

# LinkedIn за мен и моя бизнес

Тенденции и новости в  
най-голямата социална B2B мрежа

Александър Кръстев, BookMark  
11 ноември 2022 г., Стара Загора

BOOKMARK

Преди да започнем...

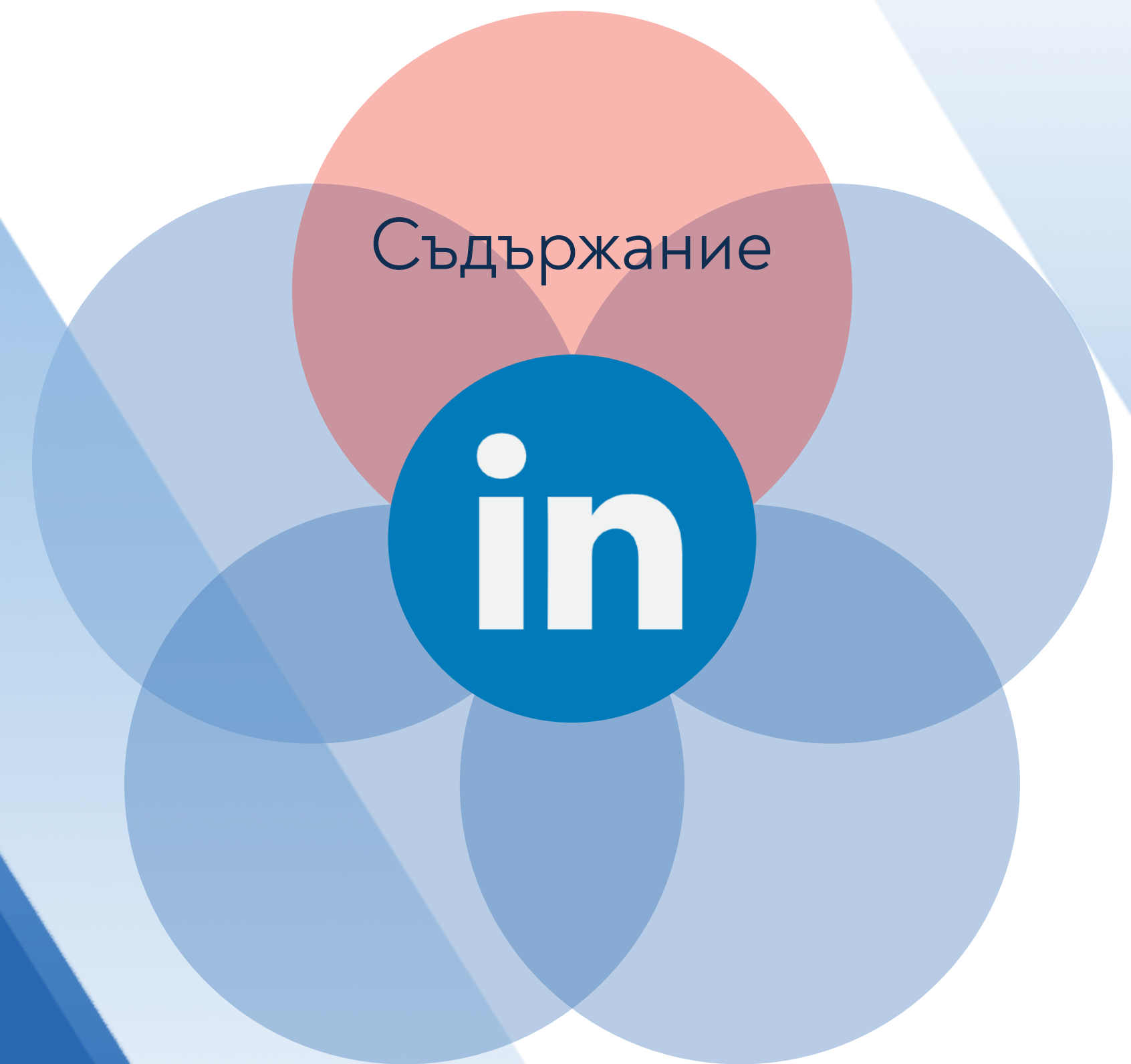
Да попълним  
за 60 секунди

*И моля, изтеглете си приложението  
на LinkedIn, защото после ще  
продължим с QR кодовете*



# Мога ли да премина през Петте кръга?

- Качествено съдържание



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- Качествено съдържание
  - Добър пример от мениджмънта



