

The Content Marketing 50: Manufacturing Edition

The 50 Most Influential Manufacturing Brands on LinkedIn*

*As Measured by LinkedIn's Content Marketing Score

The manufacturing sector has adapted quickly to digital marketing by using tactics that range from email to search and from social media to mobile. As part of this embrace of digital marketing, a large contingent of manufacturing industry brands are leveraging LinkedIn for content marketing. Below are the top 50 global manufacturing brands based on their LinkedIn Content Marketing Scores, which are calculated by measuring the ratio between the total target audience and the unique users that engaged with the content.

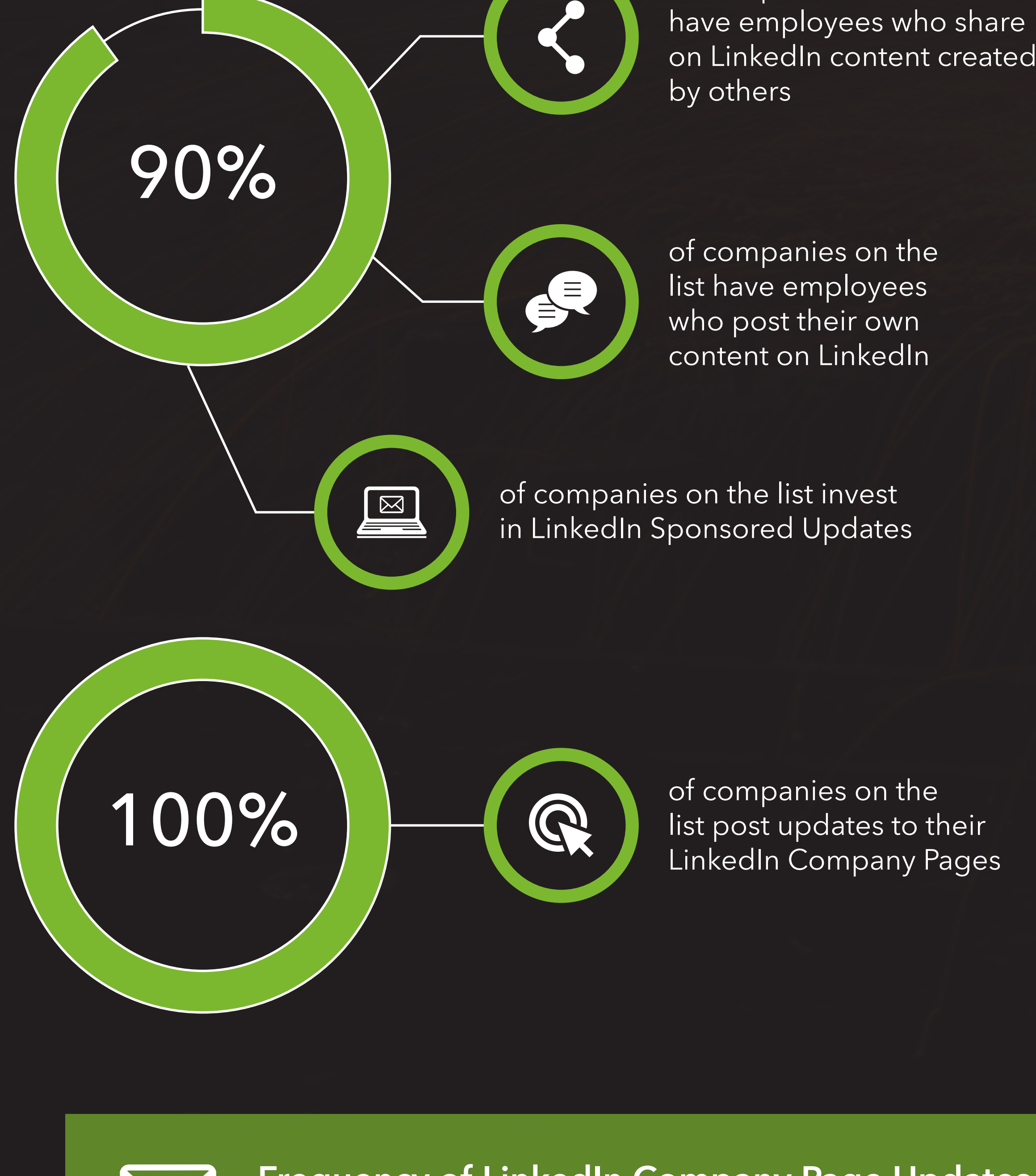


The Content Marketing Score evaluates all content-based activities on the LinkedIn platform, including Company Page updates, employee shares, LinkedIn Sponsored Updates, and Influencer and employee posts through the LinkedIn Publishing Platform.

