



LinkedIn® Marketing Solutions

LinkedIn 101

Ryan Wilson, B2B Agency Lead
Brittany Curtis, Agency Consultant

Learning Objectives

Build

Leverage your professional brand on LinkedIn.

Define

The LinkedIn Marketing Solutions product suite and align solutions with client marketing objectives.

Identify

LinkedIn Marketing tools that offer insight to develop strategic plans and drive marketing performance on LinkedIn.

Agenda

1 LinkedIn for Members

Build and Leverage Your Professional Brand

2 LinkedIn for Marketers

LinkedIn Marketing Solutions

3 LinkedIn for Agencies

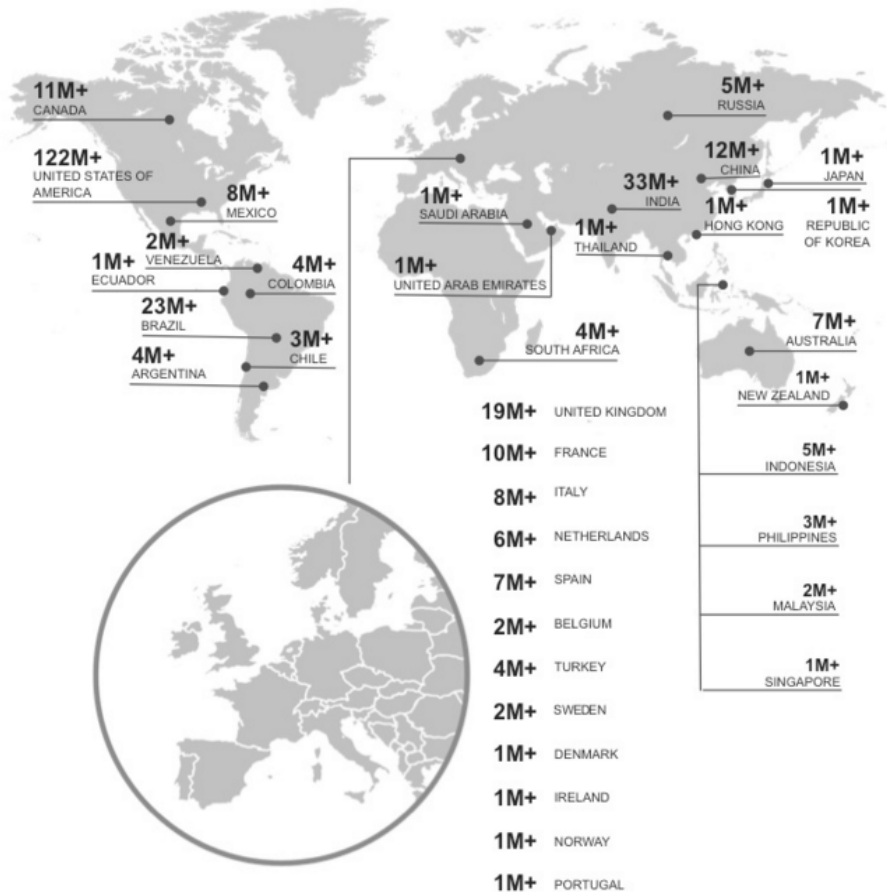
Tools and Resources for Agencies

LinkedIn For Members



LinkedIn's Mission

**Connect the world's professionals to
make them more productive and
successful**



400M+
Professionals



Ryan Wilson

B2B Agency Lead at LinkedIn

Greater Chicago Area | Marketing and Advertising

Previous: Biz, Monitor Worldwide, Yahoo! HotJobs

Education: Penn State University

Send a message

View in Sales Navigator

PREMIUM

500+ connections

Relationship Contact Info

Posts

Published by Ryan

2,395 followers



The Final Lesson - #ThankYouMentor

August 21, 2015

Background



Summary

Sales leader with a passion for building winning teams. I have a broad range of selling and management experience, including over 10 years in the digital advertising space. I've built multiple sales teams from scratch and developed/lead sales training programs for my teams as well as peers. I love to be challenged and I'm constantly looking to improve myself.



Experience

B2B Agency Lead

LinkedIn

August 2014 - Present (1 year 6 months) | Greater Chicago Area

As part of our global agency team, I support our independent agency partners in North America. I help our agency partners effectively leverage the LinkedIn platform to maximize ROI for their clients.

Director of Sales

Bizo



People Also Viewed



Pat Iwom
Global Agency Partner Lead at LinkedIn



Greg Moore
Global Agency Partner Lead at LinkedIn



Michael Klein
Experienced Digital Sales Leader



Jon Williams
Senior Director, Partner, Agency & Content Experience Team



Jenn Martin Schwart
Global Lead | Partner, Agency, Content & Experience at LinkedIn



