

# CAPTIVATING LINKEDIN CONTENT CHECKLIST

LinkedIn can be used as a powerful tool for B2B lead generation. Get started by optimizing your current rotation of content to be captivating—and enabled to capture business leads.

Create light text under 70 characters that provides educational value (think 80% educational—20% sales-focused)

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Don't forget the other levels of the customer journey! 💡💡

I find that most content marketers focus on attracting traffic in volumes (and filling that top of the funnel). But they never get out of the beginning levels of the 🌱 journey.

Your content should ideally reflect in all levels of the customer journey...awareness, consideration, purchase, and advocate.

This would mean creating content assets like;

- ✓ Pillar posts
- ✓ eBooks
- ✓ Infographics
- ✓ White papers
- ✓ Case studies/testimonials/reviews
- ✓ Video
- ✓ Webinars

...that target pain/challenges/needs at each specific level of the journey. Then once they're opted-in with your specific pain & content asset, you will have insight into their current story 📖—and you can then start feeding them RIGHT and RELEVANT content to help push them forward. 🚀

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Harness emojis to break up the text

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Download the "content creation" infographic with our top B2B content pieces that you need in your strategy.  
<https://www.mtcthecontentagency.com/b2b-content-creation-checklist/>

Use industry-specific and niche hashtags

Include your link to a lead gen piece in the comment section

Avoid attachments unless they're a video, picture or audio snippet. Get people to hover over your post longer & try not to take them away from LinkedIn in the main post.

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