



# Build your brand for long-term growth

Uncover brand-building strategies on LinkedIn

## Brand building develops stronger, long-lasting brands by:



**Increasing mental availability**

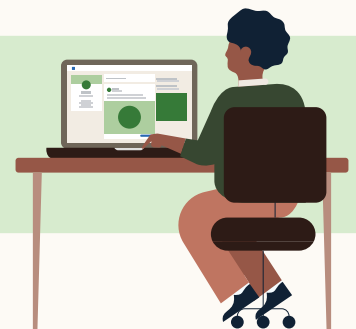
People's propensity to think of your brand in buying scenarios



**Increasing brand equity**

The value of people's perception of your brand over time

These in turn make short-term activation more effective — ultimately driving strong, lasting business growth.



## Beyond sales, brand building also drives...



**Pricing power**



**Category flexibility**



**Competitive moats**



**Customer loyalty**



**Talent and hiring capabilities**

## LinkedIn is a great environment for brand-building

Efficiently reach high quality audiences

With over **774M active members**, and **58M registered companies**, your brand campaigns have broad B2B audiences to reach. LinkedIn is a great place to efficiently reach everyone in a B2B category—and even in B2B buyer groups.

Grow community through organic and paid

LinkedIn's combination of high-quality data, and organic and paid products, offers the ability to **connect brand spend to business outcomes** in a way that helps you reach your customers across their workflows and buying cycles.

Proven success

Advertisers using the Brand Awareness objective saw an average **+22% improvement in reach** and **+13% improvement in CTR** after they selected Reach Optimization (compared to impression optimization).

**774M+**  
active members

**58M**  
registered companies



**+22%**  
reach

**+13%**  
CTR

## Try these new brand products for your campaigns:

✓ **Reach Optimization**

Optimize towards the number of unique member accounts that are shown your ads by selecting reach under the brand awareness campaign objective.

✓ **Reach & Frequency Forecasting**

Predict and optimize reach and frequency for your Reach Optimization campaigns easily with the Forecasting Tool in Campaign Manager.

✓ **Reach & Frequency Reporting**

Review reach, frequency, engagement, and viral engagement metrics to evaluate campaign performance.

✓ **Brand Lift Testing**

Take a baseline of your brand's perception by using a self-serve tool that measures the impact of LinkedIn ads on your brand, and then tests the brand impact of your ads against key brand metrics.



## Find success with these winning campaign strategies:

Campaign Objective	Formats and Placements		Targeting
	Organic	Ads	
<b>Brand Awareness</b>	Multi-image posts, LinkedIn Live	Video Ads, Single Image Ads, Spotlight Ads, LinkedIn Audience Network	Job function + Seniority, Skills or Job Titles, Interest Targeting, Lookalike audiences, Audience Expansion
<b>Video views</b>	Video posts, LinkedIn Live, LinkedIn Stories	Single Image Ads, Carousel Ads, Spotlight Ads, Follower Ads, LinkedIn Audience Network	Job function + Seniority, Skills or Job Titles, Interest Targeting, Lookalike audiences, Audience Expansion
<b>Engagement</b>	LinkedIn Live, LinkedIn Events, LinkedIn Articles, Document Uploads, Kudos	Single Image Ads, Carousel Ads, Spotlight Ads, Follower Ads, Text Ads, LinkedIn Audience Network	Job titles + Member Traits, Uploaded Lists, Website Retargeting, Retargeting by Engagement, Audience Expansion
<b>Website visits</b>	Page posts, LinkedIn Articles, LinkedIn Stories (swipe up function)	Single Image Ads, Carousel Ads, Spotlight Ads, Follower Ads, Text Ads, LinkedIn Audience Network	Uploaded Lists, Website Retargeting, Retargeting by Engagement, Audience Expansion