Jonathan Young
Partnership/Enablement Manager - LinkedIn Certified Ad Partners



Marc Yasuda
Head of B2B Product Consultants - LinkedIn Marketing Solutions



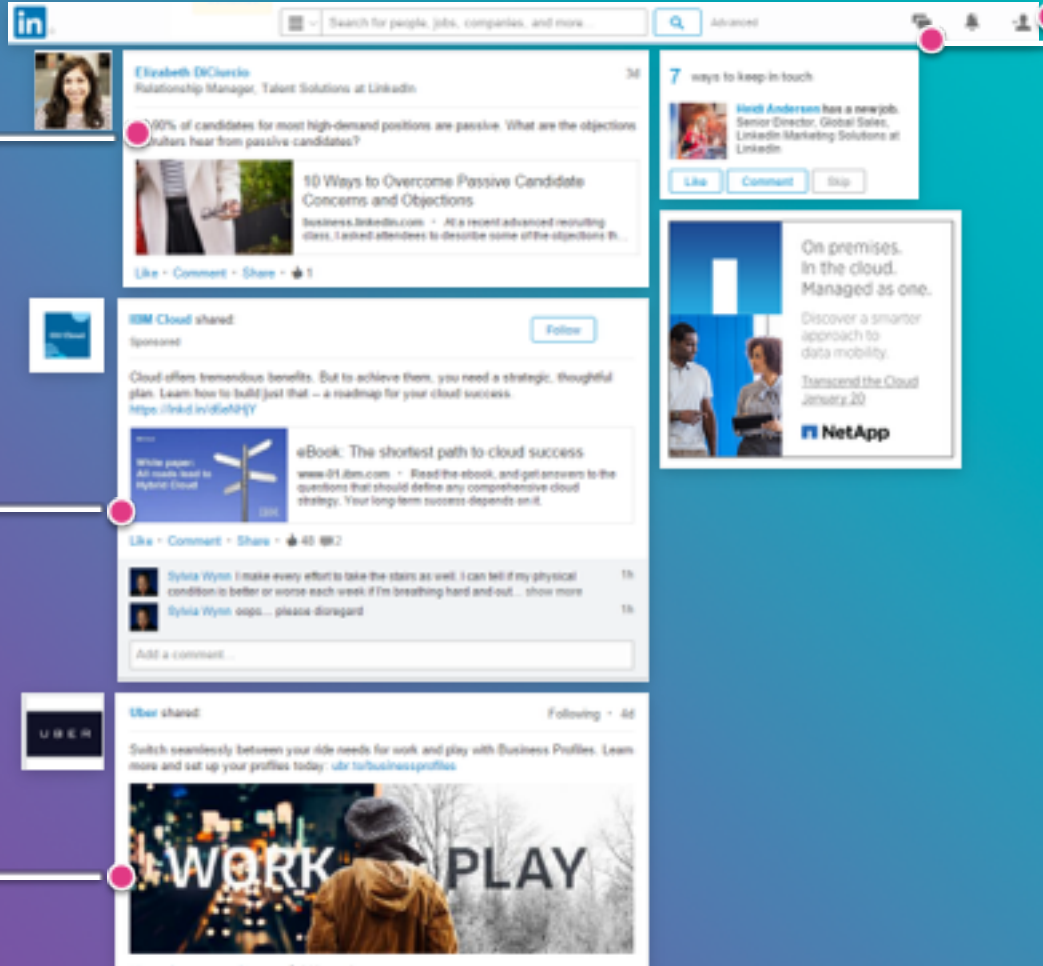
Andrew Goldman

The Profile

Your digital professional brand

Stay Connected

Keeping up with their networks



Connecting with contacts

Get Hired

Checking InMail from contacts, recruiters and brands

Engaging with relevant, targeted content

Stay Informed

Following companies they care about

LinkedIn's Content Evolution



Influencers



Pulse



Publishing Platform

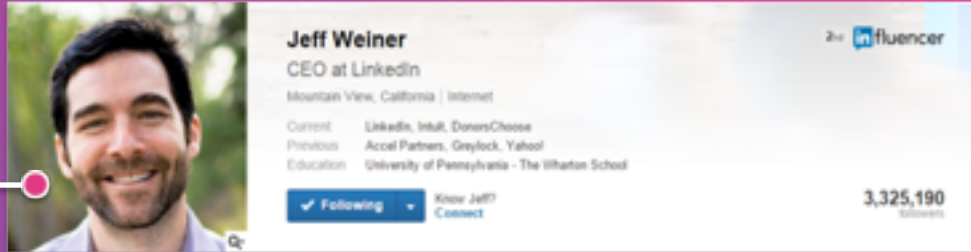


How many professionals are there on LinkedIn?

LinkedIn For Marketers

Member Profile Deciphered

Geography
Member entered or IP



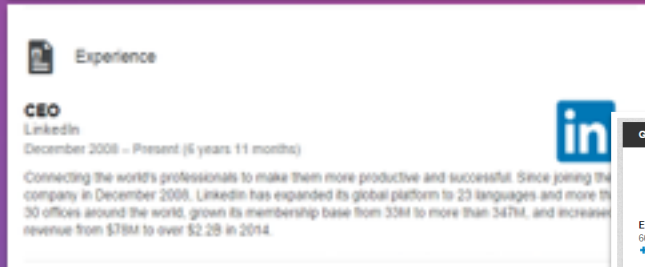
Jeff Weiner
CEO at LinkedIn
Mountain View, California | Internet

2+ **influencer**

Current: LinkedIn, Intel, DonorsChoose
Previous: Accel Partners, Graylock, Yahoo!
Education: University of Pennsylvania - The Wharton School

Following: 3,325,190

Title



Experience

CEO
LinkedIn
December 2008 - Present (5 years 11 months)

Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global platform to 23 languages and more than 30 offices around the world, grown its membership base from 33M to more than 347M, and increased revenue from \$78M to over \$2.2B in 2014.

