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LinkedIn marketing developer platform review in progress

Does your business have a presence on LinkedIn? If so, then it also has social media objectives - from recruitment to ads and sales. And without LinkedIn analysis, your ability to track these goals is just guesswork. LinkedIn analytics metrics are the proof points of your LinkedIn marketing efforts. This data allows you to measure your success. It also gives you the information you need to prove and improve your return on your social media. Learn where to find your company Page's analysis and the best metrics to follow. We've also included a number of LinkedIn analytics tools that can provide deeper insights and simplify reporting. Bonus: Download a free guide showing the 11 tactics Hootsuite's social media team used to increase their LinkedIn audience from 0 to 278,000 followers. To access the LinkedIn analytics dashboard, start by signing in and opening your company Page. From here, you can check your analysis in the following sections: Analytics Dashboard Analysis dashboard is the primary area for monitoring LinkedIn page performance. There are three broad categories of data: visitors (data about people visiting your Page) Updates (engagement metrics for content posted on LinkedIn) followers (numerical and demographic information about people subscribing to your Page) Visit activity dashboard dashboard for qualitative insights into the following metrics: Likes to mention notes of shares (when your brand is tagged in another friend's post) The activity page offers qualitative insights into your presence on LinkedIn. Read notes and look at references to gauge sentiment and identify reasons behind certain data trends. If it seems like a lot of work, Hootsuite offers social listening tools to track emotion and references. LinkedIn Post Analytics LinkedIn offers a comprehensive overview of analyzing posts on the Updates dashboard. But you can also drill down on a particular post by clicking View Statistics in the lower-right corner. LinkedIn Profile Analytics If you offer professional services from your LinkedIn profile, or act as a brand ambassador for your company, you may also want to track profile analytics. These statistics can be found from your profile, under your dashboard. The best LinkedIn metrics for tracking linkedin metrics you need to track depend on the marketing goals you've set. Experiment with thought leadership articles? Keep an eye on updates. Want to know how your career page functions? Lookup page views on the Visitor tab. If you need a primer on social media metrics, start here. Company Page Analytics Use these LinkedIn metrics to gauge your Page's performance and announce your marketing strategy. Visitor Metrics Visitor Analysis: These metrics differ from traffic metrics. On the Visitor Analytics dashboard, you can follow unique visitors to see how many individual friends have visited your Page. Use Page views to see the total number of Visit your Page. Learn which tabs visitors are most interested in by filtering through all pages, home, about, insights, and people. If you've created a Life tab with career pages, you can also see how many visitors they attract here. Unique visitor metrics are a good indicator of how many people are interested in your company. Just like motion analysis elsewhere, this data will also give you a sense of how well your SEO strategy works. Visitor demographics: Learn about LinkedIn members who show interest in your Page. Data includes work function, location, seniority, industry and company size. Find trends you can use to let the content of up-to-close posts, career Pages, and LinkedIn ads know. These statistics can also help with linkedin advertising targeting. For example, perhaps these visitors will also be interested in visiting your store or seminar you are planning. Custom clicks on buttons: Each LinkedIn business profile can include one of the following action buttons: Visit website, contact us, learn more, sign up and sign up. See how many clicks you've earned on your button in the last 30 days, on the visitor analytics dashboard. Tracking Metrics: Where visitors measure interest in your company, followers measure the number of people who want to stay connected. Use the graph on the Tracker Analysis tab to track growth patterns. You can also compare the number of followers purchased using sponsored content. Follower demographics: Know your audience. The people who follow you on LinkedIn are the people who will see your company's posts and updates. Understanding who they are, where they are, and what they do will help you create relevant and engaging content. Compare your follower statistics with linkedin platform demographics. Tracking Companies: Compare companies similar to your content into the following categories: Total Followers (Current Subscribers Compares - Note that this number is static and won't change if you update the time range) New followers versus your company (compares earned subscriptions) The number of updates versus your company (compares post frequency) Engagement rate versus your company (compares Page interactions) Look for matches between new trackers