

The Content Marketing 50: High Tech Edition

The 50 Most Influential High Tech Brands on LinkedIn*

*As Measured by LinkedIn's Content Marketing Score

Technology marketers have long been leaders in adopting the latest digital marketing tactics. They were among the first marketers to build websites, to advertise online, to grasp search engine marketing, and to embrace social media. Tech marketers are also among the first to leverage LinkedIn for content marketing. Below are the top 50 global high technology marketers based on their LinkedIn Content Marketing Scores, which is 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, activities in LinkedIn Groups and Influencer and employee posts through the LinkedIn Publishing Platform.

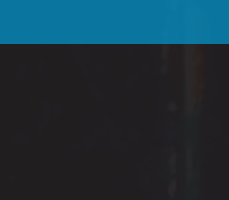
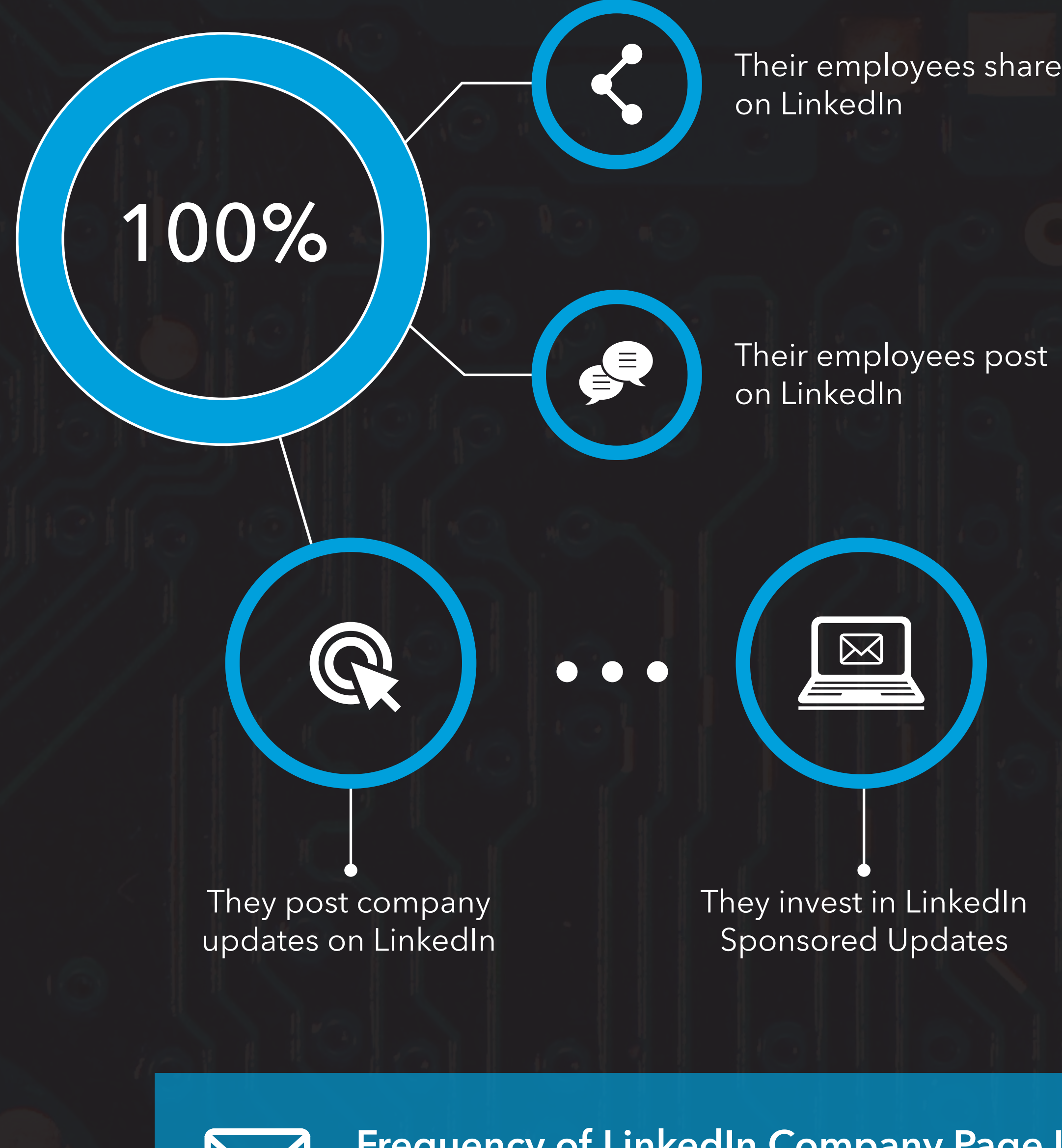


