

LinkedIn Business Marketing Report

An excel based solution, which is macro free, to enable you to keep on top of your LinkedIn business page marketing. If this sounds like what you need, take a look at the details below.

Plan your LinkedIn marketing posts

Create a unique link for each post

Assign each post to a campaign

Automated reports per campaign

Automated monthly reports

Breakdown per media type, included link, and post time

Use data from LinkedIn to provide analytics

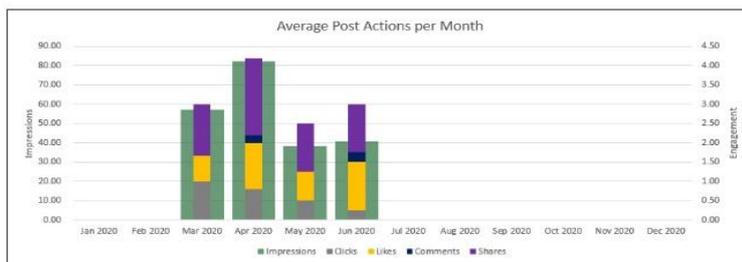
Use data from Google Analytics to track website clicks

Campaigns ranked in order of success

Complete report of your LinkedIn business page marketing

And so much more...

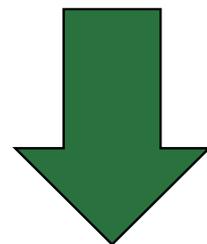
Easily see the success of your LinkedIn marketing campaigns from your business page



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Business Page Posts

Your Business

Enter or select all the data in the red columns, left of the grey column, when planning your LinkedIn business posts. Select the line (unique number), enter the text and hashtags for the post, enter the date, time and tick only when you have actually posted the post on LinkedIn (or scheduled it via a 3rd party app). Enter the website link you wish to use, and then select the 'trackable link'. Select the relevant campaign, and check the next column if you use an image in the post. Only use the grey column if you wish to use an over-ride code to identify a post (it should warn you if required). The last data required can be copied and pasted from the green headed cells when available (use paste values).

Line	Post	Date	hhmm		Posted	Default Website Link	Select		Campaign	Image
			Time				Custom Trackable Link			
1	How much time to you or your staff waste making spreadsheets? Do the spreadsheets then do everything that you want and need? Get them professionally made, and save time money and effort - https://spreadsheetsolutions.biz/bespoke-spreadsheets/7mcr-ii-03/20-001 #Spreadsheetsolutions #spreadsheets #Business	16 Mar 2020	18:00		✓				Bespoke	✓
2	Do you need a more comprehensive spreadsheet, but don't have the budget or time for a bespoke option? Here is our prime range of ready-made spreadsheets, now with a full list of products - https://spreadsheetsolutions.biz/store/7mcr-ii-03/20-002 #Spreadsheets #Readymade #Business	23 Mar 2020	18:00		✓				Prime Range	✓
3	If you have almost no budget for a spreadsheet, but you don't want to dip out on the benefits of having one, here is something for you. A range of basic spreadsheets for a really low cost (including some free ones) - https://spreadsheetsolutions.biz/basic-spreadsheet-range/7mcr-ii-03/20-003 #BasicRange #Lowcost #Spreadsheets	30 Mar 2020	18:00		✓				Basic Range	✓
4	Here's this weeks video in our Let's Talk About... Video Series. This week we discuss Accounting with Joanne Bell (Bells). Watch this short trailer, and then visit https://spreadsheetsolutions.biz/lets-talk-about-video-series/7mcr-ii-04/20-004 to see the full discussion, and any others that you may have missed. #LTAVS #Accounting #Video	06 Apr 2020	10:30		✓				LTAVS	

This page helps you to plan LinkedIn business page posts, so you can add the info for each post on each line of this tab. Not only can you capture the post text, date, time, campaign, and line number, but it lets you create a unique link for each post. This unique link not only includes the web page you wish to link to, but it also has a unique query string so that it can track each link clicked down to the post which generated the click.

If you use this to plan posts, it also reminds you with a colour change of posts that need to be posted.

