

The 2014 Professional Content Consumption Report

Rise of the Content Revolutionaries: A Deep Dive into the
Top Content-Consuming Members on LinkedIn and How
Marketers can Connect with Them



There's a professional content revolution calling. Are you going to answer? _____.

"The LinkedIn members on the forefront of this revolution are leading the way by consuming and sharing professional content in record amounts. We call these folks 'Content Revolutionaries.'"

At LinkedIn, we are witnessing a revolution. Professional content consumption is dramatically rising—especially on LinkedIn, where over 1.5 million publishers actively use the LinkedIn Share button on their sites to send content into the LinkedIn platform.

The LinkedIn members on the forefront of this revolution are leading the way by consuming and sharing professional content in record amounts. We call these folks "Content Revolutionaries." They are the audience you want to tailor your content for.

And there's good news for marketers: We conducted a survey of 2,701 LinkedIn members in the United States

who actively share and consume content. This research reveals the secrets behind why and how these content revolutionaries are consuming professional content on LinkedIn, as well as how you as a marketer can tap into their behaviors. It's a big opportunity for content marketers everywhere, and you will be more effective at reaching the Content Revolutionaries after reading this report.

The choice is yours: Watch from the sidelines or answer the call to join the professional content marketing revolution. Read onward for insider tips to give your content the best chance for connecting with these Content Revolutionaries.



4 Key Attributes of the Content Revolutionaries That Marketers Need to Know

1

Content Revolutionaries spend **1 entire workday (8 hours each week)** consuming professionally relevant content.

3

61% of Content Revolutionaries consider professional content **necessary for success.**

2

LinkedIn is the Content Revolutionaries' go-to source for professional content. **91% of them are using it weekly for professionally relevant content** vs 64% for online news sites and only 29% for Twitter and 27% for Facebook.

4

Content Revolutionaries are **much more likely to consume and share content that is crafted to meet their specific needs.** Keep reading for a 6-step checklist, drawn from this research, that gives your professional content the best chance of connecting.



6 Insider Tips for Connecting with Content Revolutionaries

- 1 Does it present new knowledge or assist in decision-making?
- 2 Will it spark conversation?
- 3 Would sharing it benefit their professional network?
- 4 Would sharing it enhance their professional brand?
- 5 Does it feed their desire for professional accomplishment?
- 6 Is it formatted for mobile/tablet consumption?



The Professional Content Revolution is on the Rise

Content Revolutionaries are voracious consumers of professional content. _____.



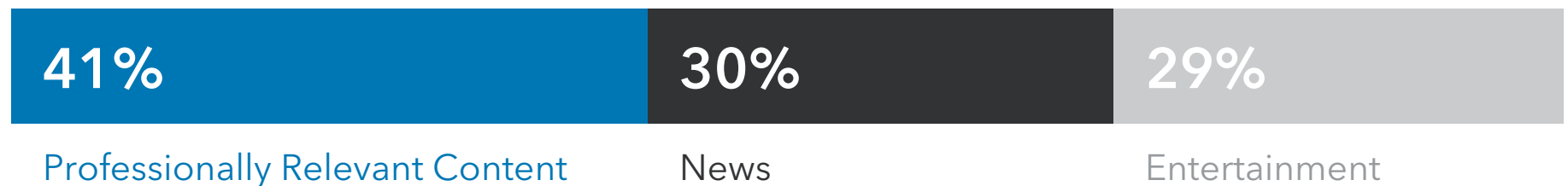
8 hours
per week

On average, they spend about **1 workday (8 hours per week)** consuming professionally relevant content as a way to educate themselves on their industry news and trends.



have increased the amount of time spent consuming professionally relevant content over the past year.

Percentage of total time spent consuming various content, across all platforms, weekly

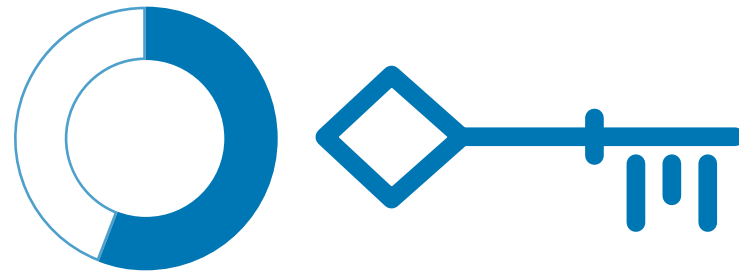


Content Revolutionaries depend on professional content. _____.

