

HOW TO

FREE
GUIDE
SERIES

Analyse the data in your LinkedIn account

What analytical data is available
and what does it mean?



Leverage LinkedIn for Lead Generation!

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In recent years LinkedIn has emerged as an excellent resource for generating more leads for business owners. The increase in online traffic due to the impact of pandemic globally means now more than ever your presence on LinkedIn provides you with the potential to help grow your business and not only survive but thrive.

An effective LinkedIn presence requires an optimized profile, company page, and leveraging the various features available to every member even if you only have a standard free LinkedIn account. To find out more about effectively7 optimizing your LinkedIn presence [visit this website](#).

In this report, we will look at the various data available on LinkedIn and, more importantly, what it tells you. If you are going to invest time and resources in creating and posting content on LinkedIn, then it only makes sense that you analyse its performance.

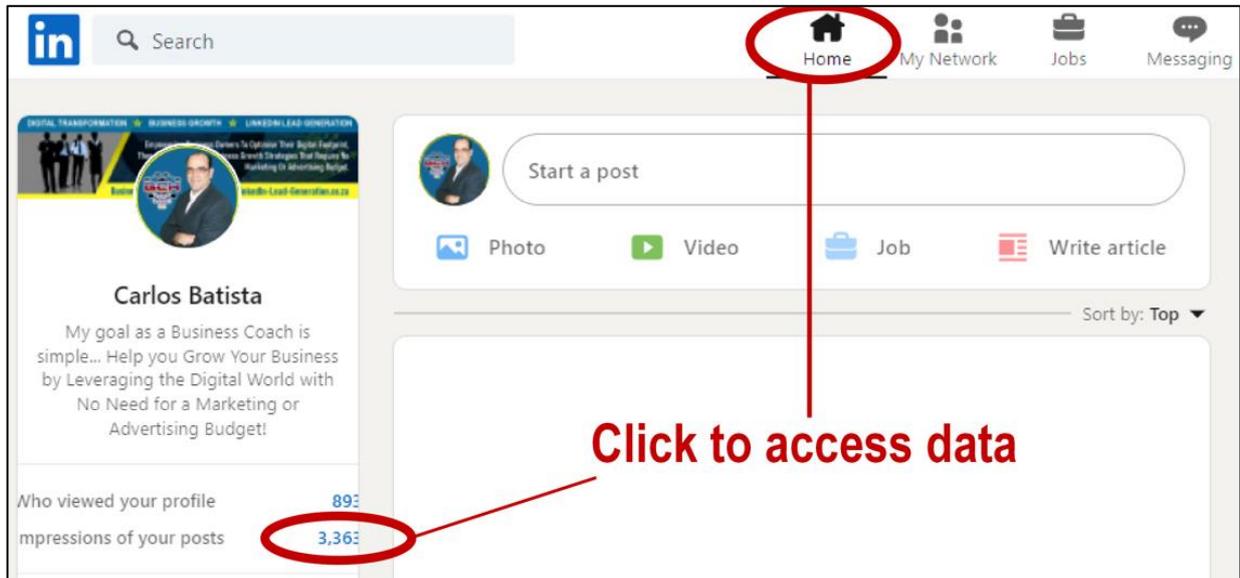
Data analytics is important because it helps businesses optimize their performance. The primary role is to help businesses make more informed decisions on their LinkedIn activity to ensure they get the most benefit from the platform.

LinkedIn is the best and most effective platform for brand recognition and lead generation and while businesses are present on LinkedIn, they don't always make use of all the features available, and if they do, it is not effective enough.

Understanding the data available can help you optimize your time and effectiveness on LinkedIn.

