THE Sophisticated MARKETER'S CRASH COURSE in ALWAYS-ON MARKETING

LinkedIn

Contents

1 What is Always-On Marketing — and Why Do You Need to Embrace It? — 4

2 How to Establish a Solid Foundation — 8

3 Best Practices for Excelling at Always-On — 14

4 How LinkedIn Enables Effective Always-On Marketing — 18

5 An Always-On Approach in Action — 27

6 Conclusion — 32

1

What is ALWAYS-ON MARKETING *and* WHY DO YOU NEED TO EMBRACE IT?

WHAT IS ALWAYS-ON MARKETING — AND WHY DO YOU NEED TO EMBRACE IT?

An "always-on" approach to marketing delivers significant business benefits for B2B marketers. That's because today's B2B buyers are self-educating on desktops, laptops, and mobile devices are "always-on" for business. Because buyers are "always-on," your content strategy must be too. After all, content never sleeps. It's consumed at work and during commutes, over coffee and in between meetings, on every possible gadget, and in every time zone around the globe.

An always-on approach to marketing requires great content — content created for and distributed in every stage of the buyer's journey — so this guide focuses heavily on content marketing. Always-on marketing is content marketing, and content marketing is always-on marketing.

Always-On Marketing Defined

An always-on marketing approach means you engage your audience through conversations and by nurturing relationships over time, rather than sending one-sided, short-term messages. It means consistently delivering relevant content through the buyer's journey from awareness to consideration to purchase.

Marketing is no longer about episodic campaigns; it's about a continuing, always-on dialogue. In the digital realm, always-on marketing started with websites, which were on 24-7-365. You would never think of turning off your website. It is quite literally always-on. Similarly, marketers keep their search engine marketing efforts always-on, never turning off their keywords. And now marketers, because they can precisely target their audiences, are also including social media and display advertising as part of their always-on programs.

B2B Decision Makers Are "Always On" For Business:

In this always-on world, always-on marketing means delivering the right content, at the right time, on the right device — at every stage of the buying process. But you need a content strategy that will resonate with today's buyers, who demand more and more from potential vendors. In a world abounding with choices — and with the bar set high by consumer companies — your potential customers judge you based on their experience of interacting with your brand, and that includes your content.

The experience they long for is one that saves them from drowning in a sea of irrelevant content and information.

Just like you and me, B2B buyers crave a streamlined way to access the knowledge they need to make their purchasing decisions. In fact, LinkedIn's global research found that the top four most important factors influencing a buyer's willingness to engage with a vendor all involved knowledge and information, as the chart to the right demonstrates:

As they search for the right destinations to find the best information, buyers are gathering in fewer places in large numbers. Think Amazon for buying consumer goods, Google for finding information across the web, Facebook for connecting with friends and family, and YouTube for watching videos.

In the same way, the world's professionals are coming to LinkedIn specifically to connect to brands and their networks, and engage with high-quality content. And that's good news for marketers like you, because LinkedIn is the place where you can nurture relationships and scale your content strategy to drive quality leads.

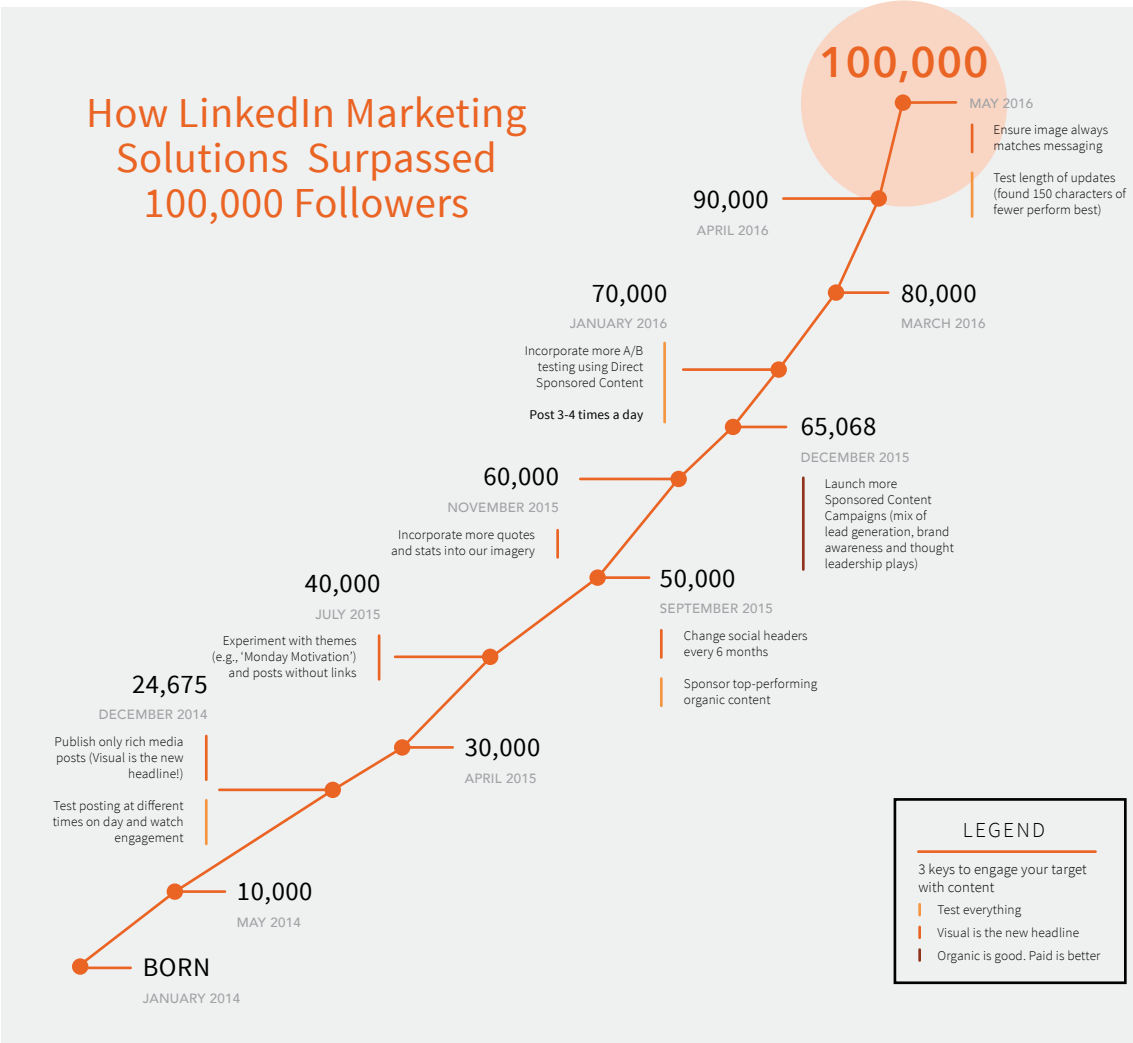
THE 4 MOST IMPORTANT FACTORS FOR BUYERS' WILLINGNESS TO ENGAGE WITH A VENDOR

We're Not Just Recommending Other Companies Give This A Try — We've Done It Ourselves

Our LinkedIn Marketing Solutions' team harnessed an always-on marketing approach to reach more than 100,000 followers on our LinkedIn Showcase Page in two years.

