



Karelia University of Applied Sciences

BBA

# Producing and Analysing LinkedIn Content of Mantsinen Group Ltd Oy

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Abstract

LinkedIn is a social platform that is very effective for B2B companies to market their products and services. The author of this thesis made the research for Mantsinen Group Ltd Oy relating to what kind of content must be published on LinkedIn in order to get good results. The research questions are as follows:

- What kind of content works best to make people visit the company's website?
- What kind of content works best to grow the number of the case company's LinkedIn followers?

The first step of this thesis included doing extensive research on the topic of what is the role of LinkedIn for B2B companies, how to conduct content strategy on LinkedIn, and what is the role of KPIs in digital marketing, specifically on LinkedIn. Also, a framework to categorise LinkedIn content was found and implemented.

After the research, nine LinkedIn posts were published on Mantsinen Group's LinkedIn Company Page. The results of each post were analysed, the focus being on the number of website visits and new LinkedIn followers.

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## Abbreviations

KPI – Key Performance Indicator

MHM – Material Handling Machine unit in Mantsinen Group

# 1 Introduction

Originally launched in 2003, LinkedIn has become the world's largest professional social media platform with over 900 million members from more than 200 countries and territories globally (LinkedIn 2023a). This information might make it safe to assume that one can reach a considerably big audience on the platform.

LinkedIn can be considered as a professional social network (Bodnar & Cohen 2012, 104). Of all the other platforms, it has, by far, the largest number of members who have gathered to connect with other members for professional purposes, stay informed, advance their careers, and work smarter (Sophisticated Marketer's Guide 2020, 6).

I, the author of this thesis, am working in a B2B company called Mantsinen Group Ltd Oy as a content producer. Most of my work consists of writing social media posts, short articles, and editing videos. The content I create is published on Mantsinen Group's official website and on social media platforms such as Facebook, Instagram, YouTube, TikTok, and LinkedIn.

LinkedIn is the place where the most important purchase decision makers of Mantsinen Group's potential customers are found. Therefore, the author has gone on a journey to learn what kind of content works best on LinkedIn for Mantsinen Group. The main work of this thesis is to publish nine posts on Mantsinen Group's LinkedIn page, and then analyse the results.

## 1.1 Background

Mantsinen Group Ltd Oy is a company located in Ylämylly, Finland. The business can be divided into two units, logistic services, and material handling machine manufacturing. Logistic services are provided in Finland, and the material handlers are manufactured in a factory located in Ylämylly, North Karelia. From there, the machines get delivered around the world. Mantsinen

Group also provides spare parts for the machines as well as various services, such as consulting, training, and machine servicing. (Mantsinen Group 2023.)

Since Mantsinen Group's business activities are divided into two main groups (logistics and material handling machine manufacturing), the customers are also divided into two groups. The customers of logistics services are e.g., various forestry companies in North Karelia region, in places such as Uimaharju and Äänekoski. The customers of the MHM (Material Handling Machines) unit are organisations that have facilities where various material is handled from one place to another by different modes, such as train wagon, ship, or truck. These types of facilities include e.g., ports, terminals, sites for scrap handling, and cellulose factories. (Mantsinen Group 2023.)

The customers of the MHM unit can be divided into four different industries: ports and terminals, forest industries, recycling, and steel industries. The material being handled in these types of places can be containers, different types of bulk material, break bulk, wood, or pulp bales. Material handlers of Mantsinen Group are used to handle that material. The current customer base of the MHM unit is distributed in different countries such as Brazil, the United States, Belgium, Sweden, Latvia, Netherlands, and Uruguay. (Mantsinen Group 2023.)

## **1.2 Aim of the thesis**

According to a study conducted by Mora Cortez, Johnston & Ghosh Dastidar (2023), the number of new LinkedIn followers and website visits influence positively on the sales revenue of a B2B company (Mora Cortez et al. 2023, 2).

The aim of this thesis is to find out and analyse what kind of content generates the most website visits, and what effect does it have on the company's LinkedIn followers.

Two research questions were formulated:

- What kind of content works best to make people visit the company's website?
- What kind of content works best to increase the number of the case company's LinkedIn followers?

To answer the research questions, nine different posts were produced on Mantsinen Group's LinkedIn page. After each post two metrics were measured:

- 1) Change in the number of LinkedIn followers and
- 2) the number of website visits.

Both metrics were measured seven days after publishing each post.

The work plan proceeded as follows: First, the subject is researched by reading different sources of information. Then comes the production and publishing of the content. Simultaneously, the literature review of the thesis is written, and once it is done, the results of publishing the nine posts on LinkedIn are analysed.

The outcome of the work was quite unknown, and there were no concrete expectations of what they will contain. It was not known if there would be variety in website visits from post to post and maybe in the gained followers as well. It could have been that certain type of posts, such as announcements of upcoming exhibitions in a certain area that Mantsinen Group is attending, would not attract as many website visits, because they were, presumably, only interesting to the people who planning to attend that specific event.

### **1.3 Outline of the thesis**

This thesis includes six chapters apart from the introduction. Each chapter serves a purpose in creating the overall understanding and analysis of the topic that was researched.

Chapter 2 dives into the theoretical foundations of B2B social media marketing, explaining the role of various marketing channels in the B2B context. In addition, the chapter outlines the features that make LinkedIn a suitable platform for B2B marketing.

Chapter 3 describes the process of content production in the context of LinkedIn content marketing strategy. The chapter also highlights the value of KPIs in measuring the performance of digital marketing efforts and introduces some LinkedIn-specific KPIs.

Chapter 4 contains a description of the research methodology used in this thesis, providing a comprehensive view of the main theories and concepts related to the topic of this thesis.

In Chapter 5, the outcomes of the content production and publishing are introduced. It also includes the author's insights and interpretations of the results.

Chapter 6 contains the conclusions drawn from this work. It also includes the author's recommendations for future actions, the limitations of the study, and the author's personal reflections on the execution of this work.

### **1.3.1 Gathering knowledge base from literature**

Research was done by reviewing the latest reports on B2B content marketing and by reading various sources, such as academic papers on the topic, books, and educational materials provided by LinkedIn.

When choosing sources, it was preferred that they are not too sales-oriented and even better if they have been cited in other academic works.

For writing the thesis, an AI tool named ChatGPT-3 was used. The tool was used to create sentences in different ways to give a variety in text. The most used prompt that was used to write this thesis was asking the tool to write an existing sentence written by the author in a more academic way. Then, after



getting a more academically written sentence created by AI, the author used some of the elements that sentence for writing his own text for this thesis.

## **2 Social Media Marketing for B2B Companies**

Social media is collectively referred to as software and services that enable people to exchange, discuss, communicate, and participate in any form of interaction. These interactions can encompass text, audio, images, video, and other types of content, individually or in any combination. (Ryan 2014, 151.) Social media marketing refers to the practice of utilising social media platforms and tools to promote a business and establish relationships with both existing and potential customers (Newberry 2023).

B2B companies can have many benefits by utilising social media channels as part of their marketing. By using social media, businesses can, for example, appear higher in buyers' results due to search engines prioritising new content. (Procopio, Spielvogel & Thomson 2012, 25). Additionally, the 2022 Social Media Marketing Industry Report highlighted that the primary benefits of social media marketing are increased exposure for the businesses (reported by 85% of the surveyed marketers around the world), more traffic (75%) and generating leads (66%) (Stelzner 2022, 7).

There are many different social media platforms that B2B companies can use. These include for example LinkedIn, Facebook, Instagram, YouTube, Twitter, TikTok, Pinterest, and Medium. They are all unique and have different functionalities in them. Figure 1 shows which of the social media platforms were the most used by B2B content marketers during 12 months before July 2022.

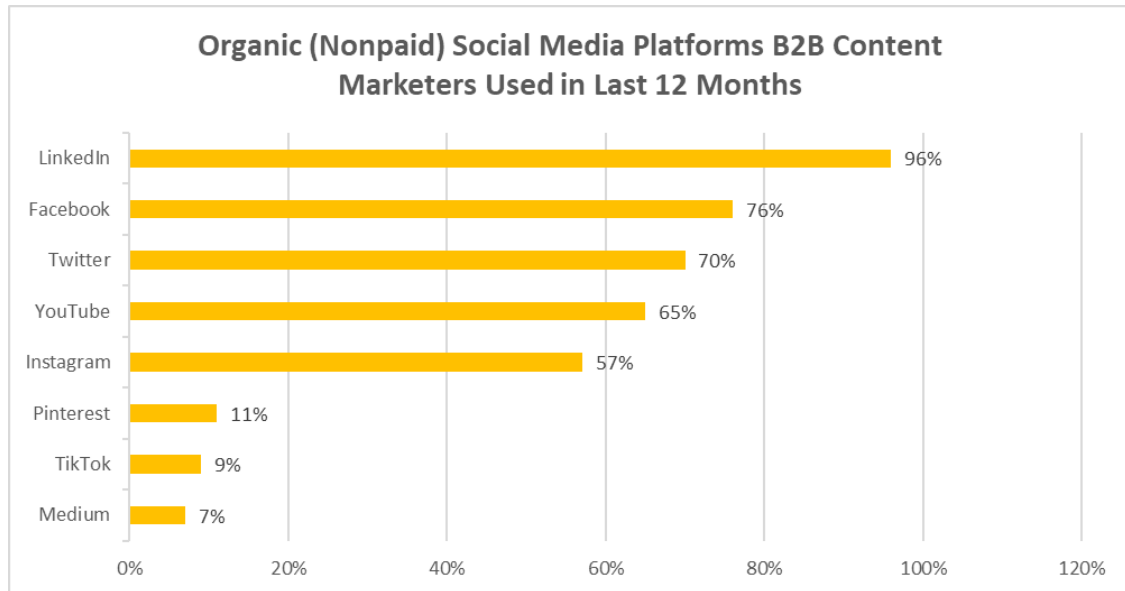


Figure 1. Organic (Nonpaid) social media platforms B2B content marketers used in the 12 months before July 2022). (Content Marketing Institute & MarketingProfs 2022, 18).

