

THE MINDSET DIVIDE

Revealing how emotions differ between
personal and professional networks





MARKET TO THE MINDSET.

Today, brands can develop deeper relationships than ever before by engaging customers on social networks. But to be relevant, brands must understand the specific user mindset.

At the heart of personal and professional networks are differing needs and interests, and different emotional drivers that fuel them. Marketing to the mindset is about understanding that mindset divide, and aligning your marketing strategy in order to achieve the desired outcome.

LinkedIn and TNS partnered on a global study which surveyed 6,000+ social media users across 12 countries to uncover how marketers can connect to these different mindsets on personal and professional networks.



HARNESS THE POWER OF EMOTION.

It's a fact: establishing an emotional connection with your audience creates a more effective tie. Brands that create an emotional appeal deliver better results and provide a more powerful experience to the consumer.

Emotional messages beat rational ones.

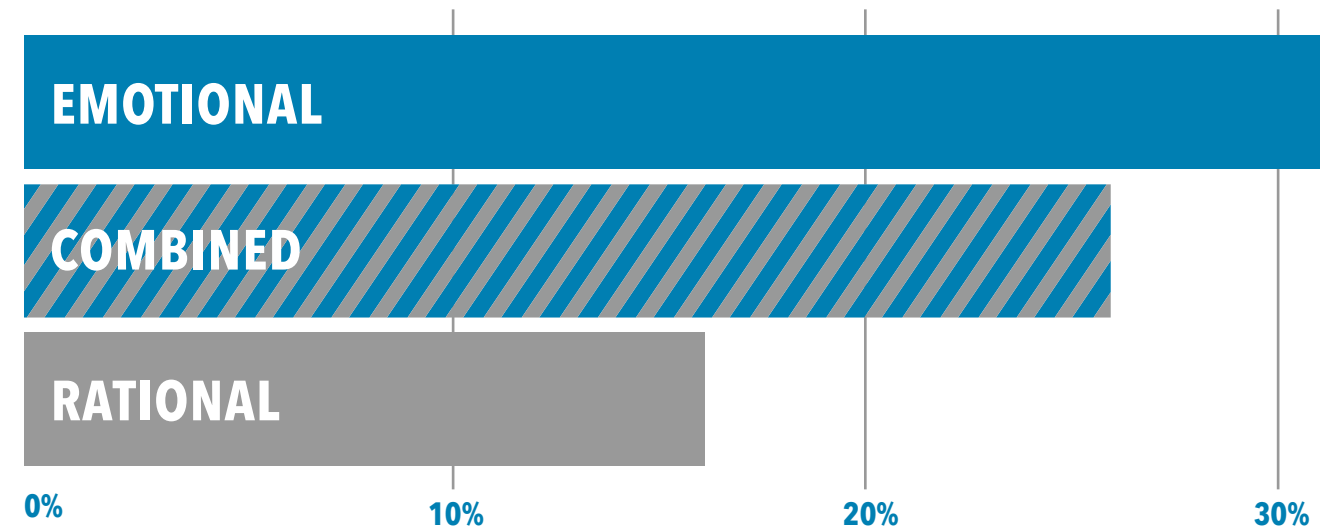
"NOTHING CAN GUARANTEE BRAND IMMORTALITY... POWERFUL, EMOTIONALLY ENGAGING CAMPAIGNS ARE PROVEN TO HELP."

Ad Age, <http://adage.com/article/cmo-strategy/emotional-messages-beat-rational/134920/>.



How much can emotion impact ROI? In a research study by IPA that compared 880 international case studies, emotional campaigns were almost twice as likely to generate large profit gains than rational ones.

PERCENTAGE OF CAMPAIGNS THAT REPORT VERY LARGE PROFIT GAINS



Institute of Practitioners in Advertising (IPA).

"PERHAPS ONE OF THE BIGGEST MYTHS IN B2B BRANDING IS THAT THE NATURE OF THE DECISION PROCESS IS SO RATIONAL THAT EMOTIONS DO NOT PLAY A SIGNIFICANT ROLE."