Business Page Posts

Your Business

Line	Post	Calculated Data Copy and Paste (using paste values)						
		Video				Website		
		Impressions	Views	Clicks	Likes	Comments	Shares	Clicks
1	How much time to you or your staff waste making spreadsheets? Do the spreadsheets then do everything that you want and need? Get them professionally made, and save time money and effort - https://spreadsheetsolutions.biz/bespoke-spreadsheets/7mcr-ii-03/20-001 #Spreadsheetsolutions #spreadsheets #Business	79		2	0	0	1	1
2	Do you need a more comprehensive spreadsheet, but don't have the budget or time for a bespoke option? Here is our prime range of ready-made spreadsheets, now with a full list of products - https://spreadsheetsolutions.biz/store/7mcr-ii-03/20-002 #Spreadsheets #Readymade #Business	47		0	0	0	1	0
3	If you have almost no budget for a spreadsheet, but you don't want to dip out on the benefits of having one, here is something for you. A range of basic spreadsheets for a really low cost (including some free ones) - https://spreadsheetsolutions.biz/basic-spreadsheet-range/7mcr-ii-03/20-003 #BasicRange #Lowcost #Spreadsheets	45		1	2	0	2	2
4	Here's this weeks video in our Let's Talk About... Video Series. This week we discuss Accounting with Joanne Bell (Bells). Watch this short trailer, and then visit https://spreadsheetsolutions.biz/lets-talk-about-video-series/7mcr-ii-04/20-004 to see the full discussion, and any others that you may have missed. #LTAVS #Accounting #Video	49	34	0	3	0	1	12

This spreadsheet also uses your LinkedIn analytics data and your Google Analytics data. You can export both sets of required data from the respected websites, and use the raw data to provide number for this spreadsheet. Watch the demo video to see how to do that, but upon doing so, you simply copy the calculated values, and paste (using paste values) as shown above. This will then provide all the numbers which this report needs.

You can see the number of impressions, views (if video), clicks, likes, comments and shares per post. You can also see how many times the unique link has been used, to see how many actual clicks have come through to your website.

Campaigns

Your Business

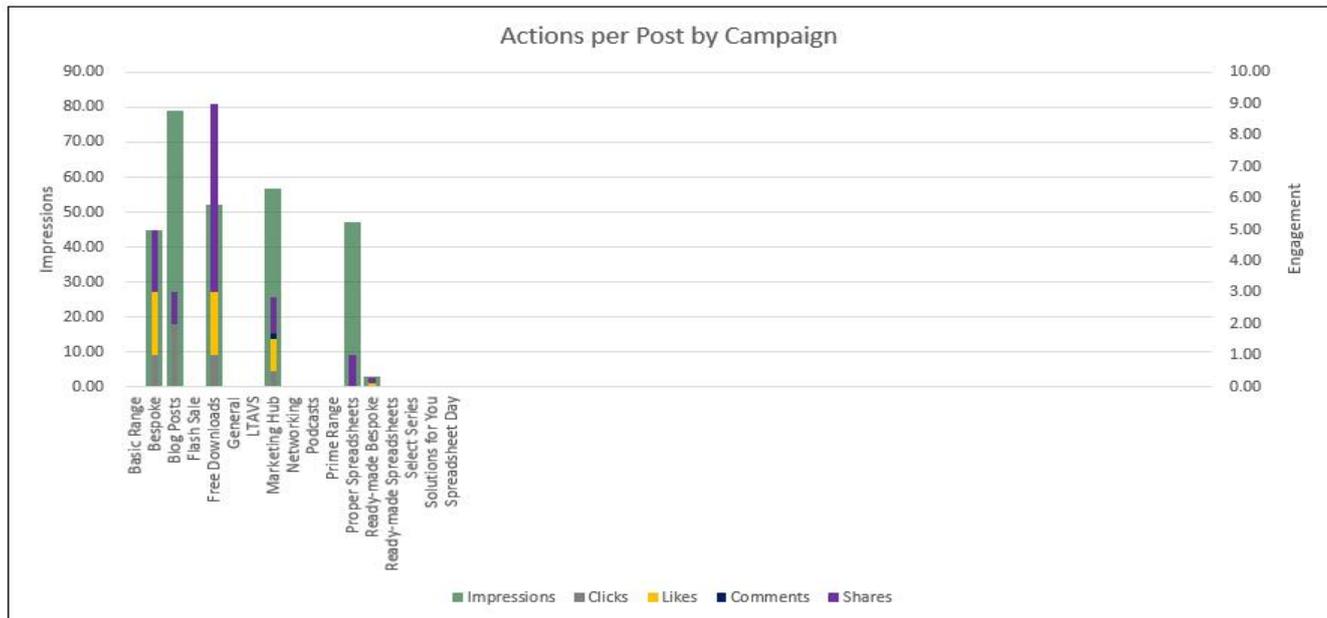
Enter any campaign names down the left hand side (under the red header) and then simply assign a campaign name to each of the posts (Business Page Posts) to have the relevant figures show here. As you update the data (using the Analytics Data Input and then copying and pasting the values on the Business Page Posts), the figures will update accordingly here. You can see how many of each activity occurred in each campaign, as well as the average of certain activities per post. This will be useful to know when deciding which campaigns have been more successful.