Marketers have to deliver content that helps them accomplish their professional goals.

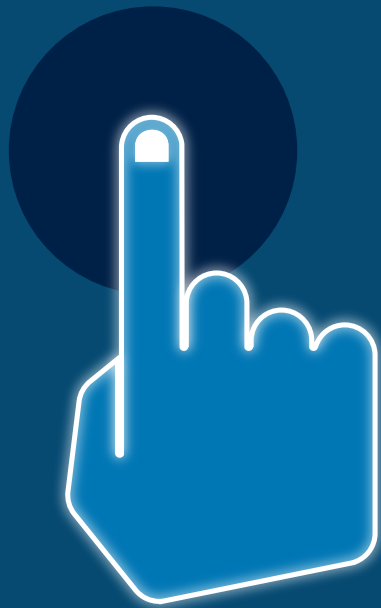


61% of Content Revolutionaries find it necessary for professional success.



56% find it easier to access professionally relevant content.

Among Content Revolutionaries who had increased the amount of time they spent consuming professional content over the past year.

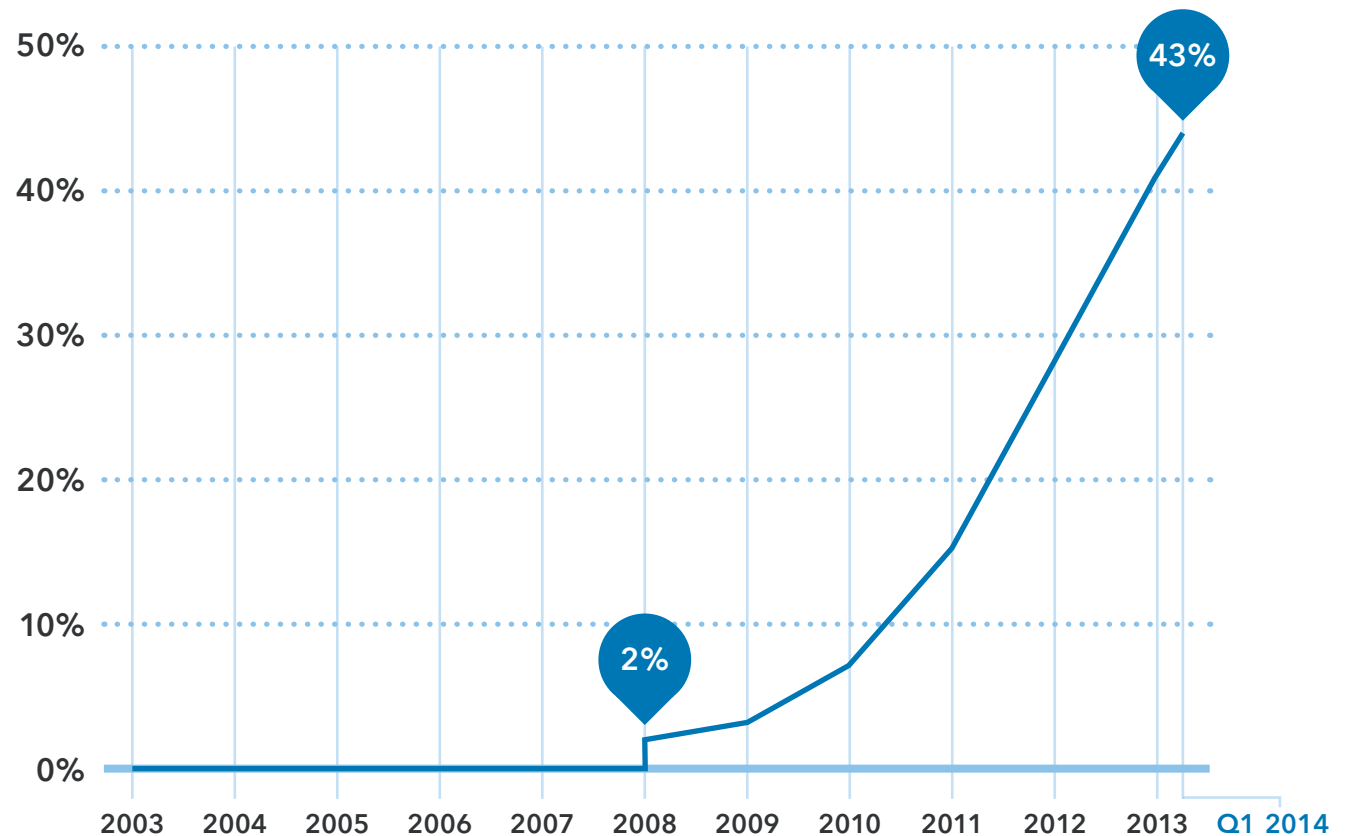


Professionals Demand Content at Their Fingertips

Content must be mobile-friendly. _____.

