Rethink THE CUSTOMER JOURNEY

MARKET YOUR FINANCIAL BRAND ON LINKEDIN

Target and engage decision makers who influence each stage of the customer journey.
WHY PARTNER WITH LINKEDIN?

Today, 8,500 financial brands are active on LinkedIn, supported by our global team of 75 financial account managers. Brands come to LinkedIn for these key reasons:

Your financial audience is on LinkedIn
More than half a billion professionals worldwide gather on LinkedIn to stay connected, to work smarter and to inform their financial decisions. For the first time in the history of media, you can reach the world’s professionals - all in one place.

We know your financial audiences in depth
Our platform offers depth into the financial personas that matter most to your sector; such as corporate and investment banking, wealth and asset management, insurance, payments and retail finance.

For the first time in the history of media, you can reach the world’s professionals - all in one place.

Jennifer Grazel
Global Director, Vertical Marketing
LinkedIn Marketing Solutions: Financial Services

LinkedIn Global Internal Data, July 2017
The content source
At the key financial inflexion points in their personal or professional lives, our members come to LinkedIn to empower their decisions with insights from:

- Industry news
- Expert advice shared in the feed and through long-form posts
- Professional learning through Lynda
- Peer insights and recommendations: 1M+ people publishing long-form posts
- Content published by LinkedIn’s 500+ Influencers
- 2M publishers posting fresh content on LinkedIn, along with peer posts in the feed, long-form content and LinkedIn Groups
- Thought leadership from 7M brand-managed company pages

THE MOST TRUSTED PLATFORM

The engagement source
LinkedIn is the premier destination for finding, creating and sharing financial content. Our reach, depth and engagement exceed much of the business press and specialist financial media:

- 106M unique visitors a month
- 15X more content impressions than job postings
- 100,000+ long-form posts created weekly
- 60% year-on-year increase in feed viral actions

The trusted source
People approach different platforms with different mindsets. Professionals come to LinkedIn to invest time in furthering their career, building their personal brands and informing important decisions.

This quality of engagement means ‘LinkedIn is undisputedly the most trusted platform’ according to Business Insider Intelligence research, with:

- 2x more trusted than the next best performing platform
- Significantly outperforming peers across data safety, reliable content, the safest to post on and with the least annoying ads

“LinkedIn is undisputedly the most trusted platform.”

Business Insider Intelligence ‘Digital Trust Report’, June 2017
With LinkedIn, you can target a quality audience in a professional context. Market to influencers, decision makers and executives who act on new opportunities.

**Start with rich first-person demographic data**
LinkedIn data is differentiated because members have professional incentives to keep their profiles accurate and up to date.

Use real, member-generated demographic data to reach the right audience: job title, seniority, level of experience, industry sector, geography, company name and more.

**Add interest-based targeting**
Selectively target by group membership, skills, field of study, LinkedIn keywords and topic search.

For example: CEOs concerned about cybersecurity, small business owners looking to take their business international or post-MBA career starters.

**Build personas**
Combine targeting criteria to build your ideal financial personas. For example: ‘active traders’, ‘hyper-growth small medium businesses’, ‘retirement decision makers’.

**Customize targeting with your own audience data**
Nurture interested prospects, leads and contacts by using your data in three ways:

- Re-engage your website visitors with Website Retargeting
- Upload or integrate email lists with Contact Targeting
- Run account based marketing campaigns with Account Targeting

“LinkedIn is the premier destination for finding, creating and sharing financial content.”

*Business Insider Intelligence ‘Digital Trust Report’, June 2017*
Rethink
THE CUSTOMER JOURNEY:
MARKET YOUR FINANCIAL BRAND ON LINKEDIN

Driven by these socially-powered personas, our marketing solutions platform helps you drive deeper engagement with personalized, compelling and ‘always on’ content matched to each stage of your customer’s journey.

Mapped to these journey stages, we offer a fully integrated suite of marketing solutions. These combine both owned and organic strategies as well as paid.

In terms of measurement, LinkedIn gives you clear visibility into the impact of your programs at every stage, such as:

- **Awareness**: understand your programs’ reach and share of voice (targeted impressions, % SOV)
- **Consideration**: ensure your programs are targeting the right audiences and driving them to your website (targeted website traffic, lift over time)
- **Nurture**: ensure the right people are engaging with your content (social actions, click intelligence by audience, content marketing score, CTR, CPC, CPM)
- **Call To Action**: ensure you are prompting them to take action (CPL, actions, by audience)

LinkedIn gives you clear visibility into the impact of your programs at every stage of your customers’ journey.
LinkedIn’s niche targeting capabilities ensure BlackRock can reach more customers with personal, relevant content for more meaningful communication and a greater sphere of awareness.

Jennifer Eldin
Global Head of Social Media & Content
BlackRock

“The combination of J.P. Morgan Asset Management’s insights with LinkedIn’s ability to granularly reach our target audience proved to be a winning combination that led to the highest quality engagement.”

Kevin Hale, Vice President
Global Brand Experience
J.P. Morgan Asset Management

“The targeting capabilities of the LinkedIn platform helped us to identify the right people and engage them with the right content at the right time. This – along with the ability to monitor performance – enabled us to not only sustain but grow the volume of quality leads.”

Bree Marr, Manager
Digital Centre of Excellence
American Express
Rethink
THE CUSTOMER JOURNEY:
MARKET YOUR FINANCIAL BRAND ON LINKEDIN

ACHIEVE RESULTS AT EVERY STAGE OF THE JOURNEY

Awareness and Consideration - BlackRock

- Outranked Forbes, Time and Harvard Business Review on LinkedIn
- 222k followers through a measured approach targeting the right audience at the right time

Engagement - J.P. Morgan Asset Management

- 10X growth in financial advisor followers of Showcase Page
- 200% engagement rates compared to platform benchmarks
- 20% increase in conversions

Acquisition - American Express

- 55% of total actions, driven by LinkedIn, of all media channels
- 23% lower average cost-per acquisition
At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys. 

**We can do this through:**

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and ‘always on’ content matched to each stage of your customers’ journey.

Visit [www.business.linkedin.com/marketing-solutions/financial-services-marketing](http://www.business.linkedin.com/marketing-solutions/financial-services-marketing) to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization’s customer journey and connect you to the audiences and issues that matter most.
ABOUT LINKEDIN | LinkedIn connects the world’s professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world’s first Economic Graph. LinkedIn has more than 500 million members and has offices in 30 cities around the world.

Copyright © 2017 LinkedIn
All rights reserved.

CONTACT US
Jennifer Grazel
Global Director, Vertical Marketing
LinkedIn Marketing Solutions: Financial Services
jgrazel@linkedin.com

VISIT US AT
https://business.linkedin.com/marketing-solutions/financial-services-marketing

FOLLOW US ON TWITTER
@LinkedInMktg