According to a survey by the Content Marketing Institute and MarketingProfs (2022), the top three most used social platforms used by B2B content marketers during the 12 months before July 2022 were LinkedIn (used by 96% of the survey respondents), Facebook (76%), and Twitter (70%) (Figure 1) (MarketingProfs & Content Marketing Institute 2022, 18). The aim of the next section is to explain what kind of a role LinkedIn plays in B2B social media marketing.

## 2.1 LinkedIn as a B2B marketing channel

The significance of LinkedIn is emphasized by numerous studies. Stelzner (2022, 18) reported that the most important platform for a B2B marketer is LinkedIn. According to a report by MarketProfs and Content Marketing Institute in 2021, LinkedIn was the most used organic platform by B2B marketers, and it produced the best results compared to other platforms, as the Figure 2 demonstrates. Similar findings were found also in a more recent report published in 2022. The report indicates that LinkedIn continues to be the most utilized social media platform by B2B marketers and it has been found to be the most effective one. (MarketingProfs & Content Marketing Institute 2022, 19.)

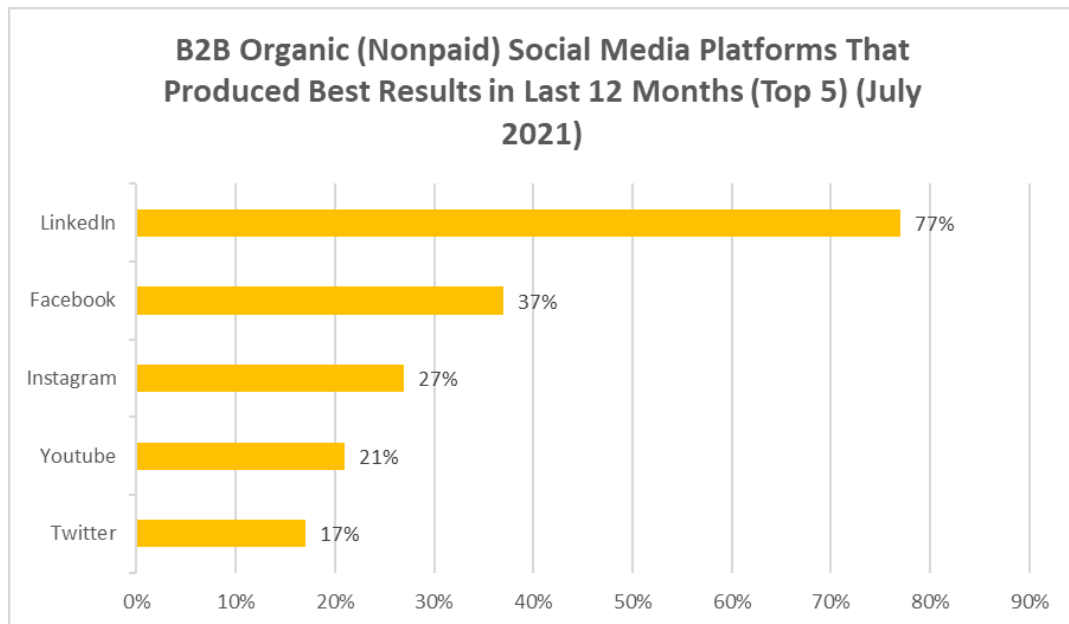


Figure 2. B2B Organic (Nonpaid) social media platforms that produced the best results in the 12 months (Top 5) before July 2021 (MarketingProfs & Content Marketing Institute 2021, 30).

LinkedIn seems to have a prominent position as a valuable source for B2B companies in their pursuit of acquiring new leads. Already in June 2010, a study by LeadForce1 (later LeadFormix) concluded that LinkedIn was found to drive more leads to B2B websites than any other site (Bodnar & Cohen 2012, 104). In Hubspot's large-scale research of more than 5,000 companies, it was brought to light that LinkedIn created the highest visitor-to-lead conversion rate of 2.74%, which is 277% greater than what Facebook (0.77%) and Twitter (0.69%) produced (Corliss 2022).

I personally have a LinkedIn account. What I do on LinkedIn is I scroll my feed and when I stumble upon new bits of useful information, I save it for later. I do not usually post anything on my personal LinkedIn account, but I post regularly on Mantsinen Group's LinkedIn page.

## 2.2 Relevant Functionalities of LinkedIn for B2B companies

The diversity and significance of LinkedIn as a marketing tool for B2B companies can be demonstrated by a framework introduced by Heikkilä (2022, 11) (Figure 3). The framework covers the topic at a significant level of depth, calling for a selective focus on relevant sections (indicated by red colour in the framework) from the point of view of this thesis.

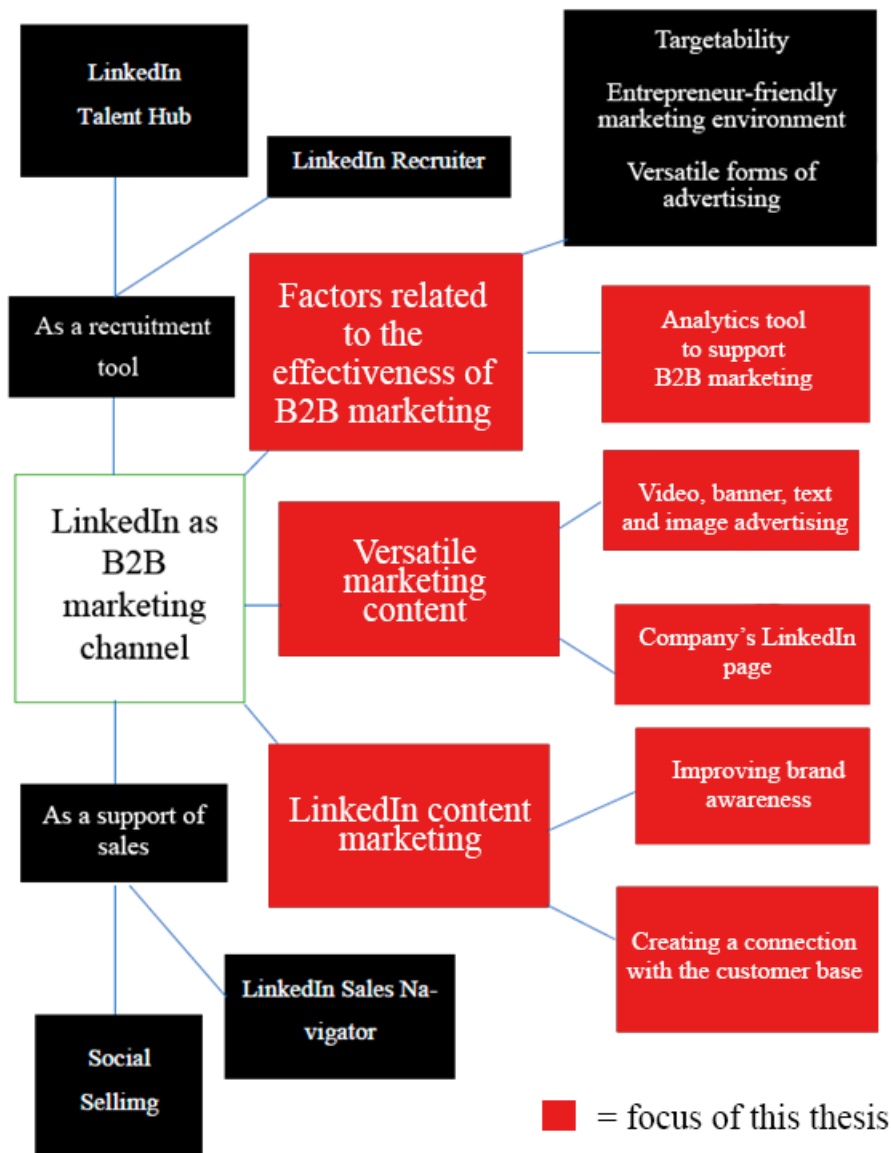


Figure 3. Theoretical framework for LinkedIn as a B2B marketing channel, including the elements that make LinkedIn an effective B2B marketing channel (Heikkilä M. 2022, 11). The red colour is done by the author of this thesis.

The elements of Heikkilä's (2022, 11) framework that make LinkedIn a worthwhile B2B marketing platform and are relevant to this thesis are the things mentioned in the branches of **LinkedIn content marketing**, **Versatile marketing content**, and the **Factors related to the effectiveness of B2B marketing**. Each factor will be further elaborated in the subsequent subchapters.

### 2.2.1 LinkedIn content marketing

Content marketing can be defined as an act of publishing written and visual content online for the primary purpose of drawing potential customers for a business (Baker 2022). Figure 4 shows that, according to a report by MarketingProfs and Content Marketing Institute (2022), the three most common objectives that B2B marketers accomplish with content marketing are creating brand awareness, building/creating credibility/trust, and educating audiences.

**Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months**

	All Respondents	As Reported One Year Ago
Create brand awareness	83%	80%
Build/grow credibility/trust	77%	75%
Educate audience(s)	72%	70%
Build/grow loyalty with existing clients/customers	63%	60%
Generate demand/leads	67%	60%
Nurture subscribers/audiences/leads	54%	49%
Drive attendance to one or more in-person or virtual events	49%	47%
Generate sales/revenue	42%	42%
Support the launch of a new product	42%	42%
Build/grow a subscribed audience	44%	37%
None of the above	2%	2%

Figure 4. Goals B2B marketers have achieved by using content marketing successfully in the 12 months before July 2022 (Content Marketing Institute, MarketingProfs 2022, 32).

In the context of LinkedIn, some common objectives of pursuing content marketing, according to Geyser (2021), can include improving a company's

brand awareness, lead generation, engagement with the target audience, and promoting the sales of a product (Geyser 2021).

The significance of content marketing for B2B companies on LinkedIn can be emphasized by the platform's existing user base. LinkedIn has emerged as the social network that is preferred by senior-level executives, thought leaders, and management personnel. These people can be relatively indifferent towards social media platforms like Instagram, Facebook, YouTube, or Twitter, but they can quite often be interested in thought-provoking content posted on LinkedIn. As a result, it may be advisable that most companies have a LinkedIn presence as part of their overall marketing strategy. When talking about B2B enterprises, however, the incorporation of LinkedIn should be an essential and indispensable component of their marketing strategy. (Geyser 2021.)

### **2.2.2 Versatile marketing content on LinkedIn**

The framework by Heikkilä (2022, 11) in Figure 3 articulates that the Versatile marketing content branch consists of "Company page" and "Video, banner, text and image **advertising**". It is important to note that in this thesis, the emphasis is not on advertising, but on the organic reach of the LinkedIn posts. Although, it is worth to note that the reach of LinkedIn posts can be boosted very effectively through paid advertising campaigns to improve their visibility (LinkedIn 2022a). The importance of paid advertising on LinkedIn can be significant, but having an organic presence is beneficial too.

The social presence on LinkedIn can be grown organically by following for example the steps suggested by Kearns (2020), which include steps such as setting engagement targets for the organic posts, delivering valuable content in a consistent cadence, using visually pleasing elements in posts such as videos, including a call to action in each post, and analysing LinkedIn Page analytics to figure out what is the most compelling content for the audience. (Kearns 2020.)

The versatility of LinkedIn's content publishing capabilities on a B2B company's LinkedIn page is a notable perk. Figure 5 demonstrates the types of content that are possible to post on a company page on LinkedIn.

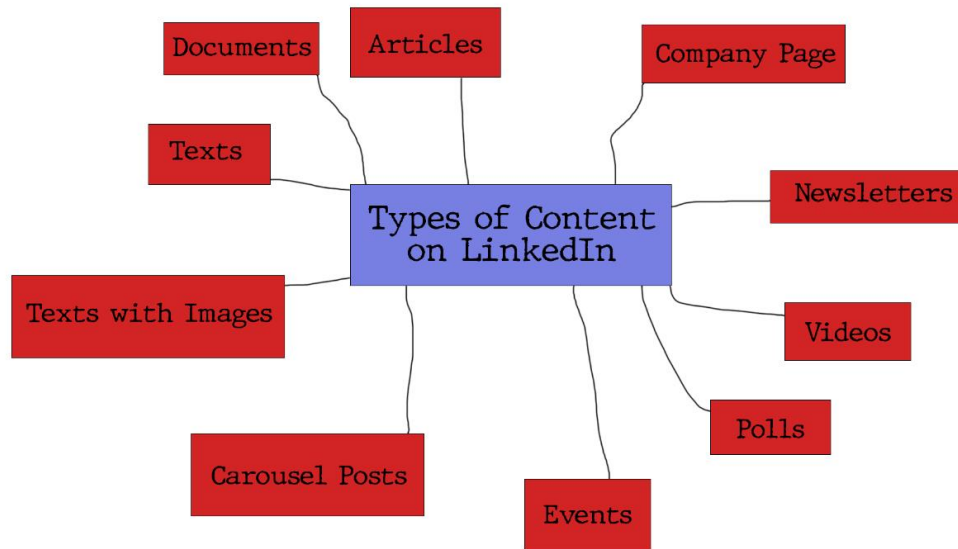


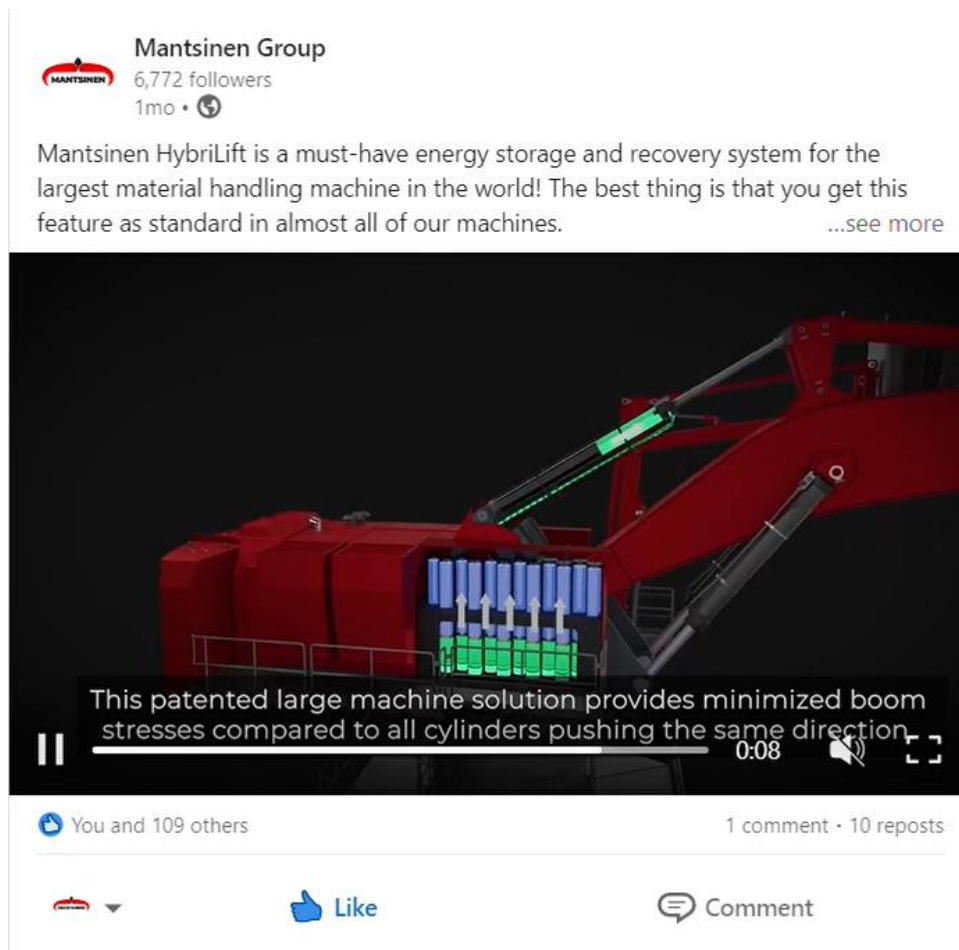
Figure 5. Types of content on LinkedIn.

One of the LinkedIn content types defined in Figure 5 is a company page. According to Prodromou (2015), a company page in LinkedIn serves as a mini website, providing a platform where corporate information such as company updates, news and job openings can be shared. Moreover, the existence of a LinkedIn page for a company improves its discoverability on LinkedIn searches and Google search results. (Prodromou 2015, 80.)

In LinkedIn newsletters, the users can write about professional topics they care about, and members can subscribe to a newsletter to get an update when something new is published (LinkedIn 2023b). Every member and administrator of a LinkedIn page can write articles concerning their knowledge and interests (LinkedIn 2023c). For this work, the published posts were primarily text-based, enhanced with an image, a series of images, or a video.

Other types of content on LinkedIn include videos (Picture 1), texts (Picture 2), texts with images (Picture 3), carousel posts (Picture 4), events (Picture 5), polls, newsletters, and articles (Burt. T. 2022).

Picture 1 shows how a video post looks like on LinkedIn. The picture depicts a video posted on a Company Page of Mantsinen Group. The video shows an animation about how HybriLift system developed by the company works.