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  - Добър пример от мениджмънта
  - Ангажирани служители



# Мога ли да премина през Петте кръга?

- Качествено съдържание
  - Добър пример от мениджмънта
    - Ангажирани служители
      - Постоянно разширяване на аудиторията



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  - Добър пример от мениджмънта
    - Ангажирани служители
      - Постоянно разширяване на аудиторията
        - Визия за бъдещето

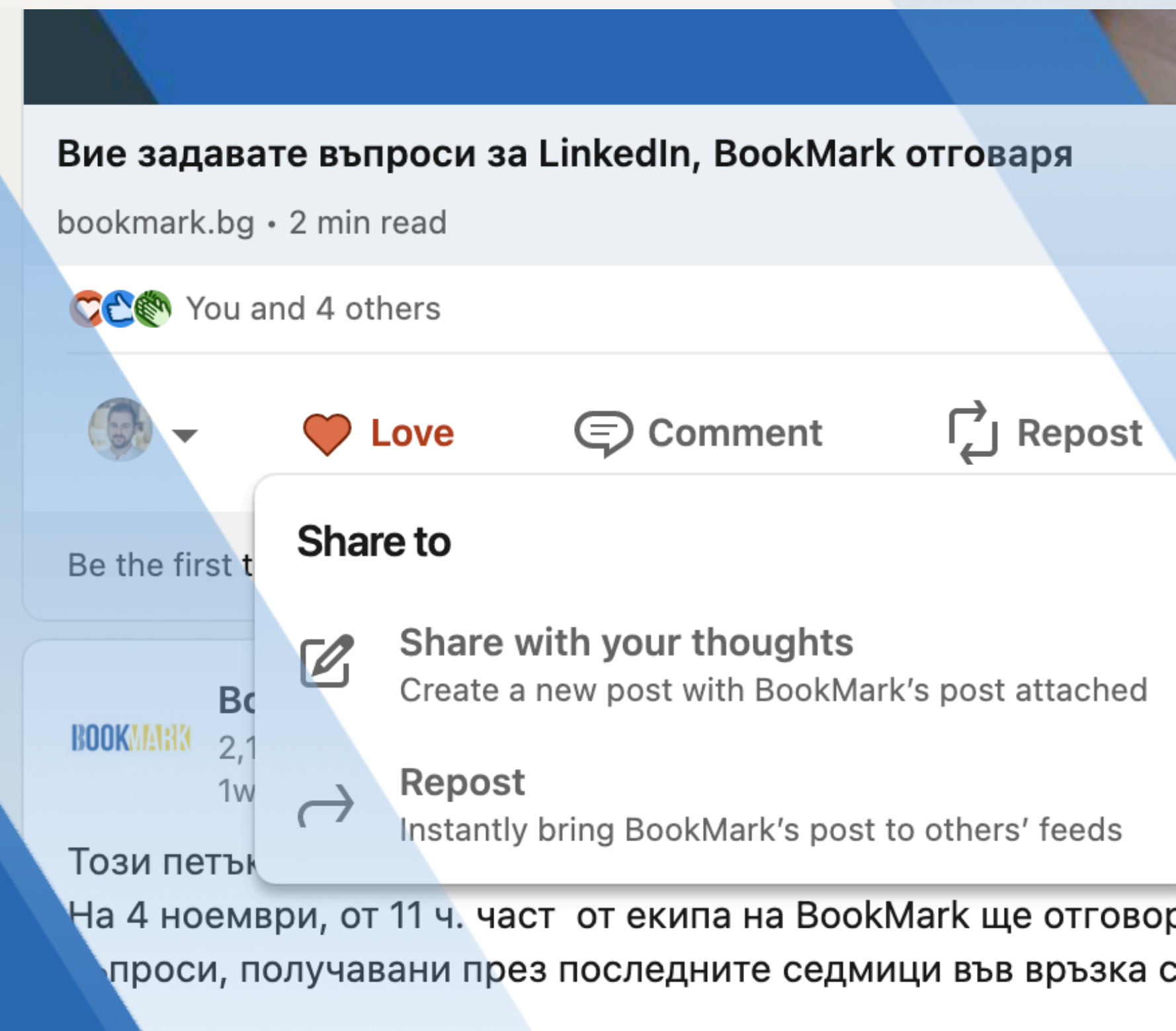


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# Какво ново през 2022?

# Repost вместо празни споделяния

Как най-добре добавяме стойност?





## Какво ново през 2022?

## Възможности за анализ

• Добре ли се движи профилът ми?

