

# LinkedIn for the Manufacturing Industry

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Did you know 80% of social media B2B leads are generated through LinkedIn? And that LinkedIn has a 3X higher visitor-to-lead conversion rate than Twitter and Facebook? Learn how you can position your brand to engage with this audience!

Join the National Tooling and Machining Association's webinar on Wednesday, April 6 at 2PM where Jason Plavic will discuss the importance and benefits of maintaining a social media presence for B2B manufacturers.

The webinar will cover:

- Why B2B manufacturers should use social media
- Tips and tricks to get the most out of social media
- How to create and measure a successful marketing campaign with LinkedIn
- The top 5 mistakes manufacturers make on social media

The webinar is free to attend, but you must register.

[\*\*Register\*\*](#)