



# *The demand generation Marketer's Guide to LinkedIn Marketing Solutions*

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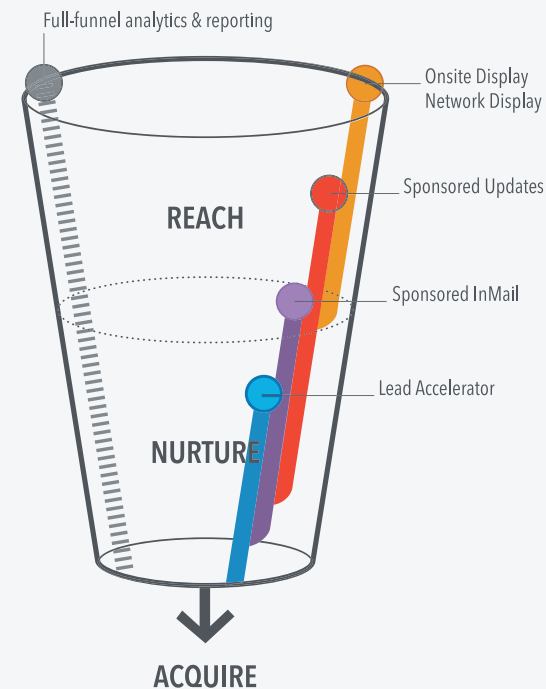
RETHINK DEMAND GENERATION

# The Demand Generation Marketer's Guide to LinkedIn Marketing Solutions

You're a B2B marketer who lives in a world governed by leads, conversions, and direct response. And while your success is measured by bottom-funnel metrics, you know building and cultivating prospect and customer relationships is a full-funnel endeavor.

It's your job to create and nurture measurable, actionable interest in your brand, product or service — all while lowering your cost per lead and increasing your company's return on investment — *across channels*. That's a tall order. Especially when you consider today's dynamic digital landscape and the way the buyers' journey has changed and continues to evolve.

The fact is you've never had greater responsibility or a more visible impact on your company's bottom line. The good news is you've also never had access to better tools or more precise data to help you succeed. **In the same way marketing automation revolutionised your email nurture programs, the LinkedIn Marketing Solutions platform — including targeted Display Advertising, Sponsored Updates, Sponsored InMail, and Lead Accelerator — will transform how you drive demand.** This guide is all about harnessing the power of the LinkedIn platform to stimulate engagement to drive leads, pipeline, and ultimately revenue.



*The LinkedIn Marketing Solutions platform helps you drive demand from the top to the bottom of the marketing funnel.*

# What to Expect from this Guide

It's your job to reach the right audience and engage them with relevant content throughout the buying cycle. The goal of this guide is to provide you with the insights and tools you need to be more successful and efficient at generating demand:



You'll learn how to drive more qualified leads, opportunities, and ultimately revenue by using LinkedIn Marketing Solutions to reach the professionals that matter most to your business.



You'll understand why LinkedIn with its 380M+ members is the most effective B2B marketing platform to accomplish all of your demand generation objectives.

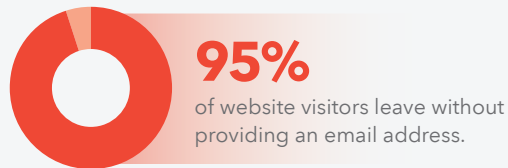


You'll have a clear understanding of which products within the LinkedIn portfolio are best suited to helping you achieve your marketing goals.

So let's get started.

# What Does the World of B2B Demand Generation Look Like Today?

With the advent of the digital age, there have never been more channels for creating demand. However, getting in front of the right people at the right time remains a challenge. Consider these sobering facts:



How can you succeed when the deck is so clearly stacked against you? Think about it. If only 5 percent<sup>1</sup> of visitors to your site fill out a form and only 20 percent<sup>2</sup> (on a very good day) open your emails, you can only hope to convert a modest 1 percent. That's not enough to sustain a growing sales pipeline or meet expanding revenue targets. When you consider these dire statistics, you have to move beyond the inbox if you want to reach and actually engage more of the right people.