Company



Education

University of Pennsylvania - The Wharton School
Bachelor of Science, Economics
1988 - 1992

School
Field of Study
Graduation Year

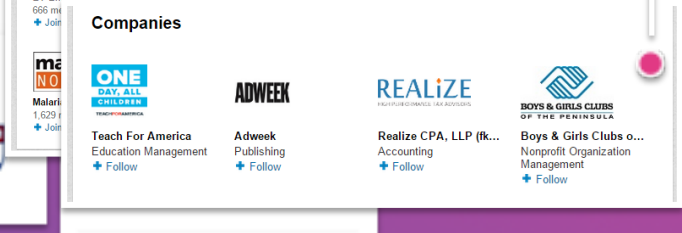
Group Membership



Groups

- LinkedIn Alumni
- LinkedIn Company G...

Company Following



Companies

- Teach For America: Education Management
- Adweek: Publishing
- Realize CPA, LLP (f.k...): Accounting
- Boys & Girls Clubs of the Peninsula: Nonprofit Organization Management

Danie

NAME

Seattle, WA USA

LOCATION

IP

Boston University

SCHOOL

Communication

FIELD OF STUDY

Bachelor of Science

DEGREE

2011, 25-34

GRADUATION

AGE

Simply Measured, 51-200,
Internet

COMPANY

SIZE

INDUSTRY

Senior Marketing Manager,
Marketing, Senior IC

JOB
TITLE

FUNCTION

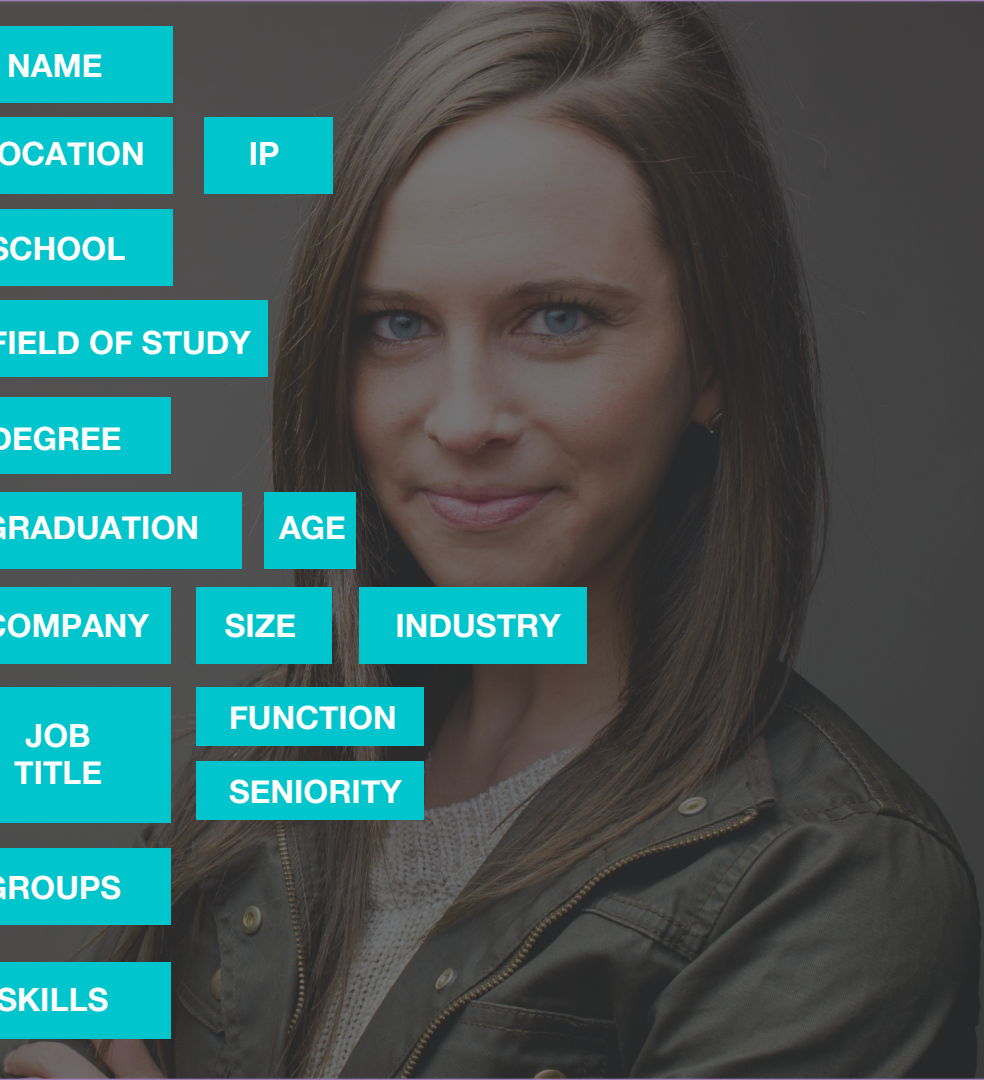
SENIORITY

CMA, LEWIS, Social Tools

GROUPS

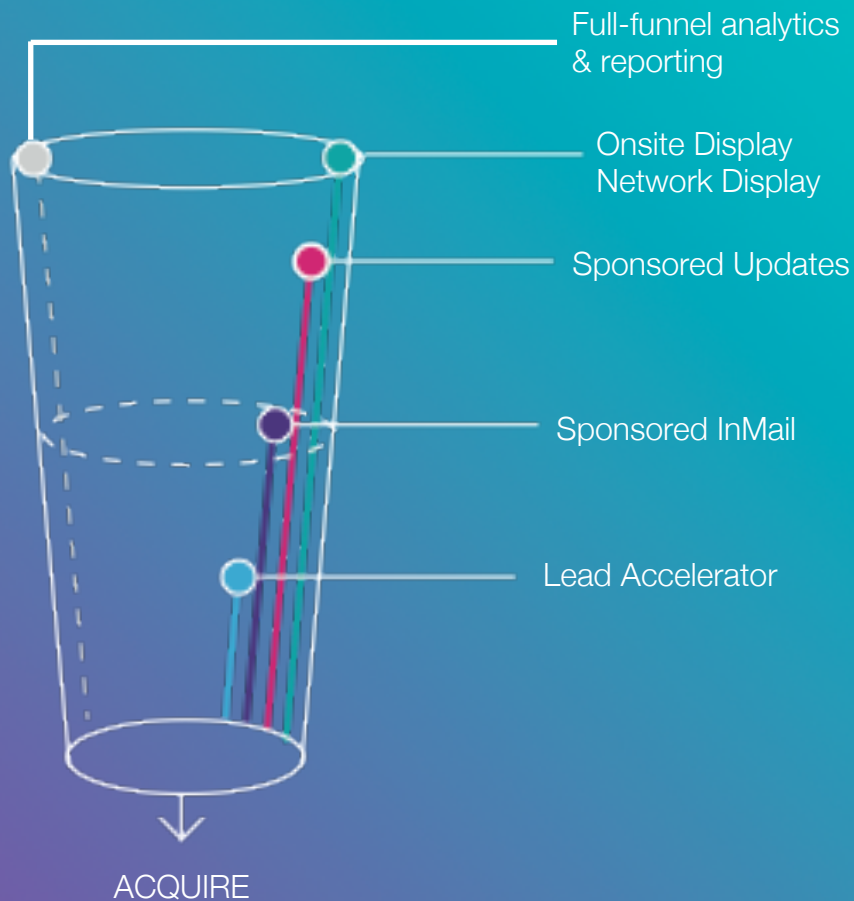
SEO, Social Media, Digital
Marketing, Blogging