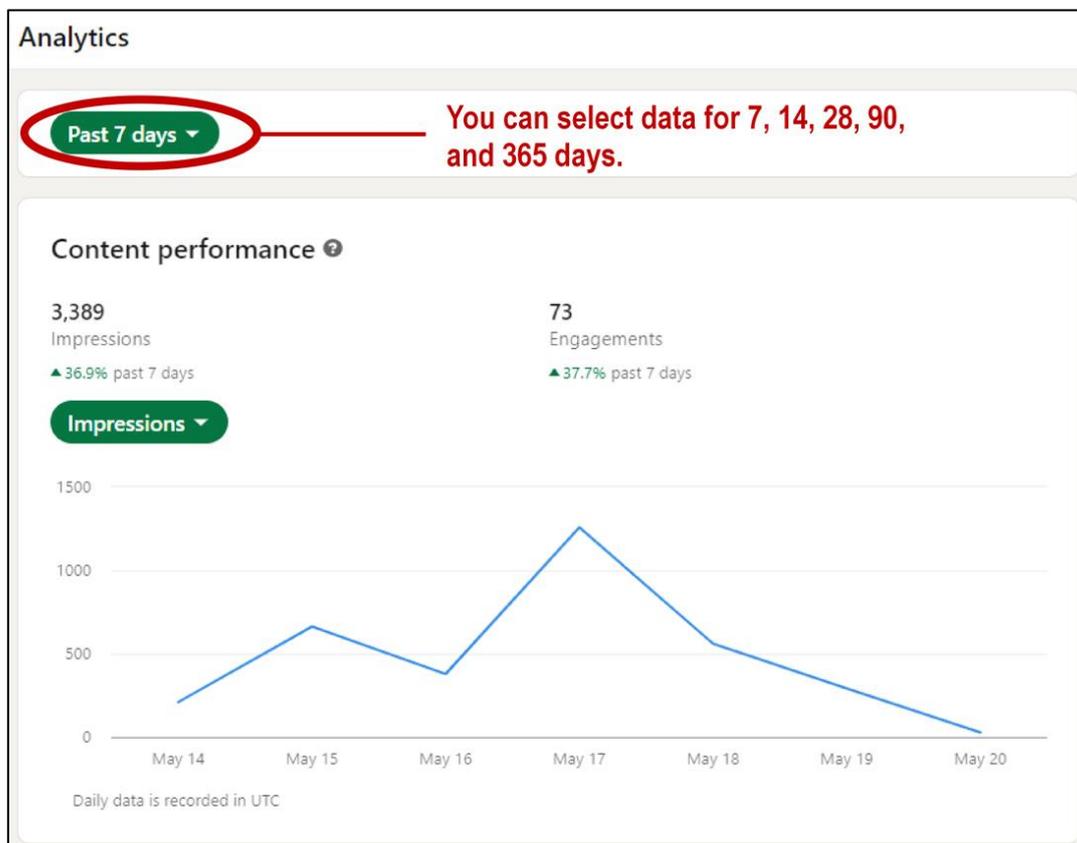
Let's look at the data available, where to find it, and how to use it.

Data From Home Screen/Newsfeed



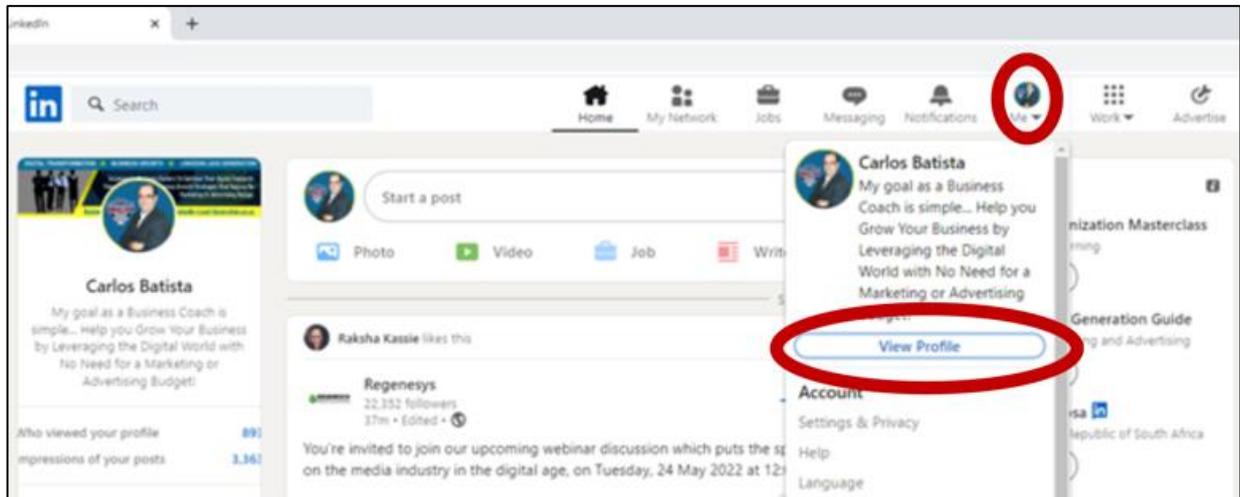
The screenshot above indicates where the data for your newsfeed posts can be found.

