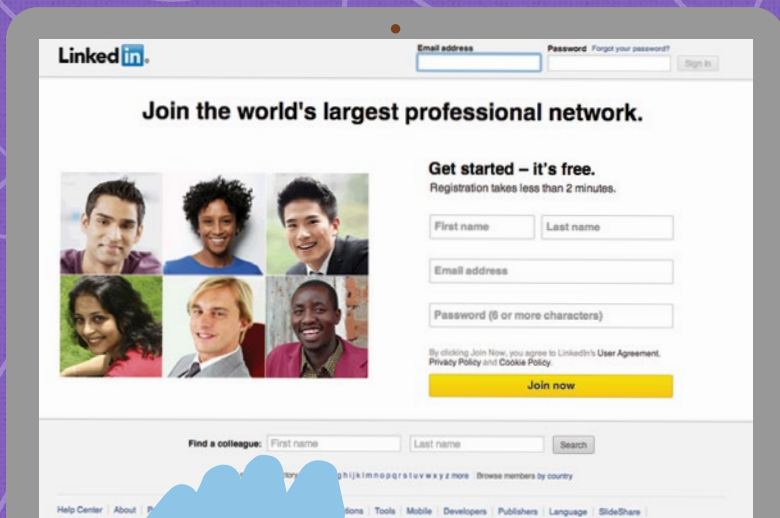


The Sophisticated
Technology Marketer's
Guide to

LinkedIn



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Tapping into

THE POWER OF LINKEDIN



revenue. We'll teach you about our variety of products such as Display Ads, Text Ads, Sponsored InMails, Sponsored Updates, and LinkedIn Lead Accelerator, and how they work together to generate high quality leads with our accurate targeting from within your target audience.

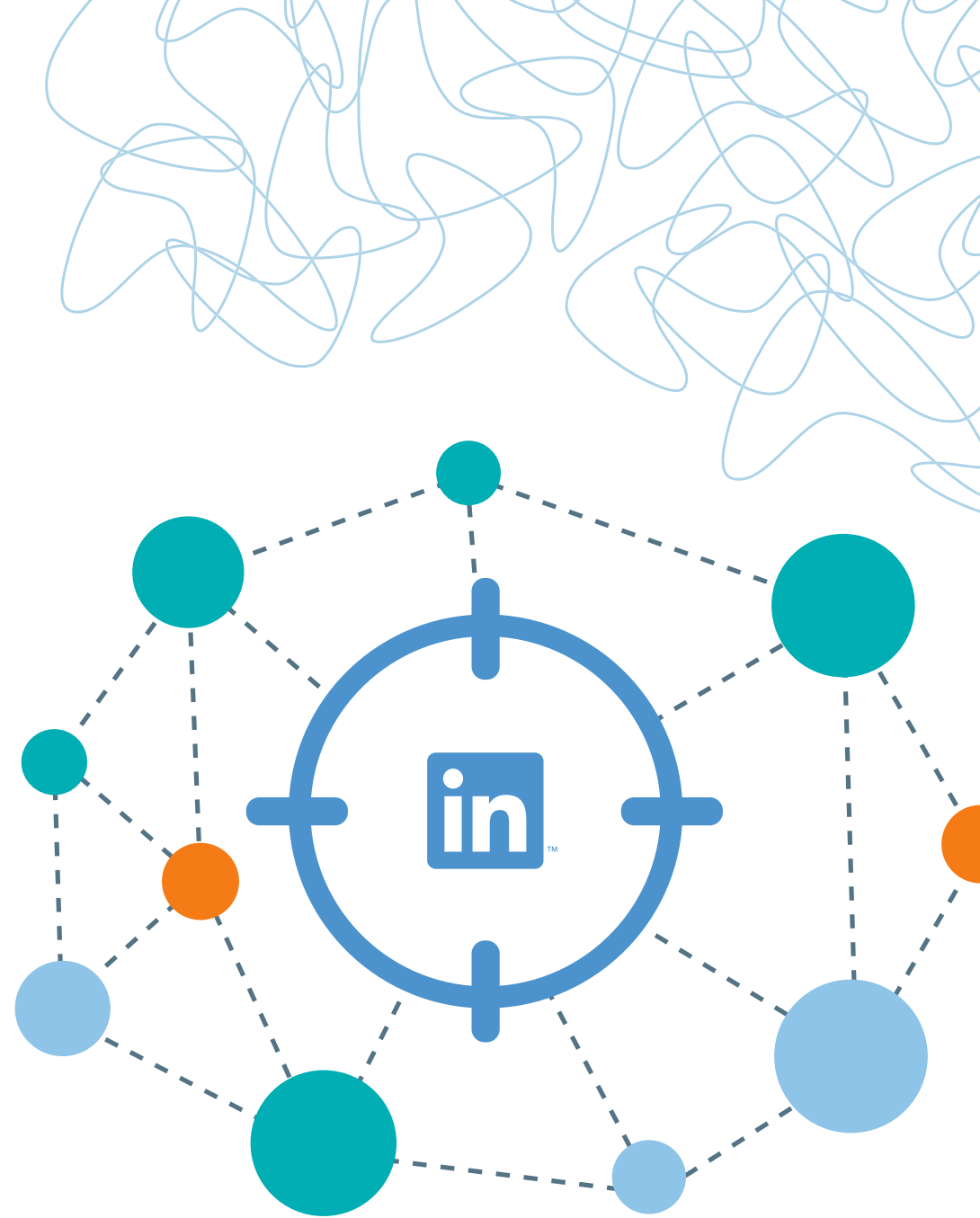
Reaching the right professional audience can be hard. LinkedIn lets you easily reach the right people, at the right time, with the right content, and keep them engaged. Learn to effectively strengthen your nurturing efforts with your target market, and provide useful content to educate and engage until they're ready to make a purchase.