The Most Influential Manufacturing Brands on LinkedIn: The Top 10



The Top Performing Manufacturing Brands on LinkedIn Tend to Share the Following Traits:



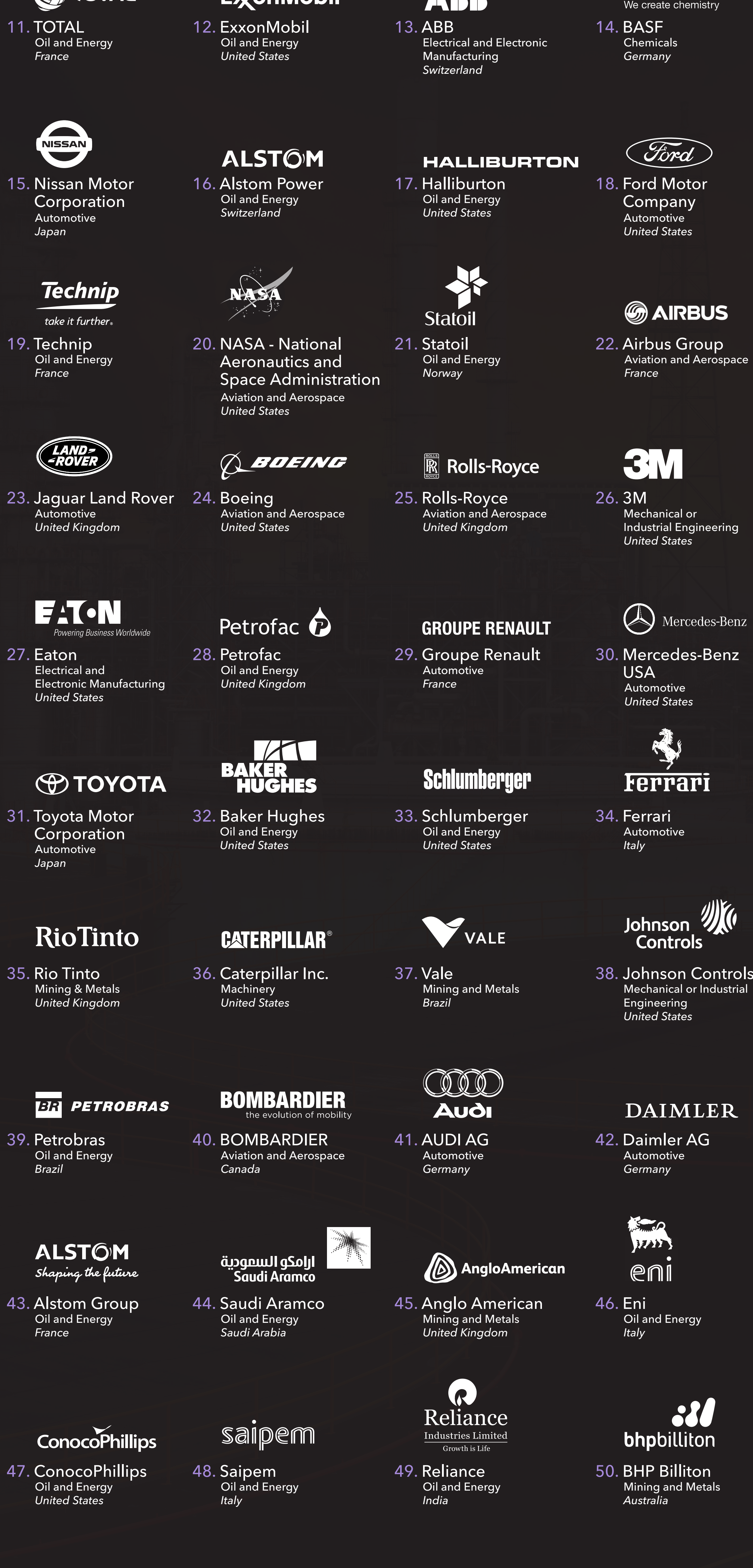
Frequency of LinkedIn Company Page Updates Among the Most Influential Manufacturing Brands:

11 per Week



The Most Influential Manufacturing Brands on LinkedIn:

11-50



Distribution of the 50 Most Influential Manufacturing Brands by Vertical Industry

