Linked in™ Marketing Solutions

Members in the UK

H1 2016

Audience InStats

A world of insights can be gathered from LinkedIn's 400 million members – the world's largest professional network. This report provides an audience overview of the data available to inform your data-driven planning decisions.

Overview

20m members

Target by a range of parameters such as seniority level, industry or job title

Who are they?

Top Job Titles

Director
Owner
Manager
Managing Director
Project Manager
Consultant

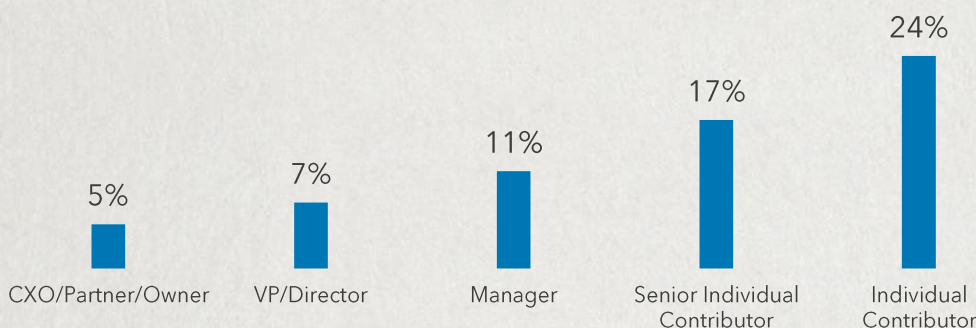### Top Industries

Professional Services
Government/Education/Non-profit
Architecture & Engineering
Retail & Consumer Products
Financial Services & Insurance
Healthcare & Pharmaceutical

Top Locatons

London
Birmingham
Manchester,
Reading
Glasgow
Bristol

Seniority by %
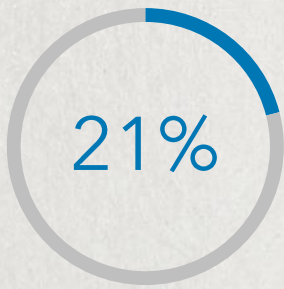
5% — CXO/Partner/Owner
7% — VP/Director
11% — Manager
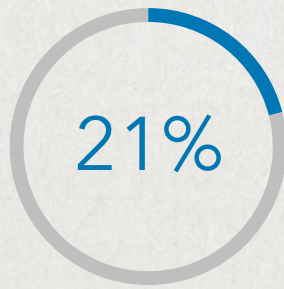17% — Senior Individual Contributor
24% — Individual Contributor

Top Skills

Management
Customer Service
Project Management
Microsoft Excel
Sales
Change Management

What do they do on LinkedIn?

21%
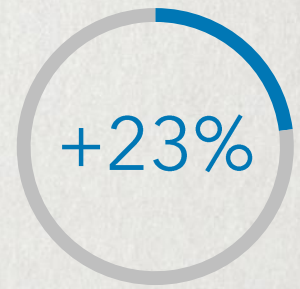More likely to follow a company page*

21%
More likely to access via mobile

25%
More likely to share content

+23%
Connection growth year on year

Top Companies Followed

Google

BBC

Apple

BP

Microsoft

Hays

NHS

Shell

IBM

HSBC

Top Groups

Digital Marketing

Software & Technology

Sinclair Hannah Financial Management

Social Media Marketing

The Project Manager Network

Webrecruit Transforming Recruitment Online

Harvard Business Review

Linked:HR

The UK Marketing Network

Top Content Topics

Recruiting

Employee Engagement

Social Media Marketing

Integrated Marketing

Europe

Self-Esteem

Marketing

Internal Communications

Finance

Construction

Top Recommendation

UK members are consuming a wide variety of content and are members of diverse groups. Engage them with a range of content and take advantage of their higher likelihood to share content with their growing networks

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