This guide will ensure you're using the most effective mix of marketing tools to communicate your brand to the largest professional network on the planet.

Kelly Kyer
Global Marketing Lead —
Technology Vertical
LinkedIn Marketing Solutions

As a technology marketer, we want you to tap into the power of LinkedIn with our exciting and innovative variety of marketing and advertising solutions. You can engage your target market often and share insights about your company's offerings in the best and most effective way possible.

This guide is the third of four volumes and was created to provide sophisticated technology marketers with an overview of LinkedIn's solutions that will help expand your reach and drive traffic and quality leads to your site, ultimately generating more pipeline and





Expand Your Targeted Reach:

ADVERTISING ON LINKEDIN

By combining mass reach with accurate targeting, LinkedIn advertising solutions allow you to:

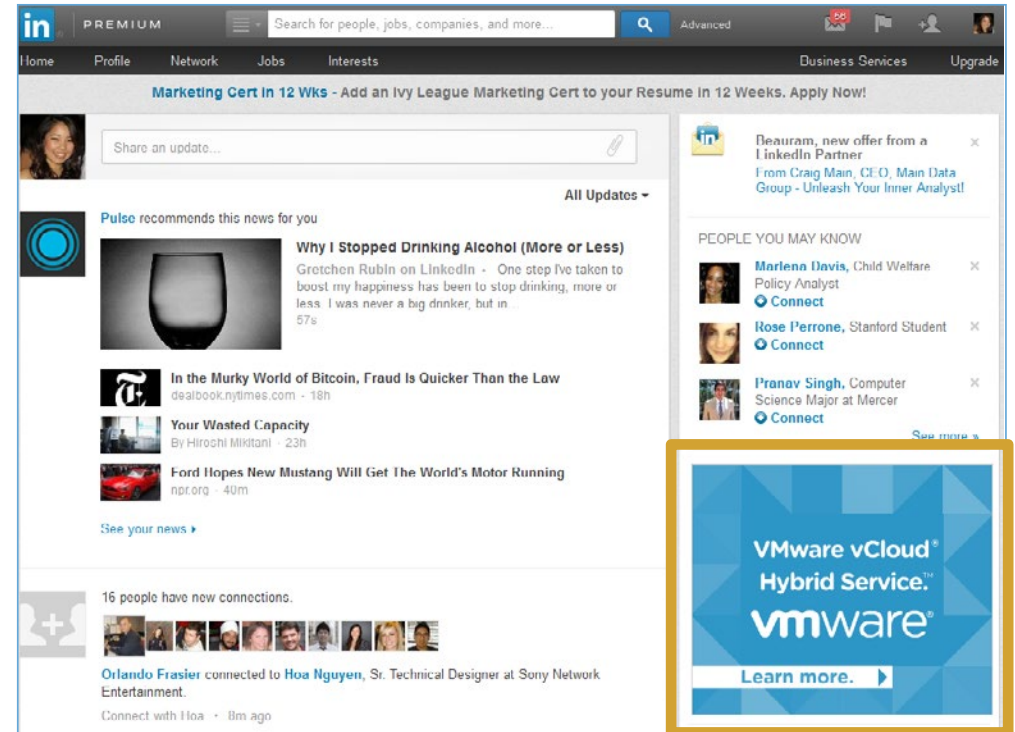
- Engage your target from among the most affluent, influential, and educated audience on social media
- Increase awareness, credibility and impact through the power of social proof
- Drive traffic and leads to your site