The screenshot below shows you the data that is available with regards to the content you posted on your newsfeed.

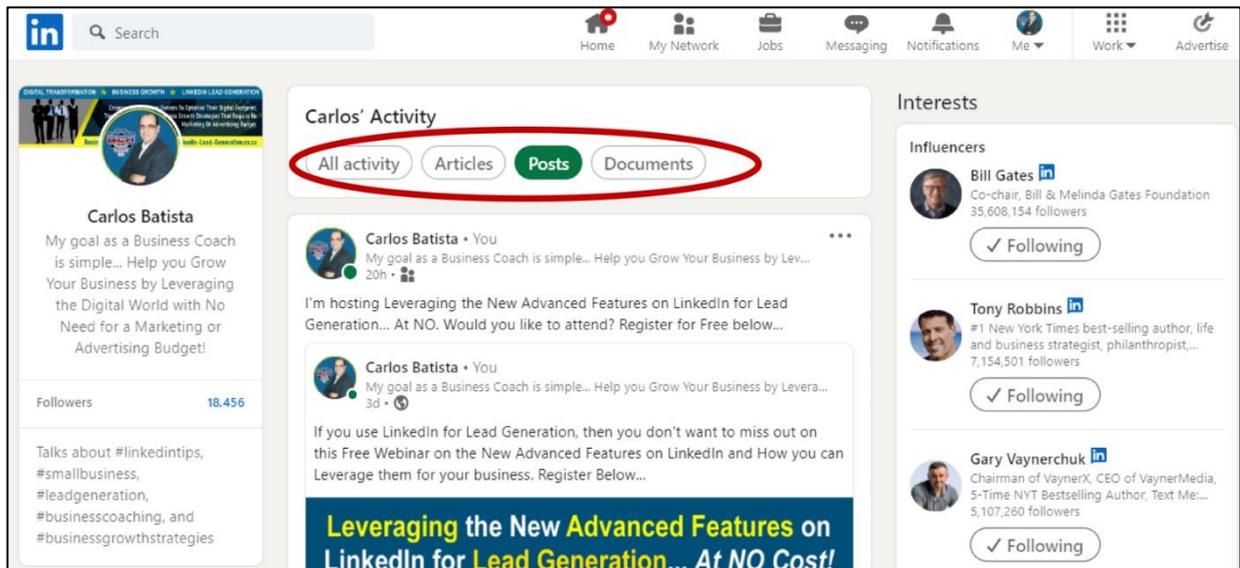


Data From Newsfeed Posts

From your home screen (newsfeed) select to view your profile as per the screenshot below.

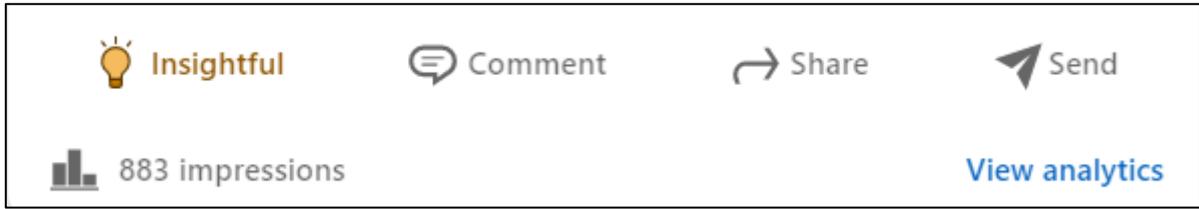


Then scroll down until you see the 'Activity' section. At the bottom of that section, select "Show all activity". You will then arrive at the screen as per below.

