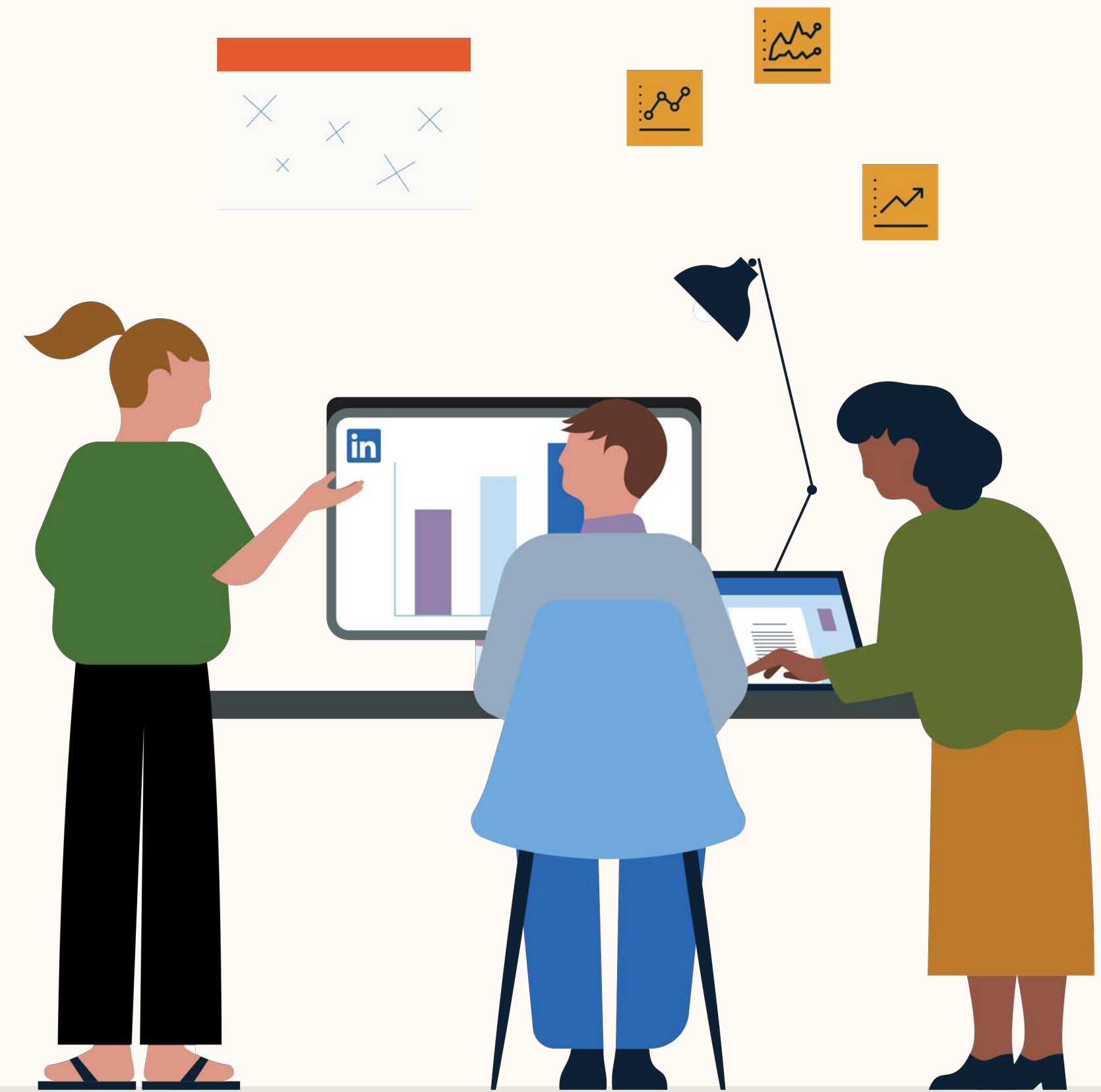




Scaling up with LinkedIn



“Starting a company is
jumping off a cliff and
assembling the airplane on
the way down.”

Reid Hoffman

What we're hearing about startup challenges



Connect with
stakeholders



Understand
prospects



Acquire
customers



Accelerate the
sales cycle

We help
companies
grow

 noodle.ai

 Nextdoor

 Careem

 TRADESHIFT

 Highfive

 Kenshoo

 FireEye

 snapcap

 Lemonade

 SPIGIT

 tokbox

 ServiceTitan

 GONG

Where people and companies come to connect, inspire and grow



30M

Companies



645M

Members



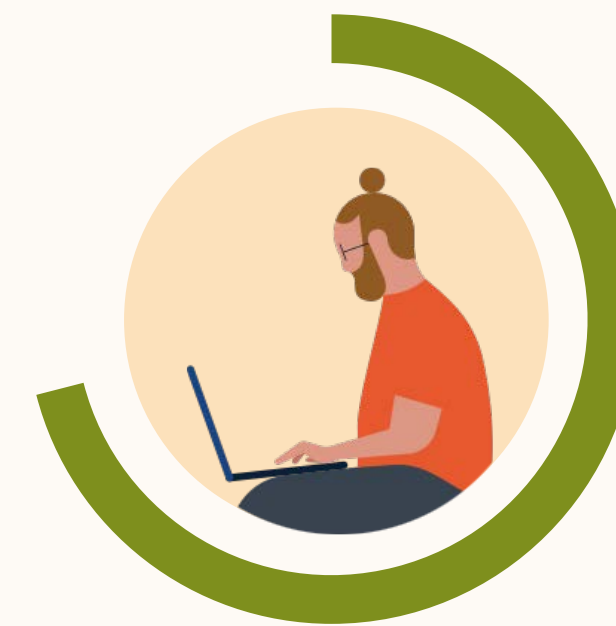
280B

Feed Updates

Members are intent-driven, consuming content with purpose



Rated the top channel to find **quality, relevant content**



71% of members use LinkedIn to inform business decisions

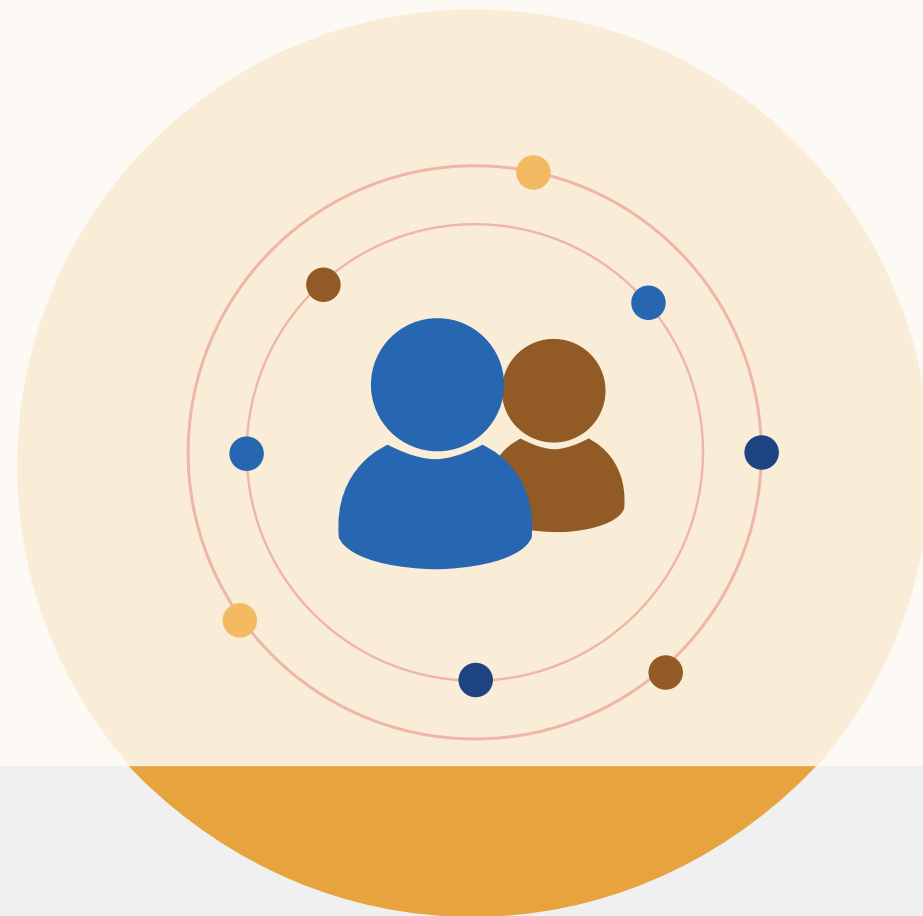
Sources:

¹ Interpret Mindset Study, May 2018

² The Sophisticated Marketer's Guide to LinkedIn

From startup to scale-up

How we can support you



Tell your
story



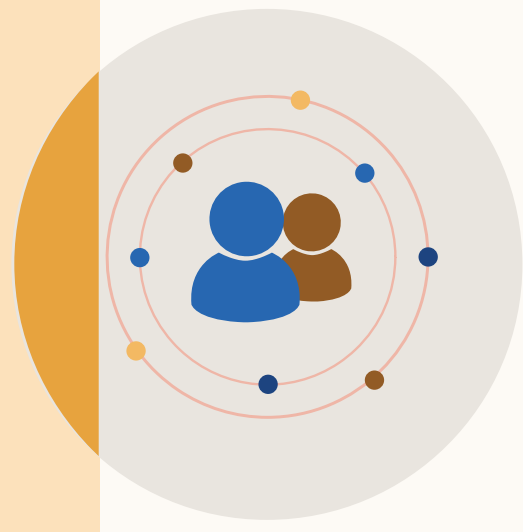
Hone your ideal
customer profile



Drive high-
quality leads



Influence buying
committees



Challenge:

Connect with
stakeholders

Opportunity:

Tell your story

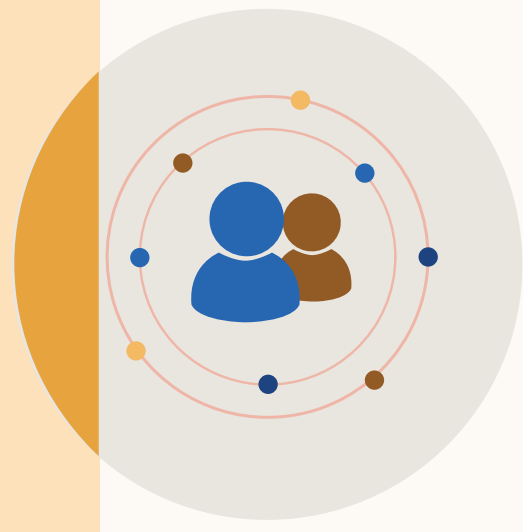
“

A well-honed story can help you connect with investors, employees and customers”.

