

# The LinkedIn Traffic Takeover Workshop

## Linked In Content Cheatsheet

Remember there are two categories of content you will be posting to LinkedIn using a 6:1 ratio and posting between 2-5 times a day. Those categories are **Promotional Content** and **Engagement Content**. Below you will find ideas for ways to create content for each of the two categories.

This is by no means a conclusive list. Keep your mind open and watch what others do to get even more ideas for content to create.

**Promotional Content Ideas** - Content you create to promote the things you want to get traffic to.

**1.** The most common and most used are different graphical images. The great thing about this is you can promote things over and over again and just use a different image to get the viewers attention.

Example: <https://www.linkedin.com/feed/update/urn:li:activity:6843408422969339904>

**2.** LinkedIn loves YouTube videos so if you do any kind of promotional videos for things you want to get traffic to then post them to your LinkedIn profile!

**3.** Doing commercials for things you want to promote is a great way to have good content for LinkedIn. You can get people to create commercials for you at places like Fiverr.com

**Engagement Content** - Content you create to get engagement. Remember engagement is everything from reactions and comments to your post to getting new followers/connections. A lot of these things could also be used for promotion too, so keep your mind open when going through these ideas.

**1.** Questions work really well on LinkedIn for engagement. What are common questions that are asked in your industry? Create a graphic/animated graphic (*with your branding on it*) with the question on it and post it to LinkedIn.

**2.** Quotes also work well and in the same way as questions. I use these daily!

**3.** Again... LinkedIn LOVES YouTube videos, so if you post videos on YouTube that are engagement getting make sure you post them to LinkedIn also.

Side note on videos... You can also upload your video you put on YouTube straight to LinkedIn. Just take the file and upload it.

#### **4.** Polls

**5.** Share other peoples content and make sure you mention them when you post it to get their attention. Doing this with well known people is great, but when you do this for the lesser known people they are more likely to follow or connect with you and maybe even do the same thing for you!

**6.** Post industry trends, how-tos, and thought-leadership content along with an image branded to you.

**7.** Video tips work amazingly well. Sit down and shoot 5 "tips" videos. That gives you 5 pieces of content!

**8.** Create articles FOR LinkedIn only and post them directly on LinkedIn. (Hiring this done is a great idea because you want THE best content.)

**9.** Slideshare - LinkedIn LOVES Slideshare

#### **10.** Infographics

**11.** Behind the scenes stuff... Videos of you working, posts about what you're working on.

**12.** Shoutouts - Publicly give someone a compliment about something they've done or accomplished or helped you with. Make sure and tag them in the post that you do that in.

**13.** Top 5 or 10 lists... You can even do wonky numbers to grab attention.

**14.** Share your insights from products you've gone through, books, podcast, etc

**15.** Make a rant, but be careful with this...

**16.** Business memes

**17.** Talk about what inspires you in life/business.

**18.** React to something in the business world that is popular.

**19.** Talk about a common misconception in your niche.

**20.** Do you have a process for something? Write it down and think of all the creatives you could create to share it. Images, video, text.

**21.** Do a *"round up"*. Gather together sources for ONE topic and share them. Like a *"weekend roundup"*. You could do this every weekend for a different topic related to your niche.

**22.** Share advice on what your audience should start/stop doing.

**23.** Screenshots! I'm always screenshotting this and that. Use those as posts and add your thoughts/ideas/opinions.

**24.** What is a routine that you have that helps you in life/business? Make a creative explaining it and share it!

**25.** Critique something... This could be something of your own or one of your customers.

Remember LinkedIn is different from any other social network. Keep everything a bit more professional than you would on other social networks, and keep things MAINLY business related. It's always ok to let your personality shine and have little "bits" of personal information wrapped in your business content.