# AT LINKEDIN, WE BELIEVE

Content **=** Marketing

But we know there's much more to the equation than that. To be successful you need to be different. You have to be compelling and relevant. But right now, there may be questions surrounding your content marketing. Questions about your content's impact and how to make it most effective could be casting shadows over your strategy.

CLOSING THE CONTENT MARKETING GAP

GLOBAL MARKETERS ARE USING CONTENT MARKETING TO ACHIEVE THEIR GOALS, BUT DON'T FEEL THEY'RE BEING EFFECTIVE AS THEY COULD BE.

■ using content marketing
■ feel they're being effective

	using content marketing	feel they're being effective
Australian	96%	38%
US	93%	41%
UK	88%	48%
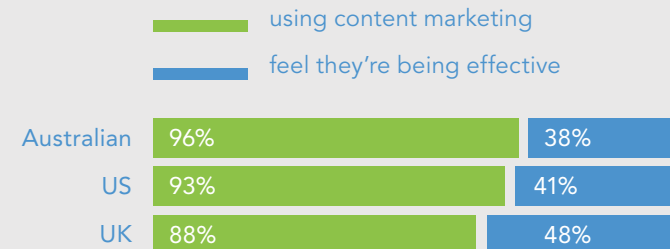
Sources: Content Marketing in the UK: 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/DMA UK, Content Marketing in Australia: 2013 Trends – Content Marketing Institute/The Association for Data-driven Marketing & Advertising (ADMA), 2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

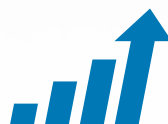# YOU NEED SOMETHING POWERFUL, SOMETHING BEYOND THE NORM.

That's why LinkedIn is introducing two new resources to quantify your content marketing influence and guide your content strategy. Eradicate uncertainty and enhance relevance with this super powerful tandem.

PRESENTING... THE DYNAMIC DUO!

Content Marketing Score

Trending Content

The Content Marketing Score is a recommendation engine that quantifies your impact by measuring your audience's engagement with your content, benchmarking versus your peer set, and providing recommendations on how to improve. Trending Content ranks the topics that resonate most with specific audiences on LinkedIn, so you can tailor your content for maximum relevance. Together these two superpowered resources combine to create a super new quantifiable you: publisher of compelling, relevant content.

NOW, FOR THE FIRST TIME, YOU CAN QUANTIFY YOUR STRATEGY WITH SPECIFIC RECOMMENDATIONS FROM THE CONTENT MARKETING SCORE

You know you need to prove the impact of your content marketing initiatives. Ideally you want to:

- Understand the content and topics that resonate with your audience
- Measure the effectiveness of your content-based campaigns
- Benchmark the success of your program
- See how you stack up against your competition
- Rank your brand with a conclusive score

To squash questions of content effectiveness and truly be a marketing superhero you need to reach your audience in multiple ways across LinkedIn, including Groups, Company Updates, employee posts, Sponsored Updates, and Influencer posts. The Content Marketing Score from LinkedIn ties all of this outreach together so you get an integrated view of exactly how your efforts are paying off.

Content Marketing Score

BENCHMARK YOUR CONTENT PERFORMANCE

Think of the Content Marketing Score as a barometer that helps your company understand the impact of its content marketing efforts on LinkedIn. By attributing a score to your content, the Content Marketing Score quantifies the influence of your company and brand on LinkedIn.

The Content Marketing Score provides this insight by:

- Highlighting the audience(s) consuming your content on LinkedIn
- Quantifying your company's content presence and engagement on LinkedIn

In other words, it tells you which members within your target audience are engaging with your content. And it can show you how you stack up against your competitors. You can even see a breakdown of how you're performing across the different areas of LinkedIn – whether by Groups, updates, or posts.

