



Latvijas
Investīciju un
attīstības aģentūra

Ieva Drāzniece, 2024

How to grow business with 

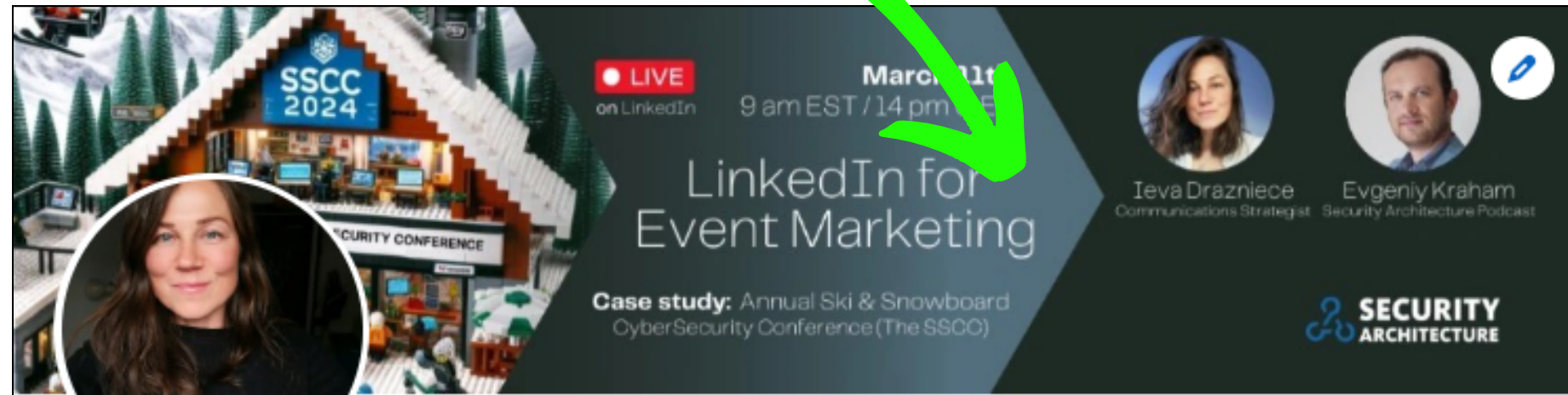


Ieva Drazniece
Communication Strategist

+ Follow



Personal




LIVE on LinkedIn March 11th 9 am EST / 14 pm CET

LinkedIn for Event Marketing

Case study: Annual Ski & Snowboard CyberSecurity Conference (The SSCC)

Ieva Drazniece Communications Strategist
Evgeniy Kraham Security Architecture Podcast

SECURITY ARCHITECTURE



Ieva Drazniece ✓ 🔊
LIVE March 11th | Brand Awareness & Trust on LinkedIn™ Strategy Partner for Businesses and Professionals | Lecturer, Mentor, Speaker | Fitpreneur ❤️



THE ALGORITHM INSIGHTS 2024

MEASURING: POSTS PERFORMANCE VS. MEDIAN REACH

SCULPTING YOUR FEED: THE INSIDER'S BLUEPRINT

JCHub



JUST CONNECTING 107 2020
LINKEDIN • TRAINING • CONSULTANCY

Just Connecting HUB - Social Selling, Marketing & Employee Advocacy Training

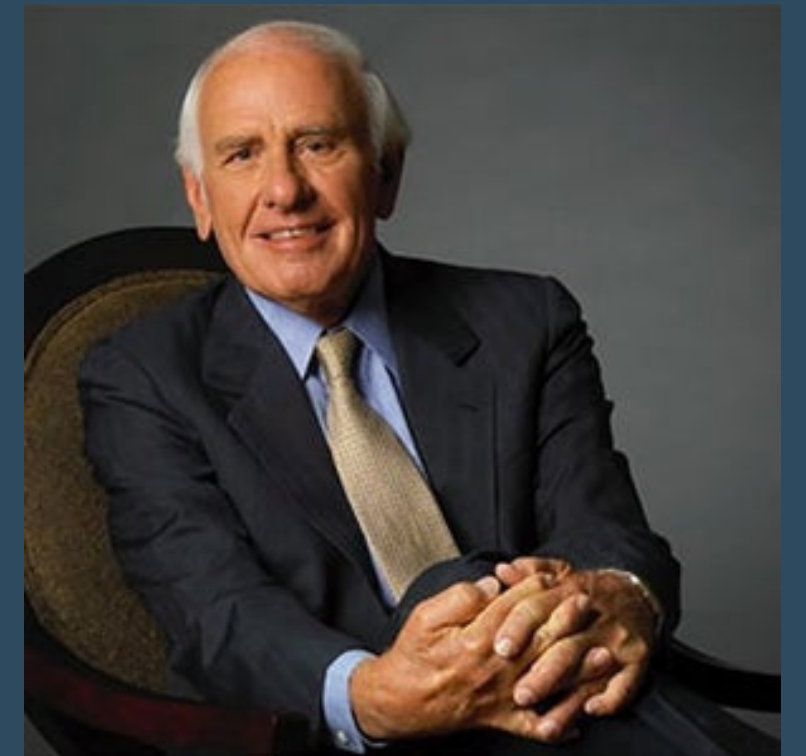
More results for your Marketing, Sales, Employee Advocacy and Recruitment efforts with in-depth LinkedIn training

Professional Training and Coaching · Sittard, Limburg · 9K followers · 11-50 employees

Source: Richard van der Blom

- 1. Engage, Don't Post & Ghost: Stick around to mingle.
- 2. Comment Response:
- 6. Bookmark Brilliance: Save what sparks insight.
- 7. Curate Ruthlessly: Unfollow the noise.

“To succeed in sales,
simply talk to lots of people every day.
And here’s what’s exciting:
There are lots of people!”
— Jim Rohn




