



# How to Leverage LinkedIn Business Page for B2B Marketing

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(Kuala Lumpur)

Nowrid Amin  
Digital Marketing Manager



## USING LINKEDIN FOR LEVERAGE

**KUALA LUMPUR (16 MARCH 2020):** Many are unaware of how effective LinkedIn is as a business platform, especially for B2B, said Juwai-IQI Digital Marketing Manager, Nowrid Amin. He said millions of professionals use LinkedIn as it is a reliable and perhaps the most effective platform for B2B marketers to meet and engage with influencers or decision-makers.

Nowrid said this at MTC's online webinar series on advertising and branding titled "How to Leverage LinkedIn Business Page for B2B Marketing" today.

The speaker shared how leads can be generated with advertisements on

LinkedIn. Driving website traffic and building brand awareness can also be easily done with the right content. He added that being consistent with quality content material was also crucial.

"Almost 80% of B2B marketing comes from LinkedIn. This is how powerful LinkedIn is," said Nowrid, who gave insights into how a good business page should be on LinkedIn. He also shared how to create a business page and even a logo using simple software that is free-of-charge and available online.

Nowrid said running business-related campaigns on LinkedIn could also be

easily done and can be tracked using certain analytics to determine who was viewing the advertisements or postings.

Many of the webinar participants showed keen interest in learning more about the advantages of LinkedIn as they queried on how to make their posts stand out.