Since we launched our LinkedIn Marketing Solutions Showcase Page three years ago, three key themes have emerged as pivotal in creating an always on, relevant, and effective content strategy:

- Test everything
- Visual is the new headline
- Organic is good. Paid is better.



2
How to
ESTABLISH
A SOLID FOUNDATION

HOW TO ESTABLISH A SOLID FOUNDATION

Before you devise an always-on content strategy, you need to figure out where you are today. And if you're like most marketers, you need to carefully consider three main elements of your strategy:

- **The B2B buying process.** Buyers want to gain insights into the forces and trends transforming their industries. But you're not just talking to a single person within a company. Because B2B buying decisions are often made by a team of people, you need to deliver those insights and knowledge across the organizations you're targeting.
- **Content and social media distribution.** While buyers need product information, they also want deeper knowledge in the form of thought leadership. As you develop and distribute this useful information — and a variety of content — don't overlook the power of social media. According to a Regalix study, social media factors into every stage of the purchase process, from awareness to implementation to advocacy. In fact, B2B buyers don't just work with colleagues inside their companies when making purchase decisions — they also consult their peers on social media.
- **Sales and marketing alignment.** While it was once up to the sales team to nurture leads, marketing plays a major role here as the buyer's journey has moved online. Forrester Research estimates that as much as 90 percent of the buyer's journey is complete before a prospect reaches out to your sales team. That means your marketing team must find ways to inject itself into the process from start to finish. Simply put, your content is standing in for your sales team until buyers in the target account are ready to speak to a salesperson. Moreover, recognizing that B2B purchases are made by accounts rather than individuals, you need to get in lockstep with sales and their account-based approach.

"Content marketing was deemed the most effective marketing tactic by a group of B2B marketers surveyed in North America, receiving a rating of 7.8 out of 10."

– eMarketer

Content Types that Are Effective According to B2B Marketing Ececutives Worldwide, by Stage of the Buying Cycle, Jan 2015
% of respondents

	Awareness	Consideration	Purchase	Loyalty	Advocacy
Social media posts	83%	47%	28%	39%	47%
Social media sites	83%	42%	17%	31%	36%
Blog posts	81%	61%	22%	14%	25%
Blogs	81%	61%	19%	25%	33%
Infographics	81%	22%	6%	6%	11%
Email	72%	69%	36%	36%	22%
Search marketing	72%	47%	17%	3%	0%
Videos	69%	56%	39%	25%	33%
Mobile	69%	31%	17%	36%	19%
Websites	67%	75%	56%	33%	28%
Articles	67%	47%	11%	19%	22%
Digital magazines	67%	31%	8%	25%	19%
Newsletters	64%	25%	11%	50%	19%
Mobile content	58%	31%	11%	19%	17%
Web-based events	56%	72%	53%	36%	31%
Ebooks	53%	53%	19%	14%	8%
Podcasts	53%	33%	6%	19%	0%
Webinars/webcasts	50%	61%	28%	25%	22%
White papers	47%	78%	39%	22%	11%
Mobile apps	44%	22%	14%	33%	28%
Research reports	42%	69%	39%	19%	22%
Case studies	39%	58%	47%	28%	31%
Games/gamification	33%	19%	3%	17%	11%

Source: Regalix, "State of B2B Content Marketing 2015," Feb 9, 2015

185276 www.eMarketer.com

As you think through these issues, rate yourself on these key indicators for success:

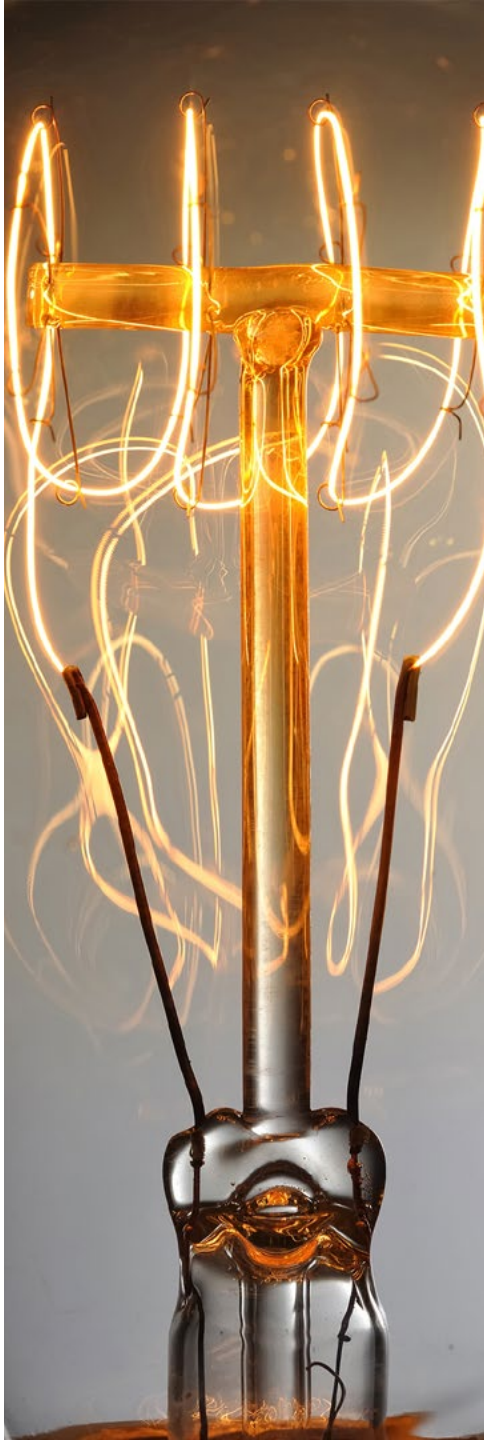
- *How well do you understand your buyers' research/purchase process, information needs and preferences?*
  A content strategy is worthless unless it's based on satisfying the wants and needs of the target audience.

- *How frequently do you publish content?*
  You need to keep prospective buyers engaged until they are ready to make a purchase. And that means you need to deliver a steady stream of relevant, useful content throughout the buyer's journey.