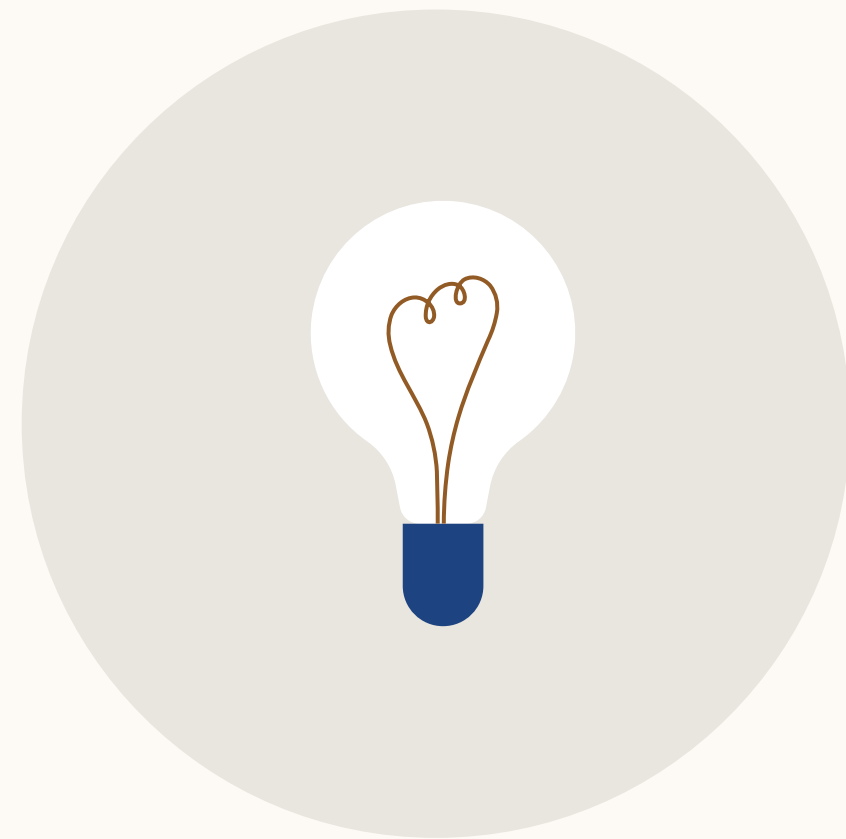
Adam Bluestein

Business Journalist

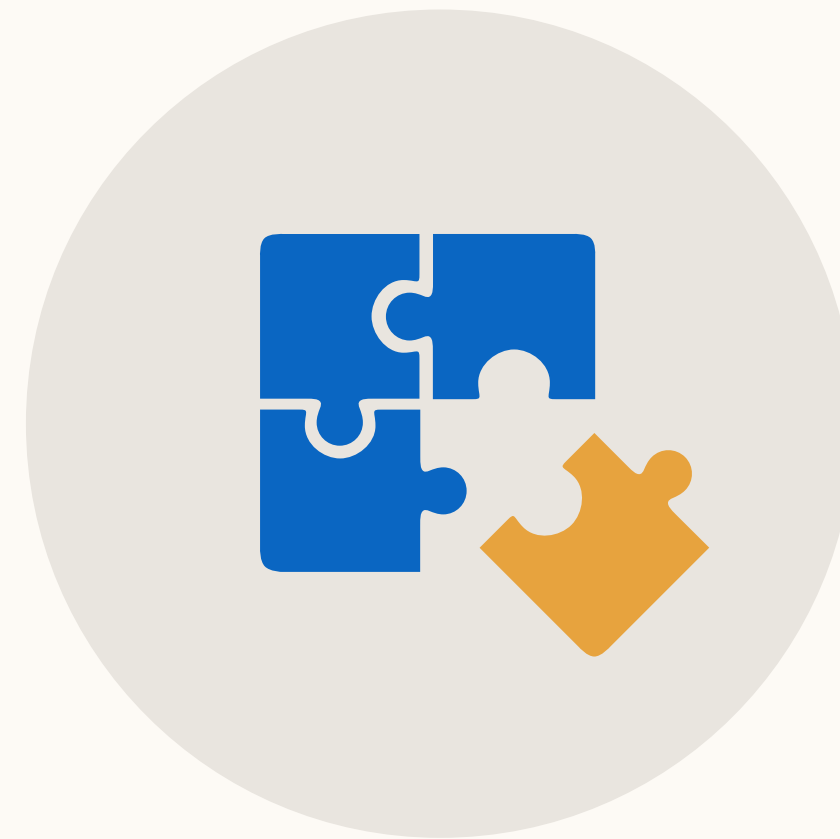
Inc Magazine



Three stories every startup needs to tell



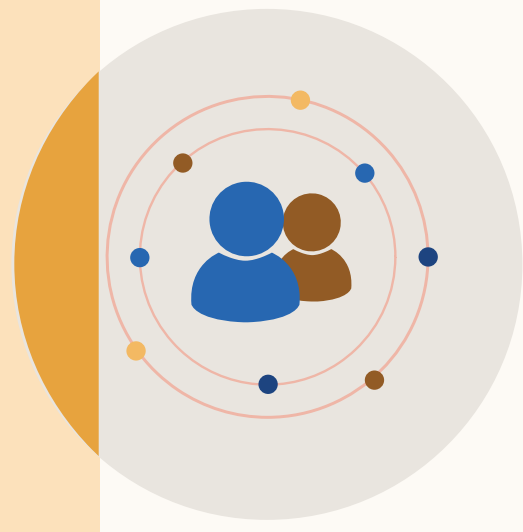
Your origin



Customer's
problem +
your solution



Your vision

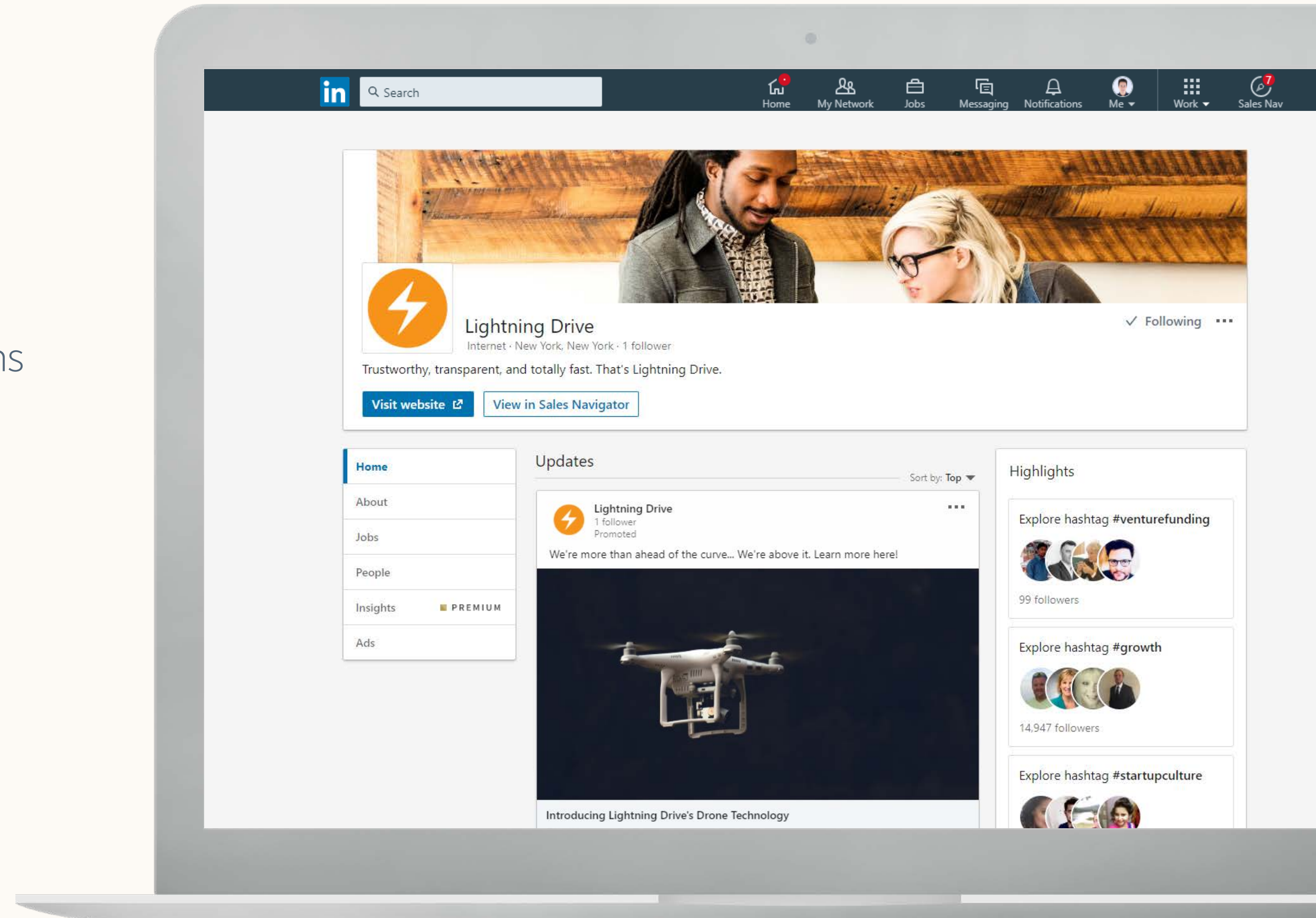


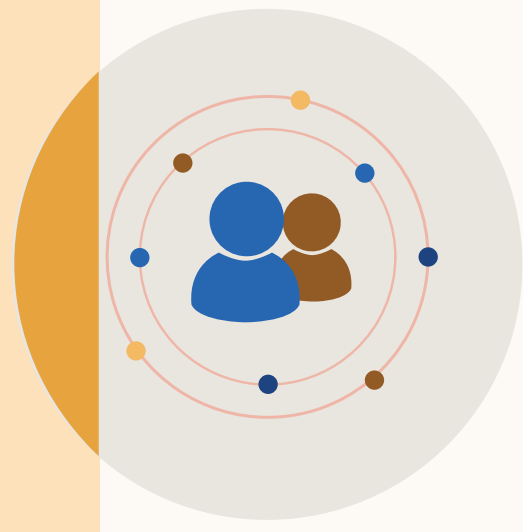
Tell your story with LinkedIn Pages

5X Lift in
Page views

7X Average impressions
per follower

11X Lift in
Page views






Amplify your vision, product/market fit and culture

Thought Leadership

Luminate Security acquired by Symantec + Follow ...
luminate 768 followers
9mo • Edited

In the world of software-defined data centers, full automation capability for your IT infrastructure is an absolute must to keep up with your business needs. **Leonid Belkind**, our CTO & co-founder, clearly lays out why in this **Forbes** article <https://hubs.ly/H0fWhG20>

#ITSecurity #DevOps



Why Automation And APIs Should Replace User Interfaces For Enterprise IT And Security Solutions
forbes.com

Product/Market fit

Luminate Security acquired by Symantec + Follow ...
luminate 768 followers
8mo

[Guide] ✓ A dissolving network perimeter to secure ✓ A growing remote workforce - The Zero Trust access model addresses these issues (and more!) - we outlined the 5 steps for adoption in your environment: ...see more



5 Steps to Go Zero Trust Guide
info.luminate.io

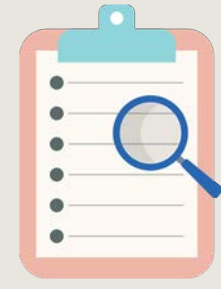
Company Culture

Luminate Security acquired by Symantec + Follow ...
luminate 768 followers
7mo

At Luminate we actually walk the walk. Or rather break a sweat and run 10k, with a smile! Join our fast-paced and fast-growing startup - check out all open positions (US & Israel) here: <https://hubs.ly/H0glfQw0> ...see more



At **luminate** we actually walk the walk
#Life@Luminate



Challenge:

Understand
prospects

Opportunity:

Hone your Ideal
customer profile

“

Part of a successful ICP is clarity – defining who they are in a way that makes them identifiable. The often overlooked part is that they are discoverable.”