What's more, when it comes to traditional nurturing strategies, it's not just email that falls short. Other bottom-funnel channels like SEO and SEM also have very limited reach. With search, you only reach people who are actively seeking a solution right now. With email, you're limited to who is in your database or in a finite amount of external email lists. In either case, you'll eventually hit a wall because you won't be able to reach more new audiences. **In order to drive more conversions at the bottom of the funnel, you need to invest in top-funnel activities that will reach more of the right people.**

<sup>1</sup> B2B campaign form conversion rates range from 1-5%, Sirius Decisions Benchmark Survey

<sup>2</sup> Ayaz Nanji, "Email Open and Click-Through Rates: Benchmarks by Vertical," MarketingProfs, May 13, 2013

And, we know that prospects are hungry for information. According to a recent Google study, today's consumer consults an average of 10.4 sources before they decide to purchase.<sup>3</sup> And according to an oft-cited Forrester report, in many cases the B2B buyer's journey is 90 percent complete by the time he or she reaches out to your sales department.<sup>4</sup> So the real challenge is reaching your ideal prospects with the relevant content they crave at precisely the right time. Talk about a tall order. Of course, with challenges also come tremendous opportunities.



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<sup>3</sup> Zero Moment of Truth Study, Google

<sup>4</sup> Forrester, "Buyer Behavior Helps B2B Marketers Guide the Buyer's Journey," October 2012

# It's Time to Rethink Demand Generation

The buyer may be in the driver's seat, but there's still a lot you can do to steer the conversation in the right direction. **You have to evolve your strategies if you want to effectively reach, engage, and ultimately convert today's research-savvy prospects.**



## Use Top-Funnel Activities to Drive More Bottom-Funnel Conversions

The buyer's journey isn't linear, so it's important to create demand at every stage of the funnel. That's why today's savvy demand generation marketers are embracing top-funnel activities including broadly targeted display and social advertising to seed early demand. Getting in front of the right prospects early and often enables you to generate awareness, drive traffic, build trust, and effectively nudge your prospects from one stage of the funnel to the next until they convert. And with marketing automation technology, it's never been easier to reach and engage your high-value prospects wherever they travel on the web with relevant ads and content.



### Did You Know...

You can keep your brand top of mind with prospects on and off LinkedIn using [LinkedIn Display Advertising](#). We offer two ways to target just the right people to increase awareness and engagement with your brand and subsequently drive more prospects into your funnel. [Onsite Display](#) reaches members when they're on LinkedIn and [Network Display](#) gets your message in front of them wherever they travel online.



## Tap into the Value of Your Anonymous Website Visitors

Again, where there is challenge there's opportunity. For example, anonymous website visitors represent a HUGE opportunity that too many demand generation marketers are missing. People who choose to visit your website are warm leads who are interested in your brand, and you know a lot more about these anonymous visitors than you may realise.



### Did You Know...

By placing a LinkedIn Insight tag on your website and overlaying LinkedIn professional data, you can immediately see the business demographics of who's visiting your site. Once you better understand who your anonymous visitors are, you can identify and target your highest-value audiences based on characteristics like job function and seniority and how they engage with your site.



## Tailor Your Messages Based on Who People Are and What They're Interested In

How prospects behave on your website can be a very strong indicator of where they are in the buyer's journey. How often do they visit your site? How long do they stay, and what pages do they view when they're there? Someone who visits your product or pricing page is probably in the evaluation stage of the journey and therefore more sales ready than someone who just visits your home page and then leaves. Use insights like these to customise your content and offers to different segments.



### Did You Know...

By tracking online behaviour and user demographics, you can deliver waves of synchronised offers to precisely targeted segments and optimise your messaging over time. Using [LinkedIn Lead Accelerator](#), you can nurture these segments by delivering the most relevant display and social advertising to your prospects based on where they are in the funnel and wherever they go online.





## Reach Prospects When They Are Most Engaged

The best time to lend a hand is when someone is actively looking for help. You need to go where your B2B prospects spend time online and engage them with material they find useful, interesting, and relevant. To drive the most conversions, you need to engage your audiences when they are most receptive to your message—when they're already liking, commenting on, or sharing similar content from other thought leaders, brands, and news sites they trust.