Kevin Lane Keller & Philip Kotler, "Branding in B2B Firms."



UNDERSTAND THE EMOTIONAL SPLIT.

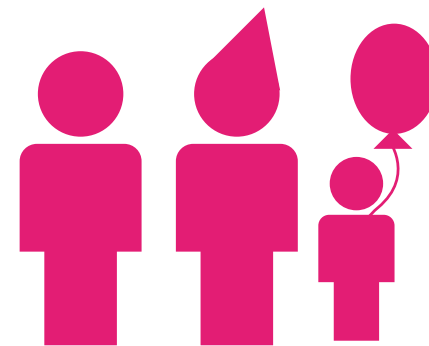
Just as people keep their professional lives separate from their personal ones, online networking has the same divide. Not only do people make different connections, they also experience different emotions when visiting personal and professional networks.

PERSONAL NETWORKS

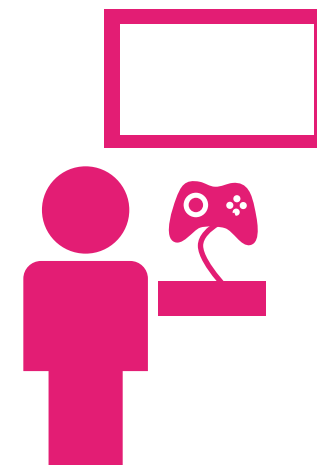
Personal network users experience emotions around memories and entertainment:

- Nostalgia
- Having fun
- Distraction

"Personal networking is for old school buddies. For good old memories, reunions, parties."



"I social network purely for entertainment."



PROFESSIONAL NETWORKS

Emotions on professional networks are motivated by the sense of purpose users have to achieve their goals:

- Achievement
- Aspiration
- Ambition

"Professionally when I network, it's for information to do my job better."



"It is an essential part of being successful."



DIFFERENT PURPOSE. DIFFERENT MINDSET.

Personal networks are where people **spend** time being entertained, while on professional networks, people **invest** their time. Professional network users want to connect with brands that align with their drive for achievement and success.

When examining motivations between users on personal and professional networks, the difference in mindset becomes quickly apparent.

TOP 5 DRIVERS FOR PERSONAL AND PROFESSIONAL NETWORKS

PERSONAL NETWORKS	PROFESSIONAL NETWORKS
Socialize	1 Maintain professional identity
Stay in touch	2 Make useful contacts
Be entertained	3 Search for opportunities
Kill time	4 Stay in touch
Share content	5 Keep up to date for career

SPEND TIME

Users are in a casual mindset, often just passing the time.

INVEST TIME

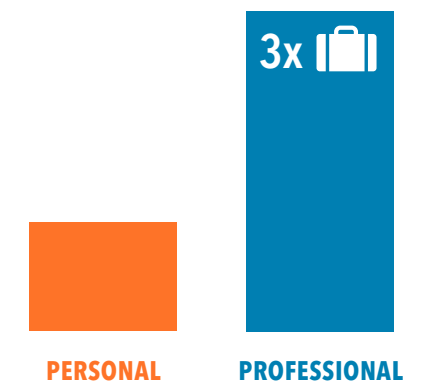
In this purposeful mindset, users invest time to improve themselves.

TNS quantitative data.

Personal networks are used 3x more for entertainment.



Professional networks are used 3x more to keep up to date for career.