Here are the LinkedIn advertising solutions at your disposal to help you achieve those results:

- Display Ads
- Sponsored InMail

LinkedIn Display Ads

Through LinkedIn Display Ads, you can reach a professional audience in a context where they actively seek advice and recommendations from brands and companies. All LinkedIn Display Ad formats leverage the unique depth of our member profile information, offering targeting by sector, job function, seniority, location and more: a targeted approach that drives engagement, relevance and response.





LinkedIn Premium Display Advertising for Awareness and Consideration at Scale

With LinkedIn Premium Display Ads, you can target the exact audience you want in a premium uncluttered environment. That makes it easier to use existing ad creative to drive brand awareness and consideration at scale among LinkedIn's audience.

Display Ads give you a fantastic share of voice. That's because, unlike other digital publishers, LinkedIn only serves two visual ads on a page at any one time. Combine this with our powerful targeting capabilities and it's a no-brainer.

Here's an example of how MarketShare realized these benefits. The marketing innovator wanted to increase awareness of their solutions for marketing analytics among marketing decision makers, and increase the quality of leads in their funnel. MarketShare used LinkedIn's accurate targeting capabilities to identify marketing

executives at companies with over 1000 employees. They targeted this audience through Display Ads that emphasized accountability and big data that included relevant content download links. These Display Ads resulted in clickthrough rates of 0.10%, which doubled MarketShare's expectations, new vertical leads, and more engaged high-quality leads that moved further down the sales funnel. The Senior Manager of Online Marketing at MarketShare applauded LinkedIn's targeting abilities in finding the high quality leads their sales funnel needed.



Engage Professionals Often, Wherever They Travel Online

Keep the right professionals engaged across the entire Web through LinkedIn Network Display. Reach them with accuracy and scale on LinkedIn, business publisher sites, and beyond.



"From a marketing standpoint, the targeting is unprecedented. For marketing campaigns, LinkedIn can identify who to send it to and when to send it but with precision we have never seen before. The success stories are still building, but we will see more B2B marketers drive success via LinkedIn over the next couple years."

Craig Rosenberg, The Funnelholic www.funnelholic.com



Text Ads for Pay-Per-Click (PPC) Performance

Text Ads is a self-service advertising solution that allows you to place text ads on prominent pages across LinkedIn to reach LinkedIn’s professional audience. Your textbased ad includes a headline, description, and can even feature a 50x50 image. You specify which LinkedIn members view your ads by selecting a target audience based

on characteristics like job title, job function, industry, geography, company size, company name, LinkedIn Group, and more. You can also control your advertising costs by setting a budget as low as \$10 per day and can choose to pay on a cost-per-click or impression basis — all without any contracts or commitments.

HUBSPOT GENERATES QUALITY LEADS WITH ACCURATE TARGETING USING TEXT ADS

HubSpot creates marketing software that helps businesses grow web traffic, generate inbound leads, and convert leads into paying customers. The challenge for HubSpot was finding advertising venues with the right mix of marketing professionals who respond well to HubSpot’s offers of free marketing materials.

HubSpot first experimented with ad campaigns on social networks other than LinkedIn, but the campaigns did not yield satisfactory results. “There’s a lot of distraction on other social networks,” Dan Slagen, the company’s Head of Paid Marketing, says. “People are there for reasons besides improving

their businesses, or networking with other professionals.” HubSpot also needed to accurately target its campaigns beyond simply just location, keywords, and interests, drilling down into specific professional attributes of its potential customers — a capability that other social networks do not provide.

Using LinkedIn Ads, HubSpot has been able to achieve clickthrough rates ranging from 0.1% to 0.3% with an average CPC of about \$3, “which is actually a fraction of the cost of paid search advertising,” Slagen explains.

Ads You May Be Interested In



Get 5-15 Upfront Offers
Hired is the marketplace where tech companies compete for you.



