



**LinkedIn**  <sup>TM</sup>

Connecting  
Consumers to Brands

U.S.



# Harness the Power of Professional Consumers

With more than one third of all professionals on the planet on LinkedIn, there is a ripe opportunity for consumer brands to leverage the buying power of professionals on our platform.

As many brands on LinkedIn already know—professionals are consumers, too, and some of the most influential are on LinkedIn. These professional consumers are the most sought after audiences in the world and globally you can reach over 300 million potential brand advocates.

To help consumer marketers effectively reach this audience, we conducted this research to understand who they are, why they are so valuable, and what content is most relevant to them.





## Understanding professional consumers on LinkedIn

Respondent ages: 18 - 45

50% / 50% Gender split

Respondent seniority:  
Manager and below

Country	Sample Size
United States	608
Canada	307
Brazil	308
United Kingdom	311
Australia	307



We found that professional consumers on LinkedIn are...



### **A premium quality audience**

Brand loyal, not price sensitive, with more buying power than other social platforms



### **In an aspirational mindset**

Opportunity for marketers to align their brands with members' professional success



### **Influenced by their professional networks**

Opinions from their professional peers impact personal buying decisions



### **A unique audience from other online publications**

More unique visitors with little duplication compared to other business and social sites

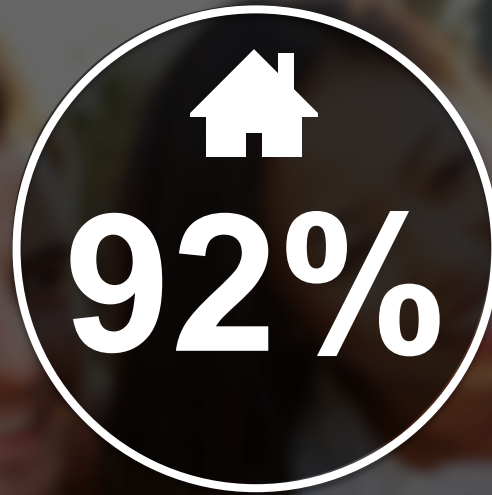




# A premium quality audience



A prime audience for high-consideration  
consumer products



of LinkedIn members 18-45  
make household decisions





They are also brand advocates willing to pay more

86%