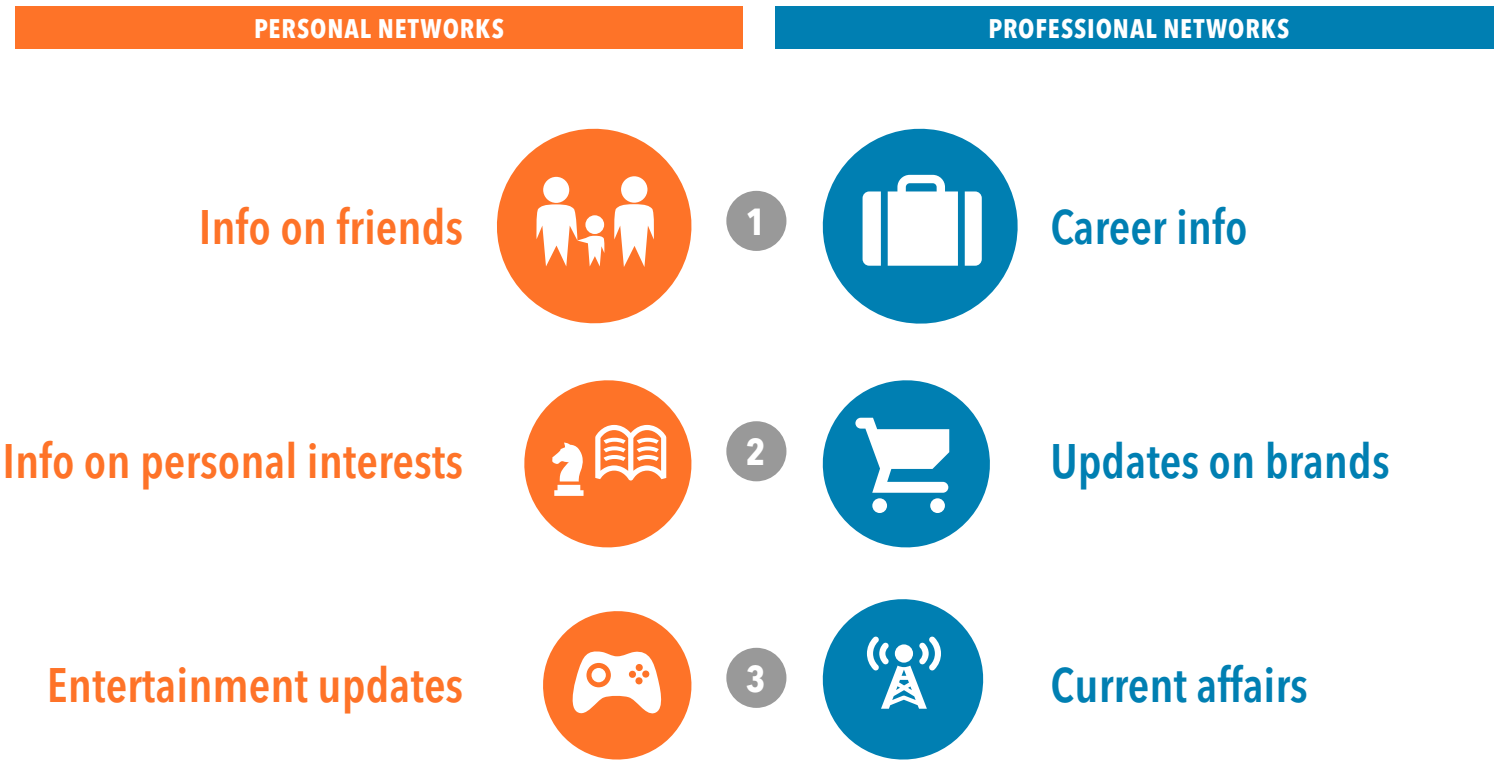


TNS quantitative data.

MINDSET IMPACTS USER EXPECTATIONS.

The casual and purposeful mindsets create differences in the content people expect to see on each type of network.