We're Top Developers
\$80/hour Top Software Engineers. Pay Only If Satisfied.



How is Your Sales Funnel?
This free app on the Salesforce AppExchange can tell you instantly!



Hiring iOS Developers!
You are in demand. Receive bids of up to 50k more than current salary.



iOS Enterprise Strategy
Read our Mobile Strategy Roadmap



Attn: Marketing Managers
Target quality leads with interest-based personas. Download our Free eBook!

“With Text Ads, we’ve been able to generate a clickthrough rate that is 60% higher than our average across other social networks — and at the same time, the quality of leads coming through LinkedIn is greater than through other social media channels.”

Dan Slagen, Co-Founder & CEO at Hubspot



Sponsored InMail: Deliver Directly to Members' Inboxes

Using Sponsored InMail, you can reach high-value, targeted prospects on LinkedIn with attention-grabbing messages that speak directly to their interests. You can designate recipients by geography, job role, group membership, company size and other criteria.

These notifications are prominently displayed on the LinkedIn homepage and in members' inboxes for high visibility that cuts through the clutter. Discover a new way to increase the effectiveness of your email marketing effort and drive leads from LinkedIn. Reach members only when they are active on the LinkedIn site to boost engagement.

Sponsored InMail leverages the credibility of the LinkedIn platform so that, unlike conventional email campaigns, they are more likely to be opened, read and acted on.

- Boosting conversions with targeted product and service promotions
- Promoting Content your audience wants to see, like infographics, white papers, and reports
- Personalizing invitations to events and conferences

The flexible format makes it simple to integrate content and messaging from across your LinkedIn ecosystem. Accurate targeting ensures you reach the members that matter most, from across our network of over 347 million professionals.

Send a personalized message directly to a member's inbox

Engage your key target audiences across desktop and mobile

Drive conversations by delivering personalized messages within the uncluttered LinkedIn inbox environment

"With so many competitors going after the same customers, VistaVu knew it was time to rethink its strategy. Our goal was to break away from the crowd by really demonstrating our industry focus and unique value proposition. For us, it was about getting our message and differentiated product offerings to the right audience. Not only did we receive more leads, but the quality and the promise of the leads was unmatched."

Nicole Baron, Marketing Manager, VistaVu Solutions.



Nurture Leads Beyond the Inbox:

LINKEDIN LEAD ACCELERATOR

When you successfully drive qualified prospects into the funnel, you're succeeding as a sophisticated marketer. But your job doesn't end there. You need to nurture those prospects until they're ready to talk to your sales reps. Nurturing is critical considering that buyers largely hold sales reps at bay until they're far down the path to purchase.

The sooner you can move those leads into sales' hands, the better. That means the pressure is on you to keep your target audience engaged and moving through the funnel. You do that by sharing relevant offers and content at the right time in the buying process.

Relying Solely on Email to Nurture is Like Driving in First Gear

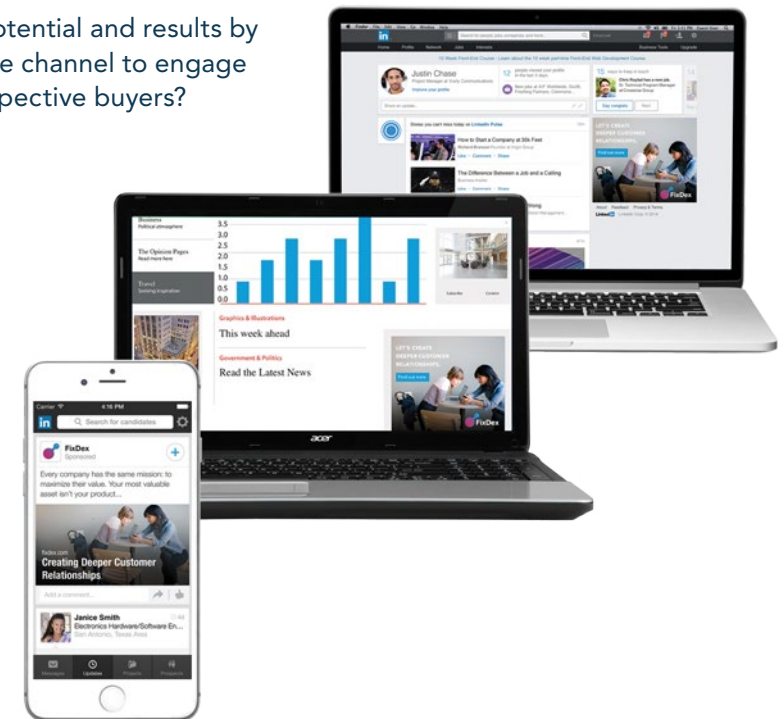
But if you're only using email to that end, you're essentially limiting your full reach and potential as a marketer. Email is certainly a proven channel for nurturing prospects that you've already engaged. But, as a nurturing channel, it's limited. Here's why.

