# LinkedIn Marketing- (professional connections or network)

* LinkedIn is a social media platform that can be used to build brand awareness and relationships with consumers.
* By posting engaging(interacting) content and participating in industry discussions, businesses using LinkedIn can market to potential customers and partners.
* Business owners can use LinkedIn to grow their **email marketing** list with their professional connections and **network**.

At its most basic level let’s say a student or a fresher is setting up his or her profile over the LinkdIn platform, LinkedIn allows you to set up a personal profile and connect with other professionals you know or want to know for the professional connection. The bottom line is that LinkedIn works for B2B lead generation. To take LinkedIn to the next level and use it as a marketing tool.

# Importance of a LinkedIn marketing strategy

LinkedIn is less about selling or marketing your products and services than other social platforms. On LinkedIn, blatantly pushing your business, spamming and obvious hard-selling are highly frowned upon. This is why having a marketing strategy specific to the platform is so important. Because the network consists of a totally different audience, LinkedIn marketing requires a different approach to get the results you want.

Key takeaway: Sales pitches and aggressive advertising don't work well on LinkedIn. You need a plan specifically for LinkedIn to give you the consumer reach and results you want and appeal to your connections and other businesses.

# Email marketing

Email marketing is when you send a commercial email message to your 'email subscribers' — contacts who have signed up to your email list and given express permission to receive email communications from you.

An email marketing strategy is a set of procedures that a marketer identifies and follows to achieve desired marketing goals with email advertising. This plan of action gives the businesses a direct channel of communication with prospects and customers for brand promotion.

An email campaign without a strategy is like a bunch of ingredients without an actual recipe. Establishing a strategy will tell you what you're doing when you're doing it, and why you’re doing it. Too many people don’t bother to put together a coherent ‘recipe’ and leap straight into the ‘cooking’.

Part of the problem is that people are confused about the difference between ‘strategy' and ‘tactics'. It's essential not to get these two confused. They are related – tactics are a vital part of what makes a strategy work – but they’re not the "be all and end all." Too many people neglect a full and comprehensive strategy in favour of a bunch of loosely-connected tactics.