

Ads Unpacked: B2C Marketing Playbook

We recently analyzed 144 advertising campaigns to determine the top-performing B2C strategies on LinkedIn.



Methodology

LinkedIn collaborated with Nielsen to assess the impact of the B2C brand campaign exposure.

- Step 1. Assessed 144 B2C campaigns
- Step 2. Coded 410 messages into 7 core themes
- Step 3. Conducted brand polling to determine impact of messaging themes on brand lift



Top 7 B2C Marketing Themes

<p>Aspiration Does the brand help consumers improve their lives and prospects?</p>	<p>Innovation Does the brand bring new ideas and products to consumers?</p>	<p>Loyalty Does the brand deliver consumers' personal needs? Do consumers feel connected to it?</p>	<p>Social Issues Does the brand positively impact key social issues?</p>
<p>Quality/Value How much value does the brand provide consumers for their money?</p>	<p>Product Feature How do consumers feel about specific features offered by a brand's product?</p>	<p>Trust/Integrity Is the brand trustworthy? Does it have integrity?</p>	

Innovation for the Win

Campaigns with Innovation messaging are highly likely to drive lift in brand favorability, consideration, and recommendation.



Favorability



Consideration



Recommendation

Increasing Favorability

Innovation, Loyalty, Social Issues, and Trust/Integrity messaging all drive significant lift in brand favorability.



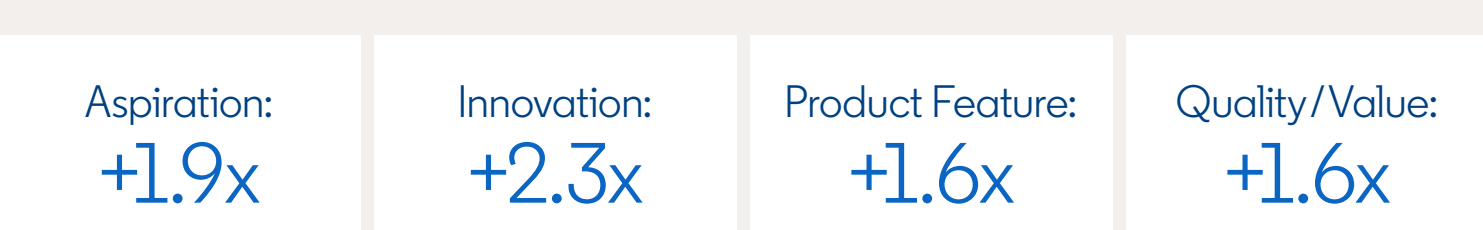
Commanding Consideration

B2C Marketers looking to drive lift in consideration should focus messaging on Innovation and Trust/Integrity.



Recommendation Ready

B2C Marketers looking to drive consumer recommendation should focus messaging on Aspiration, Innovation, Product Feature, and Trust/Integrity.



Powerful Platform. Ambitious Audience.

Compared to users on other social media platforms, LinkedIn members make LinkedIn a powerful platform for consumer marketing.¹



Aspiration

Our members dream big.



Innovation

Our members enjoy learning and discovering.



Loyalty

Our members want to hear from brands they like.

Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+



Scan QR code to visit our Meet the Member page.

Source: Custom Nielsen Ad Effectiveness B2C Meta Analysis commissioned by LinkedIn on February 2022. Metrics calculated based on 144 campaigns.