First off, you can only interact with prospects via email once you've captured their contact details. What about all those prospects who haven't shared that information with you? Research finds that as many as 95% of the people who visit a B2B website never fill out a web form.

Plus, let's not forget that on a great day, only 20% of your database contacts will open your email messages. In the end, you only stand to engage with 1% of your website visitors at best since only 5% provide their contact information and only 20% of that 5% will open emails from you.

Why limit your potential and results by relying on a single channel to engage and nurture prospective buyers?

Fifteen years ago you could expect a 60% open rate, and today, you're lucky if it's 10%," says Daniel Nissan, president and CEO of StructuredWeb.



Drive More High-Quality Leads Faster

With the majority of your prospects beyond your nurturing reach, you need to go beyond the inbox and take a multi-channel approach to reach them wherever they consume information online. That's where LinkedIn Lead Accelerator comes into play. Lead Accelerator makes it possible for you to seamlessly fold display and social advertising along with content marketing into your nurture programs. In other words, you can engage and nurture prospects anywhere online with relevant ads and content. But that's not all — we give you the data and insights that make it possible to improve your results over time.

A major advantage of Lead Accelerator over email-only nurture is the ability to nurture your anonymous prospects — all the website visitors who don't share their email addresses with you. Lead Accelerator enables you to nurture them with sequences of relevant content and offers via display and

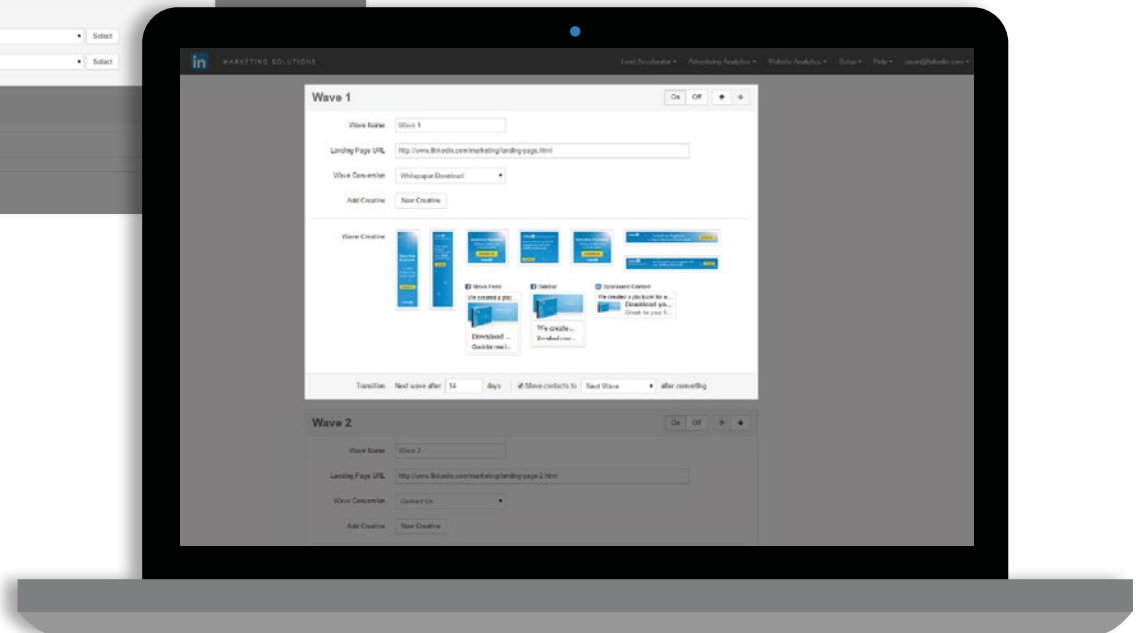
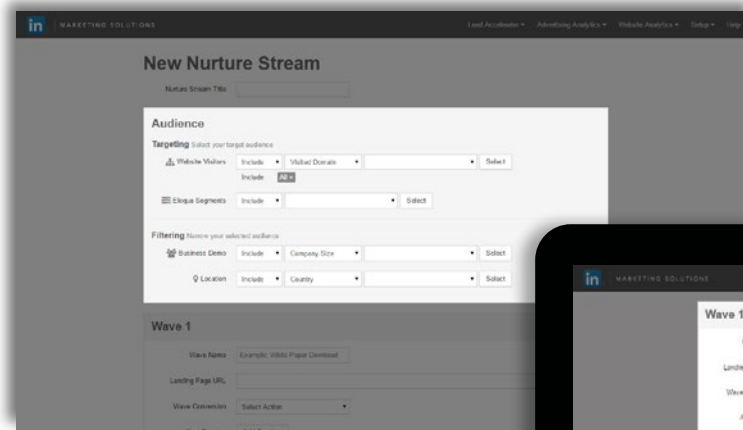
social ads anywhere they go online, until they become known prospects. At the same time, you can nurture all known prospects wherever they go online, without being dependent on email. The result? You deliver a greater number of high-quality leads to your sales team faster than ever.

