



How the Content of Your Business Can Have 20+ Million Views on LinkedIn for Free!

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With over 774 million members, LinkedIn is the biggest business social media globally, and most of the money, business, and decision-making power in the World belong to its members. Therefore, it is important for your business to publish its content on LinkedIn so that they are frequently viewed by businesspeople. Unfortunately, only a very few LinkedIn posts receive more than a couple of hundred views.

In this article, I shall explain in detail how I could, and any business can get over 23 million views for their content on LinkedIn for free.

Having popular content on LinkedIn is important, because today popularity equals with credibility; if content of your business is not popular, how can your business you be credible?

Of course, this is not true, but none of us can change how businesspeople think today.

Moreover, having highly popular content on LinkedIn is a truly effective way to build brand of your business.

There is one crucial point when it comes to being popular that so many people get wrong:

Your business needs to be known professionally in its industry.

It is easy to copy popular content from other social media and post it on LinkedIn to achieve a high number of views, but would the funny dog, cat or similar video convey the right image of professionalism

or its offering of your business?

The more business decisionmakers know offering and name of your business, the more some of them can offer it great opportunities.

In reverse – the less business decision makers know about your business, the more opportunities it will lose without even knowing about them.

WHO AM I?

My name is Christian Dillstrom, and I am a global business influencer, royal strategic advisor, and Editor-in-Chief of The TOP Person business magazines.

In addition, I am helping a LinkedIn Co-founder to build LinkedIn 2.0 and I run Business Influencer Hub there and I am also an expert on their Startup Hub.

I have also been a corporate growth hacker

since 2009 and have growth hacked over 60% of the top global brands.

My articles about business, marketing, growth hacking, marketing, sales and business influencing have had millions of monthly business readers globally since February 2015 when I started writing LinkedIn Pulse articles.

These days, my content on LinkedIn gets more than 10 million views a month - so my advice in this article is about things I have been doing every day since early 2015.

Millions of monthly readers have made my name and offering known to business leaders around the World - and for free.

My ever-growing personal brand has made everything possible for me over the last six years, and interesting offers just keep on coming in on a daily basis.

HOW TO GET 23 MILLION VIEWS FOR CONTENT OF MY BUSINESS ON LINKEDIN FOR FREE?

Easily, if you know what you are doing. Otherwise - forget it because your chances are comparable to those of a lottery.

Almost everyone is trying it, but only very few manage to do it. Besides, LinkedIn and the Internet are full of advice that will not help you at all.

You do not have to take my word for it, as everything I do is visible for any LinkedIn member.

Just do a LinkedIn search for the 612 LinkedIn Company pages that start with 'The TOP' and have a logo with a white star and black background. Those are The TOP Person local company pages.

On those pages, you can see each of my posts that have brought 23 million views for my article, 'How to Further You and Your Business with The TOP Person Magazine Interview'.

CONTENT OF YOUR BUSINESS

In reality, only a very few people are truly interested in your business, or its offering. So, forget the sales brochure approach.

Instead, everyone is looking for answers to the questions that are holding them or their business back.

Everyone.

Think about what question/s your target



VIP clients are asking so that offering of your business is an answer to them.

Format the title of content of your business so that it is a question, 'How to...', 'The Best Ways to...' or a number of solutions to that question.

This approach promises readers simple and quick answers that everyone is looking for.

Content of your business does not have to be simple and quick, but unless you convey this expectation to LinkedIn members, most of them will not even give it a chance.

Then create up to a 3,050-character long LinkedIn post and up to 1,250-character long message text about the same content.

Start with the capitalized title to get attention in the feed.

In addition, create a lot of great visual cover pages for your PDF document. Big images, colors, different feels, and styles are very helpful.

LinkedIn shows visual PDF cover pages very appealingly in feeds, and this attention is the first crucial step to getting views for your post.

In case you find it too time consuming to create a lot of visual cover pages for your PDFs, please connect with me on LinkedIn and let's see how I can help you.

I have more than 600 visual cover pages for PDFs, which are both localized and under the global brand, but so that any business or person can use them for their content while gaining extra credibility.

LINKEDIN POSTING LOCATIONS

Now that you have formatted content of your business to be interesting to its target VIP clients and you have many different visual cover pages for it, it is time to start look-



The next step is to have enough content for the reader to believe that your answer to his or her pressing problem is credible.

Different expectations between title of content and its text are paradoxical, but it is hard for businesspeople to believe that the problem they have not been able to solve can be solved with a few lines of text.

You just need to have a title that lures them to start reading content of your business.

I recommend creating a PDF document like this article because it gives readers hope for a thorough answer to their important question.

Another reason you should have lots of great visual cover pages for your PDFs is that you cannot use the same cover page too often.

Why would LinkedIn users click on something they have already seen in their feed that they have not clicked on before?