Tomas Tunguz

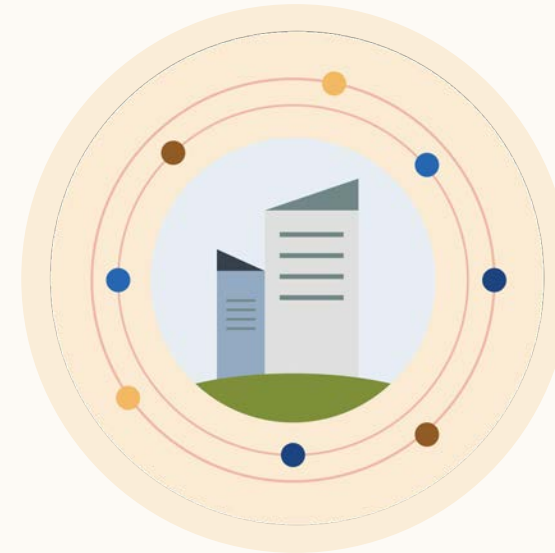
Partner,
Redpoint Ventures



Better understand your audience



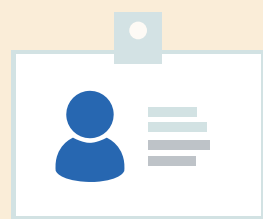
Company
Name



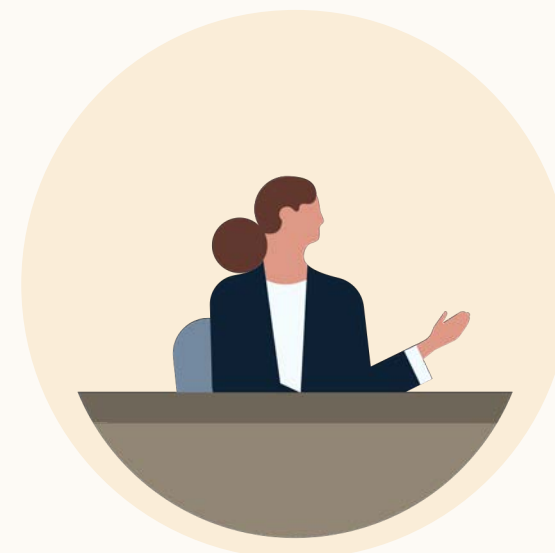
Company
Industry



Company
Size



Job Title



Job
Seniority

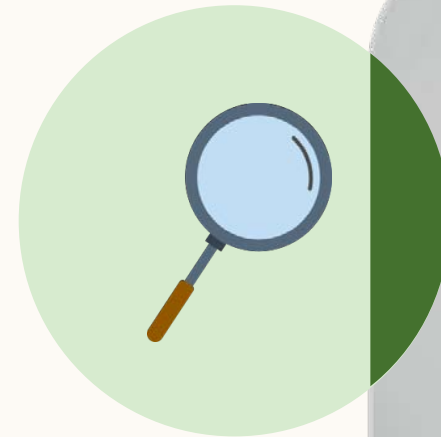


Job
Function



Align audience & content

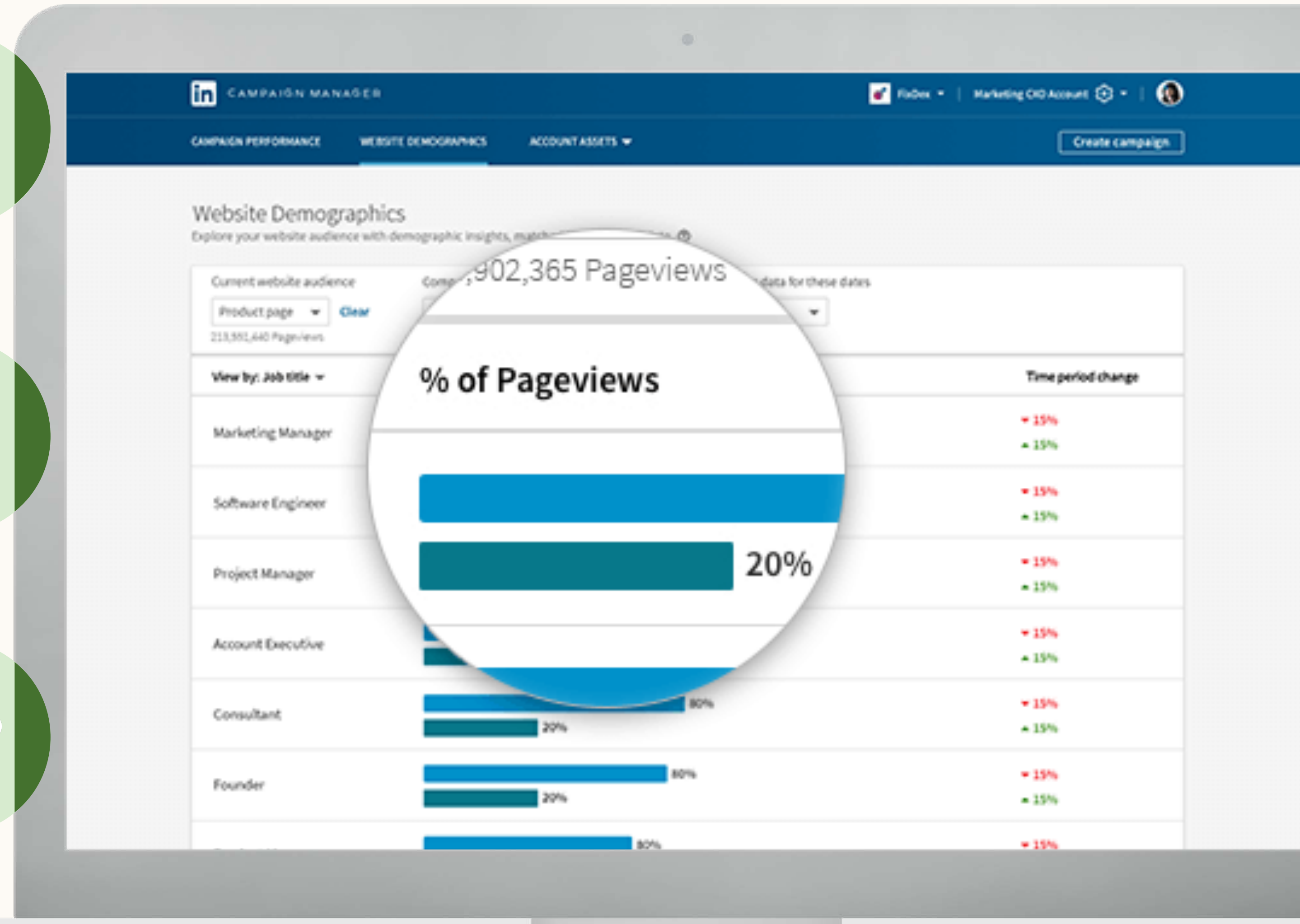
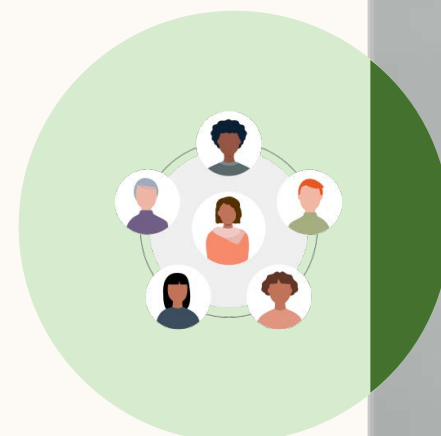
Understand audience bizographics