1B Personal profiles



67M Business Pages

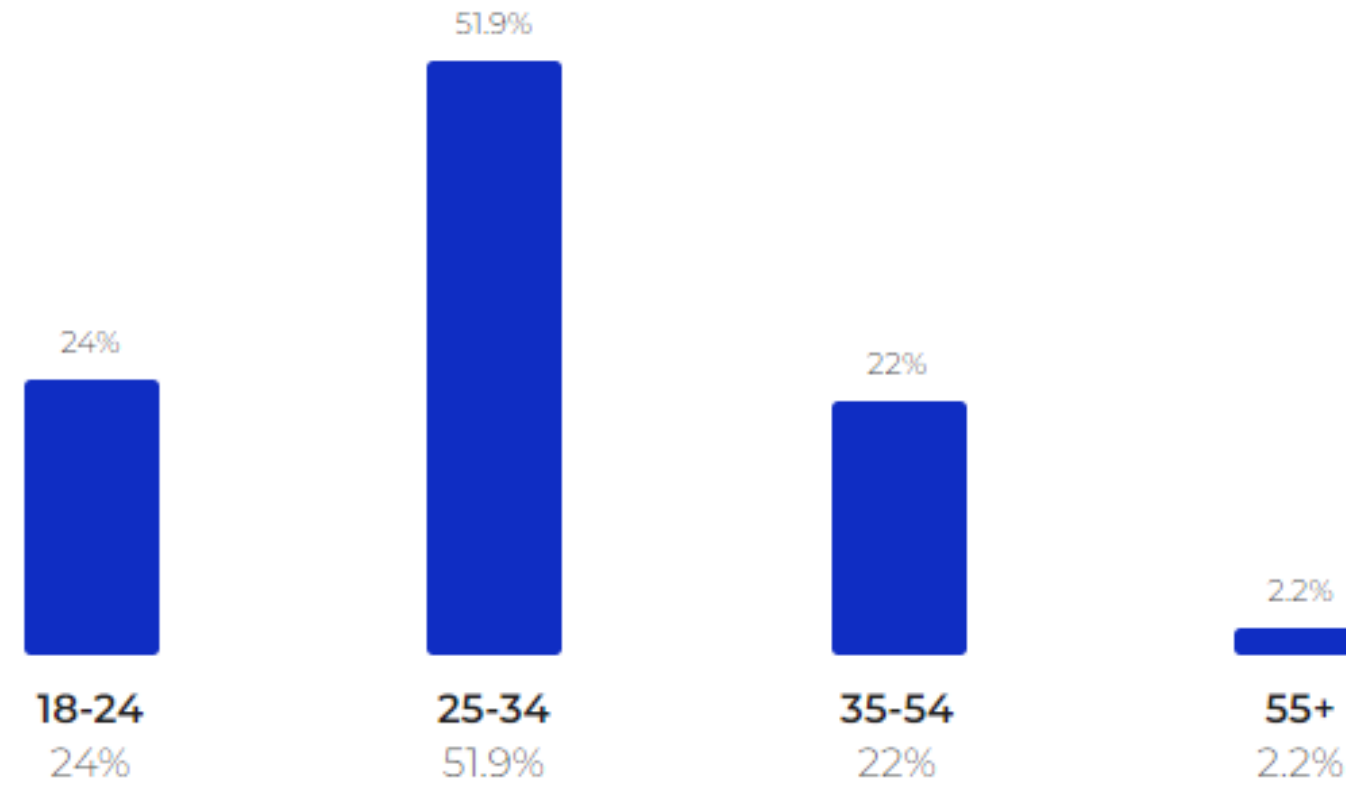


LinkedIn brings together the world's leading professional cloud and the world's leading professional network

 **LinkedIn users in Latvia**
January 2024



 **501 000**



Source: NapoleonCat.com

Source Napoleon Cat

Quality content and networking



Organic: Pages, Professionals

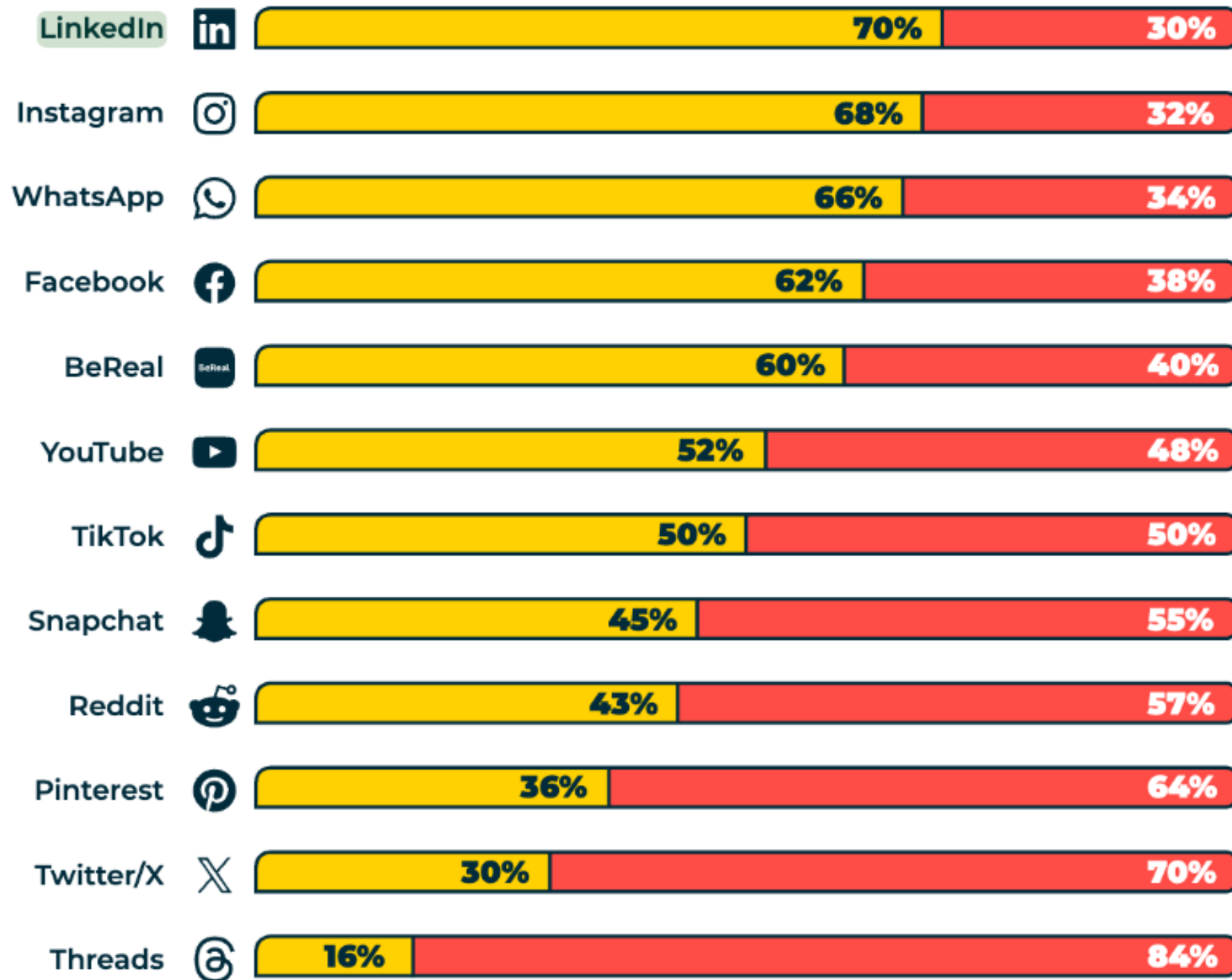
Paid: Pages

Organic: Professionals

Brands are most confident in LinkedIn, Instagram, and WhatsApp

How confident are you that each of the following social platforms delivers a positive return on investment for your organization?