- *Which of your content is gated vs. ungated?*
  Research shows that buyers are not always willing to register for content, often due to the fear of being inundated with phone calls and emails from vendors. As a result, some leave without registering, while others provide false information. With that in mind, you need to carefully determine which of your content will be freely available and which you will put behind a gate.

- *How much of your content is educational/ thought leadership vs. company specific?*
  Your content needs to accompany prospects down the path to purchase, and that means it needs to address their issues, concerns, and needs at every stage. In the early stages, they're usually most interested in educational content and thought leadership, while they tend to look for company-specific content as they move further down the path. The goal is to deliver a mix of all content types.

- *How do you empower your sales team with content?*
  Once prospective buyers are ready to engage with your sales reps, the conversation changes hands — it's no longer between marketing and the buyer; it's between sales and the buyer. That means you need to make your sales team aware of all the content being consumed throughout the buyer's journey. That way, your salespeople can ensure a seamless transition as they guide the buyer through the final stages to purchase.



- *Is your content available across channels?* You can't possibly predict when and where potential customers will want to consume your content. So you should make sure it's available in all the channels where they spend time. And make sure your content — including your landing pages — is optimized for mobile.

- *What is the site visitor experience with your landing page forms?* Just like they do in their personal lives, businesspeople want a simple experience interacting with potential vendors and consuming their content. To that end, make sure it's easy to fill out a form in exchange for your content.

- *How much and what type of content do you provide to existing customers?* It's easy to forget that existing customers require nurturing too. In some cases, they may be prime targets for additional purchases. At the very least, they are one step away from being your biggest fans — if you help them effectively use your solution. With that in mind, develop a content strategy that also addresses existing customers.

- *Do you test and optimize the content consumption experience?* One thing is certain: you can always improve. So once you've devised and launched a content consumption experience, continually test and iterate to drive better results.

Three steps to develop thought-leadership content:

1. Understand what stakeholders in target companies believe.
2. Develop and articulate a well-informed point of view.
3. Frame a story in terms of the value delivered to help buyers see new possibilities.

ALWAYS-ON MARKETER

MATT HEINZ

President, Heinz Marketing

LINKEDIN: *How do you define always-on marketing?*

MATT HEINZ: This is a world where buyers have more control and more power than they ever did. They are not going to be confined to the 45 minutes of the webinar you're doing next Tuesday or the 15 minutes your sales team wants to have with them next week to talk about capabilities. Your prospects are working all hours, and they want to access information in real time. So, your ability to manage that relationship is far more difficult than it used to be, but if you take advantage of the combination of the right content in the right place with the right psychology, you can ensure that your prospects are researching as they're learning.

Always-on marketing has expanded from the website to search (you'd never turn either of those off). And now it's expanded to include display, retargeting, paid social advertising as components of always-on marketing. Have you expanded your definition of always-on and are you using these additional tactics as part of always-on programs that you've worked on?

HEINZ: Yeah, we certainly have and increasingly so. We've got a number of clients that are doing enterprise sales, and they're doing account-based marketing. We've been very successful with using LinkedIn to get in front of the right people at the right time. We are very much engaged in trying to develop a set of targeted awareness with the right prospects knowing that early stage engagement with prospect is critical. It's now starting to build some awareness in connective tissue between our brand, our messages, and a story that might resonate internally for that prospect. So, you know, LinkedIn certainly makes that a lot easier with a pretty precise ability to get in front of the right prospect.

Tell us a little more how you're using LinkedIn for marketing.

HEINZ: We have many clients that are actively using LinkedIn Sales Navigator. I personally use it as a daily part of my process and can't imagine doing sales without it right now. And we certainly are using the marketing solutions on LinkedIn

(Continued...)

> *"We've been very successful with using LinkedIn to get in front of the right people at the right time.*

ALWAYS-ON MARKETER

MATT HEINZ

(Continued)

as well. If you're using LinkedIn and putting the right messages in front of the right people, then I honestly think it's as close to on-to-one marketing as you can get. In many cases we have a very narrow, very precise idea of who we want to target, and we can get very precise with our messages. Sometimes it's just getting reinforcement of a particular message or brand or vision or story line, so that (prospects) are more apt to engage in the sales conversation. I think sometimes in B2B marketing, we have lost the art of brand awareness. We've lost the idea and the prioritization of earning the attention not just now, but in the future.

Is always-on a term that resonates with the marketers you're working with these days?

HEINZ: We don't often use always-on marketing as a term, although I like the concept. The way we think about it is just a buyer-centric approach to sales and marketing. We don't control when we have access to the buyer; we don't get to control when they have access to us. We need to be ready when they are ready, and ideally it's not just when they want to learn about your product. Ideally, you're creating constant value far earlier than the buying process when they're simply researching and learning and educating themselves. You have to be ready not just on your own site and your own channels, but be available wherever they may be. It could be searching, it could be on a trade publication, it could be at an event. It's all part of a buyer-centric, customer-centric marketing program. Clearly, you increase your ability to connect and convert by being always available and always-on.

What's working when it comes to being always-on?

HEINZ: I will say that the commonality is the increased efficiency at generating many opportunities at a lowering cost of new opportunities. In many cases, I am actually seeing my cost really go up. If I am being precise, if I am doing enterprise sales, if I am doing account based marketing, my cost per impression, my cost per lead may go up, but I really don't care about cost per lead. I care about my pipeline contribution, I care about closed deals.

3
BEST PRACTICES
for
EXCELLING
at
ALWAYS-ON

BEST PRACTICES FOR EXCELLING AT ALWAYS-ON

As a B2B marketer, it's never been more important to invest in — and optimize — your content engine. But how do you stand out in a sea of content? How can you fully embrace always-on in a way that provides utility for both you and your customers? We've done the heavy lifting and gathered best practices that will help drive your approach.

Know your audience.
The foundational element of any content strategy is a deep understanding of the audience you're trying to reach — both the way your prospects go about researching solution options and the information they need to make that purchase. Figuring out the topics to cover is a matter of understanding what information your buyers want and need. And you uncover that information by developing buyer personas, which are composite representations of your ideal buyers — the people you must engage and convert in order to make a sale. The first step is to identify your ideal customer. Begin by isolating which company types make the most fitting targets for your offering.

Once you've pinpointed the right company types, focus on identifying the people within those target companies who will be involved in the purchase. Interview a sampling of existing and potential customers, as well as anyone within your company who interacts with your customers. Your goal is to learn what information buyers need at each stage of the buying journey and what will trigger them to move from one stage to the next.