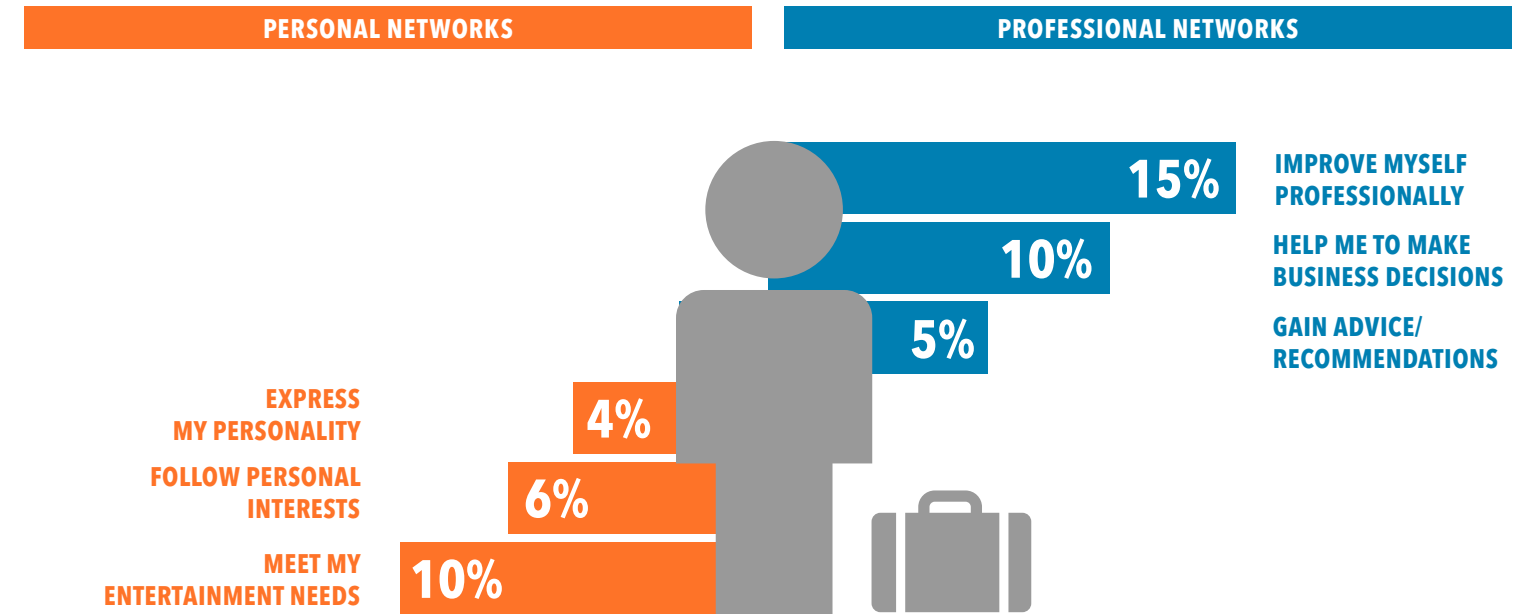
TOP 3 TYPES OF CONTENT EXPECTED BY USERS



TNS quantitative data.

The types of brands users want to see further reflect the mindset divide between spending time and investing time.

USERS WANT TO SEE BRANDS THAT HELP THEM...

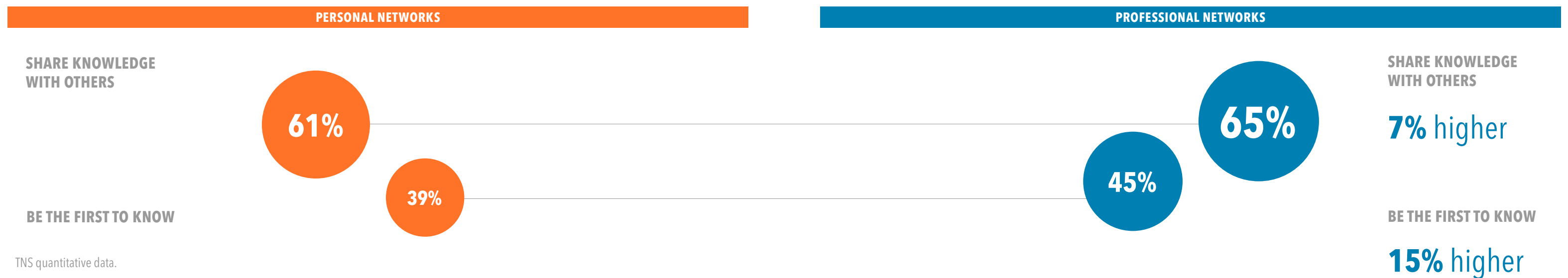


This chart shows normalized data, which demonstrates a brand's relative strengths and weaknesses vs. competition by calculating an average 'expected' value for all brands and statements, and then showing the 'true' positive/negative differences for each brand.