Confident Not Confident

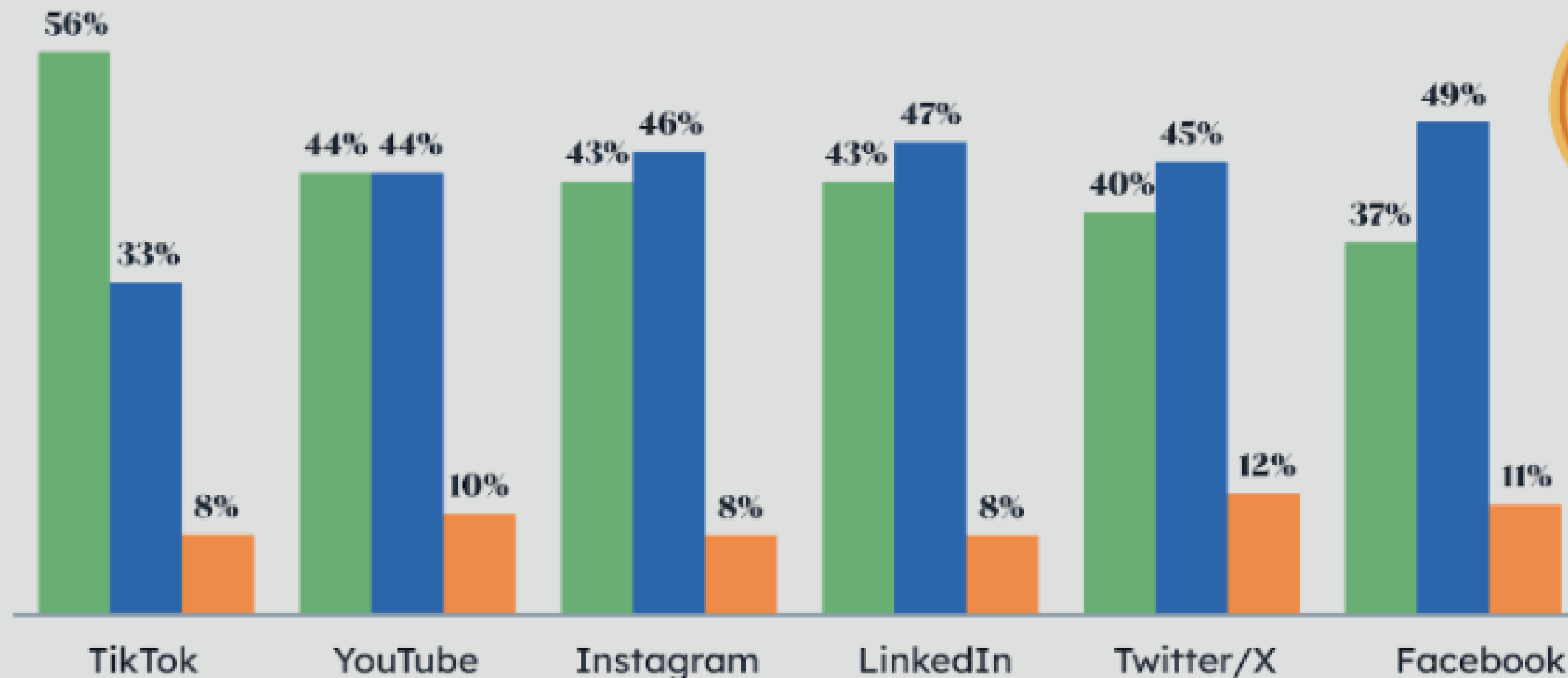


Source: Hootsuite Social Trends 2024 Survey
Sample: 3,891 respondents

Source Hootsuite

How will marketers change their investments in social media platforms in 2024?

- Increase
- Keep it the same
- Decrease



Source: HubSpot Blog Research, Marketing Trends Report, Sept. 2023

HubSpot

Source Hubspot



Paid tools

Professionals:

Premium, Sales Navigator

Page:

Life, HR tool, Marketing tool, Sales Navigator, Boost



Community
Trust at scale



Strategic goals for business



Organic:

Brand Awareness
Employer Branding
Lead generation

Paid:

Lead generation



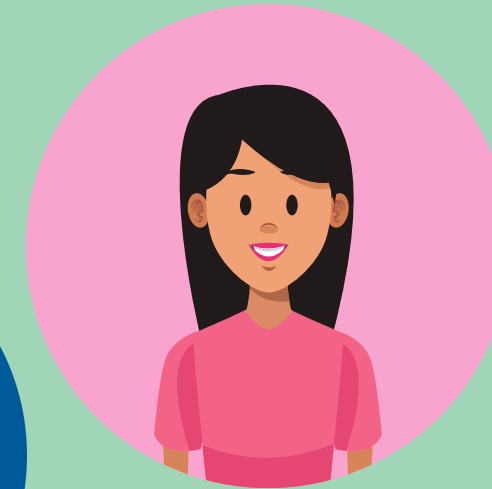
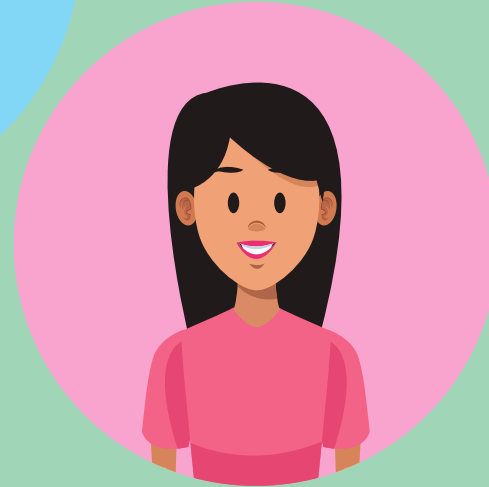
Relevance
is
targeting

A photograph showing several hands of different skin tones reaching upwards from the bottom and sides, forming a circle in the center. The background is a bright, blue sky with soft, white clouds. The lighting is warm and natural, suggesting a sunny day. The hands are positioned as if they are about to clasp together or are in the process of doing so, creating a sense of unity and collective effort.

Human algorithm

People
trust
people


Personal Brand



Company Page

Client
talent
partner





A Chain is as strong
as The Weakest Link



Organic strategy



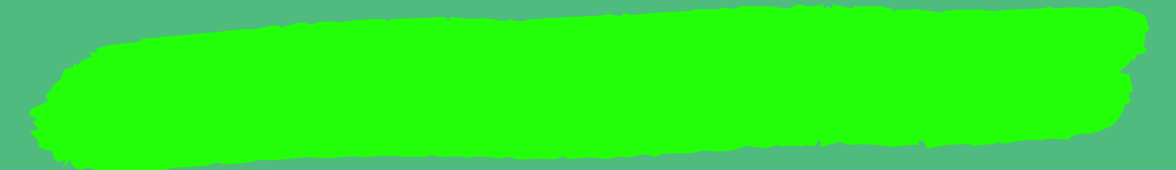
Profile positioning



Organic content



Networking



TRUST THE PROOCCESS



Community



Client journey





Comment



Networking @ Events

Māja I 2024 PIPELIFE

Tiekamies Baltijas būvniecības izstādē Nr. 1

21. - 24. martā
Starptautiskajā izstāžu centrā Ķīpsalā
Halle 2, stends nr.: K6/L5