Past 14 days ▾

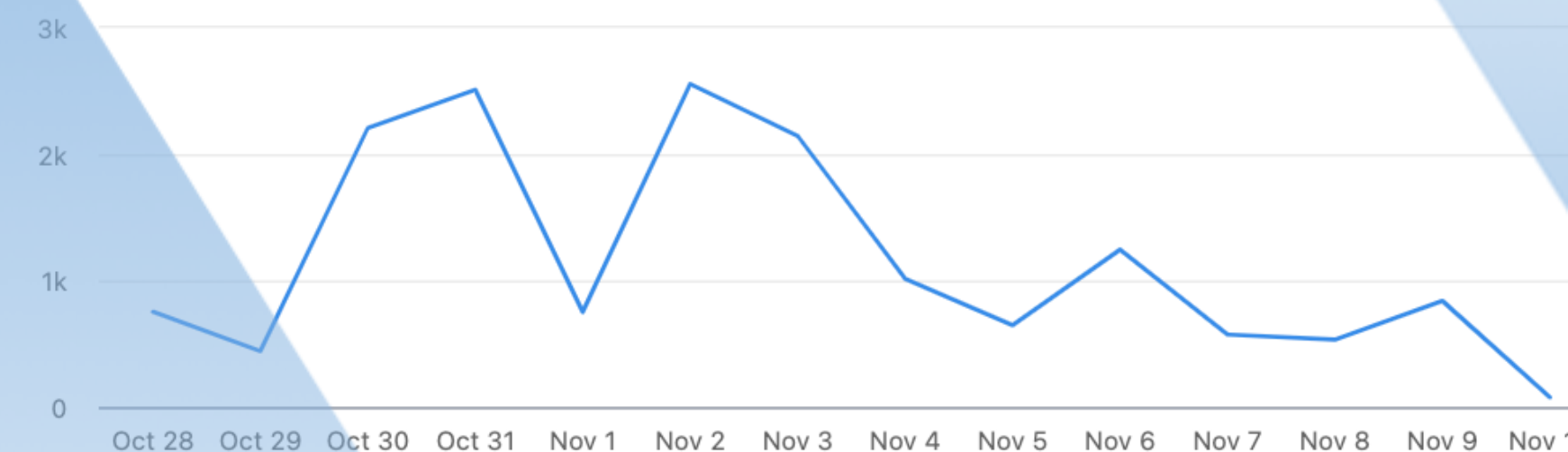
### Content performance ⓘ

16,291

Impressions

▲40% past 14 days

Impressions ▾



Daily data is recorded in UTC

### Top engagement demographics ⓘ

Job titles ▾

Job titles

Locations

Industries

Seniority

Company size

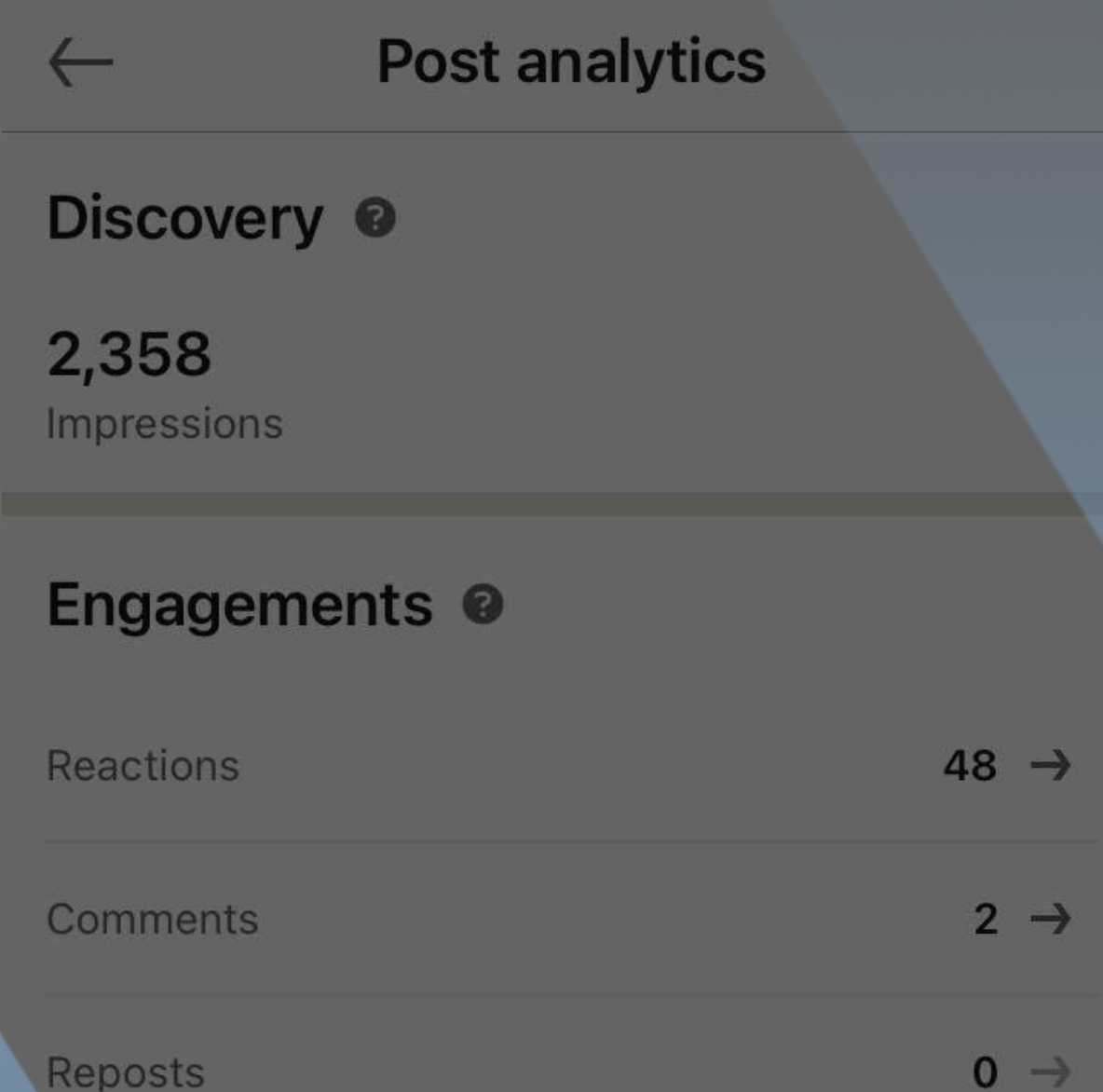
Companies

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# Какво ново през 2022?

# Възможности за анализ



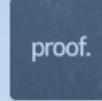



- Добре ли се движи профилът ми?
- Как се представят публикациите ми?



# Какво ново през 2022?

## Възможности за анализ

- Добре ли се движи профилът ми?
  - Как се представят публикациите ми?
  - Изпреварва ли ни конкуренцията?

Follower metrics ?		Rank
Page		Total followers
1	 Forbes Bulgaria	35,891
2	 Nemetschek Bulgaria	4,496
3	 proof.	4,211
4	 Mercatus	3,351
	 Xplora BG	3,167
	 AzCheta.com	2,638

## Какво ново през 2022?

# Страниците за услуги

Още един начин да събираме и споделяме препоръки от доволни клиенти

### Alexander Krastev's Services

Services provided by  
Alexander Krastev

You and Alexander both know Ventsislav, Teodora, and 475 others

Request proposal

More



#### Working with providers

Start by requesting a proposal from a provider. Once they respond, you can discuss how to start working together. [Learn more](#)