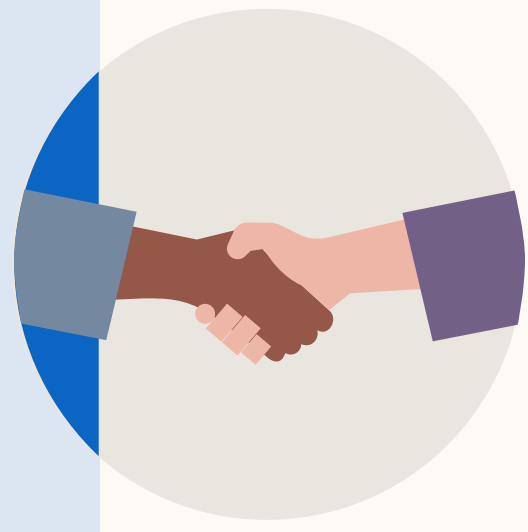
Create tailored content



Improve conversion



⁷ "Introducing LinkedIn Website Demographics," LMS Blog 2017



Challenge:

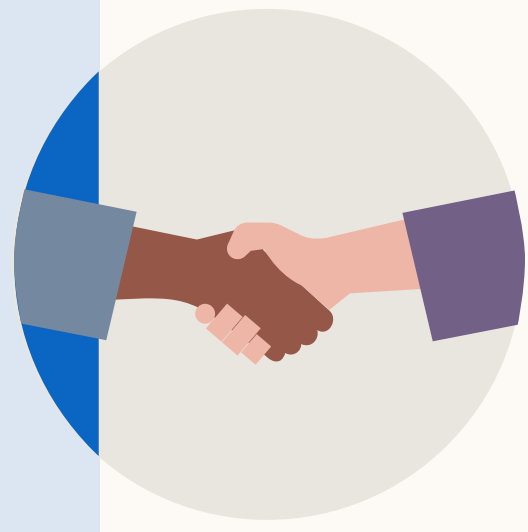
Acquire
customers

Opportunity:

Drive high-quality
leads

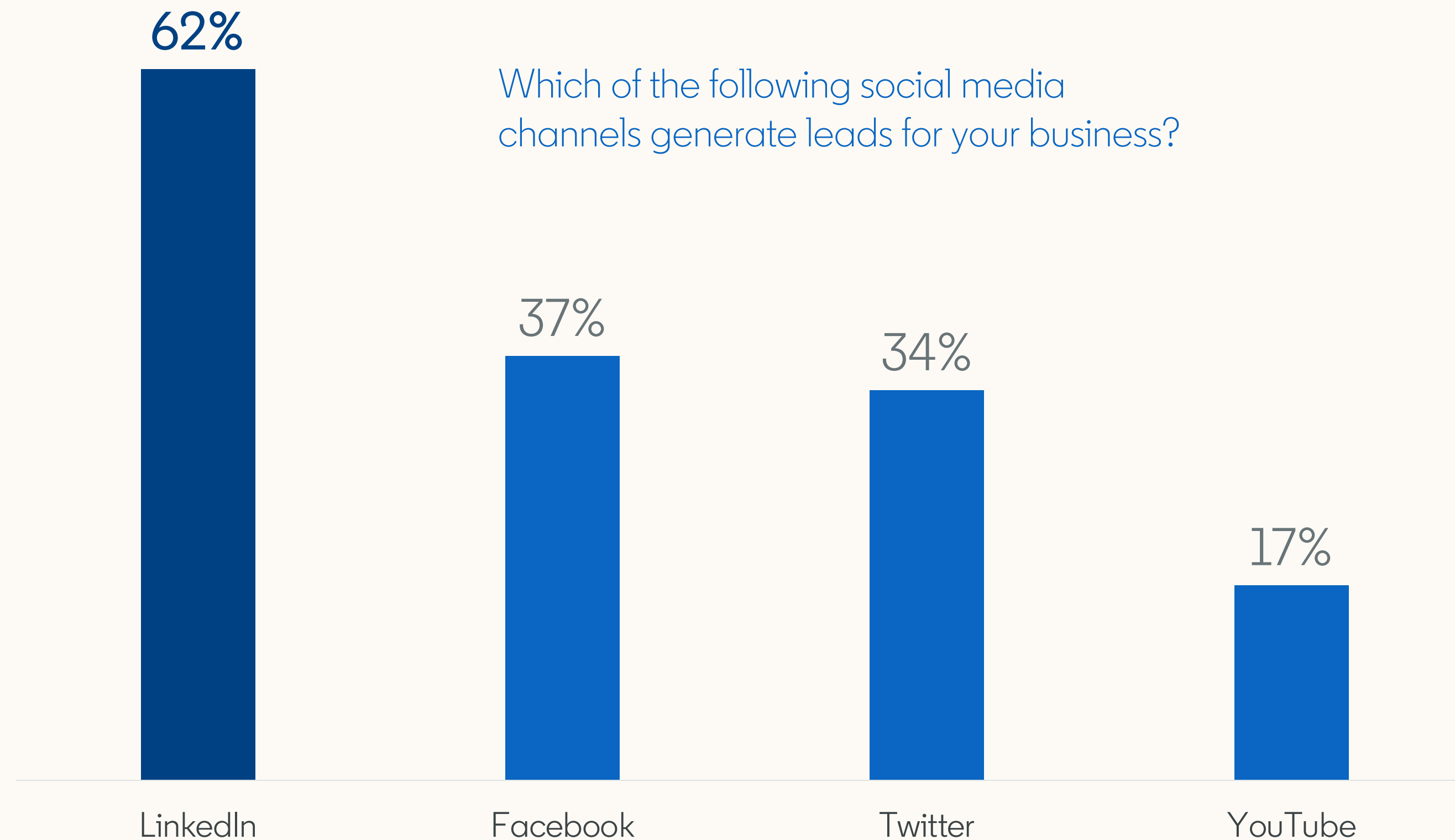
82% of companies in
2018 that received
Series A funding were
post-revenue, up from
56% in 2016.