Create great content throughout the buying cycle.
You will associate many goals with your content, likely aligned with the different stages of the buying cycle. At the start of the cycle, you'll be focused on generating awareness and interest, perhaps by positioning your company as a thought leader. At the next stage, you'll be focused on helping buyers understand and compare their options — with the goal of zeroing in on those who are truly looking to buy and can benefit by using your solution. In other words, you'll be focused on generating high-quality leads. Finally, you'll want the most fitting prospects to choose your solution — and perhaps do so more quickly over time.
With this in mind, audit your existing content to determine how well it maps to the buyer's journey and addresses the needs of your buyers. A good rule of thumb is to figure out the key questions prospects need answered before moving from one stage to the next. Also remember to consider their content format preferences.

Next you need to develop a plan for creating or curating new content, and refreshing existing content for all key stakeholders on the buying committee. An editorial calendar, for your blog and any other content you're planning to produce, can help you keep track of not only the content you want to create but the content you want to repurpose. Remember that it's not solely up to you to produce all the content needed to engage prospects at every stage of the buying journey. Instead, call upon a mix of resources including colleagues in other areas of marketing, outside agencies, freelance writers, and third-party content.

Make your content work as hard as possible. The key to getting the most out of your content is having an aggressive distribution and promotion plan that will ensure that your content gets seen. You must also select distribution strategies that differ based on where the buyer is in the customer journey. When engaging with prospects in the early stage of their path to purchase, you are trying to gain mindshare with those not ready to purchase. With that in mind, your brand-building activities should include a mix of online and offline marketing strategies — so you can reach prospects wherever they may be spending time. Think public relations, content marketing, social media, blog posts, and display advertising.

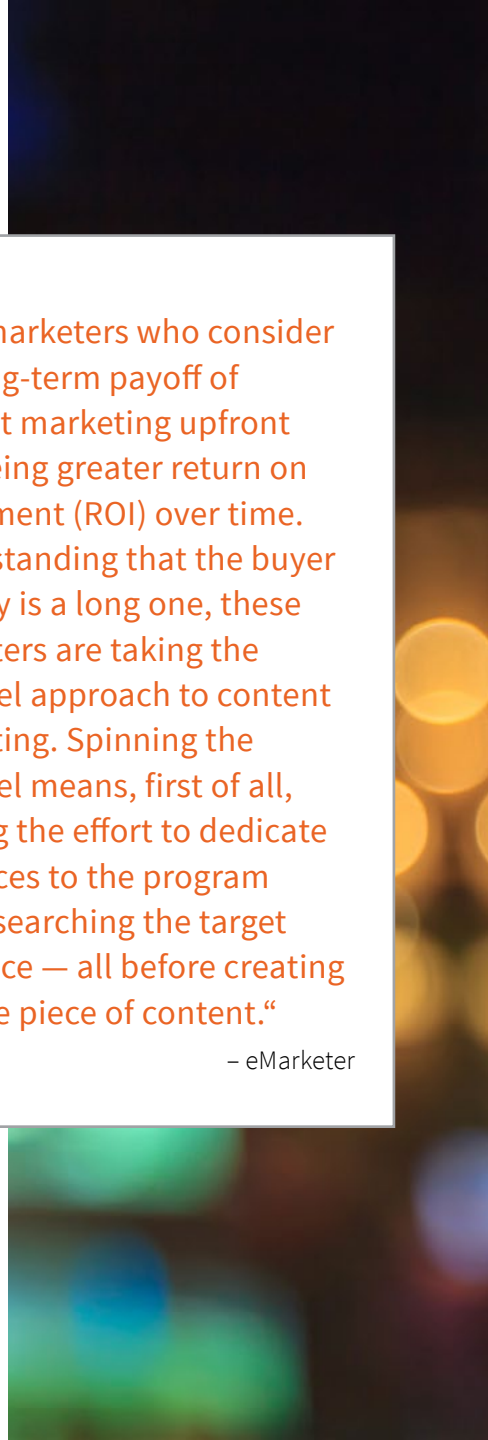
In the later stage, you "nurture" prospects who have expressed an interest in your company or offering. Your goal is to educate and influence them once they are aware of your brand but before they are ready to engage with a sales representative. Here are three proven ways to drive early-stage prospects to the next stage:

- Driving site traffic using search, social media, and advertising
- Offer engaging content, such as blog posts, white papers, eBooks, videos, and webinars
- Gate valuable content in exchange for contact details

Measure it carefully and purposefully. It's critical to understand how your content will help you move prospective customers along the path to purchase. Put another way, it's important to track and measure how well you are answering prospects' questions at every stage of their journey — and ultimately converting them to customers. Once you start measuring the effectiveness of your content, your most relevant and engaging content will surface to the top. In other words, you'll be clear about the content that resonates with your audience and triggers them to take action.

"B2B marketers who consider the long-term payoff of content marketing upfront are seeing greater return on investment (ROI) over time. Understanding that the buyer journey is a long one, these marketers are taking the flywheel approach to content marketing. Spinning the flywheel means, first of all, making the effort to dedicate resources to the program and researching the target audience — all before creating a single piece of content."

– eMarketer



ALWAYS-ON MARKETER

MEAGEN EISENBERG

CMO, MongoDB

LINKEDIN: *How do you define always-on marketing?*

MEAGEN EISENBERG: Real-time targeted marketing is the definition I would use. For us, at least in the B2B world, it's persona based. It's very targeted. You know the size of their business, you know the pain they're feeling, and you target them with the right message at the right time.

To what degree is always-on something new?

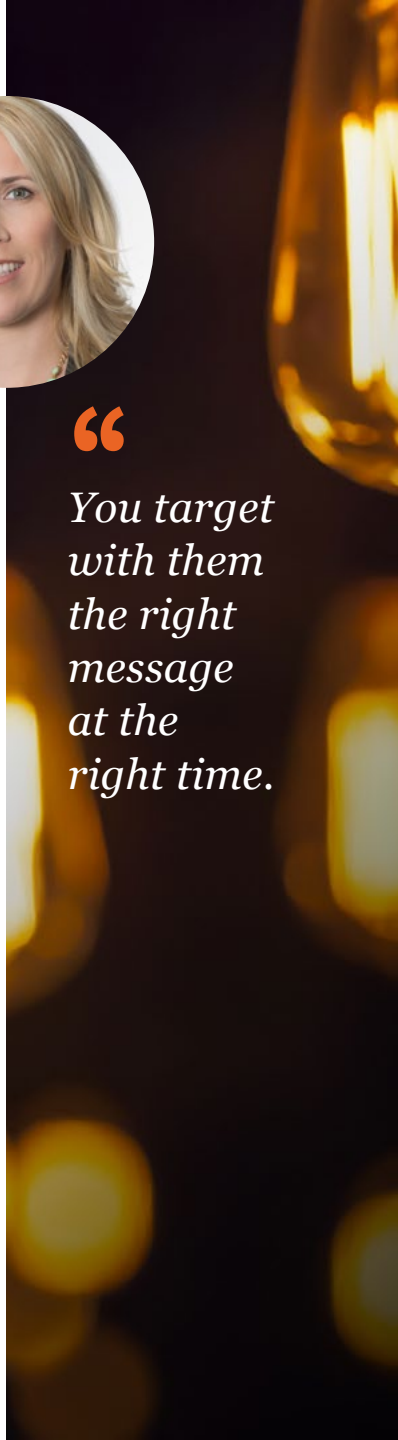
EISENBERG: It's new in the sense that it's only been in the last five, six, seven years that all size businesses had access to technologies and databases where we could get the necessary information and act on it. Ten years ago you would just send a bunch of e-mails out (what you would call spray and pray). Now with more data and ability to create business rules and segmentation, it's more about the right persona, channel, stage of the funnel, and right offer. I really think that's only been available to mainstream in the last five to seven years.