and update and engagement statistics. If your company's performance is low compared to a competitor, consider adjusting the frequency of your post. Alternatively, dig into the demographics of your visitors and imagine what kind of content these visitors will turn into followers. Performance Analysis Updates: The total number of times at least 50% of the update was visible for more than 300 milliseconds. Unique impressions count the number of times your friends' updates have been seen. Clicks: Clicking notifies you that the call to action worked. On LinkedIn, clicks are counted when a connected friend clicks on your post, company name or logo. It Exclude other interactions such as shares, comments or comments. Use the click-through rate to gauge the number of clicks you've earned versus impressions. Engagement rate: LinkedIn calculates the rate of update engagement by adding the number of newly acquired interactions, clicks, and reviews, divided by the number of posts your post receives. There are many ways to calculate engagement rates. Before comparing this statistic to another statistic, make sure it has been thought of in the same way. Comments, comments, and shares: The number of comments, shares, and comments your post receives. Comment buttons include like, celebrate, love, insight, and intrigue. If your goal is to create engaging content or place your company as a thought capsule, you'll want to follow these LinkedIn metrics. Remember, what people say is important. So be sure to balance quantitative data with qualitative insights, too. Bonus: Download a free guide showing the 11 tactics Hootsuite's social media team used to increase their LinkedIn audience from 0 to 278,000 followers. Get the free guide now! How to export LinkedIn analysis shown on the Updates dashboard to incorporate sponsored organic statistics. Export a report to see how your organic efforts compare to paid actions in two separate columns of data. Just click the Export button in the upper-right corner and set your time range. LinkedIn Profile Analysis Track these LinkedIn metrics from your personal account. Who viewed your profile: Who's been watching you for the last 90 days. Basic accounts have access to some of this information. Premium account members see more insights, including how people found you. Search Appearances: The number of times your profile has appeared in search results during a given period. Click this LinkedIn metric to see where your searchers work, what they do, and the keywords they used to find you. Source: LinkedIn Post Views: Overview of the number of non-unique views your messages, documents, or articles have received. Click on this LinkedIn metric for a post by listing a post. From here, you'll have access to insights into who viewed your posts, as well as comment, comment and share details. Post views are recorded when someone sees it in a feed, while article and document views are measured with clicks. Learn how a LinkedIn algorithm works so you can earn more views. LinkedIn Analytics These LinkedIn analytics tools allow you to dig deeper and across the platform. Hootsuite Analytics connect your account to Hootsuite to measure how your LinkedIn analytics compare your social media platforms. Our social media management platform comes with built-in tools that make it easy to manage your LinkedIn account. This includes analyzing the data behind your posts, and the value of data on your other social channels. If your LinkedIn business Page has multiple admin members, Allows you to assign and manage tasks. Therefore, if you see a comment that needs a response, you can ensure that the appropriate team member receives a message. Brandwatch Brandwatch is a social listening tool that tracks your company's mentions across more than 95 million online sources, including blogs, forums, social networks, news, videos and review sites. The brandwatch app can be integrated for free on the Hootsuite dashboard. Brandwatch excels at helping you understand the emotions behind the characters. Instead of writing down arrogance metrics, dig deeper to understand why people like your content and what they say about it. Advanced targeting allows you to filter results by author, categories, tags, and more. This makes it easy to identify trends, which can then be compared across platforms or against competitors. Hootsuite Insights by Brandwatch go above and beyond with our enterprise program plugin, Hootsuite Insights, powered by Brandwatch. Analysis reports tend to be reactive, but Hootsuite insights are set to provide marketers with practical insights. Make progress on trends so you can lead conversations on LinkedIn. Monitor online conversations so you can create engaging posts. And know yourself what your competitors are up to. Members of an organizational program can also incorporate the Hootsuite influence. With its advanced tools, you can discover new LinkedIn audiences, influencers, trendy content, and more. Easily manage your LinkedIn page alongside your other social channels with Hootsuite. From one platform, you can schedule and share content—including video—and run your network. Try it today. Get started

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