#### About

Being a leading LinkedIn marketing expert in Bulgaria creates not only opportunities but also responsibilities for me and my team. Our focus is LinkedIn page management, Profile optimization, Employee engagement and Lead generation via content and LinkedIn Ads. We have helped dozens of companies and professionals find their own voice on LinkedIn and grow their audiences. Do you want to join them?

Location

Sofia, Sofia City

Available

Remote or in person

#### Services provided

Social Media Marketing Digital Marketing Lead Generation Email Marketing

Corporate Training Public Speaking Training Marketing Strategy Marketing Consulting

Content Marketing

#### Media



## Какво ново през 2022?

# Продуктовите страници

Налични за много повече индустрии



### Multilingual Abstractive Summarisation Natural Language Processing (NLP) Software by Identric

[Try now](#) [More...](#)

#### What is Multilingual Abstractive Summarisation

Automated abstractive summaries are generated by using a combination of machine learning (ML) models. The algorithm "understands" the text and summarises it in "its own words".

Existing automated summarisation solutions work predominantly with "extractive" algorithms, which are quite reliable but limited in functionalities and involving copyright issues.

Identric's abstractive summarisation solutions tackle these problems and generate near human-like shorter retellings of different types of texts. Our product transforms multilingual content from all over the world and summarises it in English.

