

LinkedIn Marketing Growth Metrics Checklist

Print off this checklist and tick off each step as you go through the [`LinkedIn Marketing Metrics Made Easy for Small Business Owners`](#) guide on our Talk About Digital Podcast website.

Identifying Your Key Customer Growth Metrics

- Track profile views regularly to assess interest in your business
- Review post engagement (likes, comments, shares) to measure customer interest
- Monitor follower growth and assess whether new followers are potential customers
- Set measurable goals for increasing profile views, engagement, and followers

Tracking Profile and Company Page Views for Potential Leads

- Regularly check “Who’s viewed your profile” to identify potential customers
- Track company page views and visitor demographics to measure interest
- Identify page visitors with relevant job titles and industries who could be leads

- Start conversations with visitors who match your target customer profile

Monitoring Engagement to Gauge Customer Interest

- Track likes on posts to measure initial interest in your content
- Monitor comments and respond to start quality conversations
- Check shares to see which content is valuable enough for people to share
- Identify which types of content generate the most engagement and focus on those

Analysing Follower Growth for Customer Reach

- Track personal profile and company page follower growth regularly
- Check the quality of new followers based on their job titles, industries, and locations
- Engage with relevant new followers to start conversations about your services
- Focus on growing your audience with relevant potential customers

Measuring Click-Through Rates (CTR) to Assess Customer Action

- Track CTR for posts with links to your website or offers
- Monitor the CTR for LinkedIn ads to assess the effectiveness of your campaigns
- Use Google Analytics or Bitly to track clicks on profile links
- Evaluate the effectiveness of your CTAs by analysing CTR data
- Optimise content and CTAs to improve CTR and customer acquisition

Using Demographic Insights to Measure Audience Relevance

- Access LinkedIn's demographic data for post and page analytics
- Review the job titles, industries, and locations of people engaging with your content
- Compare your audience's demographics with your target customer profile
- Adjust your content and targeting if your audience doesn't match your goals

Monitoring Lead Generation and Conversion Tracking

- Track leads generated through LinkedIn engagement (e.g., post interactions, messages)
- Use a spreadsheet or CRM tool to track leads and follow up on potential customers

- Track website clicks and conversions using Google Analytics or a landing page tool
- Calculate your conversion rate to measure the effectiveness of LinkedIn leads
- Refine your follow-up process or offers based on conversion rate data

Reviewing LinkedIn Analytics Reports for Performance Insights

- Generate LinkedIn analytics reports for your personal profile and company page
- Review profile and page views to measure interest in your business
- Check post engagement and CTR to assess content performance
- Monitor follower growth and ensure new followers match your target audience
- Use LinkedIn data to refine your content strategy and optimise CTAs
- Adjust targeting or content to attract more relevant potential customers

Measure What Matters for Customer Growth

- Regularly review profile views, engagement, and follower growth



- Focus on increasing engagement with potential customers by responding to comments and starting conversations
- Track CTR to ensure your content is driving actions that lead to customer acquisition
- Continuously monitor conversion rates and adjust your marketing strategy as needed

By using this checklist and following the related guide on the TAD website you will understand how to measure the impact from your LinkedIn marketing efforts in order to make informed business decisions.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.