Wing, April 2019



High-growth brands acquire customers on LinkedIn

LinkedIn is the #1 social platform for lead generation³



80%

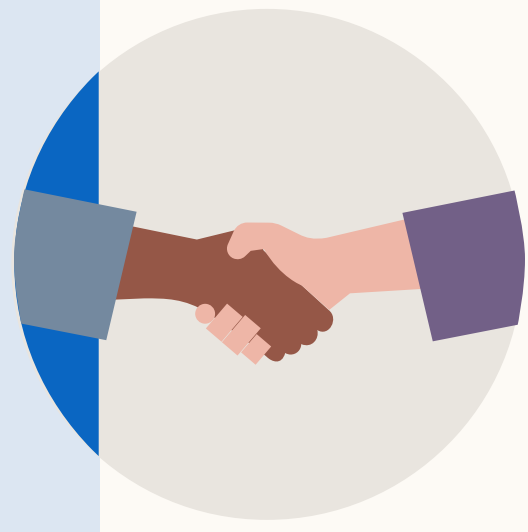
of all B2B leads generated on social media come from LinkedIn⁴

Sources:

³ DemandWave's 2017 B2B Digital Marketing Report

⁴ The Sophisticated Marketer's Guide to LinkedIn

**Respondents were asked to select all that apply*



Drive high-quality leads with best-in-class targeting



Company Name



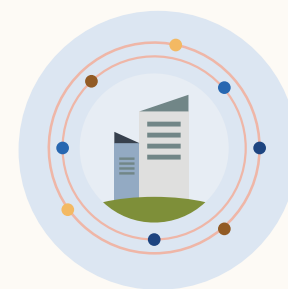
Job Title



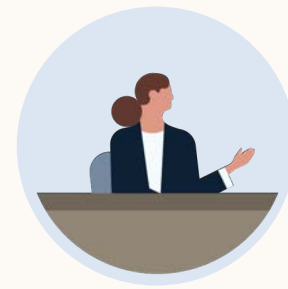
Member Skills & Interests



Account Targeting



Company Industry



Job Seniority



Member Groups



Contact Targeting



Company Size



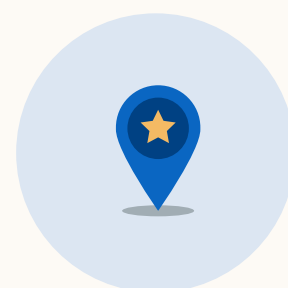
Job Function



Member Age*



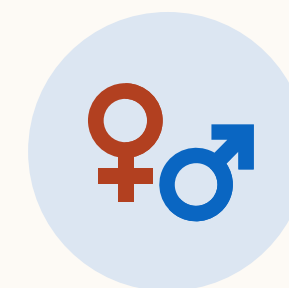
Retargeting



Location



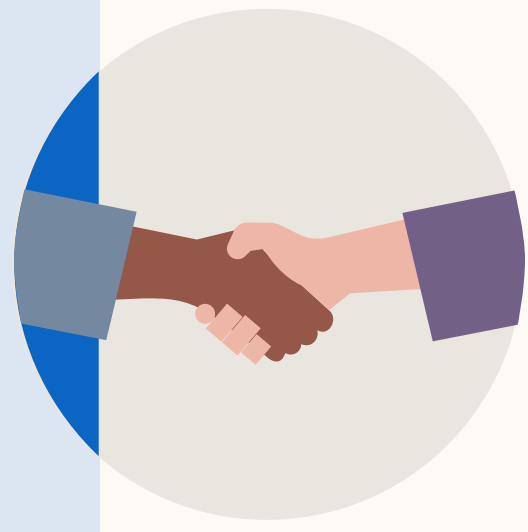
Years of experience



Member Gender*



Lookalikes



Engage prospects in the right mindset

4x

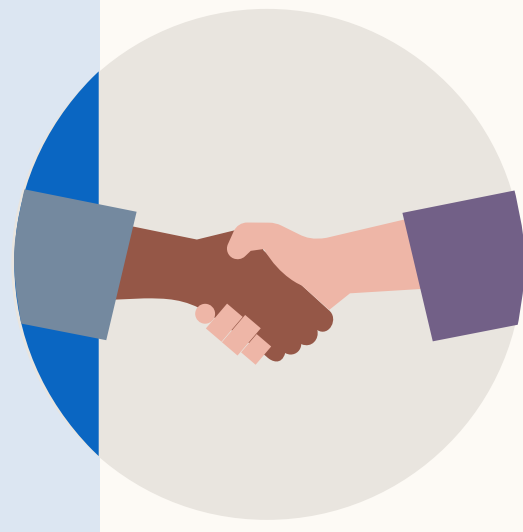
Compared to other platforms, members are more likely to use LinkedIn to **improve their career and learn**

71%

Of professionals use information from LinkedIn to **inform business decisions**

#1

Rated top social media channel to find **relevant, quality content**



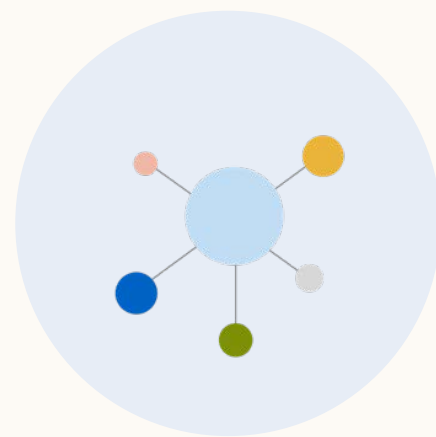
Increase lead volume, quality and speed with Lead Gen Forms



