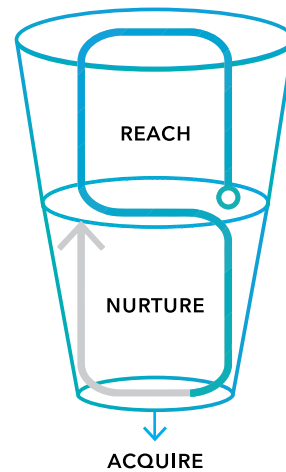


# LinkedIn Sponsored Updates

Get your content in front of the world's professionals on desktop, mobile, and tablet with native advertising in the world's only professional feed.

## Content marketing impacts the buying process

Providing prospects with relevant content during the buying process is essential to building customer relationships. Today, buyers can consume ten pieces of content before making a purchase decision.<sup>1</sup> What's more, this buyer's journey can be up to 90 percent complete before a prospect ever talks to a vendor,<sup>2</sup> making it all the more important for marketers to engage prospects early using content that addresses their core needs, questions, and interests.<sup>3</sup> Marketers must also think about the right channels for their content and reach their target audience across the wide range of devices and platforms their prospects may be using.



## Drive qualified leads with your content on LinkedIn in the world's only professional feed: Sponsored Updates

LinkedIn Sponsored Updates enable you to engage a premium professional audience of business decision-makers using high-quality content in the feed. Reach your prospects by targeting your content based on their up-to-date LinkedIn profiles, using fields like job title, industry, seniority, field of study, skills, and more.

## Increase awareness and elevate your brand with a high-quality audience

Sponsored Updates let you get the word out about your brand across all platforms, while our comprehensive targeting options help you reach exactly the audience you choose.

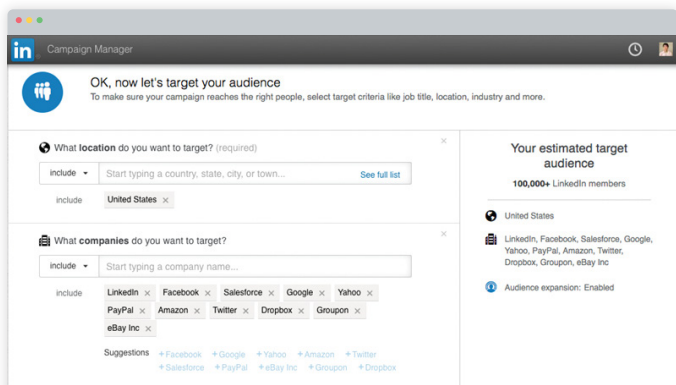
<sup>1</sup> The Zero Moment of Truth Study, Google.

<sup>2</sup> "Lori Wizdo, "Buyer Behavior Helps B2B Marketers Guide the Buyer's Journey," Lori Wizdo's Blog, October 4, 2012, [http://blogs.forrester.com/lori\\_wizdo/12-10-04-buyer\\_behavior\\_helps\\_b2b\\_marketers\\_guide\\_the\\_buyers\\_journey](http://blogs.forrester.com/lori_wizdo/12-10-04-buyer_behavior_helps_b2b_marketers_guide_the_buyers_journey).

<sup>3</sup> Source: Corporate Executive Board: <http://www.executiveboard.com/exbd/sales-service/the-end-of-solution-sales/index.page>

## Build relationships with the people that matter most to your business

Whether you're sharing your company's thought leadership, whitepapers, or information about an upcoming conference, Sponsored Updates can spark meaningful conversations with the right prospects. In fact, LinkedIn members are 26 percent more interested in receiving brand messages compared to members of personal social networks.<sup>4</sup>



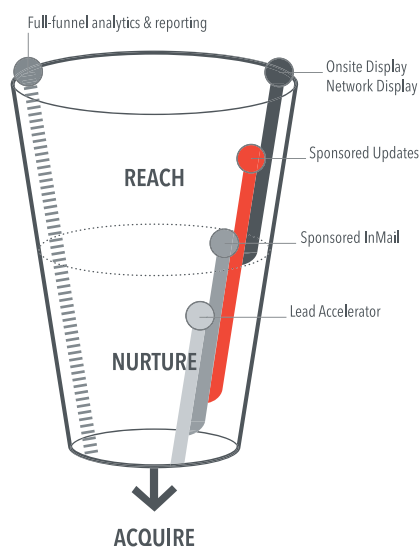
## Drive quality leads

With content marketing in the world's only professional feed, you capture the attention of highly engaged people – and drive qualified traffic right to your business. LinkedIn's premium audience helps you connect with the most high-value prospects: Four out of five LinkedIn members impact business decisions within their organizations, and these members have 2x the purchasing power of the average U.S. adult online.<sup>5</sup>



## Sponsored Updates empower B2B marketers to:

- Build your brand or drive leads by publishing directly to the feed, where members engage with content.
- Reach just the right audience using LinkedIn's comprehensive targeting options: job title and function, seniority, industry, company, geography, education, and more.
- Get your message out on every device – desktop, tablet, and phone – in a variety of content formats, including rich media.
- Set your own budget and choose from cost-per-click or cost-per-impression options.
- Leverage Direct Sponsored Content to test your messaging with different content and audiences, without posting to your LinkedIn Company Page.



## LinkedIn Sponsored Updates: Part of the LinkedIn Marketing Solutions Full-Funnel Platform

LinkedIn Marketing Solutions are designed to impact every stage of your funnel. Visit [business.linkedin.com](http://business.linkedin.com) to learn how you can use LinkedIn to reach more of the right people and nurture them through the purchase process until they're ready to buy.

## Ready to talk to someone?

Contact us at [lnkd.in/lms-su](http://lnkd.in/lms-su).

<sup>4</sup> LinkedIn Mindset divide: <http://www.slideshare.net/Lmarketingolutions/bc12-mindset-dividechristina>

<sup>5</sup> Source: LinkedIn member research