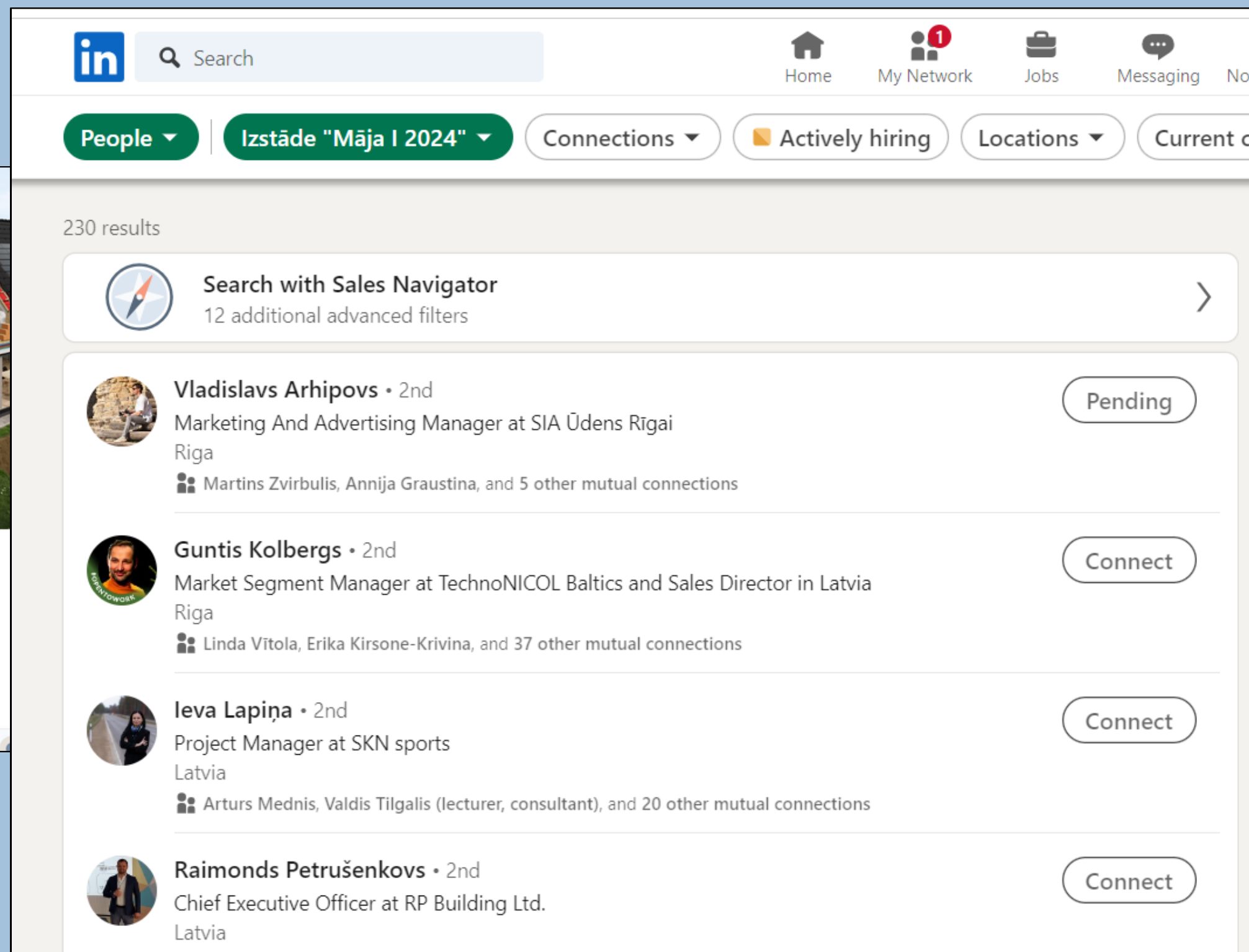
Izstāde "Māja I 2024"
Event by Pipelife Latvia

Mar 21, 2024, 10:00 AM - Mar 24, 2024, 4:30 PM (your local time) Add to calendar

Izstāde "Māja I", Ķīpsalas iela 8, Rīga, 1048, Rīga, Rīga, LV
Halle 2, stends nr.: K6/L5

Gundars Frīdenbergs and 228 other attendees

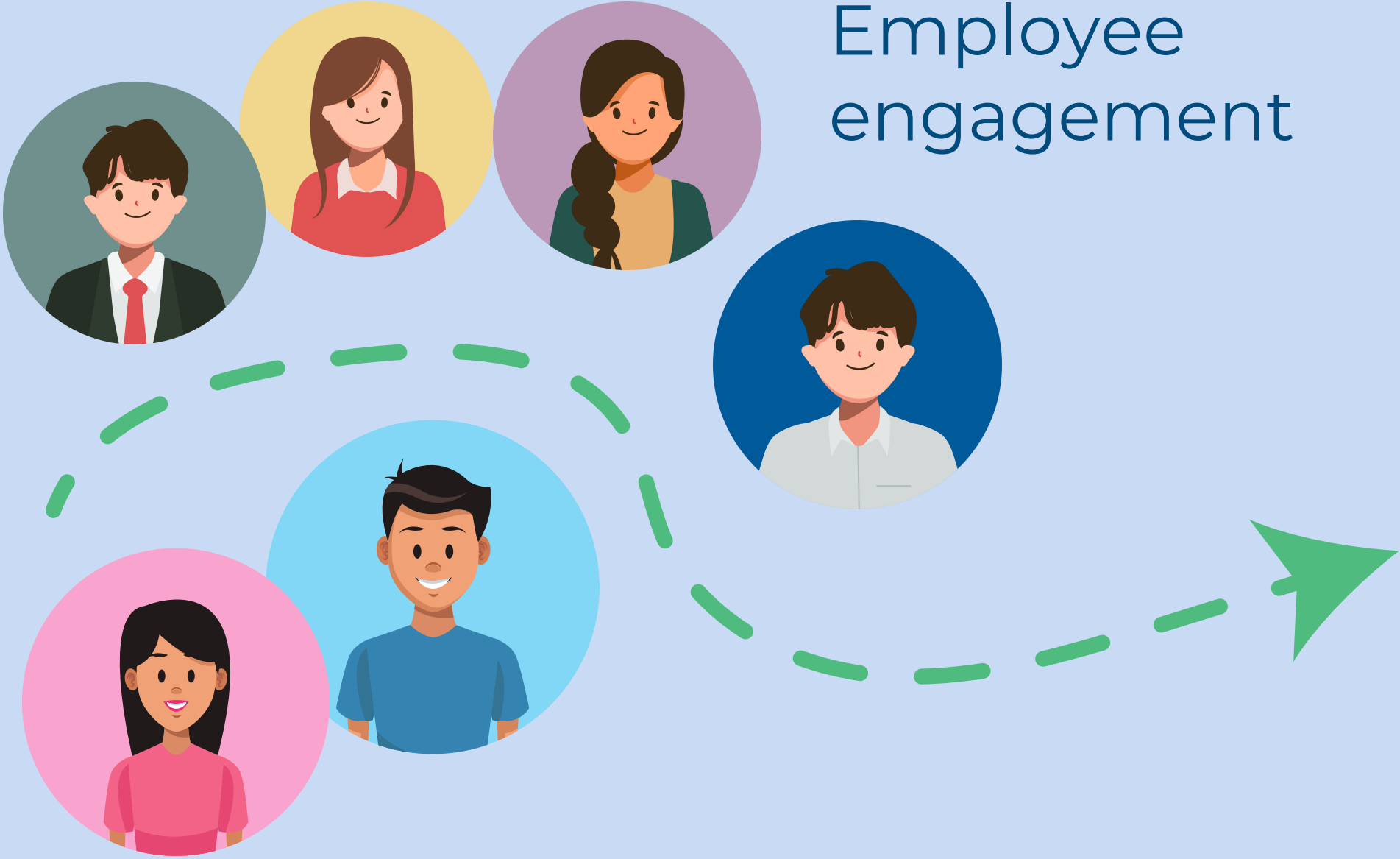
Share Manage



LinkedIn interface showing search results for the event "Izstāde 'Māja I 2024'". The search bar contains "Izstāde 'Māja I 2024'". The results show 230 results. The top result is "Search with Sales Navigator" with 12 additional advanced filters. Below are four profile cards:

- Vladislavs Arhipovs** • 2nd
Marketing And Advertising Manager at SIA Ūdens Rīgai
Rīga
Martins Zvirbulis, Annija Graustina, and 5 other mutual connections
Pending
- Guntis Kolbergs** • 2nd
Market Segment Manager at TechnoNICOL Baltics and Sales Director in Latvia
Rīga
Linda Vītola, Erika Kirsone-Krivina, and 37 other mutual connections
Connect
- Ieva Lapiņa** • 2nd
Project Manager at SKN sports
Latvia
Arturs Mednis, Valdis Tilgalis (lecturer, consultant), and 20 other mutual connections
Connect
- Raimonds Petrušenkovs** • 2nd
Chief Executive Officer at RP Building Ltd.
Latvia
Connect

Employee Advocacy



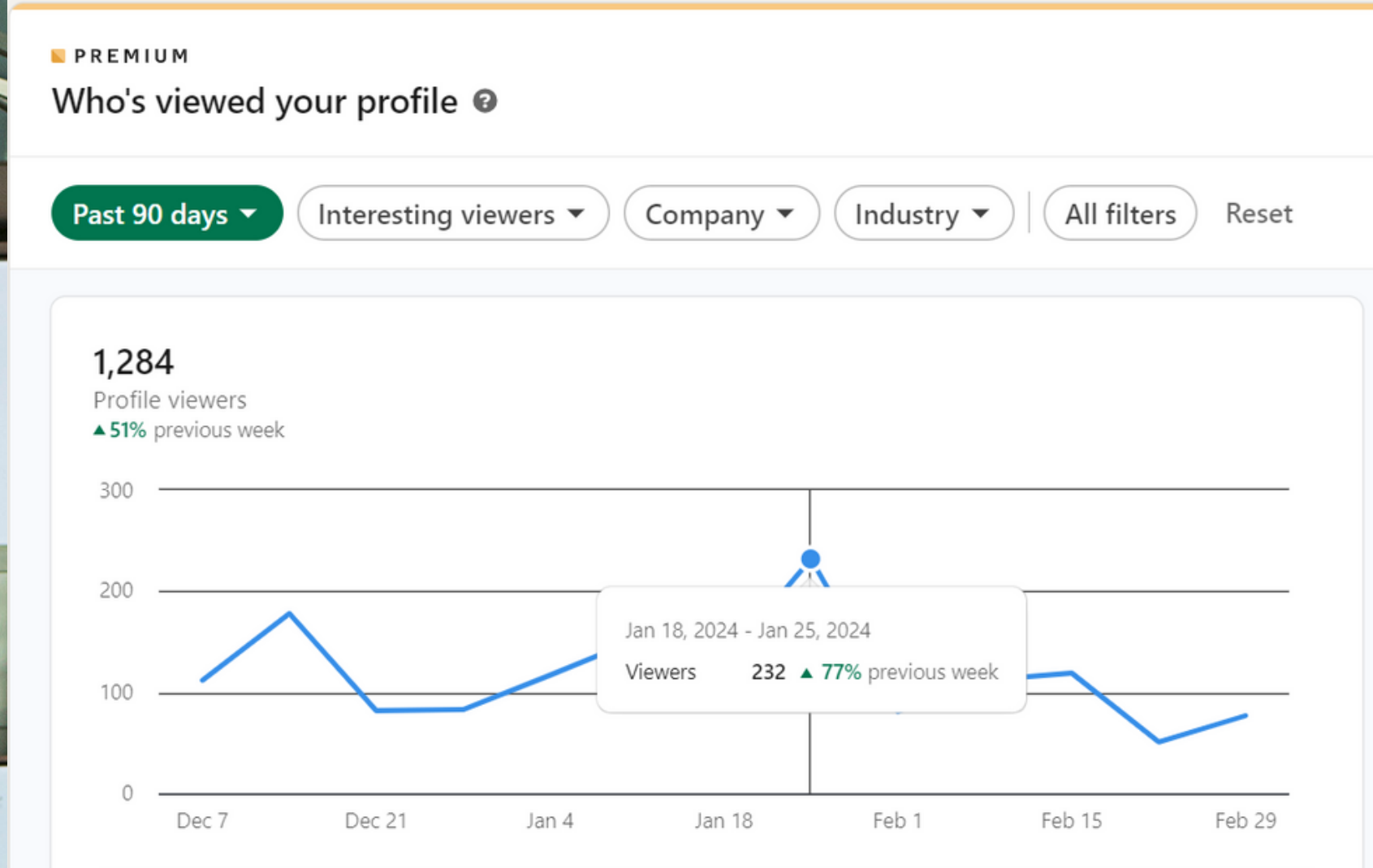
Employee
engagement

Repost, comment, like, share

Client
talent
partner
feed

Give & Get



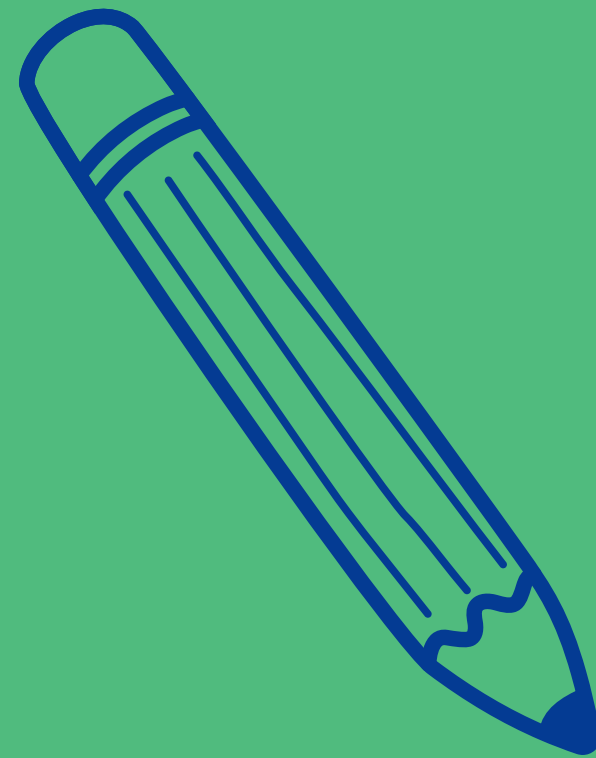




Organic strategy



Profile positioning



Organic content



Networking

Relevant

language
time

You

Value

Audience



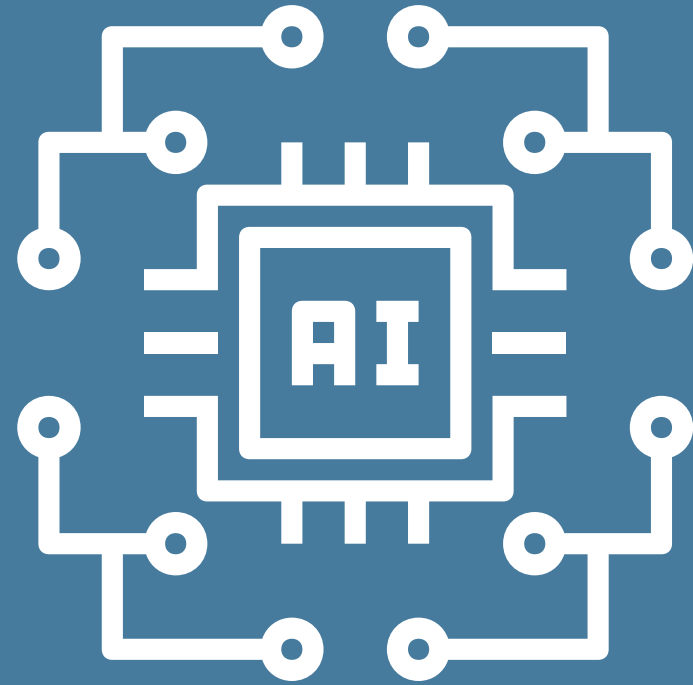
"Sales is relationships"