What LinkedIn Lead Accelerator Empowers You to Do

Convert the 95% of anonymous web visitors who don't provide email addresses

Engage the 80% of known prospects who don't open your email

Evaluate the impact of your nurture programs



LinkedIn Lead Accelerator in Action: Here's how it works.

1. Identify and target your highest-value audiences, both anonymous and known. Segment your prospects according to:

- Interests — What pages are they visiting on your website?
- Engagement level — How deep are they exploring your site, and where on your site have they already converted?
- Demographic profile — Are they marketers or IT professionals? Do they work for an SMB or Fortune 500 company? Are they managers or executives? LinkedIn provides comprehensive data for over 347 million professionals globally so you can pinpoint your audience.

Don't forget to create segments of both known and anonymous prospects.

2. Sequence relevant messaging based on the profile and onsite behavior of your prospects via display and social ads, including LinkedIn Sponsored Updates. You can even integrate LinkedIn Lead Accelerator with the tools you use for your existing email nurture programs, such as Oracle Eloqua Marketing Automation.

3. Increase conversion rates with LinkedIn's Autofill capability, which allows site visitors to fill out forms with two simple clicks. This cuts down on the time needed to fill out your landing page forms. Plus, the quality of the data you capture is much higher since it's based on the visitor's own LinkedIn profile data.

4. Optimize your ad creative, targeting approach and nurture stream design through platform-supported A/B testing.

5. Measure program impact at every stage of the buying process through built-in reporting. Track and trend key performance indicators including actions and conversions, page views and visits per visitor, and more. You can even drill down to analyze performance of specific display and social ad creative and calls to action, and track which content and messaging resonates with different audience segments.

You can sequence your messaging to deliver the relevant information based on your target prospect's profile and online behavior.

The screenshot shows the 'New Nurture Stream' configuration page in LinkedIn Marketing Solutions. The page is titled 'New Nurture Stream' and has a 'Nurture Stream Title' field. Below this is the 'Audience' section, which is divided into 'Targeting' and 'Filtering'. The 'Targeting' section includes 'Website Visitors' and 'Eloqua Segments', each with an 'Include' dropdown and a 'Select' button. The 'Filtering' section includes 'Business Demo' and 'Location', each with an 'Include' dropdown and a 'Select' button. Below the audience selection is the 'Wave 1' section, which has a 'Wave Name' field (with an example 'White Paper Download') and a 'Landing Page URL' field.

Amp Up Your Nurturing

By complementing LinkedIn Lead Accelerator with personalized Sponsored Updates and Sponsored InMail, you take your nurturing to even higher levels. With Sponsored Updates, you can engage your target audience directly within LinkedIn's feed. And with Sponsored InMail, you can send targeted messages to the inboxes of your target audience while they are active on LinkedIn. That means you increase the likelihood of catching your prospects' attention — and triggering action.

LinkedIn Lead Accelerator Case Study:

WORKFRONT GENERATES OVER 640 LEADS IN THREE MONTHS AT A COST WELL BELOW TARGET

The Challenge

Workfront, a cloud-based Enterprise Work Management solution designed to help teams eliminate typical chaos and gain greater company-wide visibility, was looking to convert more of its anonymous website visitors into leads. Workfront finds on average that more than 96 percent of its website visitors leave without converting. "To combat this we've tested website retargeting with various vendors in the past, but they've always missed our cost per lead targets," says Micah Beals, Director of Digital Marketing at Workfront.