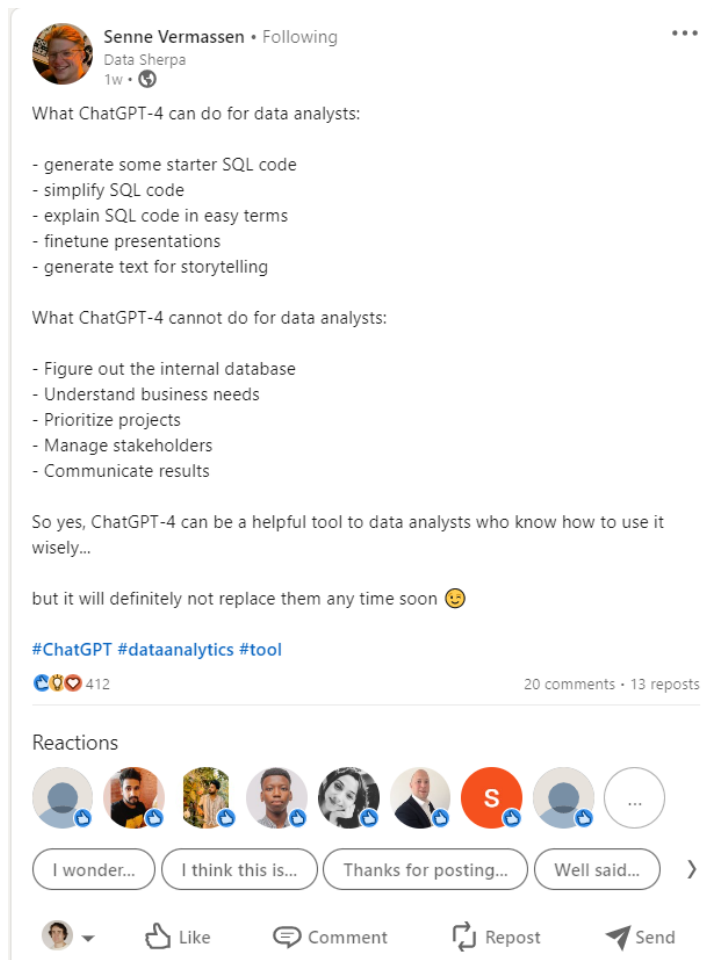


Picture 1. A video post on LinkedIn.

The resolution range of a video that LinkedIn enables to post spans from 257x144 to 4096x2304. The minimum video duration on LinkedIn is 3 seconds, and the maximum lengths are 15 minutes if uploaded from desktop and 10 minutes if uploaded via the mobile app of LinkedIn. (LinkedIn 2023d.)



Picture 2 demonstrates how a text post looks like on LinkedIn. The post in question is authored by a LinkedIn content creator named Senne Vermassen, who shares a perspective on the possible application of ChatGPT-4 for people who work as data analysts.

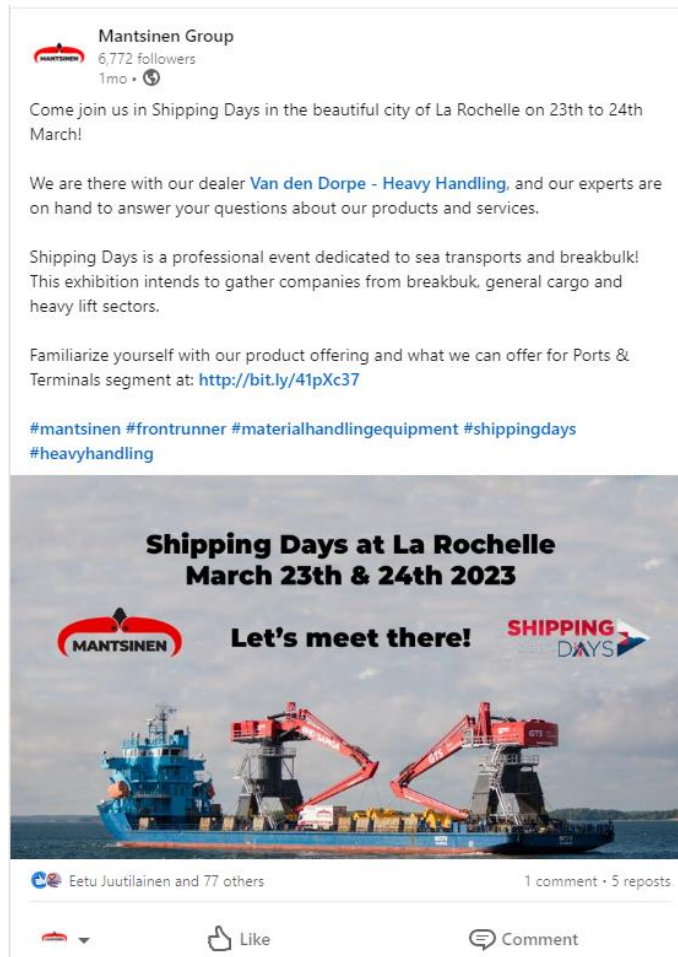


Picture 2 A text post on LinkedIn.

Apart from the usual text symbols, emojis can also be added into LinkedIn posts. The allowable character limit for a LinkedIn post is 3000 characters. In case a post exceeds this limit, the LinkedIn Publishing Platform can be used to produce an article instead (LinkedIn 2022b).

A text post with image, as it is shown in Picture 3, can add a variety to a purely textual post. The image post in the picture is published by the author of this

thesis on Mantsinen Group's LinkedIn Company Page. The content is about an exhibition in which the company took part in.

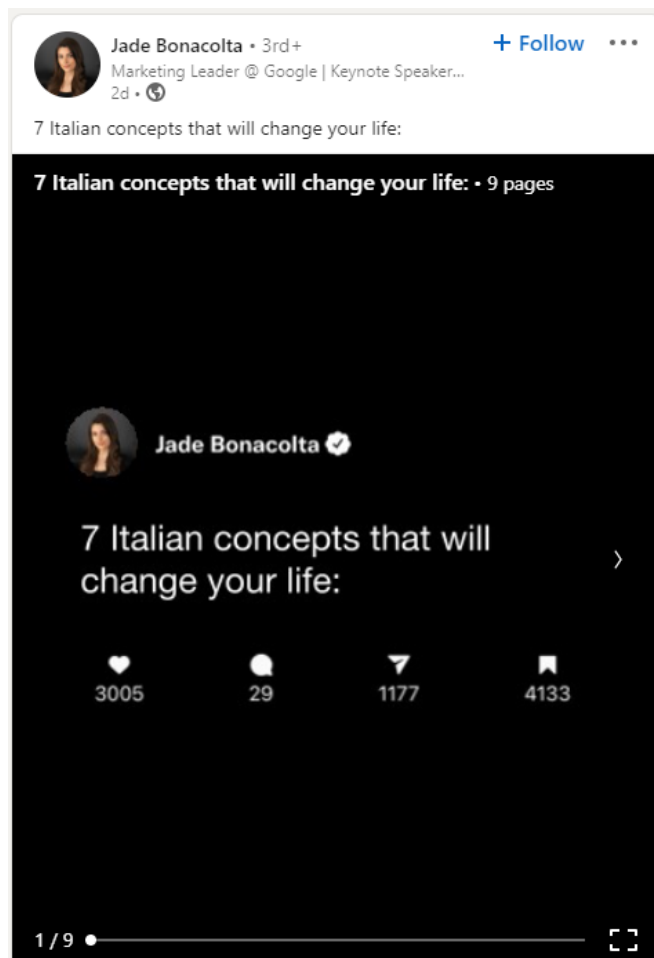


Picture 3. A text post with an image on LinkedIn.

LinkedIn recommends that a size of an image intended for sharing within a post should be at least 552 (width) x 276 (height) pixels. The supported frame ratio of an image ranges from 3:1 to 2:3 (width/height). Should the dimensions be exceeded, the image will be automatically centred and cropped. (LinkedIn 2023e.)

Shown in Picture 4 is a depiction of a carousel post on LinkedIn. The featured publication is authored by a LinkedIn user named Jade Bonacolta. The theme of

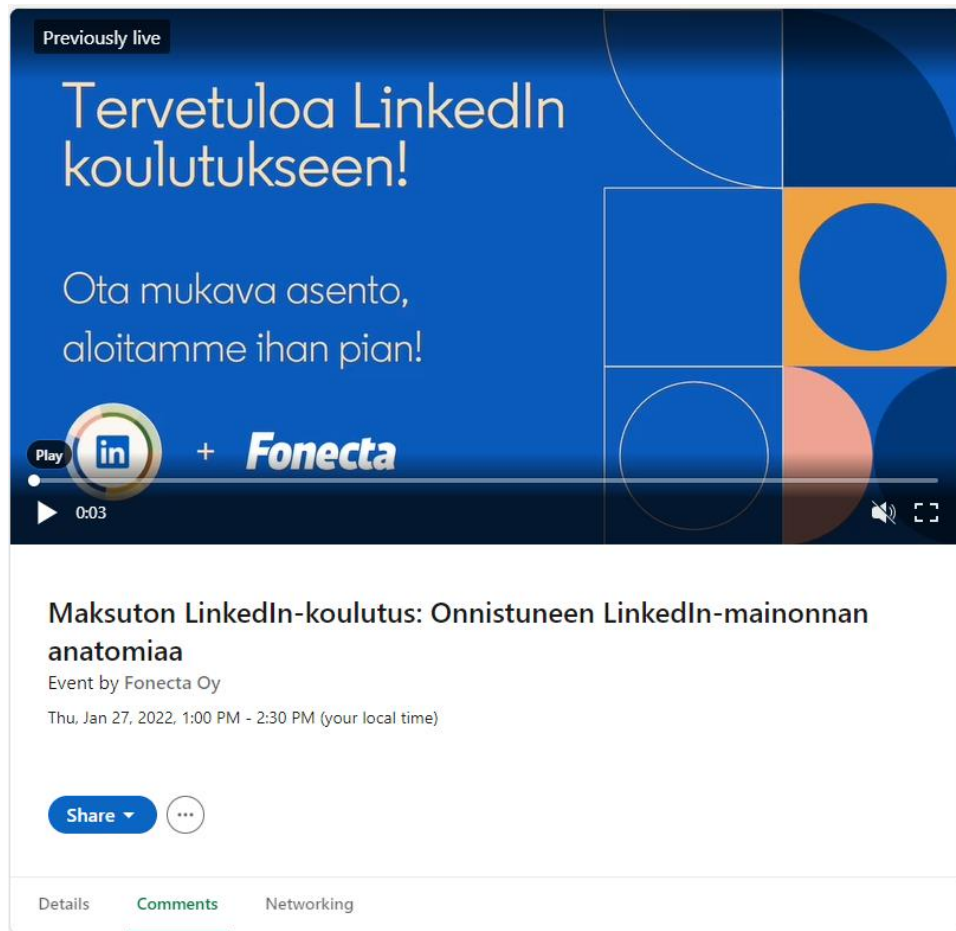
the content is about seven Italian concepts supposedly capable of changing one's life, as stated by the post's author.