#### Process:

- 1) The AI/ML algorithm generates a summary of the original document
- 2) Our fact-checking algorithm verifies the generated information
- 3) After a successful verification, our client receives a bulletproof abstractive summary
- 4) Facts matching algorithm, Spell check algorithm, Textual contradictions checks, Hallucinations checking algorithm

[Try the demo https://identric.net/demo/](https://identric.net/demo/)

Product media

## AUTOMATED ABSTRACTIVE SUMMARISATION



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# Какво ново през 2022?

# Бюлетени за всички

Чудесно допълнение към e-mail маркетинга на компанията. И не само



Start your own newsletter

Share what you know and invite your followers to join the discussion regularly with notifications and emails after each new edition.

it out

Publishing menu ▾

Normal ▾

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No cover image upload

Consider adding a cover image that complements your article.

We recommend uploading an image with a pixel size of 1200 x 630.

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Какво ново през 2022?

LinkedIn Audio Live

Край на стеснението от камерата

LIVE




BookMark представя...  
Инфлуенсър маркетингът с  
Радостина Христова

BOOKMARK

4 speaking





Host

 **Dilyana Deneva**   
Partner and COO at  
BookMark  Author at The..





Host

**Yana Miteva**    
LinkedIn Marketing Trainee  
at Bookmark



Host

**Alexander Krastev**   
stop the war!   
LinkedIn at The..



**Radostina Hristova**  
Digital Marketing &  
Influencer Professional

 **Digital4**  
St.Zagora

## Какво ново през 2022?

## Още малко трафик

- Линкове в профилите

Talks about #linkedin, #so  
#linkedinmarketing

Sofia, Sofia City, Bulgaria

Book a LinkedIn Training

7,886 followers · 500+ c

Open to

Add pr

Providing services  
Social Media Marketing  
See all details

S

you

the views

's viewe

Past 7 days

### Contact info

Add or edit your profile URL, email, and more

[Edit contact info](#)

### Website

Add a link that will appear at the top of your profil

Link

<https://bit.ly/3rTulyx>

Link text

Book a LinkedIn Training Now

Customize how your link will appear (optional).

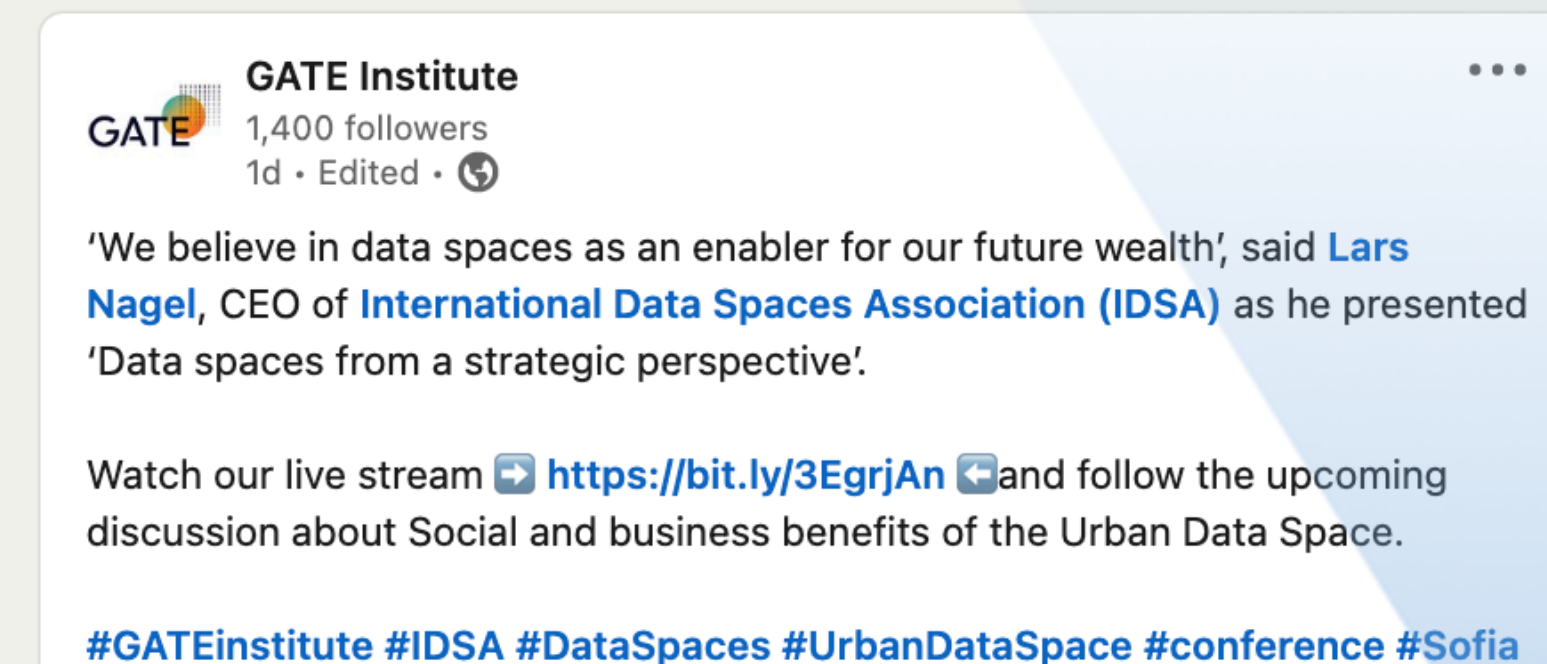
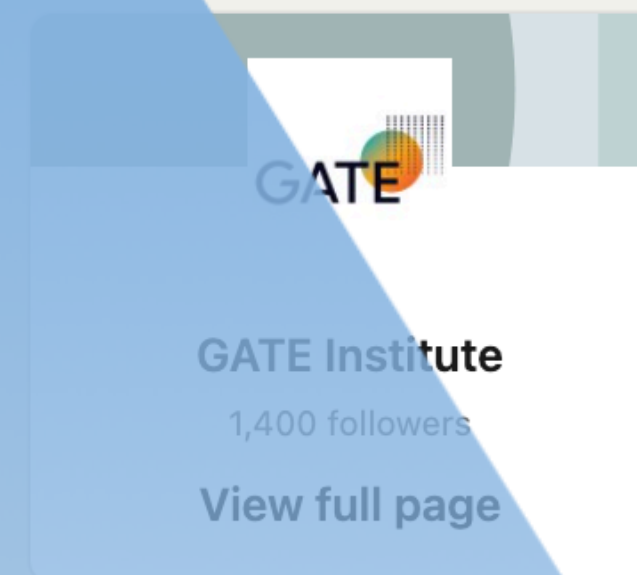