The Most Influential High Tech Brands on LinkedIn:

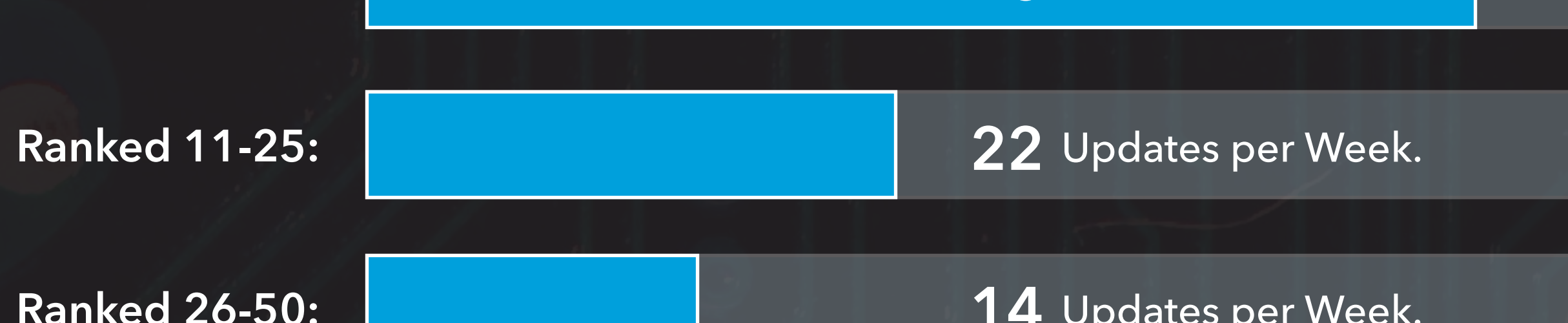
The Top 10

- 1** **Microsoft**
Computer Software
United States
- 2** **IBM**
Information Technology and Services
United States
- 3** **Google**
Internet
United States
- 4** **hp**
Information Technology and Services
United States
- 5** **ORACLE®**
Information Technology and Services
United States
- 6** **Salesforce**
Internet
United States
- 7** **cisco**
Computer Networking
United States
- 8** **Capgemini**
Consulting Technology Outsourcing
Information Technology and Services
France
- 9** **DOMO**
Computer Software
United States
- 10** **DELL**
Information Technology and Services
United States

100% of the Top Performing High Tech Brands on LinkedIn Share the Following Traits:



Frequency of LinkedIn Company Page Updates among the Most Influential High Tech Brands



The Most Influential High Tech Brands on LinkedIn:

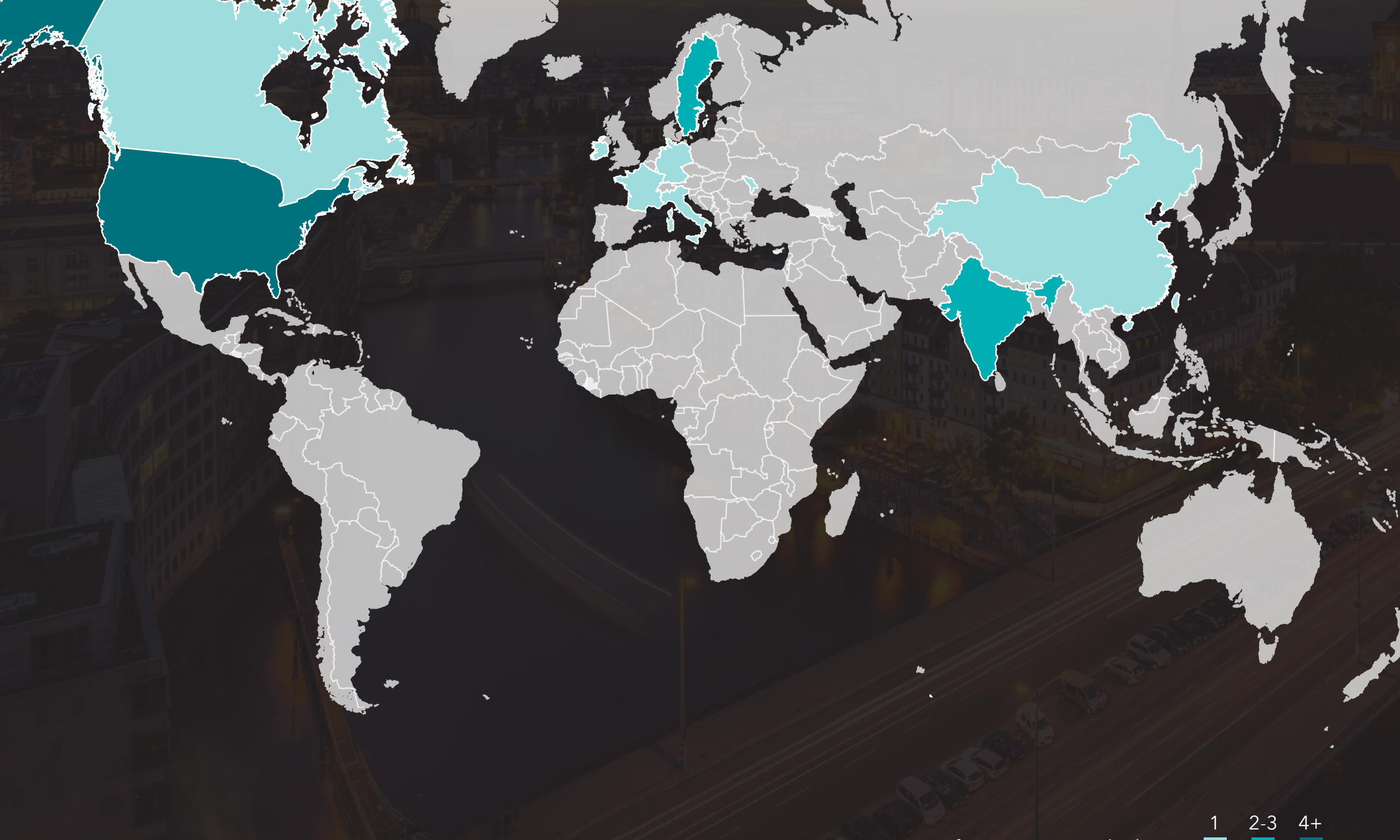
11-50

- 11.** **accenture**
Information Technology and Services
Ireland
- 12.** **amazon**
Internet
United States
- 13.** **SAP**
Computer Software
Germany
- 14.** **intel** Corp.
Semiconductors
United States
- 15.** **intuit**
Computer Software
United States
- 16.** **Lenovo**
Computer Hardware
United States
- 17.** **Adobe**
Computer Software
United States
- 18.** **branded.me**
Internet/Design/Training
United States
- 19.** **xerox**
Information Technology and Services
United States
- 20.** **BRILLIANT ADS**
Internet/Marketing and Advertising
Republic of Moldova
- 21.** **THOMSON REUTERS™**
Information Technology and Services/Media Production
United States
- 22.** **vmware**
Computer Software
United States
- 23.** **ERICSSON**
Telecommunications
Sweden
- 24.** **VISA**
Information Technology and Services/Financial Services
United States
- 25.** **TATA**
Information Technology and Services
India
- 26.** **EMC²**
Information Technology and Services
United States
- 27.** **Uber**
Internet/Consumer Services
United States
- 28.** **Cognizant**
Information Technology and Services
United States
- 29.** **HUAWEI**
Telecommunications
China
- 30.** **HubSpot**
Internet/Marketing and Advertising
United States
- 31.** **Google Apps for Work**
Information Technology and Services
Unknown
- 32.** **AT&T**
Telecommunications
United States
- 33.** **Gartner**
Information Technology and Services
United States
- 34.** **Intel IT Center**
Information Technology and Services
United States
- 35.** **WIPRO**
Information Technologies and Services
India
- 36.** **H I R E D**
Internet/Staffing and Recruiting
United States
- 37.** **tableau**
Computer Software
United States
- 38.** **cse**
CSE- Consorzio Servizi Bancari
Information Technology and Services/Banking
Italy
- 39.** **Symantec**
Computer Software
United States
- 40.** **Appboy**
Internet/Marketing and Advertising
United States
- 41.** **wantering**
Internet/Marketing and Advertising
Canada
- 42.** **MuleSoft**
Computer Software
United States
- 43.** **Aha!**
Aha! Labs Inc.
Computer Software
United States
- 44.** **SAS**
Computer Software
United States
- 45.** **amazon web services**
Computer Software
United States
- 46.** **alteryx**
Alteryx, Inc.
Information Technology and Services/Computer Software
United States
- 47.** **HCL**
HCL Technologies
Information Technologies and Services
India
- 48.** **Percolate**
Percolate Inc.
Internet
United States
- 49.** **Spotify**
Computer Software/Online Media
Sweden
- 50.** **ebay**
Internet
United States



This map shows the global distribution of companies on the Top 50 Influential High Tech Brands on LinkedIn.

(The areas in teal are countries that are home to brands on the list).



of Companies on the list