Picture 4. A carousel post on LinkedIn. The post contains multiple images that can be viewed in progression by pressing a button on the side of each image, or by waiting for the automatic switching of the content (LinkedIn 2023f).

Carousel is a format that enables incorporating many images and/or videos within a single post, creating a visually engaging experience for the audience. LinkedIn users can view these media files by swiping through them or waiting for the automatic succession of the carousel to the next image or video. (LinkedIn 2023f.)

Picture 5 shows how a LinkedIn event page can appear. The event within the image represents a training session related to LinkedIn advertising held in January 27<sup>th</sup>, 2022.




Picture 5. An event page in LinkedIn.

The LinkedIn Events feature serves as a tool that helps to organize online and offline events. Every LinkedIn member can create an Event and add details about the theme and itinerary and send invitations to other LinkedIn users. An event can be created from a personal LinkedIn profile or from a page that the user is an administrator of. (LinkedIn 2023g.)

Picture 6 shows an example of how a post with an attached document appears. The post in question was published on Mantsinen Group's LinkedIn Company

Page on 8<sup>th</sup> July 2022. The attached document in the post encompasses a magazine publication that includes an article about Mantsinen Group.


**Mantsinen Group**  
6,798 followers  
10mo • 

Recent years have shown that the demand for electric-powered material handling equipment has steadily increased. Nowadays, half of the material handlers we sell are powered by electricity.

But as electricity is not always available in every corner of every port, we have developed a Dualpower concept, which enables to have both diesel engine and electric motor in one machine.

Learn more in the article titled Demand Surges for Electric Handling Equipment written Simon West, senior reporter for Breakbulk. You can find it on page 21 and also from this link: [https://lnkd.in/e\\_j8YhPK](https://lnkd.in/e_j8YhPK)

#mantsinen #breakbulk #materialhandling #materialhandlingequipment



Picture 6. An example of a post on LinkedIn, which includes the sharing of a document in PDF format.

Documents in LinkedIn posts can contain many pages, which can be skimmed by clicking or swiping the document's pages. The maximum number of pages in the document is 300, and it cannot exceed the size limit of 100MB. The supported document file types are PPT, PPTX, DOC, DOCX, and PDF. (LinkedIn 2023h.)

### 2.2.3 Factors related to the effectiveness of B2B marketing

In Heikkilä's framework shown in Figure 3 it is shown that factors related to the effectiveness of B2B marketing are targetability, an entrepreneur-friendly marketing environment, versatile forms of advertising, as well as LinkedIn's Analytics tool to support B2B marketing. This chapter focuses solely on the Analytics tool, because it the most relevant one for this thesis.

LinkedIn contains a tool named LinkedIn Analytics, which tracks the performance of a LinkedIn Company Page using many different metrics, such as clicks, shares, followers, and comments (Gahn 2022). Figure 6 shows the list of all analytics categories that provide a wealth of information about the performance of a LinkedIn Page.

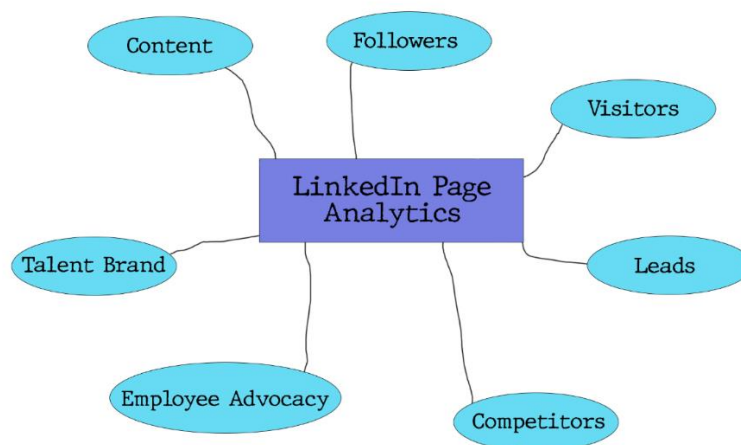


Figure 6. All analytics tool types that can be found from a LinkedIn Company Page (LinkedIn 2023i).

LinkedIn provides versatile analytics that help to gain information about the performance of a LinkedIn page. The first type of metric is content analytics, which assists with evaluating the effectiveness of updates, including posted videos. With the help of content analytics, one can assess the quality and topics of the content that has been posted (LinkedIn 2023i.)

The follower analytics on LinkedIn offer Company Pages information about demographics and sources of their followers. This data can be used to see who is following the Page and figure out what is the best way to engage with them (LinkedIn 2023i.)

The visitor analytics that LinkedIn provides help businesses to acquire insight about the demographics and sources of the visitors of their Company Page. This data can help firms understand who is visiting their page and find an approach to convert those visitors into followers. (LinkedIn 2023i.)

With the leads analytics available on LinkedIn companies can download information about the LinkedIn users who filled out a lead gen form on their company page during the past 90 days. The downloaded data can be used to find quality leads from members who visited their page. (LinkedIn 2023i.)

The competitors analytics provided by LinkedIn let companies to compare their page followership and content engagement to their competitors. The point of this data is to understand how the followership and content compare with that of their competitors' pages. (LinkedIn 2023i.)

The employee advocacy analytics on LinkedIn help firms to evaluate employee and member engagement from content that is recommended to employees (LinkedIn 2023i). Employee advocacy refers to the promotion of an organization by its employees by, for example, resharing the company's content on their

personal social media accounts (Martin 2022). With the help of employee advocacy data found on LinkedIn Page analytics, companies can make an evaluation of the content quality and engagement with employee recommended content (LinkedIn 2023i).

Lastly, talent brand analytics provided by LinkedIn give data on the engagement of LinkedIn users with the company's career pages (LinkedIn 2023i). The Career Pages on LinkedIn help companies to attract talent to work for them (LinkedIn 2023j). This information aids with understanding how to improve engagement with the LinkedIn users who view their career pages (LinkedIn 2023j).



### 3 The process of producing content and measuring KPIs

The process of producing content may quite often start by setting up a content strategy. Content strategy refers to the planning and development of a comprehensive approach to attract and engage with the target audience through content (Ryan 2014, 308). While searching for instructions on how to create a content strategy, it became apparent that many guides focus on website-based content strategy, meaning that the content to be produced is published on the website of a company. This thesis focuses on publishing content on LinkedIn; therefore, the guidelines for creating a LinkedIn content strategy are shown in Figure 7. These have been prepared by McCoy (2022) and are taken into consideration.

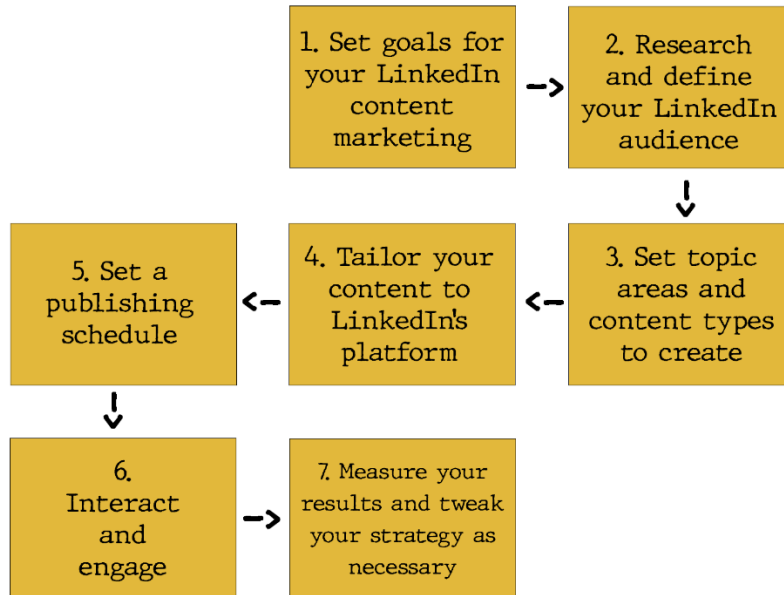


Figure 7. Steps of creating a LinkedIn content marketing strategy (McCoy 2022).

One way of setting up a LinkedIn content marketing strategy can be done as suggested in Figure 7 by going through the seven steps. These are setting

goals for LinkedIn content marketing, researching and defining the LinkedIn audience, setting topic areas and content types to create, tailoring the content to LinkedIn's platform, setting a publishing schedule, interacting and engaging with others on the platform, and measuring results, followed by making changes to the strategy if necessary (McCoy 2022).