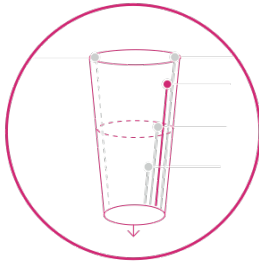
SKILLS



LinkedIn

Products that impact every stage of your funnel

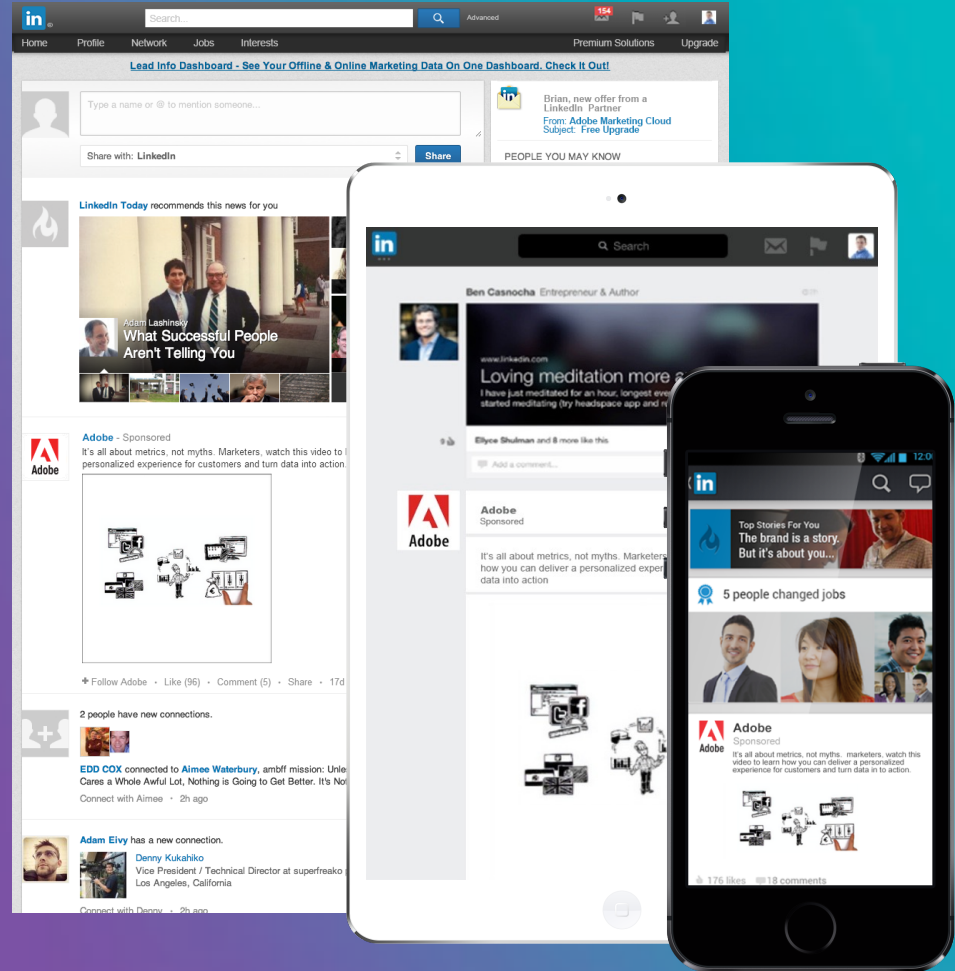


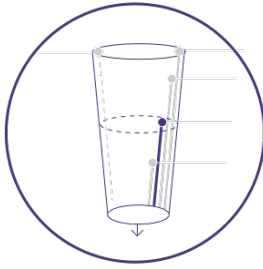


LinkedIn Sponsored Updates

Deliver rich content in the LinkedIn feed across all devices

- **Objectives: Brand Awareness or Lead Gen**
- Extend your brand's messaging to audiences beyond your company page followers
- Choose to invest on a CPC or CPM model
- Use Direct Sponsored Content to easily personalize and test your content ads

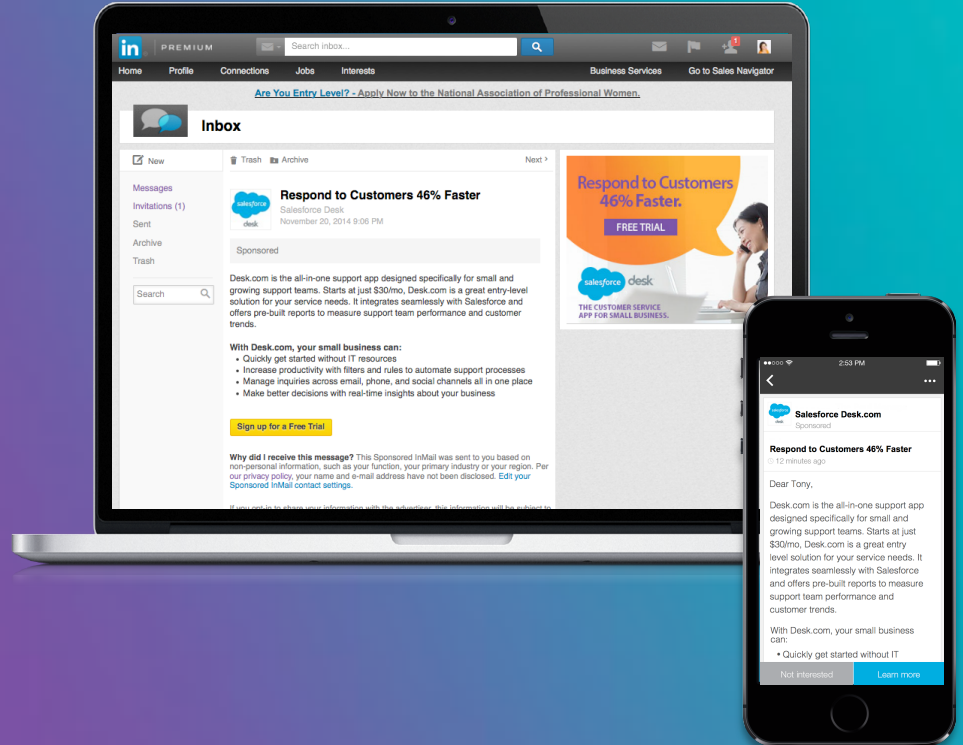


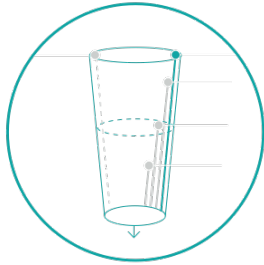


LinkedIn Sponsored InMail

Drive more leads and get the attention of your highest-value audiences on LinkedIn with targeted messages delivered right to their inboxes

- **Objectives: Direct Response**
- Breakthrough the limits of traditional email marketing with 100% deliverability
- Engage your key audiences across desktop and mobile