### Did You Know...

You can publish relevant content straight to the feed of any member on the LinkedIn site using [LinkedIn Sponsored Updates](#). That means you can target the audiences that matter most to your business using your own branded content to drive high-value leads. Another way to deliver highly personalised and relevant content to LinkedIn members is by using [Sponsored InMail](#). Sponsored InMail only gets delivered when members are actively engaged on the LinkedIn site. What's more, 100 percent of the messages you send with Sponsored InMail get delivered directly to the Inbox of your target audience, avoiding the bounce-backs and spam blockers you typically experience with traditional email.



## Implement a Nurturing Strategy Across Multiple Channels

With marketing automation, you have access to valuable data like business segments and engagement levels that you can use to track your buyer's journey and nurture those warm anonymous leads instead of letting them get away. In fact, why not take everything that you've learned through email nurturing and use it to inform a more robust multi-channel strategy — one that includes nurturing via targeted display and social advertising. The new way for demand generation marketers to reach, engage, and convert is through what we call “always-on nurturing” that targets prospects wherever they travel online.



### Did You Know...

According to a recent SiriusDecisions Research Brief, inbound marketing tactics that include strategies like content syndication and targeted display advertising are responsible for driving more than 70 percent of inquiry volume for many organisations.<sup>5</sup> More and more demand generation marketers are turning to traditional top-funnel strategies like these to generate awareness and create demand. And with [Lead Accelerator](#), you now have the ability to engage prospects anywhere online with relevant ads and content, and deliver only the highest-quality leads to sales.

<sup>5</sup> SiriusDecisions Research Brief, “Demand Creation: Planning Assumptions 2015”

# Why LinkedIn Marketing Solutions for Demand Generation?

As a B2B demand generation marketer, you know your biggest challenge is getting your message in front of the right people at the right time. **The right people are business professionals and there are 380+ million<sup>6</sup> of them on LinkedIn right now.** An active community that grows by 200+ thousand daily, LinkedIn members comprise the single largest group of influential, affluent, and educated business professionals on the planet.

They hail from companies of every size and represent every industry—including the high-value segments that matter most to your business. LinkedIn users are spending significantly longer time consuming content and are more engaged on the platform. In the past year European members have spent 45% more time on the platform and have also shown to be 15% more engaged.<sup>7</sup> And there are currently 2.5+ million business decision-makers active on the platform in the US.<sup>8</sup> **For demand generation marketers especially, LinkedIn is the most effective platform to reach more of the right people and nurture them through the purchase process until they're ready to buy.**

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<sup>6</sup> LinkedIn Q3'15 earnings

<sup>7</sup> comScore Buying Power Index Jan'15, US only

<sup>8</sup> comScore, Dec'14, US only

# LinkedIn Enables You to Target More Effectively and Segment for Better Relevance

Better targeting drives engagement and demand. With 380M+ members worldwide nobody has more data around people and jobs than LinkedIn. In-depth member profile information means you can define your audience with precision using criteria like location, company size, industry, job function, seniority, and more so you can target just the right people among that coveted audience of affluent professionals.



# Conclusion

To succeed as a demand generation marketer today you have to continually engage and educate prospects with timely, well-targeted content across a variety of mediums and devices. LinkedIn Marketing Solutions are expressly designed to impact every stage of your funnel so you can reach more of the right people — anywhere online — and nurture them through the funnel until they're ready to buy.

In this guide, we've touched upon four solutions within the LinkedIn platform that were built with demand generation marketers like you in mind:

Display Advertising	Sponsored Updates	Sponsored InMail	Lead Accelerator
Reach the right people on LinkedIn and anywhere they travel on the web.	Drive engagement and further extend your reach by delivering Sponsored Updates on the world's <i>only</i> professional feed.	Send personalised messages directly to LinkedIn member Inboxes.	Convert the 95% of web visitors who leave your site without providing an email address.

One or more of these solutions may be just what you need to fill your funnel and create demand like never before. If you're ready to take a deeper dive, visit [emea.marketing.linkedin.com](https://emea.marketing.linkedin.com) now to see how you can harness the power of LinkedIn Marketing Solutions to drive demand.

# Questions?

Contact us at [emea.marketing.linkedin.com](https://emea.marketing.linkedin.com).

**LinkedIn** Marketing Solutions