Fighting the click-fatigue is the key to have tens of millions of readers for your content.

The new, different visuals will attract those LinkedIn users who did not respond to the visual you were already using.

ing for LinkedIn locations where you can post content of your business.

A single posting of content of your business will not result in it being viewed 23 million times by businesspeople unless it or you have tens of millions LinkedIn followers.

Also, you cannot keep on posting content of your business too often on same LinkedIn profiles or their connections and followers will stop engaging with content of your business or they might even leave.

My solution is easy - after you have posted content of your business to your LinkedIn

profile and employees of your business, keep on posting it to LinkedIn Company pages where you have admin rights.

Today, LinkedIn treats posts on LinkedIn Company pages the same as posts on LinkedIn profiles.

So, using LinkedIn Company pages is the solution to all the LinkedIn posting locations you might ever need.

I am an owner and admin of 612 LinkedIn Company pages that have over 818,000 followers and 743 employees.

and let's see how I can help you.

LINKEDIN POST ALGORITHM

Unless you or your business have millions or at least hundreds of thousands of LinkedIn followers, you will need the help from the LinkedIn Post Algorithm.

The LinkedIn Post Algorithm will check how many views, comments, likes, and shares post with content of your business has received within 60 minutes of publishing it.

So, you need to have enough of them for

Ambassador program where I can request the support of over 2,400 fellow ambassadors.

In addition, I can use 612 LinkedIn Company pages with 818,000+ followers and 743 employees to get views, comments, likes, and shares for my posts.

In case you do not have enough people to help you, or it is taking too much of your time to organize them to do the needed tasks, please connect with me on LinkedIn and let's see how I can help you.

LINKEDIN POST HASHTAGS



The LinkedIn company pages I use are local and cover all the countries and major metropolitan areas around the World. Those LinkedIn pages are also under the globally respected business brand,

In addition, I can use those LinkedIn Company pages to boost the views of posts via The TOP Person Ambassador platform.

The platform is social media algorithm aware including the LinkedIn Post algorithm.

In case you are not or cannot become an admin of that many LinkedIn company pages with hundreds of thousands of followers, please connect with me on LinkedIn

the LinkedIn Post Algorithm to judge that post with content of your business is popular and therefore worth of spreading it to a large audience.

Otherwise, the LinkedIn Post Algorithm will not boost views of post with content of your business and its results will not be worth of trouble.

You can use the employees of your business, your friends, or any other network to get views, comments, likes, and shares for post with content of your business within that crucial first 60 minutes.

My solution is The TOP Person

This is a very powerful step as the most popular hashtags have up to 67 million followers and there are over 150 hashtags with over 1 million followers.

Unfortunately, hashtags are also very misunderstood - we have probably all seen LinkedIn posts containing many hashtags and some even filled with them.

LinkedIn Post Algorithm considers that to be hashtag spam and instead of boosting the views of the post, it will punish the post and the LinkedIn user doing it.

My (knowledgeable) advice is to use a maximum of four hashtags.

Pick the most popular hashtags that match content of your business and rotate them systematically so that you will not use the same hashtags more than once a week.

Otherwise, their followers will get fed up with your posts.

Again, my solution is The TOP Person Ambassador platform, which has a list of 1,135 of the most followed LinkedIn hashtags.

In case you have no experience of rotating hashtags, which is crucial to avoid fatigue of your content among the hashtag followers and hence killing success of it, please connect with me on LinkedIn and let's see how I can help you.

TAKING ACTION

Now that you have everything you need to get 23 million views from businesspeople for content of your business, it is just a matter of doing it.

Combine your PDF document with one of

various visual cover pages you have created, upload it to LinkedIn Post, copy and paste your up to 3,050-character post text with a maximum of four hashtags, and click the post button.

Then, like post with content of your business and paste your up to 1,250-character long message text as the first message of your post, click the post button, and like it.

Finally, ask your network to support LinkedIn post with content of your business, otherwise nothing will happen as the LinkedIn post algorithm will neither spread it generally nor share it to the hashtag followers.

I am using The TOP Person Ambassador platform for this as I want to show the fellow ambassadors how I receive lots of views for my posts.

Plus, The TOP Person Ambassadors are truly engaging with their peers' posts – over 22 million times so far.

Publish post with content of your business 4-9 times a day in different locations on LinkedIn, using a different visual cover and rotated hashtags each time, and spread the publications evenly throughout the day.

Keep doing this until post with content of your business has 23 million views.

CONCLUSION

That's all that is needed to have millions of views from businesspeople to content of your business on LinkedIn and I do the same for my posts too.

As we all know from the famous quote: *"The only place success comes before work is in the dictionary."* This is very true – going the extra mile truly brings results and is completely free.

In case, you do not have time or resources to make this happen, please connect with me on LinkedIn and let's see how I and the free The TOP Person Ambassador program can help you.