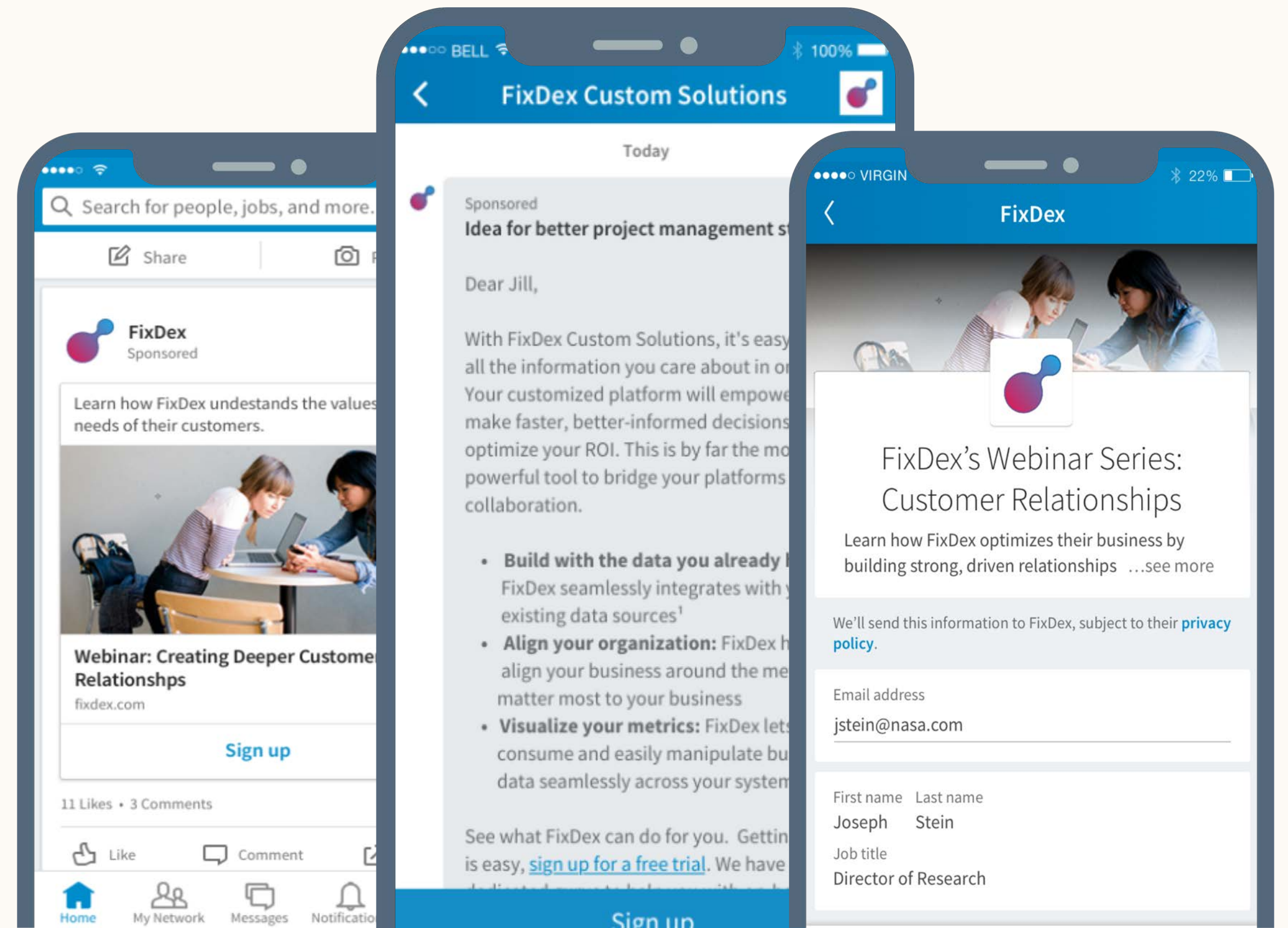
Two taps to complete

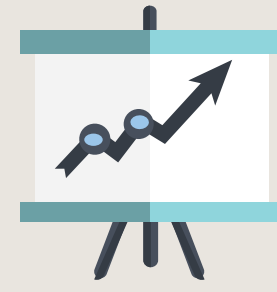


Customize questions



CRM integration available





Challenge:

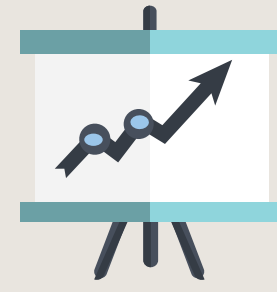
Accelerate the
sales cycle

Opportunity:

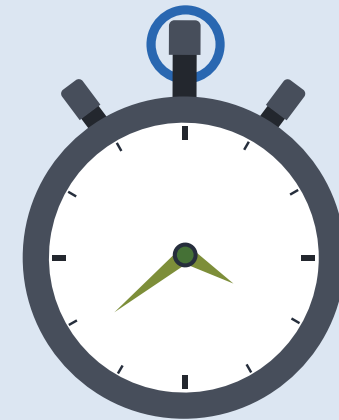
Influence buying
committees

6.8

average stakeholders
involved in the B2B
decision-making
process, up from 5.4



LinkedIn Marketing drives significant Sales impact



Median Sales
Cycle

27% lower

For LinkedIn-influenced Closed Won Opportunities compared to non-LI influenced.

Defined as ratio of median days to close for LI vs Non-LI influenced



Opportunity Win
Rate

14% higher

For LinkedIn-influenced Opportunities compared to non-LI influenced.

Defined as $(\text{No. of Closed Won Opportunities}) / (\text{No. of Closed Lost} + \text{Closed Won Opportunities})$



Average Deal
Size

66% higher

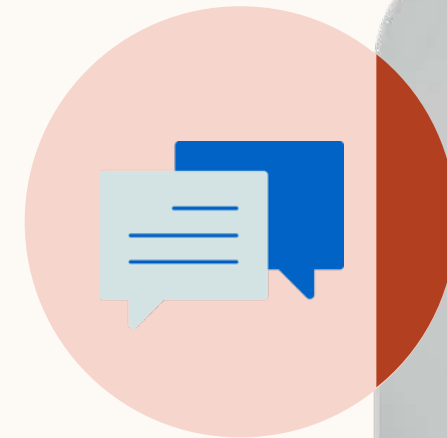
For LinkedIn-influenced closed won Opportunities compared to non-LI influenced.

Defined as $(\text{Closed Won Opportunity amount}) / (\text{No. of Opportunities})$

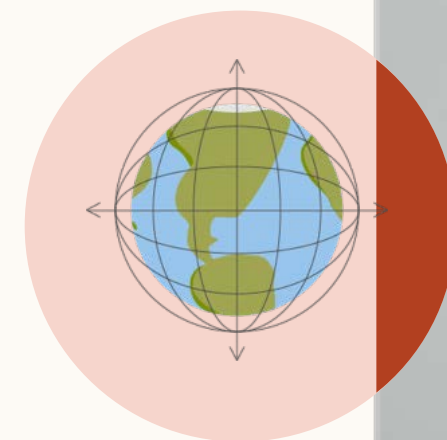


Influence buying committees with ABM

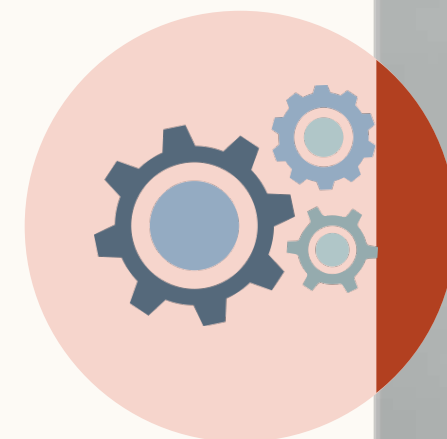
Reach Decision Makers at target companies



List up to 300,000 companies

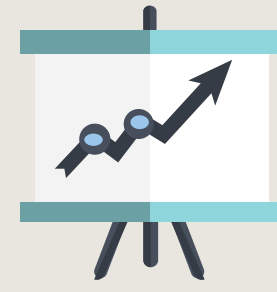


Layer targeting facets



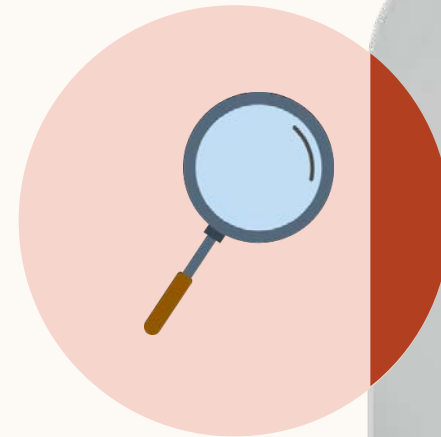
The screenshot displays the LinkedIn Campaign Manager interface. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and user account information (FixDex, Marketing CXO Account). Below the navigation bar, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area is titled 'Matched Audiences' and includes a search bar and a 'Create audience' button. A table lists several audience segments with their respective statuses and member counts.