As seen in Figure 7, according to McCoy's approach to creating a LinkedIn content marketing strategy, one should first define the goals for the content marketing (McCoy 2022). Defining the goals should be done before the rest of the planning, as concrete content goals will make it easier to determine what is best for the strategy (Forsier 2022). The benefit of having goals is also that they provide a purpose and destination for marketing activities, enabling to track the progress and grow the brand towards specific goalposts (McCoy 2022).

The second step in Figure 7 is to research and define the target audience on LinkedIn. In essence, figuring out the audience is about identifying the people who have genuine needs for what is being sold and will therefore be the most likely to make a purchase (McCoy 2022). Defining the target audience is also important because it helps to create relevant and valuable content (Forsier 2022).

By following into the third step in the method shown in Figure 7 to create a LinkedIn content marketing strategy (McCoy 2022), topic areas and content types need to be selected. As for figuring out the topic areas, it is recommendable that the content is something that the audience wants to read and represents the expertise of the brand. Therefore, it is beneficial to perform audience research to determine what the audience is eager to see and in what format. (McCoy 2022.)

Tailoring the content to be suitable to LinkedIn's platform is the fourth step in Figure 7. McCoy's (2022) approach for creating a LinkedIn marketing strategy

states that since the platform differs to some extent from other social media networks like Facebook and Instagram in terms of what purposes it serves, it needs a different approach regarding the content that is going to be posted (McCoy 2022). According to Ryan (2014), the cardinal rule of effective writing in any medium is to understand one's audience – the degree to which the text is tailored to the specific audience's interests correlates directly with how effective it is (Ryan 2014, 61). Therefore, copy-pasting the content from one platform to another can be a foolish approach, because the content that works in other platforms will not necessarily translate to LinkedIn (McCoy 2022).

The fifth step of Figure 7 involves setting a schedule for publishing content on LinkedIn. Having a so-called content calendar helps with remembering to post as well as with being aware of what has been posted in the past (McCoy 2022). An organised content calendar saves time by having a structured time frame to stick to, eliminating time-wasting activities (Ryan 2014, 315).

The sixth step of Figure 7 suggests interacting and engaging with the audience in LinkedIn. To achieve the best outcomes from consistent posting, it is essential to actively engage with other users by liking, commenting on, and sharing content published by others. Having a friendly social presence contributes to the building of brand awareness and reputation and is thus recommended. Setting daily benchmarks for engaging in LinkedIn can facilitate accountability on this matter (McCoy 2022.)

The seventh and the final step of creating a LinkedIn content marketing strategy with McCoy's (2022) approach shown in Figure 7 is about tracking and measuring how the content is performing. This can be considered as an important step as it enables to determine the efficacy and worth of the efforts that have been put into content marketing (McCoy 2022). Content analytics mentioned in Chapter 2.2.3 can be used to track the content performance on LinkedIn.

### 3.1. KPIs in digital marketing and LinkedIn

As it is written in the step 1 of the previous chapter, creating a LinkedIn content marketing strategy can start with defining goals, since concrete goals help to track the progress. However, the social media metrics performance is not simple to link to business results such as sales. Recent research has nonetheless provided ways to measure return on investment from social media. (Ryan 2014, 83.) To track and measure the success of digital marketing activities, one can use Key Performance Indicators (KPIs) (Haynes 2023). The rest of this chapter will tell what are KPIs, why are they used, and what kind of KPIs there can be in LinkedIn marketing.

A KPI is a performance metric for a specific business activity (Cambridge Dictionary 2023). A KPI can be either a count, such as the number of total website visits, or a ratio such as page views per visit. More frequently it is a ratio. The idea of KPIs is that they are linked with business strategy, hence the word “Key” (Burby & Brown 2007, 3).

The intrinsic value of KPIs is that they have an ability to extract meaningful insights from data at glance. Not having them can lead to getting overwhelmed by the voluminous data. By establishing KPIs for digital marketing, one gets a regular snapshot of how well their marketing is doing. Not only does a KPI give an immediate sense of the holistic state of one’s marketing actions, but it also serves as a beacon that illuminates potential problems and guides to the right direction before having to dive deeper into the data to look for viable solutions. (Ryan 2014, 84.)

In digital marketing, KPIs can quite often relate to conversion (Haynes 2023). Conversion is “the point at which a recipient of a marketing message performs a desired action” (Kirkpatrick 2012). In other words, it is the point when someone

responds a call-to-action (Kirkpatrick 2012). A call-to-action can be getting a website visitor to fill a contact form, for example. In such cases, a convenient KPI could be “Views vs Completions” ratio, which monitors the total number of completions generated from the total number times the form was viewed (Milankovic 2017).

For LinkedIn, some typical KPIs include the ones that are offered by the LinkedIn Analytics tool mentioned in Chapter 2.2.3. These can be for example post impressions, engagement rate of posts, follower growth, and profile views (Rafaela 2023).

## **4 Research Methodology**

This thesis is a practice-based thesis, which means that is based on a concrete, existing task that requires a solution. In this thesis, the task was to understand what kind of content is the most effective for Mantsinen Group's LinkedIn page. To add more concreteness to the task, research questions were formulated, and they are as follows:

- What kind of content works best to make people visit the company's website?
- What kind of content works best to increase number of the company's LinkedIn followers?

After formulating the research questions, a research process began. The process consisted of many different stages, which are explained in the following chapter.

### **4.1 Acquiring information**

After getting to know to the study done by Mora Cortez et al. (2023), a conscious decision was made by the author to write a thesis based on the framework they created. Thus began the process of researching the topic, doing the practical work of producing content, and measuring the outcomes.

The information for this thesis was acquired by reading topic-related blog articles, academic papers, educational materials provided by LinkedIn, marketing-related statistics, and by analysing results from publishing nine different posts on Mantsinen Group's LinkedIn page.

The posts were posted between 23.1.2023 and 28.4.2023. All the published posts contain text, a picture or pictures or a video, and a link to Mantsinen Group's official website. The links to the website were created using Bitly. Bitly is a service that enables to create customised links and track how many times the linked has been clicked on, among other things (Bitly 2023).

## 4.2 Research framework

The framework that is being followed in this work is the one introduced by Mora Cortez et. al. (2023). They developed a framework (Figure 8) based on the influence of social media marketing on selling outcomes via an intervening mechanism (website visits) and a social exchange outcome (new followers) (Mora Cortez et al. 2023, 1).

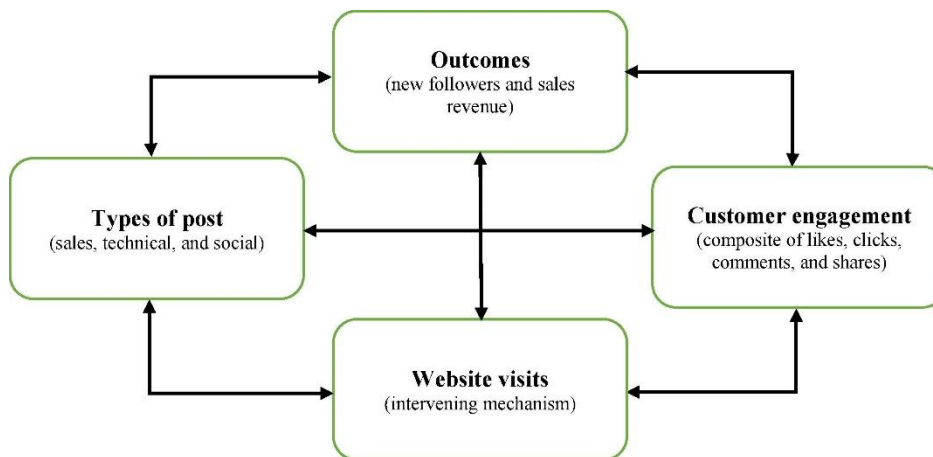


Figure 8. Framework of the influence of social media marketing on selling outcomes (Mora Cortez, Johnston & Ghosh Dastidar 2023, 2).

The framework developed by Mora Cortez et al. (2023) has four main components: types of post, website visits, outcomes, and customer engagement (Mora Cortez et al. 2023, 2). When a post is published, it can directly lead to new followers (which indicate increased sales revenue). It can also affect it indirectly by first changing the number of website visits or having many likes, clicks, comments, and shares, and only then lead to new followers and sales revenue.

The study findings of Mora Cortez et al. (2023) indicate that followers and website visits have a positive effect on the amount of sales revenue, and sales posts and website visits increase the number of followers. In addition, they found that social posts, new followers, and sales revenue positively influence engagement (Mora Cortez et al. 2023, 1). This explains the cross effect of the main components in the framework.

In this study, new LinkedIn followers of Mantsinen Group's LinkedIn page were measured, but not sales revenue, even though the framework in Figure 8 shows that it is one of the outcomes at which to be aimed. The reason for not measuring the sales revenue is that selling one material handling machine such as what Mantsinen manufactures can take a long time, sometimes a couple of years. Because this study lasted for only couple of months, and only nine LinkedIn posts were published, the author decided to not to measure the effect of the LinkedIn posts on Mantsinen Group's revenue.

### **4.3 Types of posts**

Having surveyed their pre-study participants, Mora Cortez et. al. (2023) identified three different types of posts that B2B marketers usually publish on the LinkedIn Company pages: sales, technical, and social posts (Mora Cortez et al., 4). This categorisation of posts if also used in this work. The rest of this chapter will explain the categorisations.