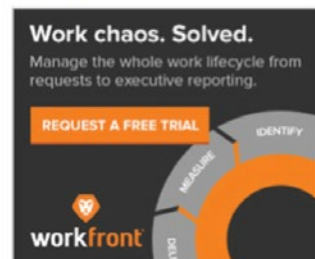
The Solutions

Using LinkedIn Lead Accelerator, Workfront nurtured prospects with waves of LinkedIn Sponsored Updates, Facebook Newsfeed, and Display Ads tied to nurture streams that were customized for different audience segments. Using website navigation, anonymous visitors' business demographic data and more, Workfront developed a variety of nurture streams that were customized for different audience segments. IT professionals visiting the high-value Solutions page would receive ad creative tailored to their product interests.

The Results

Using LinkedIn's Full Funnel Analytics, Workfront saw that in just three months, it generated more than 640 leads via Lead Accelerator at a cost well below its cost-per-lead targets. "Conceptually, multi-channel nurturing makes sense — the sequencing and personalization of ads aligns well with the B2B sales cycle," Beals explained. "We're happy to see that the hypothesis has been confirmed by the great results it has driven."

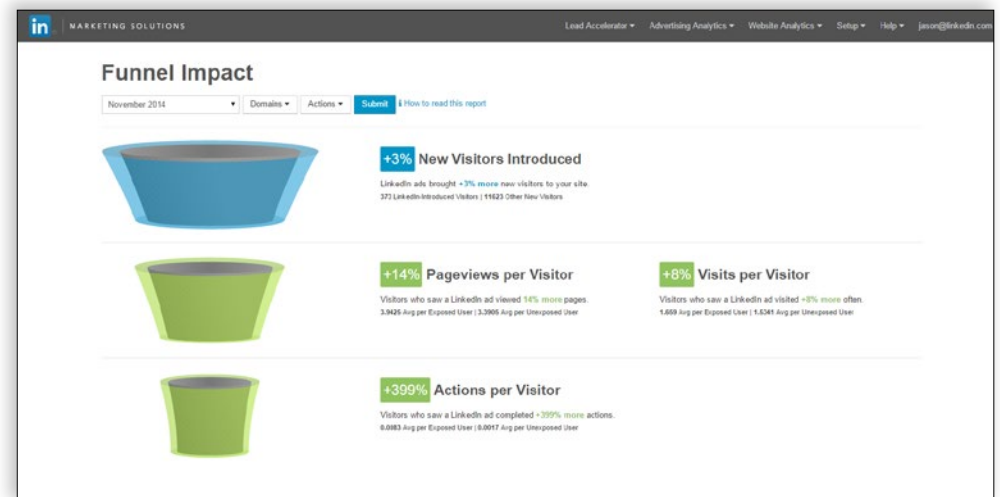
Week 1



Week 2



Week 3



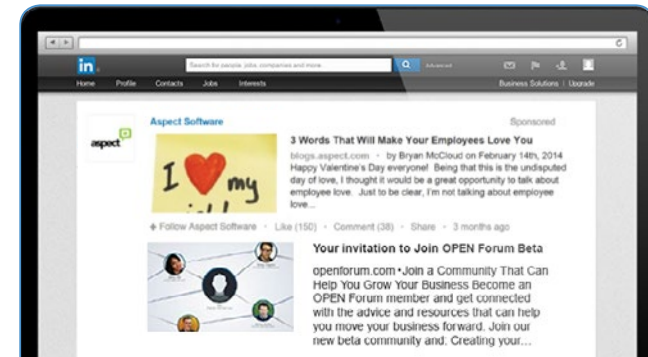
Sponsored Updates:

CONTENT MARKETING IN THE PROFESSIONAL FEED

Our members are already engaging with high-quality content from news sites, thought leaders, their connections, and brands. With Sponsored Updates, you can join the conversation and appear along with that content. You can publish Sponsored Updates with rich media and ensure relevance with robust targeting functionality. And that means you can reach the right people at the right time with your best articles, images, infographics, PDFs, presentations, and videos. Plus, Sponsored Updates are the only way to reach LinkedIn's mobile users at scale, since they appear in the feed on desktop, tablet, and smartphone.