Jules White



Personal Content

#AI



Reputation
Expertise
Authenticity
Trust

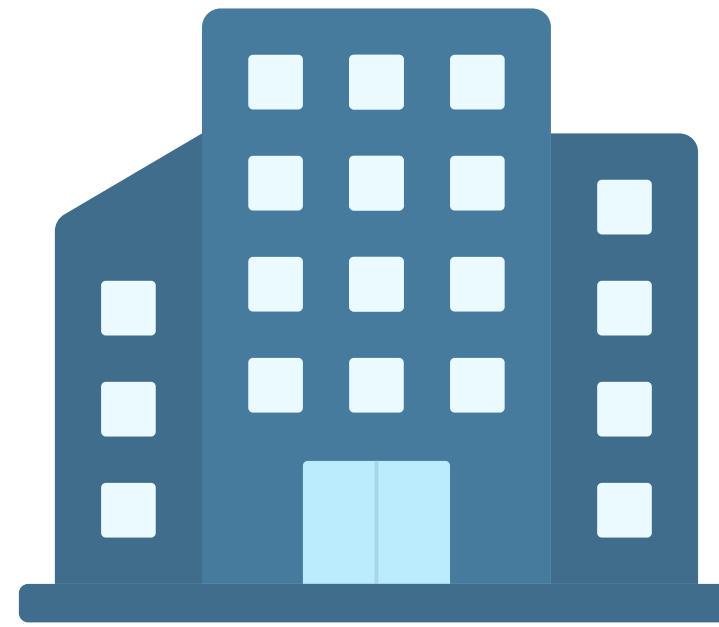


Collective result

Content strategy MIX



Organic:
People



Organic:
Pages

frequency



Paid:
Pages

Content strategy pillars

business
priorities

People - komanda

Thought Leadership - izstādes, intervijas, konferences

Unique service/product - serviss, produkts, klientu stāsti

Industry - aktuāli nozarē

Events - webināri, apmācības

3rd Party - dalīties ar citu radītu saturu

Community - palīdzam, esam daļa no



Single image:



Daiga Ergle · 1st

Chief People Officer. HR Strategy, Digitalization, ...
4h · 🌐


The HR Congress World Summit 2024 in Porto this May will provide fantastic opportunity to... see more





👍👏👍 Ilze Medne and 72 others

thought
leadership
pillar

Gallery:


 **Accenture Baltics**
15,631 followers
5h • Edited • 

🏆 Best [#AccenturePerks](#) in practice 🏆
Accenture 'Flexibility' working from abroad benefit is well liked and enjoyed by many employees. It adds a whole new dimension to professional life, th ...see more

 **Viktors Skoks** • 2nd
Quality Engineering Associate Manager at Accenture Baltics
2d • Edited • 

It's already second winter when I'm working remotely from abroad (from Madeira last winter and Canary islands 🌴 La Gomera and La Palma this year). Thanks to [#accenturebaltics](#) and my client for such opportunity! 🍊 ...see more



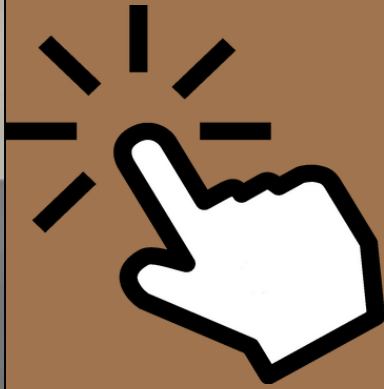
  Madara Osite and 8 others

people
pillar

Document:

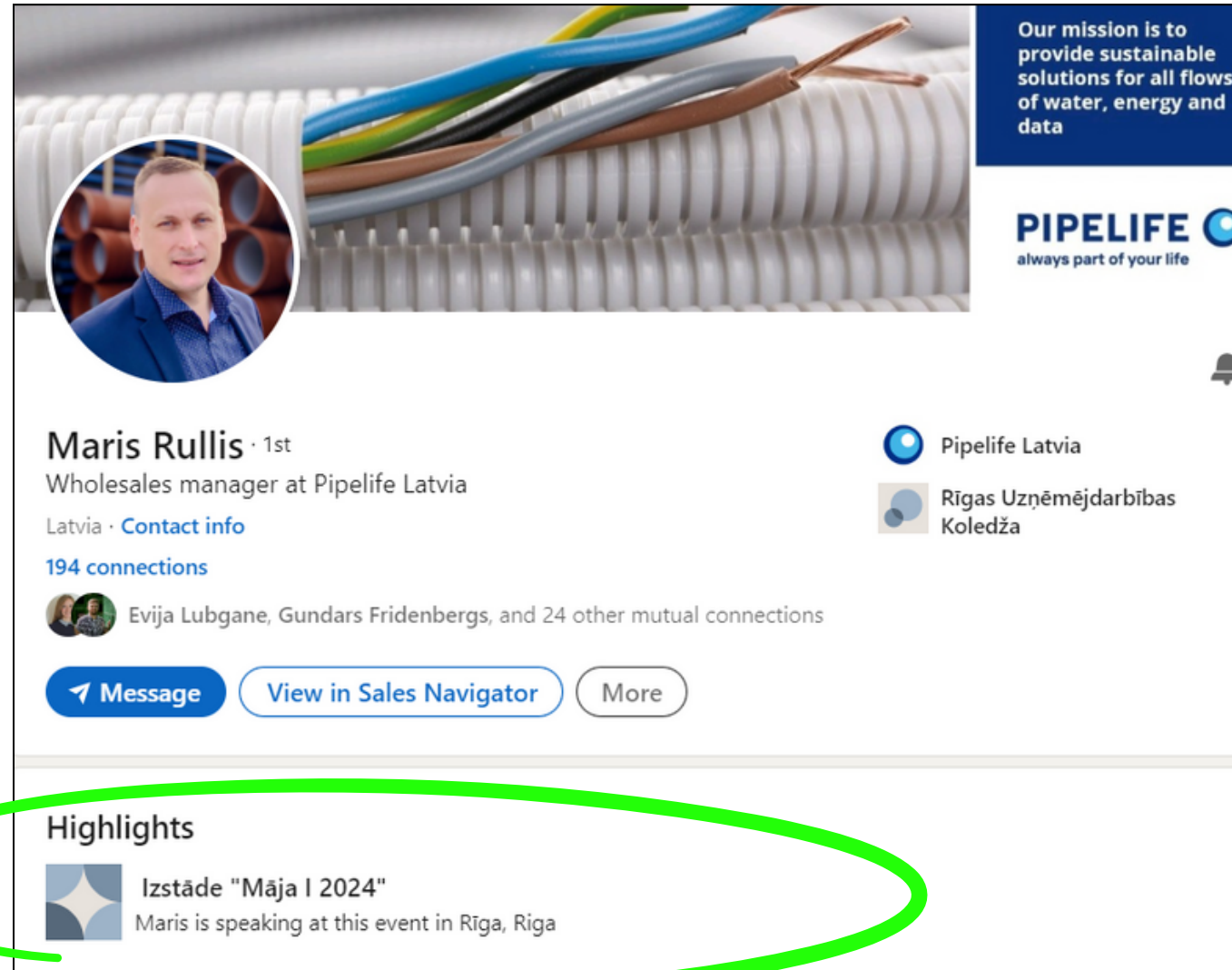


thought leadership pillar



Events:

events
pillar




Our mission is to provide sustainable solutions for all flows of water, energy and data