Social posts are meant to communicate the human element of the business experience. It can show, for example, interaction between colleagues, tell stories about field visits, or celebrate special dates. The main element of the social posts are people and "feel good" communication. Social posts are meant to contribute to sales by building a positive image of the firm (Mora Cortez et al. 2023, 4).

Technical posts, as is told in the Mora Cortez et al. (2023) study, are all about that "hard knowledge and competencies" of the business experience. They are



typically characterized by content in the form of white papers, industry news, empirical data of trends in the market, and case study reports. This type of post is meant to influence sales by creating trust in the customer by leveraging knowledge on emerging technologies, non-branded products/services, and the needs of the market. (Mora Cortez et al. 2023, 4.)

Sales posts take the role of marketing the products/services. The information provided in sales posts can be new features, new marketing channels, changes in prices (e.g. discounts), value propositions, customer experiences (e.g. references), timely information about the firm's offerings and explanations of how customers need the firm's products/services to perform certain tasks. One of the objectives of sales posts is to generate awareness of the B2B products/services, since awareness is associated with market performance (Homburg, Klarmann & Schmitt 2010, 209). All in all, sales posts are meant to highlight availability, business success, and desire to serve the market. (Mora Cortez et al. 2023, 5).

#### 4.4 Doing the practical work

A large proportion of this thesis work was to ideate content and create nine different LinkedIn posts. The structure of the workflow for producing the content and publishing the posts can be seen in Figure 9.

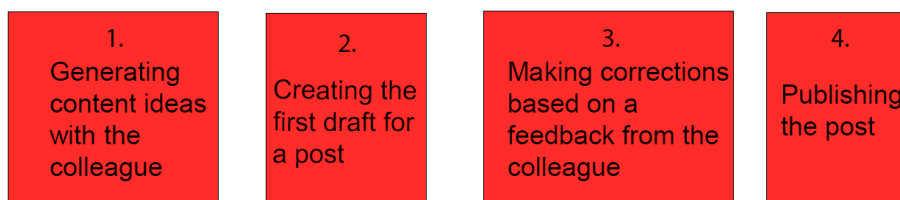


Figure 9. The work process for producing content for Mantsinen Group's LinkedIn page.

The process can be roughly divided into four stages. The first part was to generate content ideas with a supervisor at Mantsinen's marketing department. After that, the first version of a post was created and put into the content

calendar, which was in an Excel file. There, the content of the post was checked by a colleague who, if needed, wrote comments in the file. Based on that feedback, corrections to the content were made. After that, the post was finally published on LinkedIn.

When the posts became ready to be published, they were categorised into a social, technical, or sales post. One week after sharing the post on LinkedIn, two KPIs were measured: how many website visits did each post generate, and how many LinkedIn followers were gained 7 days after publishing the post.

The main thing that this study tries to figure out is what kind of effect do technical, sales and social posts have on Mantsinen Group's LinkedIn followers and website visits in the short-term.

The creation of the content demanded the use of various software applications. If an image needed to be modified, Adobe Photoshop was the software of choice. Adobe Premiere Pro served as the main tool for video editing. Chat GPT was sometimes utilised for the creation of texts. Excel served as the medium for the content calendar.

## 5 Results

In this chapter, the author introduces the results of the results of the content creation work of this study. To get the results, nine different LinkedIn posts were published on Mantsinen Group's LinkedIn Company Page. The KPIs that were measured were the number of website visits each post generated 7 days after publishing the post, and the increase in new LinkedIn followers of Mantsinen Group's Company Page 7 days after sharing each post. The most significant findings of this study are that the main things that drive LinkedIn content to perform well in terms of generating as many website visits and new LinkedIn followers as possible, is when the main content of a post is interesting, and it can be fully accessed only by visiting the company's website, motivating the person who sees the post to click the link on the post.

Table 1 shows the results of the practical work that was done for this thesis. A row's yellow colour indicates that the post is a Social post. Blue colour means that it is a Sales post and green colour shows that the post in question is a Technical post.

Date of posting	Topic of the post	Format	Category	Results 7 days after posting		
				Website visits	LinkedIn followers	Follower growth rate
21.2.2023	Employee Career Story	Text + Image	Social	33	15	+0,23%
22.2.2023	Conexpo and Mantsinen 60	Text + Image	Sales	1	14	+0,21%
26.2.2023	Shipping days	Text + Image	Social	6	17	+0,26%
3.3.2023	HybriLift	Video	Technical	4	22	+0,33%
13.3.2023	Conexpo and Mantsinen 60	Video	Sales	1	22	+0,33%
17.3.2023	Comparison Timelapse	Video	Sales	1	20	+0,30%
24.3.2023	Sustainabillity Calculator	Video	Technical	1	21	+0,31%
3.4.2023	Mantsinen 300 Virtual Tour	Video	Technical	38	31	+0,46%
28.4.2023	Intern Interview	Video	Social	5	22	+0,32%

Table 1. An overall look at the results of the content creation.

In this study, three KPIs were chosen for analysis and presentation. These KPIs are website visits, change in the number of LinkedIn followers, and the follower growth rate. Each KPI can be found on the three right hand columns of Table 1.

The logic behind selecting website visits and LinkedIn followers as KPIs lies in their demonstrated positive influence on sales revenue of B2B companies (Mora Cortez et al. 2023, 2).

Furthermore, there is the third KPI displayed in Table 1, which is the LinkedIn follower growth rate. It is a percentage change between the number of followers before and one week after the publication of a post. It was chosen as the third KPI because as mentioned in Chapter 3.1, KPIs have power in their ability to show meaningful insights at a quick glance (Ryan 2014, 84). Having easily and quickly comparable growth rates might make the table more effective in presenting results to a reader.

### **5.1.1 LinkedIn followers**

According to the results shown in Table 1, the post that gained the biggest number of LinkedIn followers within a week of its publication belongs to a technical category. The post was published on the 3<sup>rd</sup> of May, and it was about a new virtual tour of the Mantsinen 300 material handling machine on Mantsinen Group's official website. After this particular post, 31 LinkedIn followers were generated.

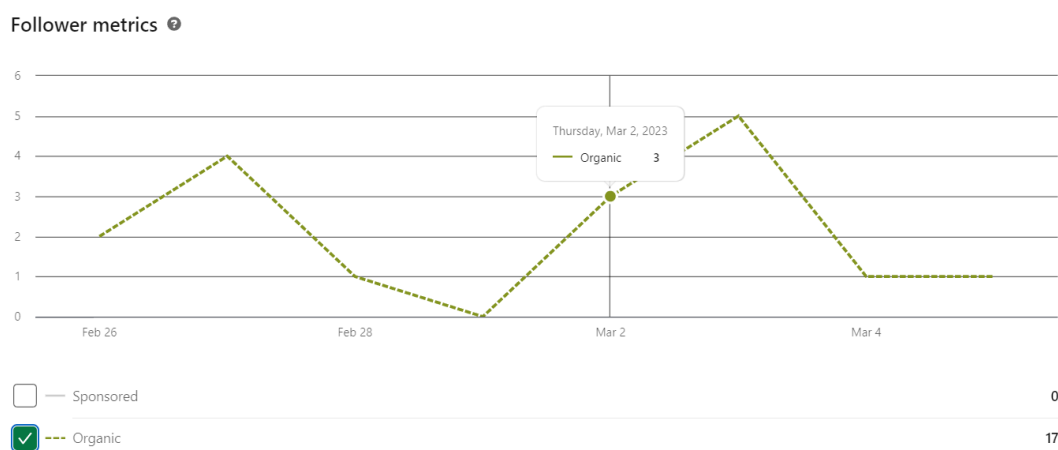
The second-highest number of gained followers after one week from posting equalled 22 new LinkedIn followers. Three different posts had that count, and each of those three posts belonged to a different category: sales, social, and technical, respectively.

The sales post that obtained 22 LinkedIn followers within one week of its posting was about an upcoming exhibition attended by Mantsinen Group. The post focused predominantly on one of the products, the Mantsinen 60 material handler, which is why it was categorised to be a sales post. The technical post

that got 22 LinkedIn followers after one week after posting was about Mantsinen HybriLift, an energy storage and recovery system. This video post provided information about the technological details of the HybriLift system. The social post that shared the position of achieving 22 LinkedIn followers within a week after posting was also in a video format. The post contained a video of an interview with a new intern, who shared thoughts about working at Mantsinen Group and studying in the city of Joensuu.

The results were directly extracted from the LinkedIn analytics tool. To access data about new followers, one has to navigate to the tool menu in the company page and click on “analytics”. After that, one must click on the “followers” button, which redirects to the analytical tool specifically made for tracking the followers of the company page.

A view of LinkedIn follower data of the mentioned date range can be seen in Picture 7. The tool also provides follower data for each individual day, if a cursor is moved on top of the specific day, such as Thursday, March 2, 2023, as it is demonstrated in the picture.



Picture 7. A view of Mantsinen Group’s follower metrics in LinkedIn Analytics tool between February 26<sup>th</sup> and March 5<sup>th</sup>.

Within the tool, the appropriate time range of each individual post was selected for an inspection. The time range consisted of seven days, starting from the day the post was shared on LinkedIn. For example, if a post was published on February 26<sup>th</sup>, 2023, the seven-day time range would span from February 26<sup>th</sup> to March 5<sup>th</sup>.

### **5.1.2 Visits to the company website**

When it comes to website visits, the LinkedIn post that achieved the highest number of visits according to the results in Table 1 coincided with the post that gained the most LinkedIn followers, which was the technical post about the new Mantsinen 300 Virtual Tour.