Campaigns	All		Data Collected		Engagement				Website		Average Values per Post		
	Posts	Posts	Impressions	Views	Clicks	Likes	Comments	Shares	Clicks	Impressions	Video Views	Engagement	
	Admin	0	0	0	0	0	0	0	0	0			
Basic Range	1	1	45	0	1	2	0	2	2	45.00	0.00	5.00	
Bespoke	1	1	79	0	2	0	0	1	1	79.00	0.00	3.00	
Blog Posts	0	0	0	0	0	0	0	0	0				
Flash Sale	1	1	52	0	1	2	0	6	7	52.00	0.00	9.00	
Free Downloads	0	0	0	0	0	0	0	0	0				
General	1	0	0	0	0	0	0	0	0				
LTAVS	12	12	679	515	6	12	2	14	38	56.58	42.92	2.83	
Marketing Hub	0	0	0	0	0	0	0	0	0				
Networking	0	0	0	0	0	0	0	0	0				
Podcasts	0	0	0	0	0	0	0	0	0				
Prime Range	1	1	47	0	0	0	0	1	0	47.00	0.00	1.00	
Proper Spreadsheets	8	1	23	0	0	1	0	1	0	23.00	0.00	2.00	
Ready-made Bespoke	0	0	0	0	0	0	0	0	0				
Ready-made Spreadsheets	0	0	0	0	0	0	0	0	0				

You can also name campaigns, this way you can assign each post to a campaign, in order to monitor the success of each campaign.

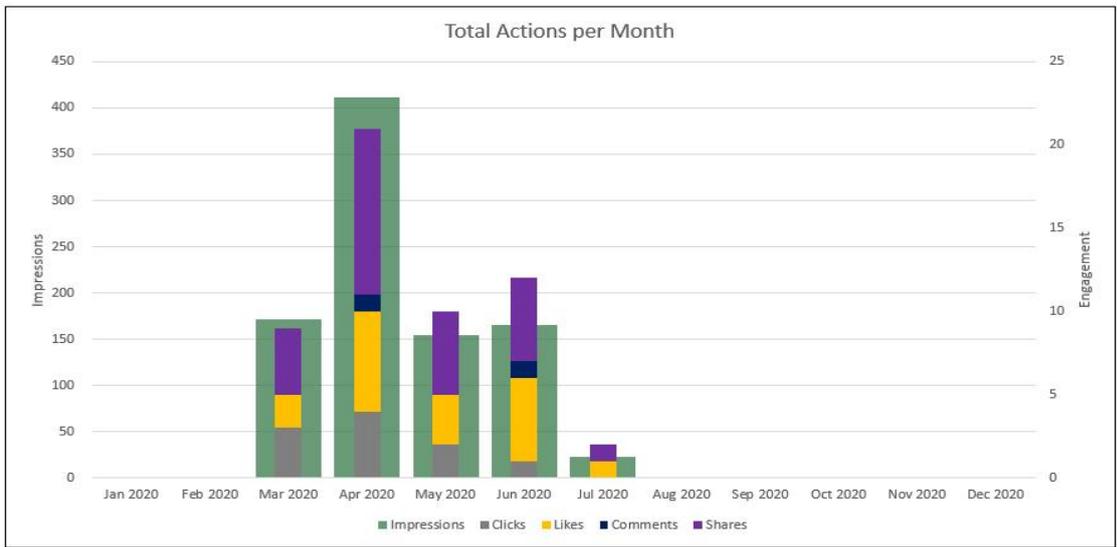
Simply name the campaigns, and then all the other data seen above will automatically populate as you assign posts to campaigns and complete the post data.

This allows you to see which of your campaigns are more successful, which is a key part of marketing.