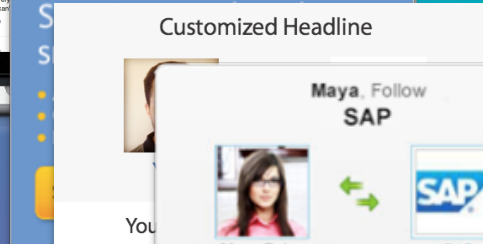
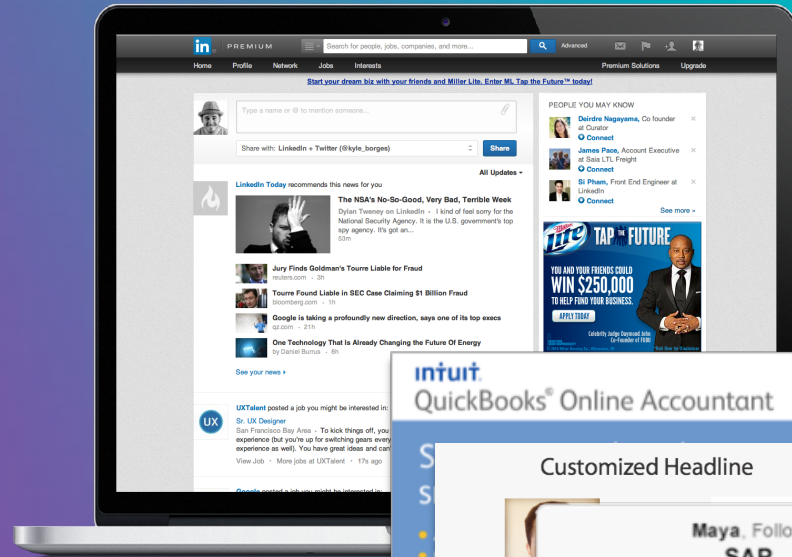


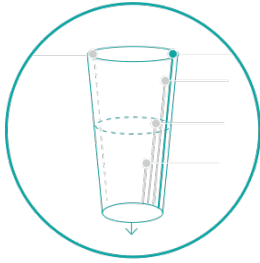


LinkedIn Onsite Display

Reach and engage more than 400M professionals

- **Objectives: Brand Awareness**
- Reach professionals in a focused, relevant context
- Deploy a variety of formats from IAB standard formats to highly engaging native ads such as Spotlight Ads and Follow Company Ads

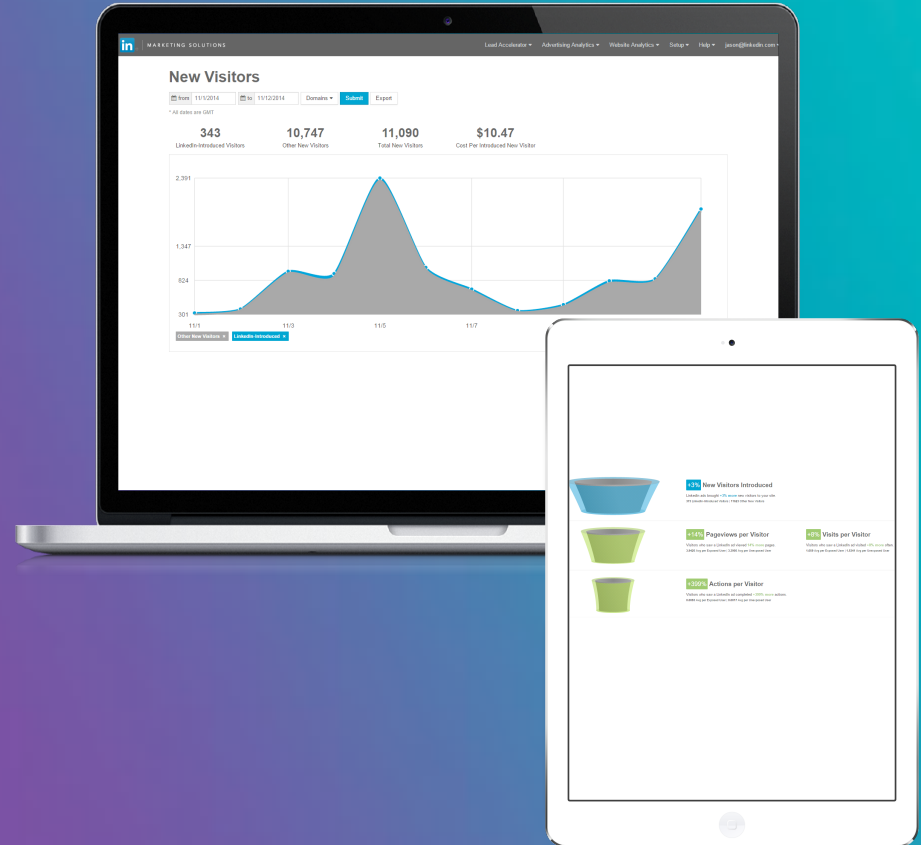


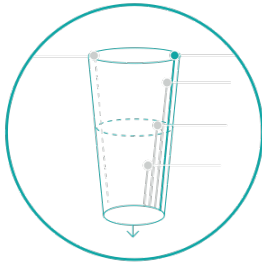


LinkedIn Network Display

Reach the right professionals wherever they travel on the web

- **Objectives: High Reach Brand Awareness**
- Reach your audience across the web to increase awareness and engagement
- Engage prospects on LinkedIn, business publisher sites, and beyond
- Measure the impact of your programs with full funnel analytics