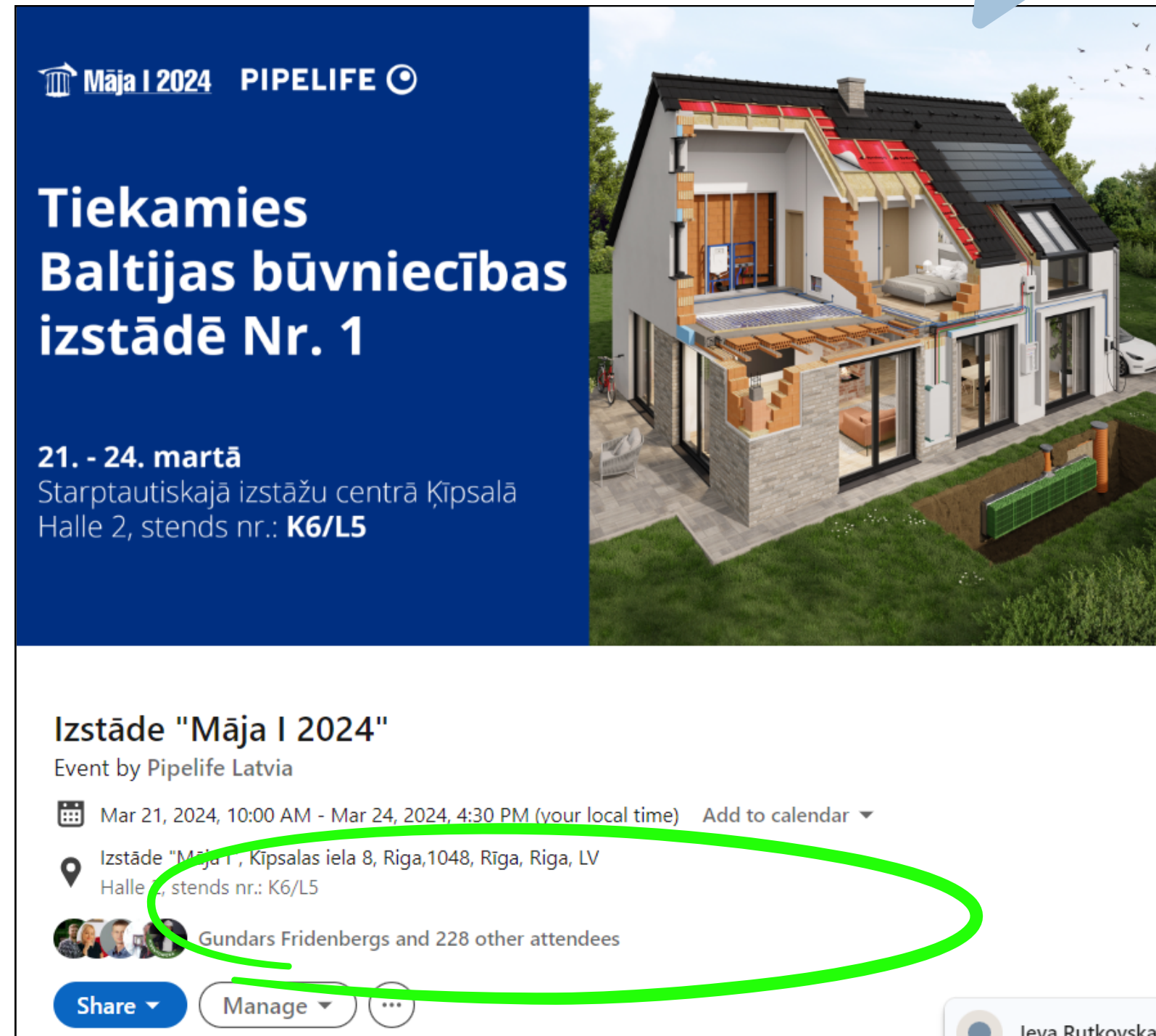
PIPELIFE
always part of your life

Maris Rullis · 1st
Wholesales manager at Pipelife Latvia
Latvia · [Contact info](#)
194 connections
Evija Lubgane, Gundars Fridenbergs, and 24 other mutual connections

[Message](#) [View in Sales Navigator](#) [More](#)

Highlights

-  **Izstāde "Māja I 2024"**
Maris is speaking at this event in Rīga, Rīga




Māja I 2024 PIPELIFE

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Halle 2, stands nr.: K6/L5

 Gundars Fridenbergs and 228 other attendees

[Share](#) [Manage](#) [More](#)

Ieva Rutkovska

Video

 **Laura Krastiņa** • 1st
Board Member at Balcia Insurance SE
13h • 🌐

They make me laugh, cheer me up, challenge me, and inspire me. Very rarely do they cast a tiny cloud over my day (hah), but above all, they make me proud.

I could not be happier with my Marketing, PR, E-commerce, and People & Culture teams at **Balcia Insurance SE**. 🙌 And they know how to surprise me – the best-ever greeting from my colleagues on my birthday, away from all on another continent. 🍰