TNS quantitative data.

The power of the success-driven mindset strengthens users' motivation to connect and their ability to influence.

HOW USERS VIEW THEIR ABILITY TO INFLUENCE



TNS quantitative data.

TOP 5 TIPS TO OPTIMIZE YOUR MARKETING WITH MINDSET:

1. Recognize the distinct roles of personal and professional networks when building your marketing plan.
2. Frame how your brand helps users gain knowledge and success on professional networks.
3. Engage information-hungry influencers with exclusive content and information.
4. Understand the difference in users' emotions and match your message to their mindsets.
5. Build meaningful relationships by participating, sharing and listening.

Successfully channeling the right emotions can build deeper relationships on professional networks. Connecting with these emotions can strengthen the impact of your message.

CASE STUDY: CITI

Citi wanted a place to have a two-way conversation with women, their most influential audience segment, to drive awareness and create interaction with the Citi brand.

In April 2012, Citi and LinkedIn launched **Connect: Professional Women's Network**. Managed and monitored by LinkedIn, this community offers insights and information on topics that matter most to professional women. Topics are user-generated and based on discussions seeded in partnership with Citi and LinkedIn. News content from the network is shared in a special edition of LinkedIn's news section. Users of this online network are so engaged that they organize their own offline meetings for professional women in cities all over the U.S.

RESULTS

54,000 TOTAL MEMBERS

328 NEW MEMBERS PER DAY 

47% HIGHER UNAIDED BRAND AWARENESS AMONG GROUP MEMBERS

CITI'S CONNECT NETWORK HAD **2 1/2X** MORE ENGAGEMENT THAN ANY OTHER LINKEDIN GROUP CREATED IN 2012

LinkedIn internal data.

CASE STUDY: MERCEDES UK Mercedes-Benz

Mercedes UK wanted to create a community to strengthen perceptions and elevate its C-Class model above the competition.

Mercedes and LinkedIn associated the brand with professional activity by developing InTip ads. These interactive content ads educated LinkedIn members with tips on how to improve their professional profiles. On the Mercedes company page, members shared their experiences with the car and recommended it to their other connections.

RESULTS

 **MERCEDES UK GAINED 12,000+ COMPANY PAGE FOLLOWERS IN 5 WEEKS**

=240x INCREASE

LinkedIn internal data.

REALIZE YOUR POTENTIAL TO ENGAGE WITH PURPOSE.

Let us help optimize your marketing with mindset.
Contact us at marketing.linkedin.com/contact.

This research was undertaken by TNS, an independent market research agency, on behalf of LinkedIn, in February – April 2012. The study was conducted in two stages:

STAGE 1: Qualitative group interviews conducted in 5 countries: the UK (London), the USA (New York), Brazil (São Paulo), Singapore and India (Mumbai) among a mix of heavy, medium and light users of professionally motivated social networks, across a wide range of job grades and industries.

STAGE 2: Quantitative program of 6,004 15-minute online interviews in 12 countries: the USA (n=502), Canada (n=502), Brazil (n=502), UK (n=500), The Netherlands (n=500), France (n=497), Italy (n=500), Spain (n=500), Germany (n=500), India (n=500), Australia (n=500) and Singapore (n=501). Respondents included a mix of both professionally and personally motivated social networkers, with natural fallout across key brands like LinkedIn, Facebook, Twitter and large local platforms. All respondents were 18 years of age or older, and were employed either full-time or part-time, or were actively looking for work.

Professional and personal networks were grouped by how users identified the majority of their connections.

Professional Networks: LinkedIn, BranchOut, BeKnown, Viadeo, Xing

Personal Networks: Facebook, Twitter, Pinterest, Orkut