LinkedIn Lead Accelerator

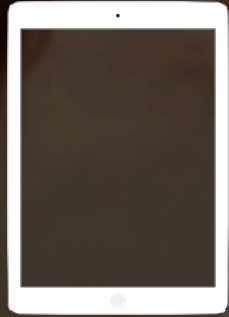
Retarget and nurture website traffic on and off LinkedIn

- **Objectives: Lead Generation**
- Overlay LinkedIn data onto your website traffic
- Retarget and nurture key audiences from your website through social and display ads
- Measure the impact of your programs with full funnel analytics

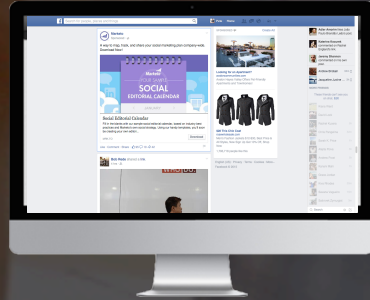


Nurture Everyone. Everywhere Online.

LinkedIn Sponsored Updates

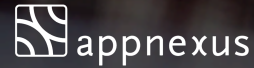


Facebook News Feed



Display Ads

Global Ad Exchanges



LinkedIn & Slideshare Display



LinkedIn Self Service

LinkedIn offers growing businesses an easy, self-service advertising platform to generate leads from their target audiences through Text Ads and Sponsored Updates. Marketers can get in front of the right prospects and drive them to their landing pages. Pay-per-click (PPC) or cost per impressions (CPM) pricing options without long-term contracts allow advertisers to fully control their own budgets.

Text Ads

Get in front of the right prospects of business decision-makers and drive them to your landing page to generate high-quality leads while controlling your costs. Stay visible while your audience is active throughout the platform.

Where do they appear?

- Desktop only
- Text link at top of homepage (images/logos omitted); right-hand rail or horizontally at bottom of LinkedIn pages: homepage, profile page, search results, groups, SlideShare



Sponsored Updates

Reach a premium professional audience where they're most engaged, proactively consuming content in the LinkedIn feed across all devices. Increase brand awareness and credibility by developing relationships with prospects early in the consideration process and drive high-quality leads.

Where do they appear?

- Desktop, tablet, phone
- LinkedIn news feed

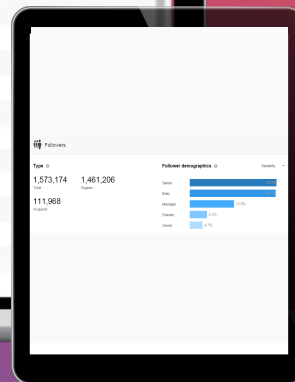
LinkedIn For Agencies

LinkedIn Company Pages

Manage the Content & Insights on a Company Page

The desktop monitor displays the LinkedIn company page for LinkedIn. The header shows the LinkedIn logo, the company name "LinkedIn", and "1,571,361 followers". Below the header, there are tabs for "Home", "Careers", and "Analytics". The main content area features a large image of a person working on a laptop with the word "PERFORM" overlaid. To the right, there is a "How You're Connected" section showing 334 first-degree connections, 7,360 second-degree connections, and 11,097 employees on LinkedIn. Below this, there is a "Careers" section with a "Interested in LinkedIn?" button and a "Learn more" link. The bottom section is titled "Recent Updates" and features a post from Oprah Winfrey with a video thumbnail. To the right of the main content, there is a "LinkedIn Showcase Pages" section with links to "LinkedIn Talent" and "LinkedIn Marketing".

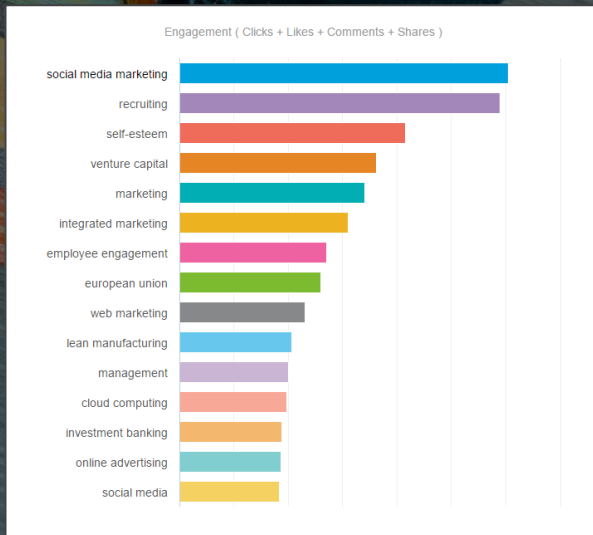
The laptop screen displays a LinkedIn analytics dashboard. At the top, there is a table with columns for "Focus", "Date", "Audience", "Sponsored", "Impressions", "Clicks", "Interactions", "Followers Acquired", and "Engagement". The table contains several rows of data, including entries for "Create great career advice from peng...", "Don't measure the value of a college...", "Do you think about your goals for th...", "To be happier and more productive...", "Wishes: Find a job that will jumpst...", "Jump! Be specific. Make a plan. We...", "The last ones 95% of us will give u...", "Make your first day back at work a...", "Do you think about your goals for th...", "To be happier and more productive...", "Wishes: Find a job that will jumpst...", "Jump! Be specific. Make a plan. We...", "The last ones 95% of us will give u...", and "Make your first day back at work a...".