#team #Balcia
Join us: <https://join.balcia.com/>



people
pillar



Elina Meza • 2nd

Connect

Team Manager (voting)
Promoted by SEB

Come for the job, stay for the culture! ❤️ SEB

#seblife ... see more



Thought Leadership promoted Employee posts

170

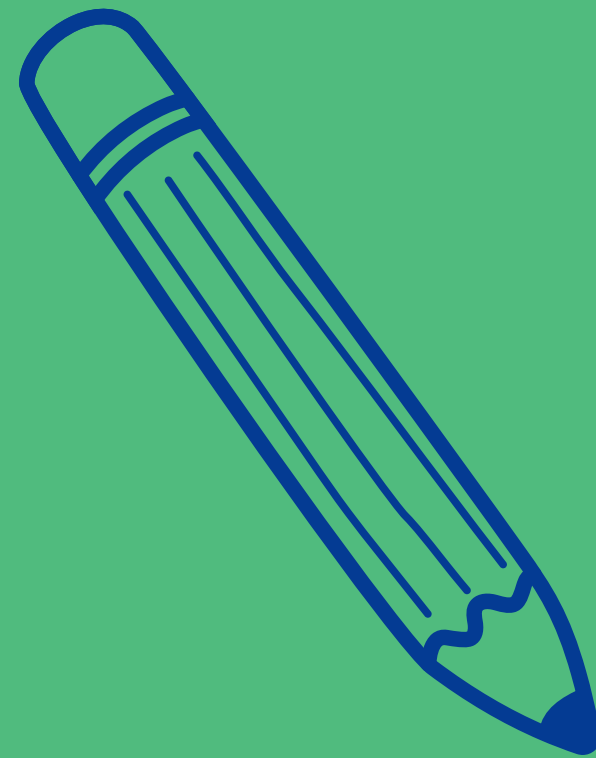
3 comments • 5 reposts



Organic strategy



Profile positioning



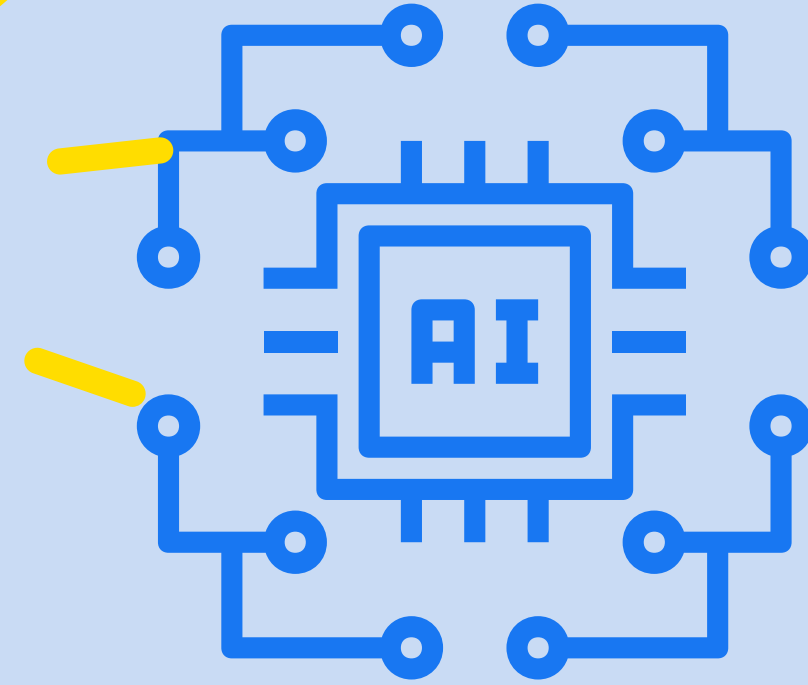
Organic content



Networking



Profile Strategy



Business Pages



Personal profiles



Profile language

target audience



Pipelife Latvia

Plastics Piping solutions for Infrastructure and Buildings **Pipelife International Latvia branch.**

Wholesale Building Materials · Riga · 3K followers · 11-50 employees

Company Page

value proposition



Customer centric
Strategic SEO
All sections filled

Company Page admin roles

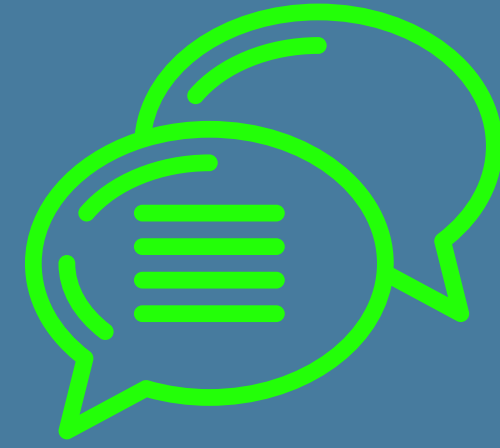
250 followers
credit



Engage with
B2B Pages



Invite strategic
B2C followers



Engage with
Community

Profile

Asset & reputation



First impression

1 second



Arnis Mažulis · 1st
Product Development Manager for Inhouse Systems | Water Supply | Sewerage | Heating | Cooling | Ventilation Systems
Latvia · [Contact info](#)

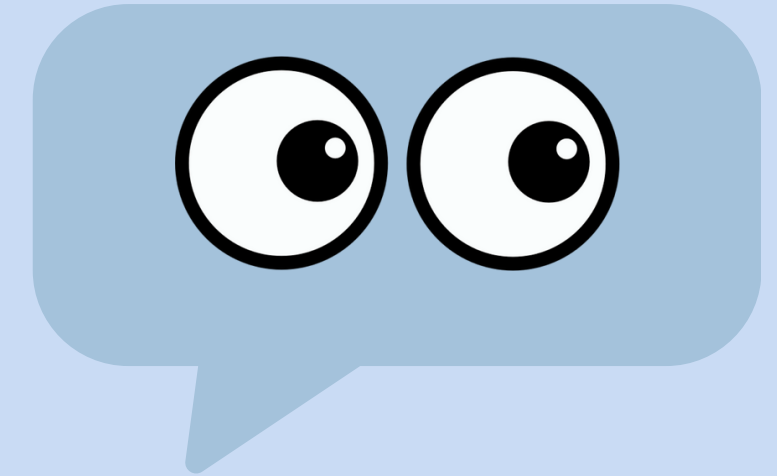
Pipelife Latvia
Rīgas Tehniskā universitāte
(Riga Technical University)

Customer Centric
Value proposition
Clarity

Featured


Hook

Credibility



Featured

Post
Ready for World Snow Day 2024? [Pipelife Latvia & Latvian...](#)



45 · 3 comments


Post
Iekšējie un ārējie tikli, jaunākās tendences, tehnoloģijas,...

Thu, Mar 21 - Sun, Mar 24

Izstāde "Māja I 2024"

17 · 2 comments

Post
A few years ago, I came across a fantastic opportunity that...



41 · 6 comments

SEO strategy

Headline



About



Experience



Skills

100

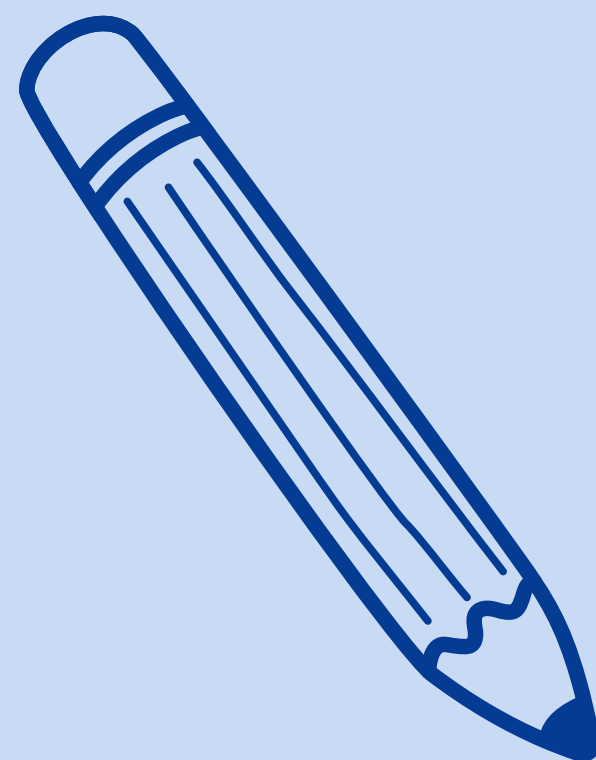


Strategic focus



Profile positioning

yearly



Organic content

frequently



Networking

daily



LinkedIn



Grow Network



Comment, support



Create with
value



Latvijas
Investīciju un
attīstības aģentūra

Ieva Drāzniece, 2024

Paldies!

 **Follow**