In Q1 2014, an average of 43 percent of unique visiting LinkedIn members came through mobile.

Mobile Traffic:



Mobile traffic is calculated as a percentage of LinkedIn member-only unique visitors; calculated using Q4 average for each year.





The Multi-Benefits of Consuming Content on LinkedIn

Marketers must meet Content Revolutionaries' 3 key needs. _____.

Top benefits of consuming professional content on LinkedIn:

ENHANCES
KNOWLEDGE



Keep up with industry news



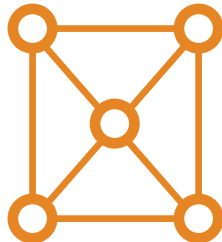
78%

Discover new ideas within industry



73%

STRENGTHENS
NETWORKS



Build relationships with colleagues/clients



62%

Spark conversations



51%

BOOSTS
PERSONAS



Build professional reputation



55%

Improve current job skills



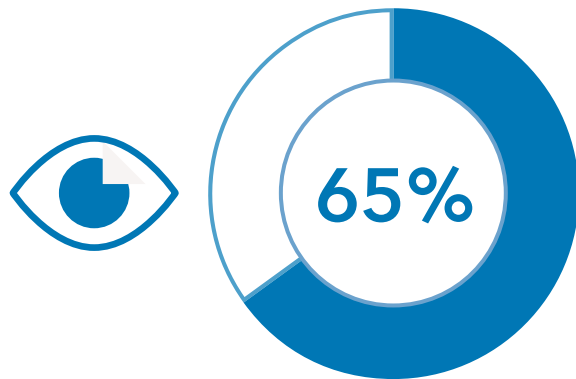
45%



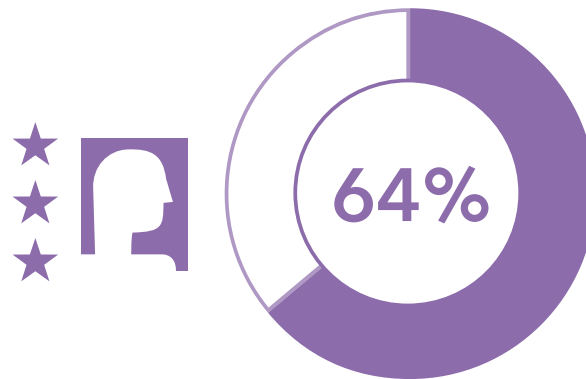
Content Revolutionaries share to build their professional brands. _____.

Members are more likely to share professional content that ***builds* their professional brands, *strengthens* their professional networks, or *helps* them sell to their networks.** Marketing content will be shared more if it **fulfills these needs.**

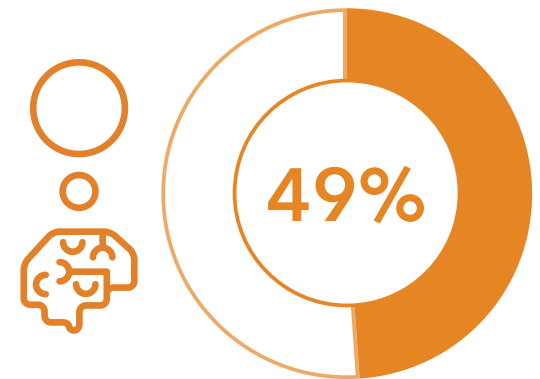
Top benefits of sharing professional content on LinkedIn:



