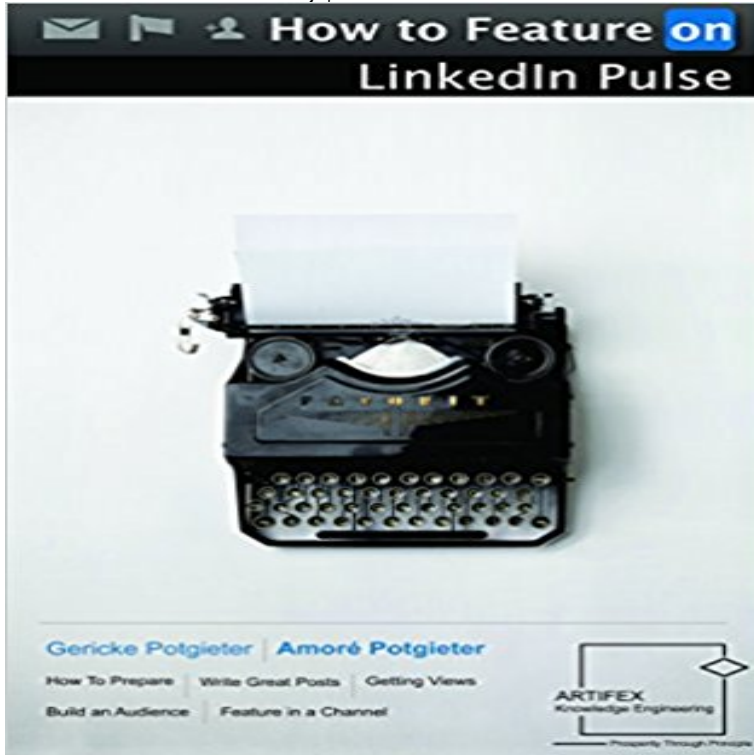


How to Feature on LinkedIn Pulse: The Definitive Guide to Publishing Successful Long-form Posts on LinkedIn



UPDATED VERSION! We updated this book to include new functions on the Pulse platform, such as LinkedIn's post analytics, and changes to the LinkedIn platform. LinkedIn has a very large audience with over 300 000 000 members and over 54 000 000 subscribers to Pulse channels. But how many of them are reading your posts? Maybe 200? Maybe 50? Less? This book answers questions like: ? Why are you failing on LinkedIn Pulse? ? How do you get more views, likes and comments? ? What is the best day to post your article? This is what you will learn: ? How to prepare your profile for success ? How to build a loyal audience ? How to write a great post and optimise it to feature in a Pulse channel ? How to successfully publish and distribute your post ? How to capture and retain your audience outside of LinkedIn Bonus Features! ? A quick reference guide ? A full research report that explains how we performed our study and what our findings were

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