Content Marketing Score $= \dfrac{\text{Unique Members Engaged}}{\text{Active Target Audience}}$

Active Target Audience
Members you would like to reach

Content Marketing Engagement
Members who engage with your content

TURN INSIGHTS INTO CONTENT GOLD

We know insights are useless unless you act upon them. And the Content Marketing Score makes that possible by providing specific recommendations on defining and adjusting your content strategy to achieve the best results possible. These may include suggestions to launch more follower campaigns, encourage your employees to publish more posts, or focus on your content relevance.

In a nutshell, the Content Marketing Score from LinkedIn:

- Analyzes who engages with content
- Compares you to your peers
- Suggests how to improve your score

A POWERFUL DUO

While Trending Content gives you insight into the hottest topics across LinkedIn, the Content Marketing Score is specific to your company.

SUPERCHARGE YOUR STRATEGY WITH TRENDING CONTENT

Your target audience is on LinkedIn. Now it's just a matter of delivering the content that attracts and engages them. But how do you know just which topics will catch – and keep – their attention? And how do you know which members will be most interested in your content?

Whether you're new to content marketing or looking to drive even more engagement with your existing content, trending data from LinkedIn can help you focus on the topics that matter.
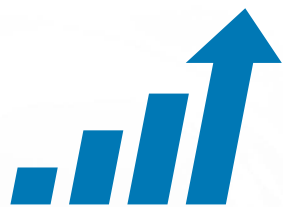
Trending Content

TRENDING CONTENT HELPS CLIENTS UNDERSTAND WHAT CONTENT RESONATES WITH WHICH AUDIENCE ON LINKEDIN

On a daily basis, LinkedIn members actively engage with content from four primary sources of inspiration, insights, and information on our network:

- News from publishers

- Peers on LinkedIn Groups

- Thought leaders

- Brands

THE TOPICS THAT MATTER

WHAT'S TRENDING
*Top trending topics on LinkedIn, Dec, 2013 - Jan. 2014

1 Employee Engagement
2 Management
3 Sourcing
4 Self-Esteem
5 Social Media Marketing

10 Retirement
9 Job Search
8 Future Trends
7 Business Development
6 Foreclosures

Source: LinkedIn Internal Data

ALIGN YOUR CONTENT CALENDAR WITH YOUR AUDIENCE AND ERADICATE UNCERTAINTY

TOP TRENDING TOPICS
(January 2014)

- leadership
- entrepreneurship
- online advertising
- mobile devices
- healthcare

With LinkedIn, you can see trending topics across all those sources: LinkedIn Groups, news posts, Influencer posts and discussions, and company pages. You'll see which topics matter, and which members are sharing the most content on any given subject. You'll even be able to pinpoint which topics are going viral.

How do we deliver this invaluable data? We evaluate Influencer articles, network updates and sponsored updates to understand what content members are sharing. Using a superpowered algorithm built by our data science team, we put each piece of content into one or more of over 17,000 topic categories. We then layer on member profile attributes to understand who is sharing the content.

TOGETHER THESE TWO SUPERPOWERED RESOURCES COMBINE TO CREATE A SUPER NEW QUANTIFIABLE YOU: PUBLISHER OF COMPELLING, RELEVANT CONTENT.
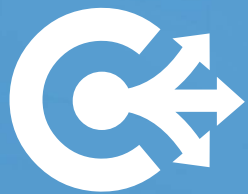
Content Marketing Score

Trending Content

With all that insight, you can fine-tune your strategy to align with the latest trends. That means you can increase the likelihood of your own content going viral, and reach and engage more LinkedIn members.

The Content Marketing Score and Trending Content are currently available for LinkedIn Marketing Solutions customers. Please contact your LinkedIn Account Executive to get your score. For more information on the Content Marketing Score and Trending Content, please *visit our site*.

Linked in

ABOUT US

LinkedIn members number more than 277 million professionals. That's over one-third of the 600 million professionals on the planet. This represents the largest group anywhere of influential, affluent and educated people.

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 our **Marketing Solution**s site.