*“When I find a brand I like,  
I stick to it”*

78%

*“I’m typically willing to pay more  
for high-quality items”*



## Quality and benefits are more important than price

% most important customer purchase factor

Fulfills my needs ..... **45%**

Quality ..... **28%**

Price ..... 14%

Trust it will perform  
as advertised ..... 9%

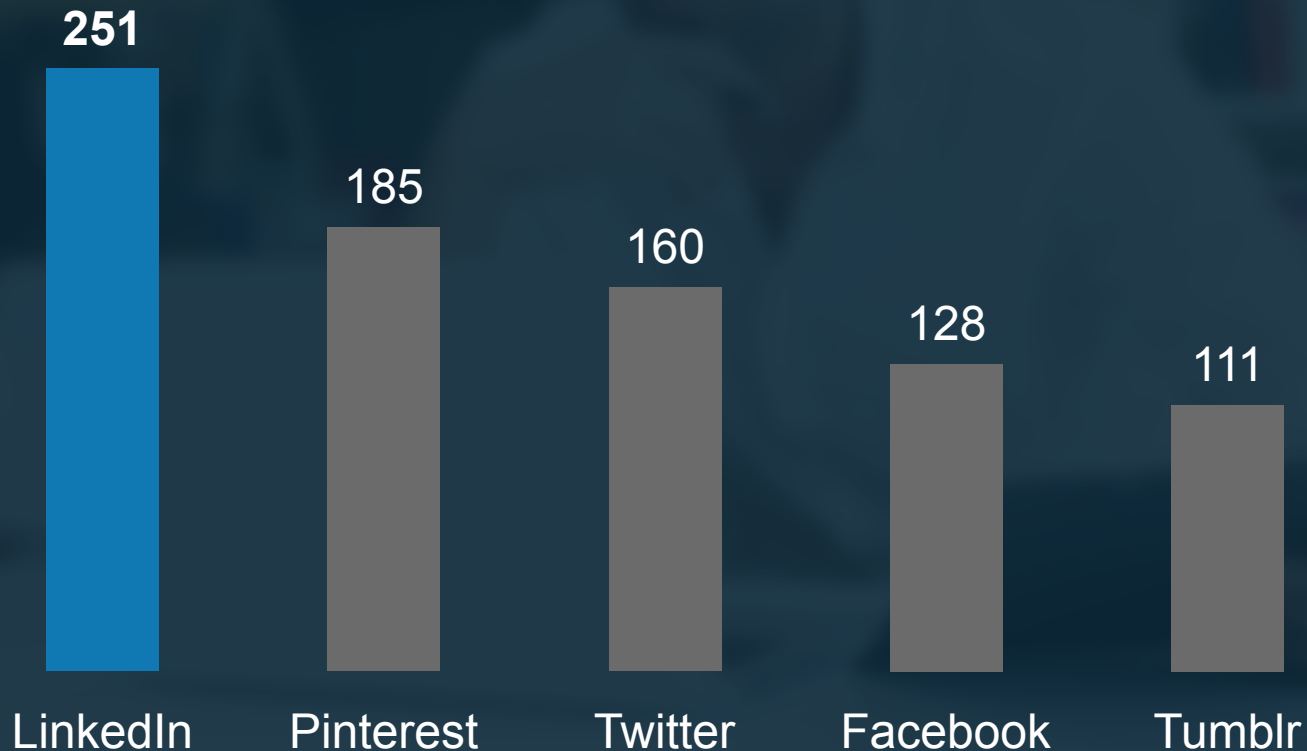
Is new & different ..... 3%





LinkedIn professionals have more buying power than other social platforms

U.S. Buying Power Index





# In an aspirational mindset



Opportunity for marketers to align their brands with members' professional success in a trusted environment





Professional success drives their large purchases



76%

Consider a vacation



66%

Consider a new car



58%

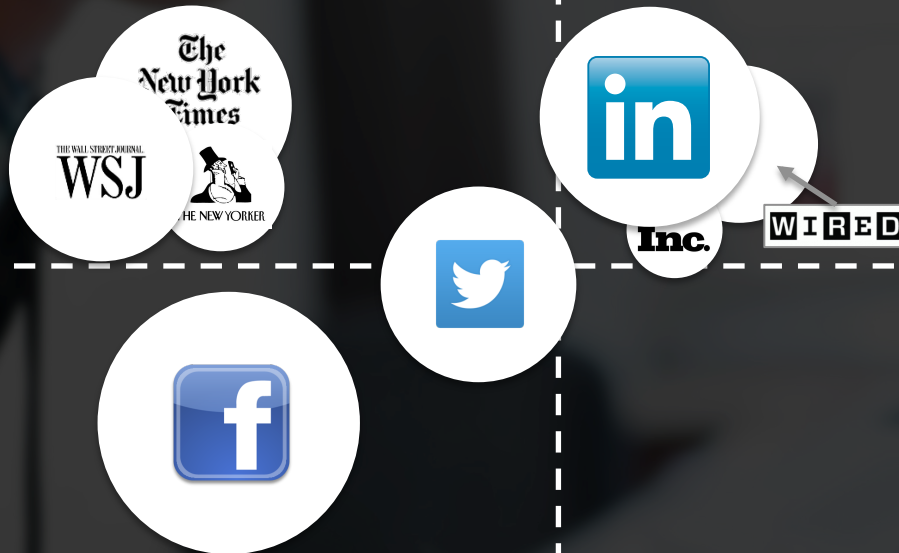
Reward themselves



LinkedIn allows brands visibility around content that consumers feel is worthy of their time and innovative

*Size of circle indicates usage*

Worth My Time



Wastes My Time

Less Innovative

More Innovative





# Influenced by their professional networks



Shared content among peers on LinkedIn impact  
personal purchase decisions





Now more than ever, LinkedIn members influence purchase decisions

**1 in 4**

“I seek out product information from my LinkedIn Network for personal purchases”

**25%**

“My LinkedIn Network is sharing more information about consumer brands than this time last year”





Now more than ever, LinkedIn members influence purchase decisions

51%

“Trust information about consumer products that you see on LinkedIn”

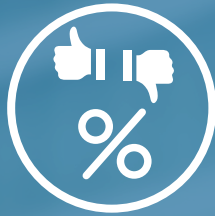
58%

“If someone on LinkedIn shared an update about a new product, I would be more interested in the product”





2x more likely to trust the information provided by LinkedIn than other social networks and this drives purchases