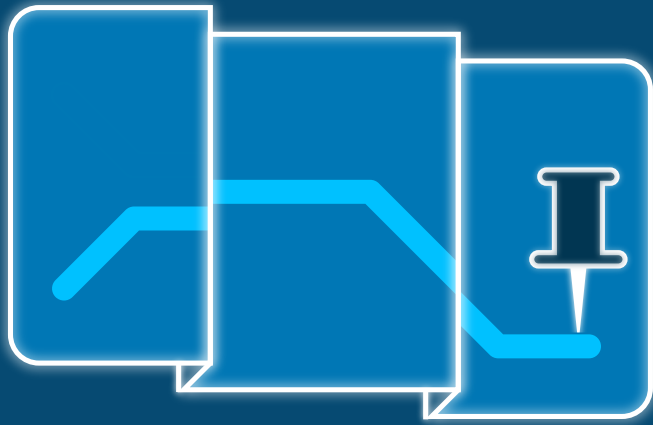
Increases
Member Visibility



Enhances Member's
Professional Reputation



Positions Member
as Thought Leader

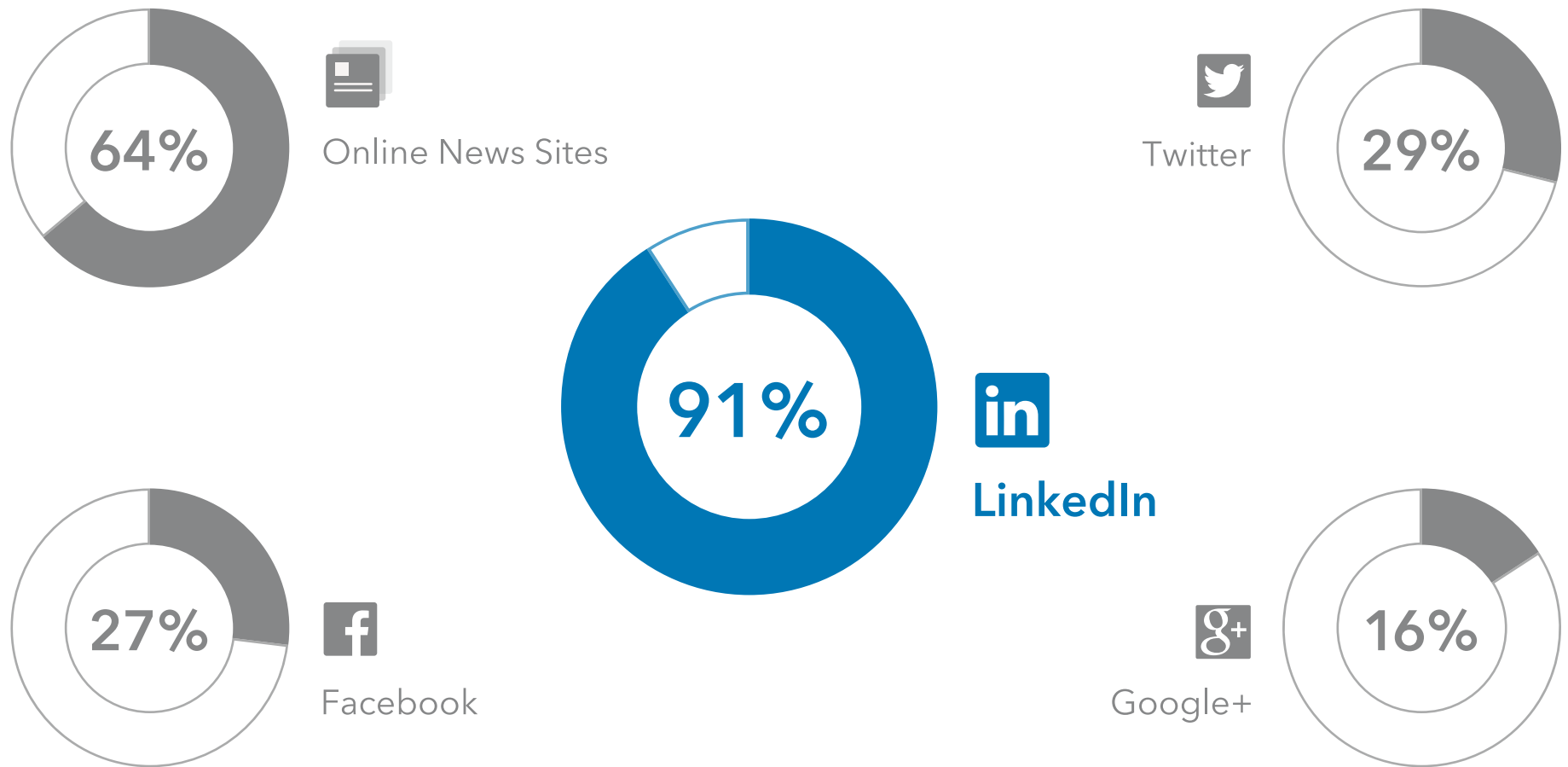


The Go-To Source for Professional Content



LinkedIn is the number one choice for professionally relevant content._____.

