel for sharing new LinkedIn posts and share them consistently
- Draft sample comments or posts that team members can customize when sharing
- Make it easy for team members to share with one-click sharing links



LEVERAGE INTERNAL EXPERTISE

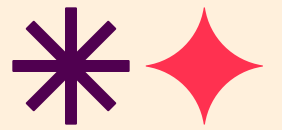
- Interview technical leads for deep-dive content
- Ask sales teams what questions they're hearing from prospects
- Have engineers share their problem-solving approaches
- Turn team wins into storytelling opportunities



PERSONAL BRAND BUILDING

- Help key team members optimize their profiles
- Create content templates they can easily customize
- Share talking points for upcoming product launches or company news
- Provide guidelines for sharing company content while maintaining authentic voice

BEYOND BASIC POSTS: LINKEDIN'S FULL FORMAT ARSENAL



Organic Formats

LINKEDIN NEWSLETTER

- Build a subscriber base directly on LinkedIn
- Get detailed engagement analytics
- Perfect for thought leadership series or industry insights
- Subscribers receive notifications for each new issue

INTERACTIVE POLLS

- Generate insights about your market
- Drive easy engagement from your audience
- Great for sparking industry discussions
- Use results as content for follow-up posts

COVER STORY VIDEO

- 30-second video that plays when visitors view your profile
- Ideal for quick company introductions
- Showcase your product or team culture
- Only visible to desktop users

Paid Formats

SPONSORED CONTENT

- Amplify your best-performing organic posts
- Target specific job titles or company sizes
- Retarget website visitors or upload customer lists
- Best for: Brand awareness and lead generation

LEAD GENERATION FORMS

- Pre-filled forms make conversion easy
- Direct integration with most CRMs
- Higher conversion rates than website forms
- Best for: Whitepaper downloads or demo requests

MESSAGE ADS

- Direct outreach to target audiences
- Personalization options for scale
- Clear call-to-action buttons
- Best for: Event invitations or personalized offers

ROI TIP

Start with a small budget (~\$500) to test different formats and audiences before scaling up successful campaigns.

Format Selection Guide

Choose your format based on your goal:

BUILDING AUTHORITY

- LinkedIn Newsletter
- Long-form thought leadership posts
- Employee advocacy posts

LEAD GENERATION

- Sponsored content with lead gen forms
- Message ads to target accounts
- Document shares (whitepapers, case studies)

COMMUNITY BUILDING

- Polls and interactive content
- Cover story videos
- Regular company updates

RECRUITMENT

- Life tab updates
- Employee spotlight posts
- Culture-focused video content



Wunderdogs
12,360 followers
1mo • 🌐

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A powerful sales deck is more than just slides—it's your opportunity to tell a story that resonates with potential clients and elevates your brand. Whether you're pitching to prospects or presenting to decision-makers, your sales deck needs to capture attention, build trust, and ultimately drive action.

Key Elements of an Effective B2B Sales Deck:

- 1 Clear and Compelling Storytelling: Frame your message around the client's pain points and how your solution adds value.
- 2 Data-Driven Insights: Use numbers and case studies to back up your claims and build credibility.
- 3 Visually Engaging Design: Keep it clean, concise, and easy to follow—less is often more.
- 4 Strong Call to Action: Make it easy for clients to take the next step with you.

If you're ready to elevate your sales game and build a deck that converts, download our comprehensive guide to get started.

Get your copy today: <https://lnkd.in/eHWGuJUK>

#B2BSales #SalesStrategy #Marketing #BusinessDevelopment #Branding
#SalesDeck #ClientEngagement #BusinessGrowth



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We need your help!

For our upcoming newsletter, our talented team came up with too many Olympic dog images. Please vote for your favorite by commenting on it! The winner will be the main image in the upcoming newsletter.

#Branding #Design #Olympics



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4 comments · 1 repost

Reactions

Example of a Building Authority post.

Example of a Community Building post.