Following the post about the virtual tour, the second-highest number of website visits was observed for the first LinkedIn post published for this study, which focused on a career story of an employee of the company. This post successfully captured 33 website visits within a week after posting.

The rest of the posts, in comparison, did not generate as much website traffic. Notably, the third highest number of website visits was six. The post with six website visits was about an upcoming exhibition that Mantsinen Group attended.

As mentioned in the Chapter 4.1, the information about how many website visits each post got was collected by using a service named Bitly. For each link created in Bitly, there is an info page that contains the number of clicks on that link.

## **5.2 Insights**

The results shown in Table 1 yield a few interesting insights. First of all, it seems to be the LinkedIn post which attracted the highest number of website

visits also made the highest number of new LinkedIn followers for Mantsinen Group's Company Page within a week after posting. The number of followers grew by 0.46% after one week from publishing the post.

Another insight is about the two posts about an upcoming exhibition named CONEXPO/CON-AGG, both featuring the Mantsinen 60 material handling machine. The first one was published on February 22<sup>nd</sup>, and the second one was published on March 13<sup>th</sup>. While the first post had text and an image, the second post included a video instead of an image. Interestingly, there was no difference between the two in website visits, as both generated one visit after being shared on the platform. However, a difference occurred in new LinkedIn followers. The video post garnering eight more followers (22 followers) than the post with an image (14 followers). This might indicate that videos can be a bit more attractive for the viewer than images.

Both posts having only one website visit might indicate that the content behind the link was not interesting enough for a click. This makes sense also when looking at the two best-performing posts in website visits, namely the post about the virtual tour and the one about the career story of an employee. The Mantsinen 300 Virtual Tour itself contains a lot of content about the machine, and all the interested people who saw the video post on LinkedIn must visit Mantsinen's website in order to fully experience the virtual tour. The same can be said about the career story post. The post itself was only a sneak peek at the full-length interview, which can be found only on the website of Mantsinen.

What makes the Mantsinen 300 Virtual tour post interesting is probably that it is a virtual tour of the biggest material handling machine in the world. Maybe also the post's video generated some level of interest for those who saw it. When it comes to employee career story, the factor that might make it interesting is that it attracts people who are possibly interested working at Mantsinen Group.

## **6 Discussion**

The concluding chapter of this study aims to give answers to the research questions set at the beginning, present the key findings of the theoretical and practical parts of this study, and highlight recommendations for further investigations on the topic. Additionally, this chapter includes the limitations of the study as well as the author's personal reflections on the project.

### **6.1 Conclusions**

The research questions set at the beginning of this study were:

- What kind of content works best to make people visit the company's website?
- What kind of content works best to increase the number of the case company's LinkedIn followers?

Answers to these questions can be found from the next chapter.

#### **6.1.1 Content that gets the most website visits**

The content that works best to make people visit the company's website is when the LinkedIn post offers a glimpse into content that can be fully accessed by clicking the link. This trend is recognisable in the two posts that had the highest performance in both website visits. The first post was a video showing a virtual tour that could be accessed from the link. The second post contained a short snapshot of a career story related interview that could be read in full length by clicking the link.

The insight to be made here is that in order to make people visit one's website from a LinkedIn post, the website must have interesting content in it, and the post must communicate the viewer what they will get to see by clicking the link.



### **6.1.2 Content that works best to get new LinkedIn followers**

Content that works best to attract new LinkedIn followers seems to somewhat coincide with the content that gets the most website visits. An example that supports this observation is the LinkedIn publication about the virtual tour which had the highest number of website visits (38 visits) also generated the largest inflow of new LinkedIn followers (31 new followers) after one week of being posted.

But as it seen in Table 1, there were three posts that all belonged to a different category, and all three had the second-highest number of new LinkedIn followers (22 followers). The number of website visits those three posts garnered was relatively low. This is most likely because the content on the website, something the viewer would see by clicking the link, was not as interesting as it was on the top-performing post.

## **6.2 Recommendations**

The main recommendation for anyone who produces content for a company in LinkedIn is to have interesting content on the company's website. Then, share posts on the company's LinkedIn page that give a glance at the content on the website, and have a link that leads to see that content. Also, adding a routine of consistent tracking of organic content performance on LinkedIn will add more meaning to the content publishing work. The recommendation is therefore to continue measuring the results, but automate it somehow at least to some extent, especially if using ratio KPIs such as follower growth rate. Calculating the follower growth rate manually is quite time-consuming.

## **6.3 Limitations**

This study had many limitations. First of all, the effect of the LinkedIn posts on sales revenue was not measured as it was in the study of Mora Cortez et. al.

(2023). It was not measured because it might be tricky to figure out the effect of a single LinkedIn post on the revenue of a material handling manufacturer, especially when the purchasing process in the industry can be very long. It is good to acknowledge that B2B companies can be very different, and measuring the effect of new LinkedIn followers and website visits for the revenue of Mantsinen Group Ltd Oy can be very different than for the company that Mora Cortez et al. had in their study. It would be interesting to know the effect of LinkedIn marketing actions on the sales revenue, because then the value of marketing actions would be more concrete.

This study also did not measure the engagement metrics on LinkedIn. None of the following were measured: likes, reactions, comments, and reposts. This was because the author decided to simplify the work by focusing only on two main metrics (website visits and LinkedIn followers) that were both said to have a positive effect on a sales revenue of a B2B company. Measuring the engagement metrics could have possibly allowed for more insights to be done.

#### **6.4 Personal reflection about the project**

This project taught me a little bit of analysing marketing data, which is nice. Learning about marketing analytics is a topic that interests me because it can give the marketing actions more meaning. It could be interesting to see the effect of marketing actions on a revenue of a company. Why do I want to know how LinkedIn posts shared on Mantsinen Group's Company Page affect the firm's sales revenue? Maybe it has something to do with the statement that humans have a need to feel significant. So maybe this work and the interest in marketing analytics is my attempt to feel more significant at my work and the results I produce.

Before this project I did not measure website visits or new followers on LinkedIn, at least as precisely as I did in this project. This project could therefore be a catalyst for me starting to measure from now on the website visits and new LinkedIn followers of each post. This can add more

meaningfulness to content production work and add more sense of feeling significant.

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## Appendix 1.

List of the published posts.

1. 21.02.2023. Employee Career Story. Text + Image. Social.  
<https://www.linkedin.com/feed/update/urn:li:activity:7033737449738547200/>
2. 22.02.2023. Conexpo and Mantsinen 60. Text + Image. Sales.  
<https://www.linkedin.com/feed/update/urn:li:activity:7034201644619739136/>
3. 26.02.2023. Shipping Days. Text + Image. Social.  
<https://www.linkedin.com/feed/update/urn:li:activity:7035508308010491904>
4. 03.03.2023. HybriLift. Video. Technical.  
<https://www.linkedin.com/feed/update/urn:li:activity:7037432573467189248>
5. 13.03.2023. Conexpo and Mantsinen 60. Video. Sales.  
<https://www.linkedin.com/feed/update/urn:li:activity:7041025892583649280>
6. 17.03.2023. Comparison Timelapse. Video. Sales.  
<https://www.linkedin.com/feed/update/urn:li:activity:7042406654625099776>
7. 24.03.2023. Sustainability Calculator. Video Technical.  
<https://www.linkedin.com/feed/update/urn:li:activity:7045020256121069568>
8. 03.04.2023. Mantsinen 300 Virtual Tour. Video. Technical.  
<https://www.linkedin.com/feed/update/urn:li:activity:7048574539114459136>
9. 28.04.2023. Intern Interview. Video. Social  
<https://www.linkedin.com/feed/update/urn:li:activity:7057683249497583617>



## Appendix 2

List of the pictures.

1. Picture 1.

<https://www.linkedin.com/feed/update/urn:li:activity:7037432573467189248>

2. Picture 2. [https://www.linkedin.com/posts/senne-vermassen-02467616a\\_chatgpt-dataanalytics-tool-activity-7051448453951844354-d9CE?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/senne-vermassen-02467616a_chatgpt-dataanalytics-tool-activity-7051448453951844354-d9CE?utm_source=share&utm_medium=member_desktop)
3. Picture 3. [https://www.linkedin.com/posts/senne-vermassen-02467616a\\_chatgpt-dataanalytics-tool-activity-7051448453951844354-d9CE?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/senne-vermassen-02467616a_chatgpt-dataanalytics-tool-activity-7051448453951844354-d9CE?utm_source=share&utm_medium=member_desktop)
4. Picture 4. [https://www.linkedin.com/posts/jadebonacolta\\_7-italian-concepts-that-will-change-your-activity-7054068010893897728-Jx5s?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/jadebonacolta_7-italian-concepts-that-will-change-your-activity-7054068010893897728-Jx5s?utm_source=share&utm_medium=member_desktop)
5. Picture 5. <https://www.linkedin.com/events/maksutonlinkedin-koulutus-onnis6878645663756886016/comments/>
6. Picture 6. [https://www.linkedin.com/posts/mantsinen-group\\_breakbulk-magazine-july-august-2022-activity-6951113742482866177-MV-3?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/mantsinen-group_breakbulk-magazine-july-august-2022-activity-6951113742482866177-MV-3?utm_source=share&utm_medium=member_desktop)
7. Picture 7. No link available because to see that view, one must be an admin of the company page