**% that trust**  
the information from listed publishers\*

LinkedIn

51%

Twitter

23%

Facebook

14%



**% personal purchases are influenced**  
by the information published by these sources\*

LinkedIn

31%

Twitter

25%

Facebook

20%

\* Top 2 box



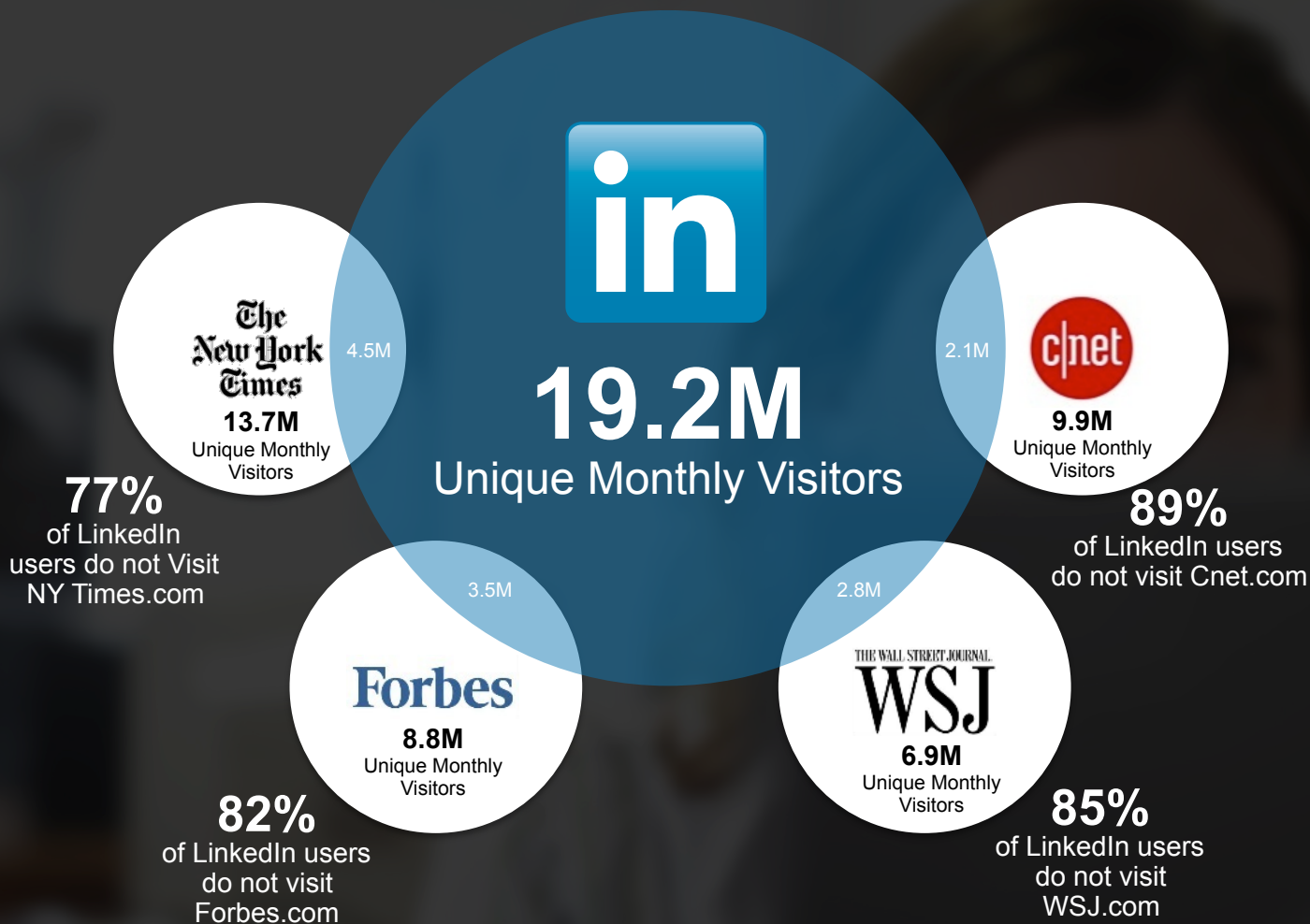
# A unique audience



Reach a distinct audience from other publishing platforms



LinkedIn reaches more professional consumers than most other key business sites







LinkedIn also reaches a unique audience  
among social media sites





Consumers view LinkedIn as one of the most innovative publishers with increasing quality

**2.5x**

More likely to be called  
innovative than NYT,  
WSJ or New Yorker

Over  
**2x**

More likely to have  
improving quality  
than any other publisher



So what does this  
mean for marketers?



Engage a prime audience of influential consumers  
with relevant content on LinkedIn





Why should consumer brands promote content on **LinkedIn**?



**47%**

Read news or information from consumer brands on LinkedIn at least once a month





Over half the **LinkedIn** audience is looking for news, information & innovations from consumer brands

**Upcoming innovations from the company**

**News about the company**

**News articles about the industry**

Information about new products or services

General company information

Promotions and special offers

All Industries	Auto	CPG	Retail	Travel
59%	59%	60%	60%	58%
55%	56%	55%	64%	45%
54%	55%	59%	54%	49%
50%	50%	53%	50%	49%
46%	50%	47%	50%	39%
44%	37%	37%	45%	56%





Across all industries, **LinkedIn's** youngest members are demanding the most content. ***Especially*** about innovation.

Topics of Interest Across ALL INDUSTRIES	Male	Female	18 - 24 Years Old	25 - 34 Years Old	35 - 45 Years Old
Upcoming innovations from the company	63%	55%	68%	55%	54%
News about the company	56%	54%	58%	56%	51%
News articles about the industry	55%	53%	53%	59%	51%
Information about new products or services	53%	48%	53%	45%	53%
General company information	46%	47%	50%	50%	39%
Promotions and special offers	45%	42%	46%	40%	45%
Commentary from industry experts	48%	31%	46%	42%	43%
How a product or service can improve your life	40%	39%	46%	34%	39%
Updates on company social responsibility	34%	37%	40%	36%	30%
Ways the company is considering the environment	33%	38%	42%	37%	28%
Invitation to participate in company sponsored groups/polls	31%	37%	37%	26%	33%





In summary, consumer marketers on LinkedIn can...



**Reach a prime audience of high-quality brand advocates**



**Align their brands with members' professional successes**



**Leverage an innovative platform for consumer product launches**



**Raise consumer brand awareness in a trusted environment**

# Build relationships with professional consumers on LinkedIn in 3 ways:



Be accurate



Be helpful



Be everywhere

To learn more, contact us at  
<http://lnkd.in/contact>