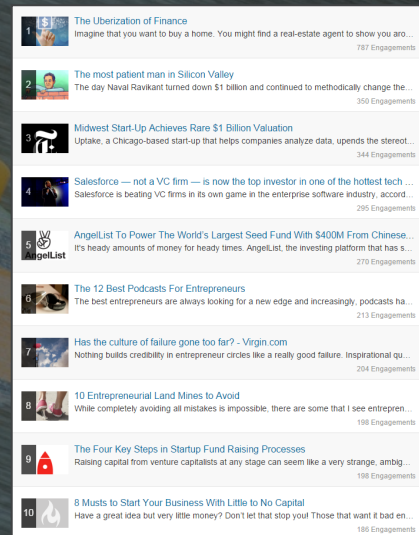
Trending Content

A look at what's trending on LinkedIn

Search by Segment



Search by Topic

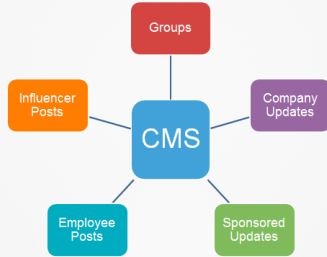


Content Marketing Score

How engaging is your brand compared to its competitors?

The most effective content marketers reach customers in multiple ways

CMS integrates your efforts

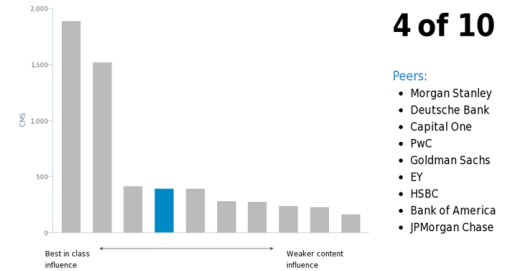


Your Content Marketing Score measures within your target audience, WHO engages with your content



Content Marketing Score
$$= \frac{\text{Unique Members Engaged}}{\text{Active Target Audience}} \times \text{Multiplier} = \mathbf{393}$$

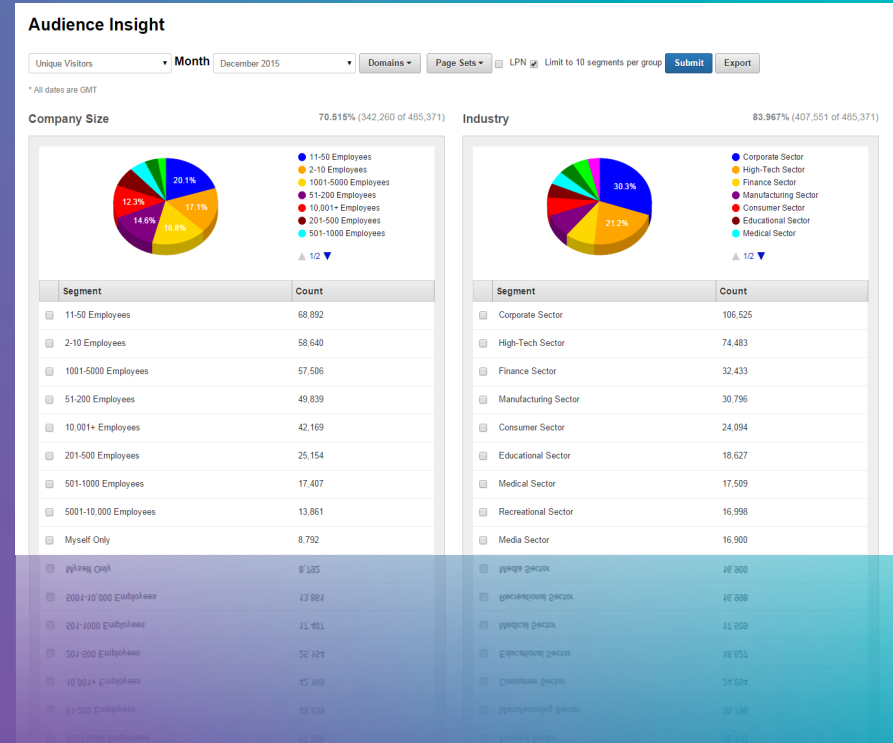
Your overall Content Marketing Score vs. your peers



LinkedIn Insights Tag

LinkedIn Data overlay on your Website Traffic

- Discover the business demographics of your website
- See how many new visitors your LinkedIn programs are driving to your website
- Nurture your website visitors with display and social ads through Lead Accelerator
- Measure the performance of your LinkedIn Lead Accelerator and Network Display campaigns





What does the content marketing score tell you?



What is the LinkedIn Insights Tag?

LinkedIn® Marketing Solutions

#LINKEDINTHEKNOW