How do you think of the buyer journey and its relation to this concept to this concept of always-on marketing?

EISENBERG: I think you can accelerate their journey if you use always-on marketing in the right way. So, if you use the right channels and content, and you deliver at the right time, I think you improve their journey and hopefully you get more people along the way. And you shorten the sales cycle while retaining them longer.

Can you talk about some specific always-on tactics that are effective for you at MongoDB?

EISENBERG: We learn about every person that comes into our funnel. We collect information on their title or job function, their industry, interests and company revenue. As far as interests, we see what content or product they download. Did they trial or go direct to buy? If they are a customer, what kind? All that data segments them to the appropriate targeted nurture program and signals to us intent. We don't want to spam you – we want to deliver the offer that you need and want. So, from an e- mail standpoint, the system is checking all that data before it sends the next e-mail. It is always checking the data and making sure it sends you the right content based on your persona and interests, and where you are in the buying process.



> *"You target with them the right message at the right time.*

4
How
LINKEDIN ENABLES
EFFECTIVE
ALWAYS-ON MARKETING

HOW LINKEDIN ENABLES EFFECTIVE ALWAYS-ON MARKETING

To succeed with always-on marketing, you need to get four things right:

1 AUDIENCE INSIGHT
Know Your Audience

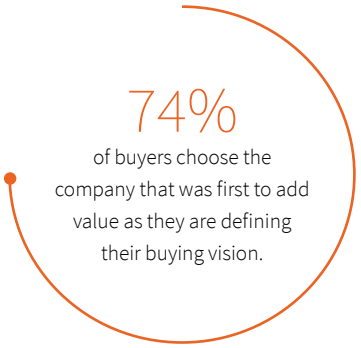
2 CREATIVE STRATEGY
Create Great Content
Throughout the Buying Cycle

3 DISTRIBUTION TACTICS
Make Your Content Work
as Hard as Possible

4 HOLISTIC MEASUREMENT
Measure Carefully
and Purposefully

And with LinkedIn, you can accomplish all four of these elements. Here's how.

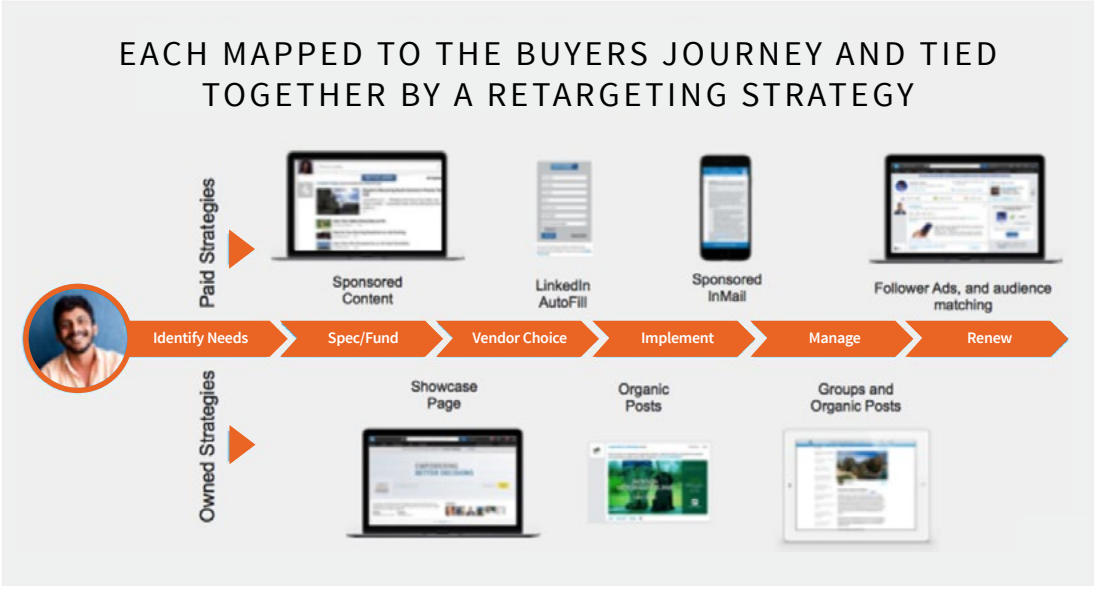
1. Audience Insights: Know Your Audience. Whatever your brand's potential audience, the reality is that most of that audience isn't visiting your site. Until they need to research and make a purchase, potential buyers have little reason to pay you a visit. But LinkedIn, with its more than 433 million members, can help drive more of them your way. By observing their habits and understanding their interests, we can help you unlock secrets that spark ideas for engagement and give you a competitive marketing edge. And with a LinkedIn tag on your website, you gain insight into who is seeing your content. Plus, because the tag identifies visitors by job title, industry, company, seniority, and more, you can tailor content to specific audiences.



2. Creative Strategy: Create Great Content Throughout the Buying Cycle. Ultimately you want your prospective buyers and existing customers to view your company as the experts on a certain topic. In other words, you want them to see you as "owning the conversation." So what's the topic on which you can share lots of expertise and offer an interesting perspective? As long as this topic is top of mind for your audience, you've identified something to build a "content franchise" around.

The next step is to get your perspective out there using a variety of content types and formats, aligned with the buyer's journey. This can mean creating a range of content assets from scratch,

or repurposing content as the marketing team here at LinkedIn has done successfully. One highly effective tactic is to create what we refer to as a "Big Rock" – or a deep dive on a topic you want to own – often in the form of an eBook, white paper, or other guide of some sort. This single piece of content can power your always-on engine for months on end. Once you've developed your Big Rock, you promote it using all the tools at your disposal (think PR, sponsored content, native advertisements, to name a few) to extract the most life possible from it. To that end, reimagine your Big Rock in many different formats. Some people may prefer to read a short blog post or glance over an infographic. Others may prefer to scroll through a LinkedIn SlideShare. Still others may want to tune in for a webinar that walks them through all your insights. Your job is to deliver your insights to your target audience in the format they prefer, in the channels where they spend time.