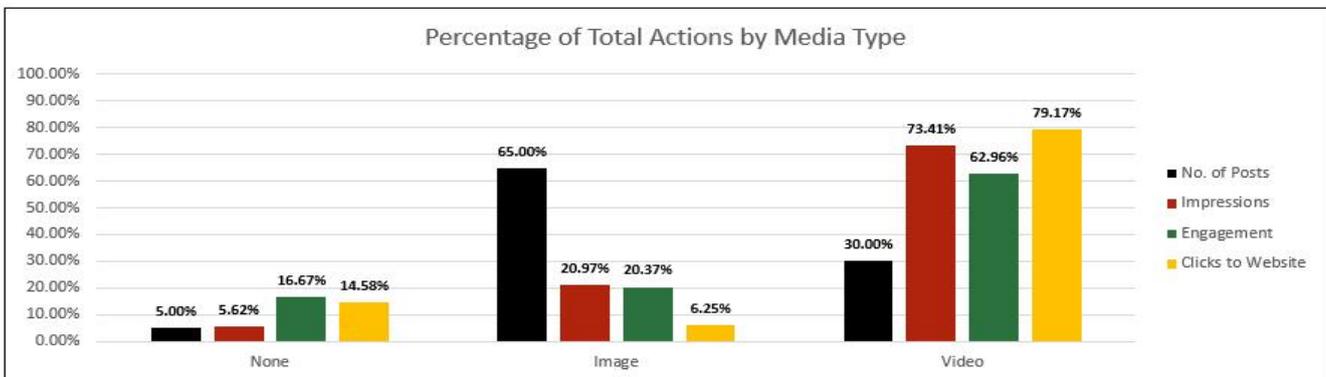
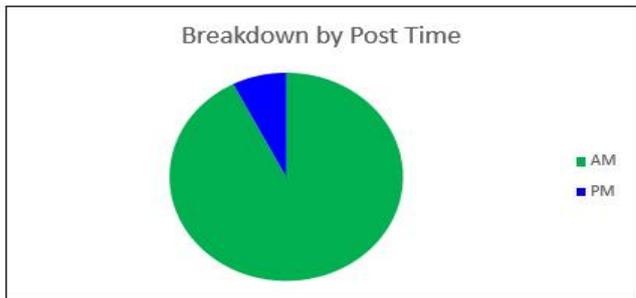
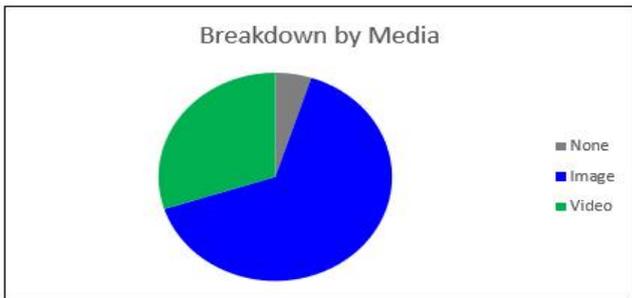
Probably the best part of this spreadsheet is the report per campaign. You can see how many impressions and engagements are earned on average per post per campaign. This clearly shows which campaigns are more successful than others, depending on your definition of success, engagements, impressions, or clicks to the website.

Not only this, but you can also see the campaigns ranked in order of success, and you get to determine what you see as the most important criteria in order to sort the campaigns.



Not only can you see how each campaign has performed, but you can also see the comparison from month to month. You can see how many impressions per month, as well as the types of engagement. You can also see how many clicks back to the website per month.

Not only this but you can see the results from the average post per month, giving you a good idea as to which months were the best from a marketing point of view.



This does not only report per campaign and per month, but other criteria too. The spreadsheet tracks the time of day (AM or PM) when each post is posted, it checks if there is a link in the text, and you can state if there is a picture attached to each post. There is an additional report showing how the different posts compare, depending on how they meet these criteria. This will help you see what kinds of posts are most popular.

So there you have it, an overview of this unique product. We can't show you everything in this brochure, so please use the link below to the demo video, should you wish to see exactly how this product works.

All the other links you may need for more information, or to purchase this product, are below.

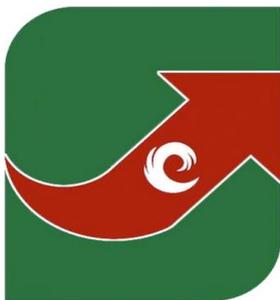


In order to purchase this product, download a free trial, or watch the demo video, please click the image to the left.

This product is sold from the UK, and will be invoiced as GBP. The fee is a once off fee, and there is no monthly charge. There will be an entirely optional annual charge, should you want to receive future upgrades.

£120

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