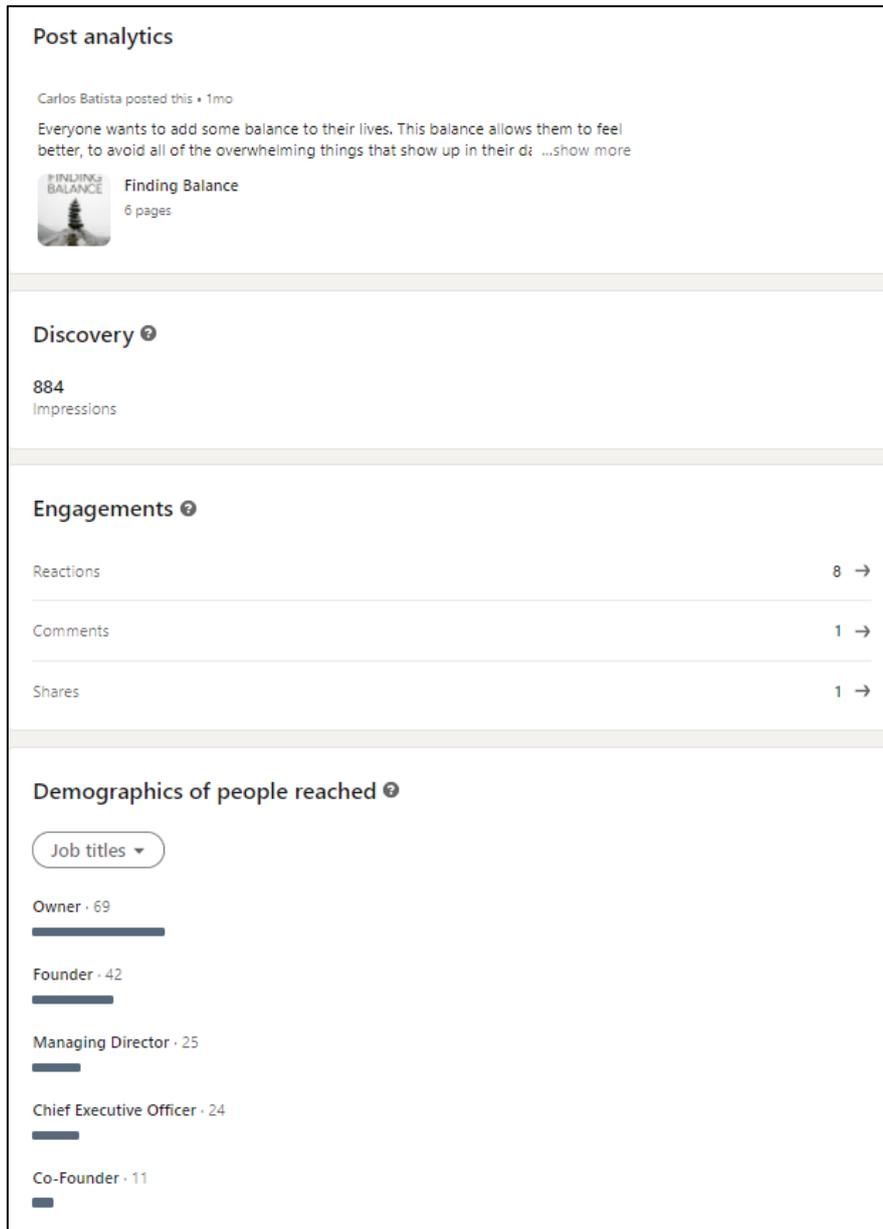


From the filters at the top of the page, you can select "All activity", "Articles", "Posts", or "Documents". Select the "Posts" filter to see all your posts.

At the bottom of each post, you will see information like the screenshot below.



Click on the “impressions” number or on “View Analytics” and you will then see the information for that post as per below screenshot.



There is valuable information on each post so you can see if you are reaching the right people, in the right place, and if they are engaging.

Data From Company Page Posts

From the home page (newsfeed) select your company page which you will find on the left-hand side under your profile section.

From your company page, you can view analytics for every post by click on the “See organic performance” or “View analytics” links under each post as per the screenshot below.



The data you will see is as per the screenshot below.

Post analytics

Business Coaching Hub posted this • 1w
The 7 Traits Of Successful People.

 **The 7 Traits Of Successful People**
10 pages

Targeted to: All followers

Organic discovery

306 Impressions	220 Unique impressions
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 This post doesn't qualify for boosting. [Learn more](#) [Boost](#)

Organic engagement

215 Engagements	70.3% Engagement rate
Clicks	199
Click-through rate	65.0%
Reactions	8 →
Comments	6 →
Shares	2 →

Here again you can see how effective your posts are in getting engagement or getting viewers to take action if you have a CTA on the post/s.

I'm sure that by now you have seen the value in all the data LinkedIn provides to you and how to can use it to improve your lead generation strategies on this platform.

It goes without saying that your profile, company page, and posts need to be optimized for your ideal clients in order for them to be effective.

You also need to have your ideal clients as connections and then get them to follow your co0mpany page.

Is your LinkedIn presence effectively optimized? If not, then the [LinkedIn Optimization Masterclass](#) can help you gain maximum benefit from your LinkedIn presence. To find out more [CLICK HERE!](#)

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"Your Success Is My Focus!"



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