3. Distribution Tactics: Make Your Content Work As Hard As Possible.
Once you develop content, you need to promote it so prospective buyers find and consume it. The professional publishing platform on LinkedIn offers a prime opportunity to post your company's original content and showcase your expertise. LinkedIn is increasingly a content marketing platform. Plus, you will boost the impact of your content when you publish in the professional context that LinkedIn provides. And you'll amplify that impact through the social sharing that happens naturally on LinkedIn.

Start by sharing your content in the places where you publish content, such as your Company Page, Showcase Pages, and employee profiles. From there, multiply the impact by calling upon a combination of organic and paid media. Your brand generates free impressions via its followers on LinkedIn when you share content via long-form posts, status updates, and SlideShare. (Remember: SlideShare is not

just a place to post your slide presentations—it's a social channel where you can establish your brand as a thought leader and authority around topics and keywords.) To then expand your targeted reach and get this content into the hands of your target audience using paid media, including LinkedIn Sponsored Content, LinkedIn Direct Sponsored Content, LinkedIn Sponsored InMail, and LinkedIn Display Ads. (For more insight into how to get the most from your LinkedIn campaigns, based on how the marketing team on LinkedIn uses the platform, download the guide, "Spotlight on Best Practices: An Insider's Guide to Effective LinkedIn Campaigns."

To further increase content reach and establish thought leadership, encourage your employees to share your content and their subject matter expertise. To make all this as easy as possible, you can use Elevate, a LinkedIn product that helps your employees be social and share content across LinkedIn and Twitter.

Remember, an always-on marketing approach means your marketing never stops. To drive maximum performance at each stage of the buyer's journey, continuously refine your message and your audience targeting. Earn prospective buyers' trust with thought leadership content focused on provoking new ways of thinking, sparking discussions and debates, and inspiring action. Once you earn your audience's trust, expose them to your products using case studies, best practices, and other product-related content. And start capturing leads in exchange for high-value content, using LinkedIn Autofill to streamline the process of filling out your landing page forms. Keep in mind to share content strategically, offering resources such as infographics and webinars first, and subsequently gating more substantial content like eBooks. Until prospective buyers are ready to talk to sales, nurture them with content that matches their interests and information needs.

And don't forget to build loyalty by continuing to provide helpful content once an account has converted to a customer.

It makes good business sense to choose LinkedIn as the foundation for your always-on strategy. Our mission is to connect the world's professionals to make them more productive and successful, and our vision is to create economic opportunity for every member of the global workforce. And that makes us an appealing platform for the world's professionals to spend their time. It should also make LinkedIn an appealing platform for you as a marketer. After all, we are laser focused on creating a platform that will help you

DATA: WE HAVE THE RICHEST PROFESSIONAL DATA SET

meaningfully engage the people that matter most to your business, so that you're in position to make the biggest impact on your business.

Because LinkedIn is the world's largest professional network with more than 450 million members, it's the most effective platform for building relationships with the world's professionals — at massive scale. Increasingly, web traffic is concentrating around a few indispensable sites, such as Google for search, Amazon for commerce, Facebook for socializing, and YouTube for video. LinkedIn is an indispensable site for the world's professionals, and that's crucial as you work to reach the buying committee across a company. In fact, on LinkedIn you can take advantage of powerful capabilities that allow you to target just the right people among that audience of professionals and start influencing them to make a purchase. Simply put, your brand adds to the LinkedIn experience, because it provides more of the professional content that is associated with the LinkedIn platform over any others. A survey by Content Marketing Institute and MarketingProfs found that marketers consider LinkedIn to be the most effective B2B platform for reaching their audiences.

Three Reasons to Publish Long-Form Content on LinkedIn

1. The content you publish is attached to and becomes a part of your LinkedIn profile and positions you as an expert and thought leader.
2. You can create an always-on strategy with your C-level team, subject matter experts and employees by delivering your message with credibility and authenticity.
3. Your posts have the potential to be featured on LinkedIn Pulse and recommended to a much broader group of members.

Until prospective buyers are ready to talk to sales, nurture them with content that matches their interests and information needs.

4. Holistic Measurement: Measure Carefully and Purposefully.

Finally, you want to measure the impact of your always-on approach. While it's perfectly acceptable to track engagement and efficiency metrics — such as cost per click (CPC) — it's also vital to track quality and impact in the form of conversions, marketing-impacted pipeline and marketing-impacted revenue. You can use first-party data from LinkedIn to validate engagement trends, website traffic and lead form conversions. In addition, you can engage LinkedIn to run research that helps you track changes in perception and measure efficacy among those not engaging with your content.

Apply "test, learn and optimize" to your measurement as well, calling upon the following best practices to build and refine your testing strategy:

- Evaluate your team's sales saturation level, i.e. the degree to which your sales team has more leads than they are able to follow up on. Determine your sales team's capacity and adjust your lead operations accordingly.
- Beta test new approaches to measurement using the LinkedIn Insights Tag and explore audience validation of your website traffic.
- Run research to track changes in perception, like a Sponsored Content Brand Impact Study, which will measure efficacy among non-clickers.
- Share insights around Marketing Qualified Leads (MQLs), Marketing Impacted Pipeline and Marketing Impacted Closed Deals with your lead gen partners to help optimize the targeting and content strategy.

LinkedIn Introduces Conversion Tracking for LinkedIn Sponsored Content and Text Ads

LinkedIn recently launched ***conversion tracking,*** a set of capabilities built directly into LinkedIn Campaign Manager that enables you to easily measure leads, sign-ups, content downloads, purchases, and other desired actions on your LinkedIn Sponsored Content and Text Ads campaigns. With conversion tracking, you can understand more about the specific ads and even the unique LinkedIn audiences that are driving your conversions. What's even better, this allows you to identify the seniority, industry, job function, location and company size of the people who are becoming leads.

With LinkedIn conversion tracking, you can:

- Track the metrics that matter most: With conversion tracking, you can track website conversions from your LinkedIn programs directly in Campaign Manager. At a glance, you can understand your LinkedIn advertising ROI, conversion count, cost-per-conversion, conversion rate, and return on ad spend. You can even track which audience segments are driving the most conversions.
- Record every conversion, every time: You can track conversions on your website from desktop and mobile, whether members converted after clicking on — or even after just viewing — one of your ads.
- Optimize your campaigns to drive even better performance: Monitor the specific campaigns, ads, and the nature of the audiences that are driving conversions. You can use this information to improve your Sponsored Content and Text Ads targeting, creative, and offers to maximize the downstream impact of lead and opportunity pipeline goals.