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# Какво ново през 2022?

# Още малко трафик

- Линкове в профилите
- Стикери с линкове



# Какво ново през 2022?

# Какво знаем за алгоритъма на LinkedIn

Нищо, което да не опитваме да оборим.  
Но Катрин Витек заслужава поздравления

**WHEN TO POST?** impacted by WFH

- ▷ Tuesday / Thursday / Saturday
- ▷ Mornings 8:00 - 10:00h
- ⇒ Local time of your target audience

Based on the **engagement** of your test group **2 hours** after publishing, LinkedIn will **devalue or boost** your post

**INTERACTION is KEY**

Getting people to click the **"SEE MORE"** button is more powerful for engagement than a "Like"

Aim for **1200-2000** characters per post

Sweet spot for number of hashtags: **# 3-5 #**

+ Create a personal hashtag

Maximize **DWELL TIME** by keeping people on your post for **as long as possible** (slide decks, video, long text posts...)

... **shifts** your **reach** to the number of your **followers**

... increases your reach by **+15%** if your content contains the **hashtags** you highlighted **on your profile**

A **COMMENT** is **4 times more** powerful than a "Like" and **7 times more powerful** if the comment is given within the first **2 hours**.

**IMPACT** of commenting (**5+** words):

- +8%** reach for content creator
- +6%** reach in person that commented

! Commenting first on your own post will result in **-45% to -20%** reach in your test group!

Drawn by **Katrin Wietek**  
IG: katrin.kristin

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Какво ново през 2022?

Съдържанието,  
което работи

Истории, емоции, познание. И парче PIE



Какво да правя през 2023?

Всичко започва от  
стратегията

Останалото е в постоянството



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Вземете телефоните

LinkedIn 101:  
да се свържем

*Разменете кодове с човека отляво.  
И с този отдясно, разбира се*



Alexander Krastev 

Putin, stop the war!  Trainer for LinkedIn at  
The LinkedBlog | Founder+Marketing Consu...



 Digital4  
St.Zagora

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Благодаря ви!

И очаквам въпроси

Открийте ме в LinkedIn:

Alexander Krastev  или на [alex@bookmark.bg](mailto:alex@bookmark.bg)



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St.Zagora