Content Revolutionaries' sources for professional content:





Making Content Worth Talking About

Marketers must deliver the content types Content Revolutionaries seek most often. _____.

Popular content types for gaining knowledge:

New Research



Breaking Industry News



Case Studies



Popular content types for helping decision-making:

Career Advice



Brief, Concise in Length



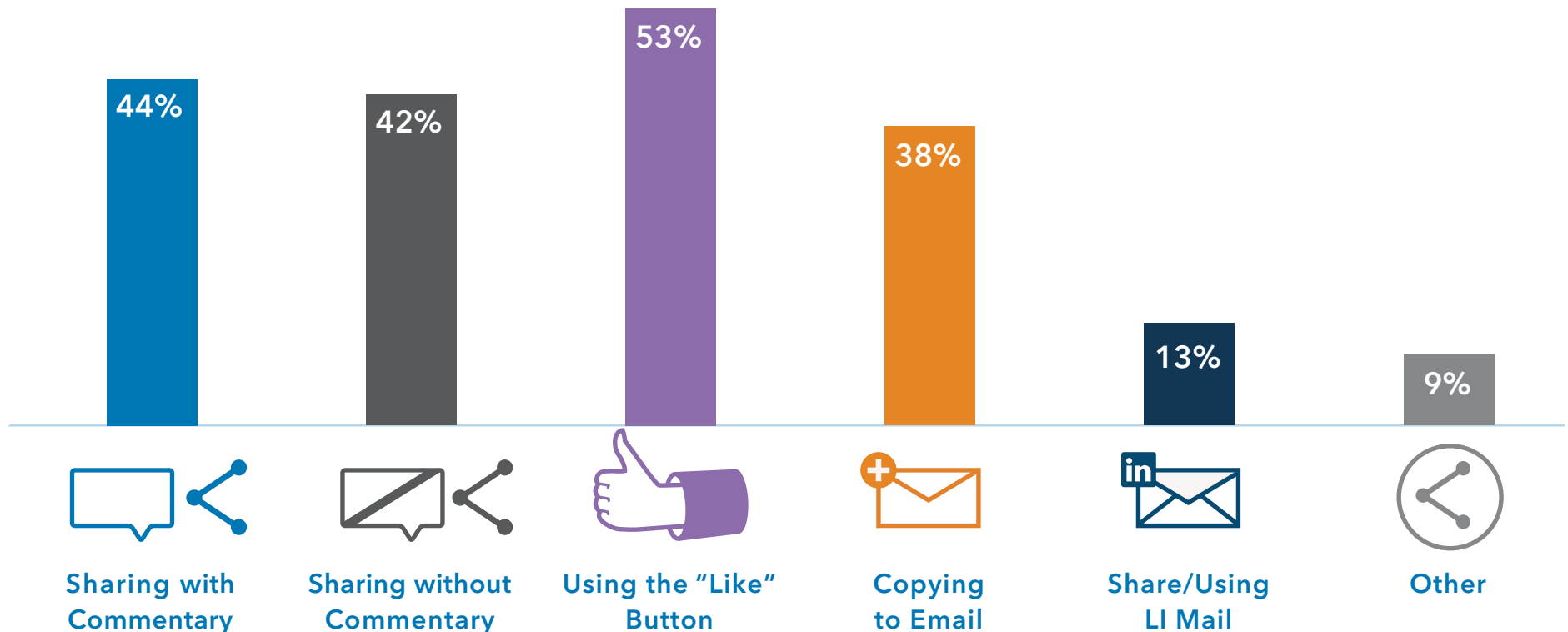
Produced by Business Leader



Conversation is fueled by sharing. _____.

Marketers need to create content that sparks discussion.

Sharing Methods:



Total percentage who selected it as their primary or secondary preferred method; total = 200%

Appendix

About Us

LinkedIn members number more than 300 million professionals. That's over one-half of the 600 million professionals on the planet. This represents the largest group anywhere of influential, affluent and educated people.

Professional Publishing Platform

Our evolution into a professional publishing platform drives increased engagement on LinkedIn. Compared with other professional publishers, content on LinkedIn works differently. The rich data on our platform means we can deliver the most relevant content to our members.



Relationships Matter

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications.

As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn, as well as by extending LinkedIn data to their sites and brand experiences through APIs.

For more information, please visit business.linkedin.com/marketing-solutions.