ALWAYS-ON MARKETER

JENNIFER HWANG

Director, Online Marketing, Salesforce

LINKEDIN: *How do you define always-on marketing?*

JENNIFER HWANG: I call it evergreen marketing. If you have something that you constantly have to deliver — for example, for us it's leads, we constantly have to keep the lead flow going — we have to keep that marketing program going to deliver those quality leads. I think it's important to be always-on, because especially in digital, you need to constantly be learning and optimizing, and if you have sporadic campaigns it's really hard to do that.

With search, online display, social advertising and more, there's been a transformation that enables marketing departments to build always-on programs. How are you using the availability of always-on marketing at Salesforce?

HWANG: The transformation has been channels, such as the social and display, starting to develop a technology to be more direct response-focused, so that they can also be seen as a multi-brand channel. I think another thing that's important about these traditionally upper funnel channels is that they help fuel the intent upsurge. So, running a LinkedIn campaign, a Facebook campaign, or for example an eBook offer, something that's higher in the funnel, will then fuel somebody to turn into a real opportunity.

Talk a little bit about how you are using LinkedIn and how it fits into an always-on program?

HWANG: We've historically been in direct response mode. We have been using LinkedIn as always-on lead generation program. It definitely does drive quality B2B leads for us.

What kind of tactics on LinkedIn do you use: LinkedIn Sponsored Content? LinkedIn Sponsored InMail?

HWANG: Most of what we do is Sponsored Content. Some of our programs have found success with traditional Text Ads on the desktop. And we've been dabbling more and more with the LinkedIn Sponsored InMail product.

(Continued...)

> *"You can actually measure success and understand if this program is delivering what I want it to deliver.*

ALWAYS-ON MARKETER

JENNIFER HWANG

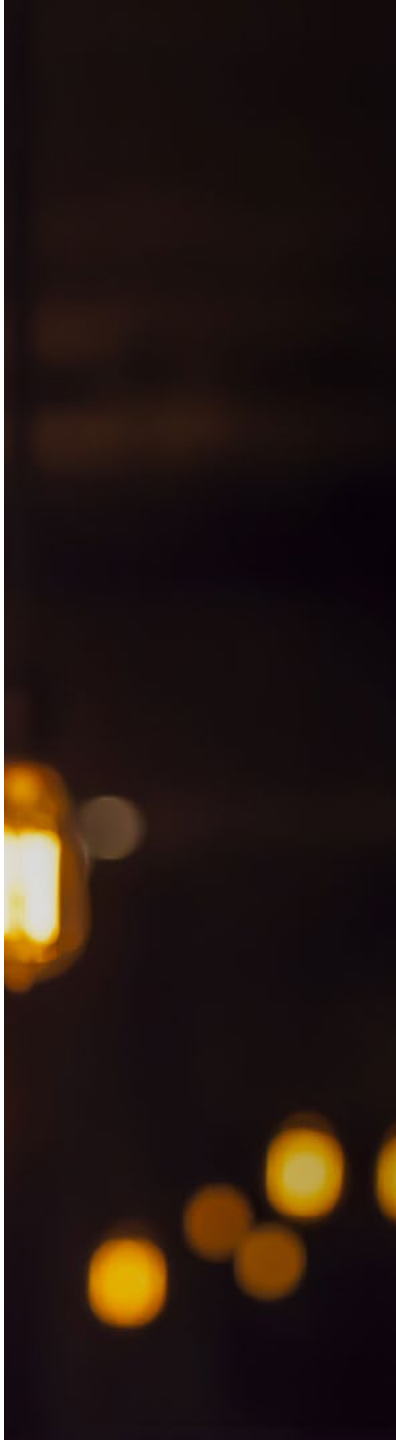
(Continued)

Why do marketers have to have always-on programs these days?

HWANG: The number one reason is because more and more people are on digital channels. They are online, and that's where you can really reach them. And online is where you can really actually target them instead of having just big, general, demographic information like on TV. You actually know more about these people (who are online), so you can try to reach the right people at the right time. You know they have consumed this content or they have been to my website or they have done X, Y, Z, so I want to show them this messaging, which is more specific targeting. There's also the measurement piece of it. You can actually measure success and understand if this program is delivering what I want it to deliver. And you can turn programs on and off, usually fairly easily.

How critical is mobile to an always-on program?

HWANG: I mean I think it's definitely very critical to be on mobile, just because that's where my people are these days. We don't have a specific mobile strategy per se, but we are on all of the paid social channels like LinkedIn and Facebook and Twitter.



5 An ALWAYS-ON APPROACH in ACTION

It's one thing to talk best practices and recommendations; it's another to see what happens when you put them into practice. Here is how Intel used an always-on approach to drive results..

ALWAYS-ON CASE STUDY

INTEL

Intel Uses a LinkedIn Showcase Page to Connect with its IT Audience

IT managers and executives seek information from a wide range of resources — social media, industry news publishers, review sites, company websites — to keep pace with the rapidly changing business and technology landscape. In this disruptive world, brands must increasingly cultivate authentic relationships with IT leaders and professionals in order to be successful.

Intel had a large reservoir of quality content, and the brand was seeking new and innovative ways to deliver these insights to business leaders in an authentic, easily digestible, engaging, and always-on way. Intel saw that the LinkedIn platform could help deliver insightful information and spark valuable, authentic conversations. By creating a dedicated LinkedIn Showcase Page for the Intel IT Center, Intel could more effectively reach a network of over 11 million information technology leaders and business professionals.

This always-on Intel IT Center Showcase Page features content to drive relevant conversations and encourage an exchange of ideas between IT, business leaders and industry experts. By connecting the showcase page to the Intel IT Center website, Intel was able to expand the always-on aspect of the program.

ALWAYS-ON CASE STUDY

"Utilizing LinkedIn to reach B2B IT leaders and professionals helped us facilitate a dialogue, build stronger relationships and better connect to the needs, wants and pain points of our customers," said Christopher Peters, Global Business Marketing Strategist for Intel.

To optimize the Showcase Page content topics and direction, Intel implemented a strategic listening campaign to identify the biggest areas of interest for IT leaders.
To promote the Intel IT Center, Intel deployed LinkedIn Sponsored Content to drive awareness and engagement with the brand and its growing IT community. LinkedIn's precise targeting facilitated the delivery of relevant content to business and information technology leaders, and the degree of engagement was massive.

The Showcase Page has more than 80,000 followers — proof that the Intel IT Center was delivering by igniting quality conversations and matching user interests and skillsets with the right content. The Intel IT Center showcase page is now the number one page followed by IT professionals in eight different global markets.

