Non-Paid Distribution Strategy for B2B Marketing on LinkedIn: Shweiki MedIa Printing Company Presents a New Webinar With Tips for Effectively Using This Platform

LinkedIn might have a smaller audience than other social media platforms, but it still has a huge base of prospective clients for B2B marketers, and businesses are more likely to buy products or services if a company is active and established on LinkedIn. To help marketers businesses utilize this platform, Shweiki has teamed up with LinkedIn power connector Chuck Hester to present a new webinar featuring tips for creating an effective B2B marketing strategy on LinkedIn.

Austin, TX (PRWEB) September 21, 2017 -- LinkedIn might have a smaller audience than other social media platforms like Facebook and Twitter, but it still has a huge base of prospective clients for B2B marketers. In fact, businesses are more likely to buy products or services if a company is active and established on LinkedIn.

Shweiki Media has teamed up with Chuck Hester - a LinkedIn power connector with more than 16,000 direct connections - to present a new webinar featuring tips for creating an effective B2B marketing strategy on LinkedIn.

It's important to note that LinkedIn is the ultimate B2B content marketing tool where people are connecting with businesses to do business. This is quite obvious considering the fact that LinkedIn users usually seek professional and career development, and not products that they’ll use in their personal lives.

For an effective distribution strategy for B2B marketing, there are three key areas within LinkedIn that one should focus on. In this webinar, Hester lays them out and explains how businesses can improve their strategy to reach a broader audience, improve and expand relationships, and build a reputation that results in more sales.

He discusses the following:

- Updating statuses with engaging content
- Joining LinkedIn groups with potential clients
- Utilizing the LinkedIn publishing feature
- And establishing a relationship before selling

The webinar is published on Shweiki’s website and at Shweiki.com. It's available for viewing here!

Shweiki Media’s mission has always been to help publishers improve by providing the most profitable, hassle-free printing experience possible. This includes guaranteeing the highest quality product, exceptional customer service, world-class communication, an on-time guarantee, and no surprises—whether printing magazines, postcards, flyers or anything else.

As a printer and publisher, Shweiki Media also believes that this hassle-free experience includes making their clients better. Utilizing relationships with industry experts, Shweiki Media strives to educate clients and help them thrive in the exciting world of publishing—while having lots of fun along the way!
For more great info from and about Shweiki Media, one can check out the company blog at shweiki.com/blog (and sign up for FREE weekly expert webinars!), and subscribe to the company Youtube Channel at youtube.com/shweikimedia. One can also follow @ShweikiMedia on Twitter and “like” the printer and publisher at Facebook.com/shweikimedia
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