Sponsored Updates are a powerful tool to:

- Raise awareness and shape perception. Send Sponsored Updates to your target audience to rapidly increase awareness and shape the perception of your brand, products, and services.
- Drive quality leads. Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn.
- Build relationships with the world's professionals. Publish your content with Sponsored Updates to create value and establish trust that sparks ongoing conversations and deeper customer relationships.



Think of Targeted
and Sponsored Updates
as native advertising

Sponsored updates are native to the browsing experience, incorporated directly into the member's feed so as not to interrupt the stream of content.

Targeting options

Sponsored Updates allow you to reach a targeted audience beyond your Company Page followers. You can define your audience using criteria such as location, company size, industry, job function, and seniority. Remember, there's always a tradeoff between targeting and audience size. If you target too specifically, your update may reach a very small audience.

Performance tracking

You can promote updates in 20 languages across the 200 countries and territories where we have members. And within a minute or two of publishing your update, you'll see impression and engagement metrics. And reporting on your post will be updated in near real time. That means you can track how well your posts hit the mark and fine-tune your strategy instantly.



"When we use Sponsored Updates to increase engagement and drive traffic to our blog via LinkedIn, we know we're doing it with the right audience, and we know they're following our Company Page for the right reasons. Not only are we starting new conversations with potential customers, but we're continuing those conversations so that brand awareness becomes even stronger."

Christine O'Brien, Digital Content Manager for Aspect.

[Read Case Study](#)

How Sponsored Updates work

Getting a LinkedIn Company Page is the first step to using Sponsored Updates. All Sponsored Updates must first be created as organic Company Updates.

Similar to an ad unit, a Sponsored Update is sent to a member when they visit LinkedIn. Sponsored Updates are clearly distinguished from organic content to make sure our members can differentiate between organic and paid content. Currently, they are labeled as "Sponsored." Links in Sponsored Updates can drive traffic wherever you'd like, including your content portals, relevant news or articles, YouTube or SlideShare channels, whitepapers, and event registration forms.

Sponsored Updates are purchased through a second-price auction. Here's how it works: Each time there is an opportunity for a Sponsored Update to be shown, LinkedIn runs an auction to determine which update to show. For any given auction, there can be many bids from competing advertisers looking to reach that member. That means when you sponsor an update, your campaign enters an auction to determine whether it's shown to your target audience. Sponsored Update inventory is non-guaranteed, but you may adjust your bid and content to perform better in the auction.



LinkedIn APIs:

DEEPEN ENGAGEMENT, SHARE CONTENT NETWORK-WIDE

Leverage LinkedIn's professional audience and platform across your other digital channels with a range of full-fledged APIs and plug-ins that help deepen engagement with your audience and share content across our network. You can use LinkedIn's APIs to create custom branded experiences that allow members to sign in using their LinkedIn login. This eliminates the need for them to enter additional data. Even more importantly, by using the API to access LinkedIn's rich data, you can tailor the member experience based on profile data. You can also encourage your experience to go viral by triggering it to publish updates about a user's activities.

We offer developers powerful options to leverage our content and connections while keeping users on our site.

Here are just a few ways you can take advantage of our APIs:

- Invite members to sign up to your site using their LinkedIn login credentials
- Leverage select areas of the LinkedIn identity to deliver relevant content
- Plug LinkedIn feeds into your site
- Invite your users to share updates across the LinkedIn platform

To add a LinkedIn plugin to your site or app, visit developer.linkedin.com to generate the required code and add it to the source code of your site or app. The LinkedIn Certified Developer Program (CDP) makes it easy to engage developers certified to work with LinkedIn data, who are trained and supported by LinkedIn. We also offer options for working with a broader range of developers as well.



Samsung Mobile wanted to become the global brand of choice for smartphones and tablets. They created an API-powered campaign microsite to connect with an affluent and highly influential audience to be the first to try new, leading-edge products and drive awareness and consideration. The LinkedIn API and partner microsite drove awareness and recommendation for the Samsung Galaxy Note II, reaching a target of 20 million LinkedIn members across seven countries.



ABOUT US

LinkedIn members number more than 347 million professionals. That's over 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 our [Marketing Solutions](#) site.

To learn more...

DOWNLOAD THE OTHER THREE VOLUMES IN THIS SERIES!

Volume 1

Laying the Foundation

Volume 2

Building Your Professional Brand on LinkedIn

Volume 4

Content Marketing on LinkedIn