Commenting on this always-on, content-driven effort, Peters said, "Content is an essential tool in connecting Intel to our customers. LinkedIn provided a unique way to facilitate a dialogue and build new relationships with IT professionals about topics they care about. Content was the medium — but it was the social interactions, content sharing and conversations that served to build a social community of business leaders and IT professionals on the Intel IT Center."

ALWAYS-ON MARKETER

CARA TABATCHNICK

Senior Director, Global Digital Strategy, AIG

LINKEDIN: *How do you define always-on marketing at AIG?*

CARA TABATCHNICK: Being present, active, and serving relevant content to our target audience, when they are using the LinkedIn platform.

Why is always-on marketing an imperative; is it simply because the buyer is always-on?

TABATCHNICK: For a majority of our buyers, purchasing an AIG policy is a longwinded process and done through our insurance broker partners. We aspire to be our clients' most valued insurer; so it's important to us to serve our clients with content and information that adds value. We know our clients utilize the LinkedIn platform, so it's important to us to constantly provide them with valuable content.

How have you implemented always-on marketing at AIG?

TABATCHNICK: Content. Content. Content. We've built a three-year partnership with LinkedIn and have been a huge fan of the LinkedIn Sponsored Content tool. We've taken our content (all created in-house, via our risk expertise), and turned it into smaller "snackable" pieces of content with engaging, eye-catching visual assets for LinkedIn.

Would you like to expand your always-on marketing program? Are there more initiatives you could be taking to build on your always-on approach?

TABATCHNICK: We are already! We are starting to leverage our subject matter experts i.e. our CEO.

What results can you share from your always-on programs?

TABATCHNICK: We've reached more than 100,000 professionals through their LinkedIn inboxes in a six-month period. We've added more than 270,000 followers to our LinkedIn Company Page. We've had more than 68,000 interactions with our content on LinkedIn. We've had five No. 1 rankings for our LinkedIn Sponsored Content, where our Sponsored Content was the best performing in five separate weeks.

(Continued...)

> *"It's important to us to serve our clients with content and information that adds value.*

ALWAYS-ON MARKETER

CARA TABATCHNICK

(Continued)

How do marketing regulations and restrictions in the financial services sector impact your always-on marketing, if at all?

TABATCHNICK: We go through a very rigorous review process on each and every piece of content (all reviewed by multiple businesses internally, legal, and compliance). We have context guidelines that were provided to us via our legal team — specific terminology that we need to use. But besides all of those restrictions — we've been able to build a pretty robust program at AIG — with LinkedIn playing a huge part.

6

CONCLUSION

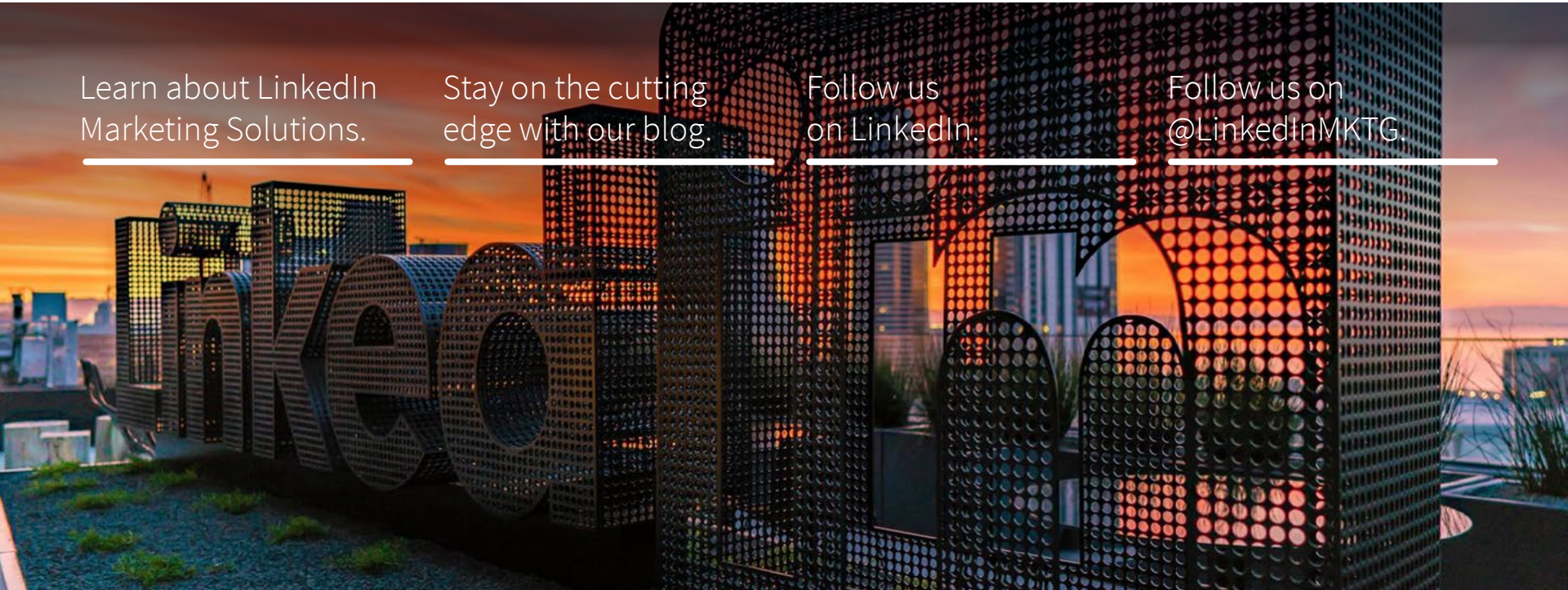
CONCLUSION

Always-on marketing is about delivering a steady stream of valuable content to your target audience. And it's a must to engage today's B2B buyers. With a solid understanding of your audience's most pressing challenges and biggest aspirations, you can supply your prospective and existing customers with compelling content that keeps them engaged throughout the purchase process and beyond. By doing so, you develop the type of reputation and relationships that pay off in both the short and long term, converting prospects into customers who ultimately become your biggest advocates.

To achieve this goal, it's vital to publish your content wherever your audience spends time and engages with content. In the B2B world, the LinkedIn platform appears high on that list in survey after survey. But LinkedIn offers more than a publishing platform. LinkedIn provides a range of tools and solutions that help you deliver the right content, at the right time, on the right device — at every stage of the buying process — and measure the impact of your efforts.

Ready to supercharge your always-on marketing?

GET STARTED



LinkedIn

Today, LinkedIn members number more than 450 million professionals. That's more than two-thirds of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent, and educated people.

For more information, visit marketing.linkedin.com