<input type="checkbox"/> 5 audiences	Status	Last audience count	Last modified
<input checked="" type="checkbox"/> Local product leaders Company list 56% match rate	Audience: Ready Active campaigns: 3	50,230 members	9/20/2018
<input type="checkbox"/> Q2 leads Contact list 56% match rate	Audience status: Building Active campaigns: 9	15,023 members	9/20/2018
<input type="checkbox"/> Current customers Third-party: Eloqua 56% match rate	Audience status: Failed Active campaigns: 2	329 members	9/20/2018
<input type="checkbox"/> Blog readers Website audience	Last signal received: Today Active campaigns: 13	12,421 members	9/20/2018
<input type="checkbox"/> Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: Expired Active campaigns: 4	20,000 members	9/20/2018

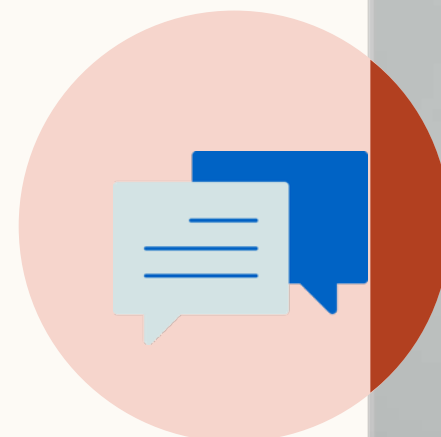


Empower your salesforce with Sales Navigator

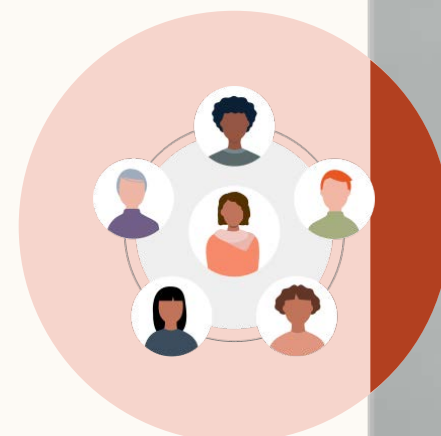
Find the right people and companies faster



Get relevant insights on accounts and leads



Improve pipeline collaboration



The screenshot displays the Salesforce Sales Navigator interface. At the top, there's a navigation bar with 'HOME', 'DEALS', 'LISTS', and 'DISCOVER'. Below this is a search bar with the text 'Search for leads or accounts' and an 'Advanced' button. The main content area shows a table of deals with columns for Account, Name, Owner, Buyer circle, Amount, Close date, Stage, Forecast Category, and Next steps. The table lists 16 deals with a total value of \$350,000.00. The deals include accounts like Codelane, Runity, Fixdex, Itkix, Flexis, Mintome, Freshing, Venophase, Oustia, Zoomjax, and Golden Phase, each with specific deal names, owners, and stages.

Account	Name	Owner	Buyer circle	Amount	Close date	Stage	Forecast Category	Next steps
Codelane	Codelane Upsell Opp	Teresa Adams	[Icons]	\$30,000.00	08-02-2017	2. Proposal	Pipeline	Spoke with J think that th
Runity	2018 Pilot for Runity	Victoria Price	[Icons]	\$20,000.00	08-02-2017	1. Lead generation	Pipeline	Having a me determine n
Fixdex	Fixdex Deal Opp	Teresa Adams	[Icons]	\$5,000.00	08-02-2017	2. Proposal	Pipeline	Everyone se team still ha
Itkix	Itkix Upsell 2018	Jeff Cortez	[Icons]	\$15,000.00	08-02-2017	1. Lead generati...	Commit	Dave says th have to offer
Flexis	Flexis Account Opp	Teresa Adams	[Icons]	\$10,000.00	08-02-2017	1. Lead generation	Pipeline	Spoke with J think that th
Mintome	2018 Mintome Upsell	Victoria Price	[Icons]	\$20,000.00	08-02-2017	2. Proposal	Commit	Having a me determine n
Freshing	Freshing Opp New	Teresa Adams	[Icons]			0. Qualification	Best Case	Everyone se team still ha
Venophase	2018 Pilot	Peter Owen	[Icons]	\$30,000.00	08-02-2017	3. Legal	Pipeline	Dave says th have to offer
Oustia	Oustia 2018 Opp	Jeff Cortez	[Icons]	\$50,000.00	08-02-2017	2. Proposal	Commit	Spoke with J think that th
Zoomjax	Zoomjax Oppty	Victoria Price	[Icons]	\$10,000.00	08-02-2017	3. Legal	Pipeline	Having a me determine n
Golden Phase	Golden Phase 2018	Teresa Adams	[Icons]			0. Qualification	Pipeline	Everyone se team still ha

We help
companies
grow.

Corporate Visions drove revenue and accelerated their sales cycle

116% Lift in
Page views

+2X Average impressions
per follower

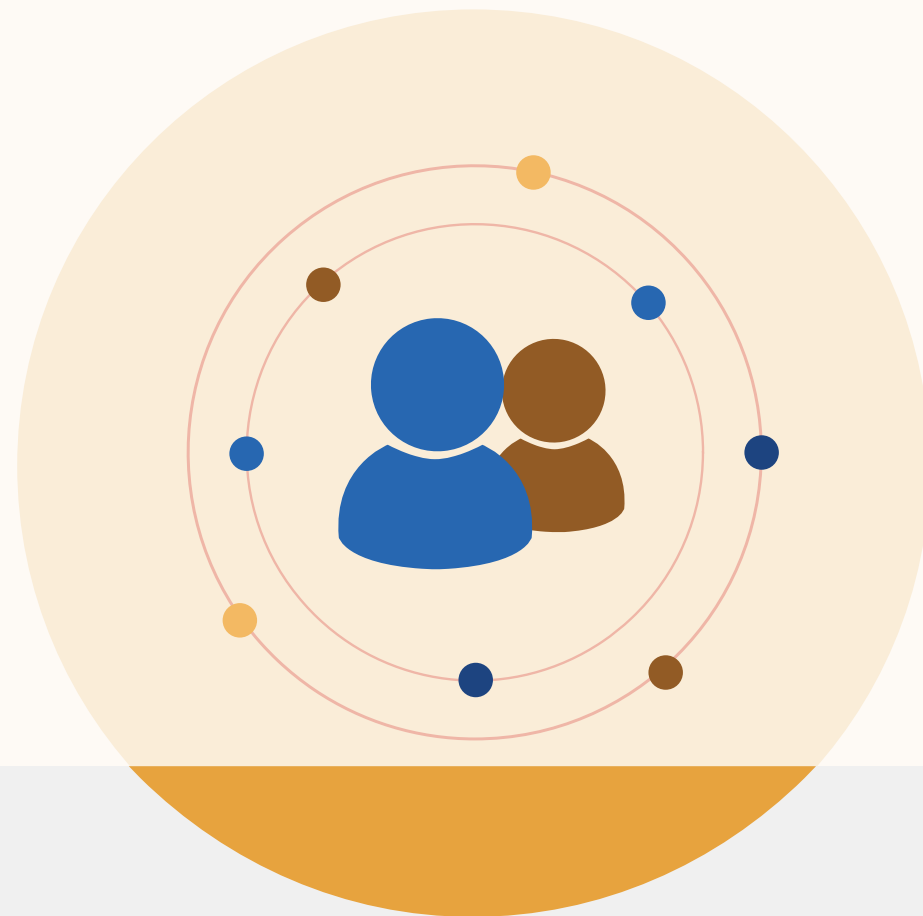
75% Lift in
Page views



It's hard to find quality leads, at increasing volumes over time, while constantly improving pipeline conversion. LinkedIn makes this hard work easier. **The impact to our demand generation efforts has been tremendous.**

Jamie Laforge
Director of Integrated Campaigns
Corporate Visions

Scaling up with LinkedIn



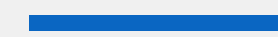
Tell your story



Hone your Ideal
Customer Profile



Acquire
customers



Accelerate the
sales cycle



Thank you