



Rethink

THE CUSTOMER JOURNEY

MARKET YOUR FINANCIAL BRAND ON LINKEDIN

*Target and engage decision makers
who influence each stage of the
customer journey.*

LinkedIn™ Marketing Solutions

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THE CUSTOMER JOURNEY: MARKET YOUR FINANCIAL BRAND ON LINKEDIN

Full c-suite buying committee

9M

C-suite executives
(including financial
decision makers:
CFOs, treasurers)

51M

Business
decision makers

86M

Senior level influencers

14.5M

Opinion leaders

Small businesses and entrepreneurs

8M

Small business owners
and entrepreneurs

24M

Small business
decision makers in the
US – 111M globally



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

Financial intermediary and advisor audiences

3.3M

Insurance industry
professionals

1.3M

Financial advisors

Wealth and retail audiences

4.4M

High net worth
individuals

33M

Mass affluent
(with \$100K+
investable assets)

7M

Affluent millennials

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.

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THE MOST TRUSTED PLATFORM

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 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

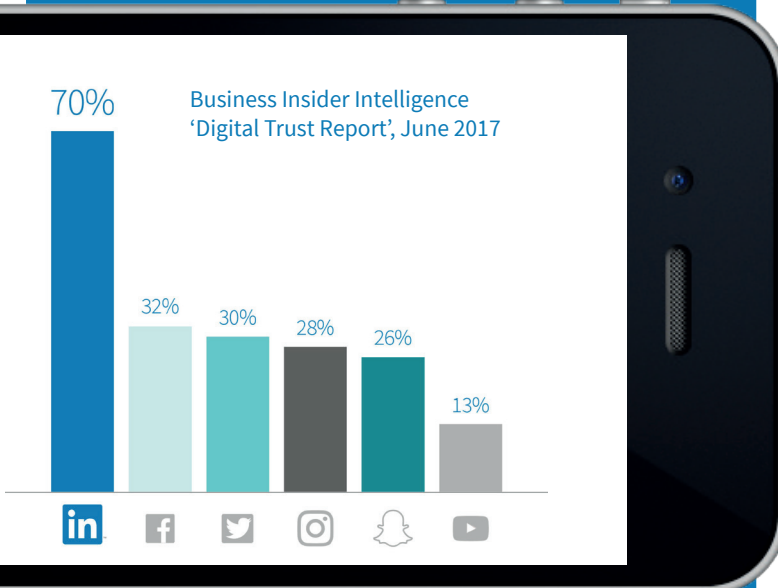
People approach different platforms with different mindsets. Professionals come to LinkedIn to invest time in furthering their career, building their personal brands and informing important decisions.

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



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TARGET AUDIENCES THAT MATTER TO YOU

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

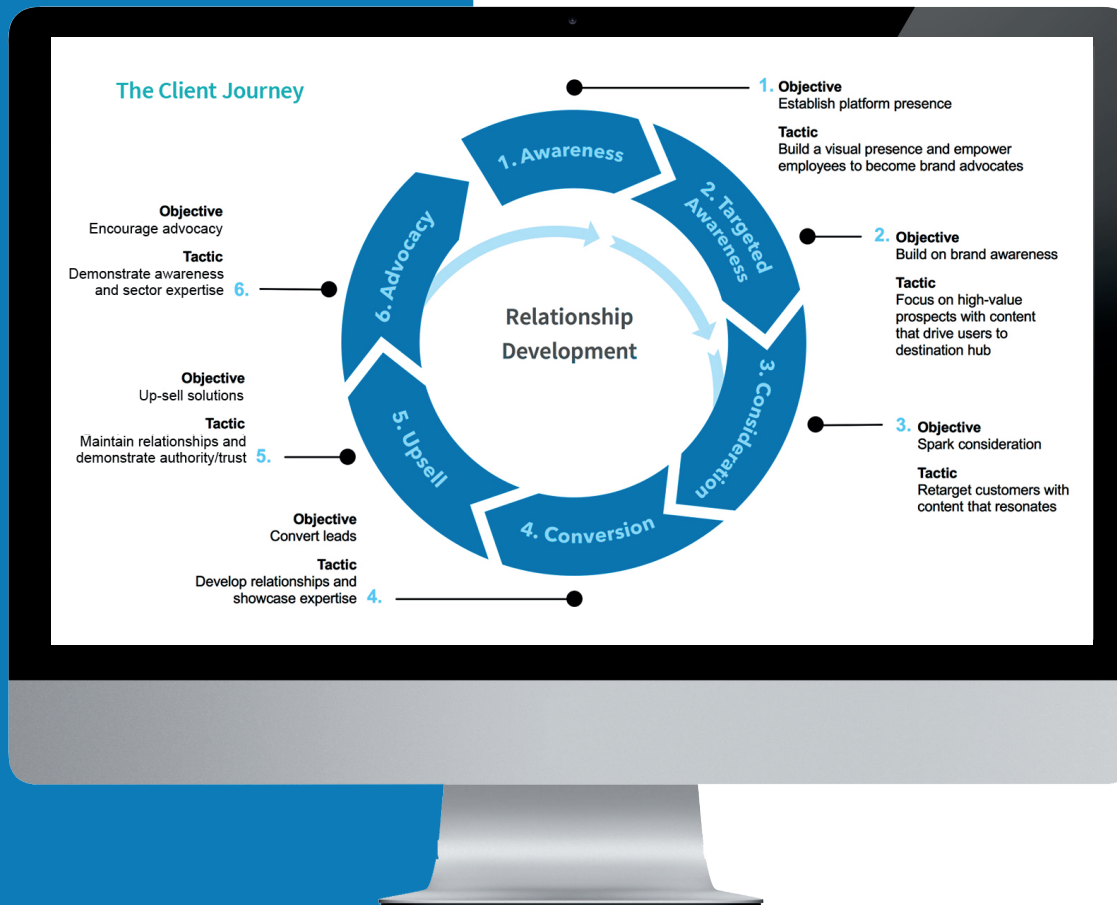
 Run account based marketing campaigns with Account Targeting

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

Business Insider Intelligence 'Digital Trust Report', June 2017

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DELIVER YOUR FINANCIAL MARKETING OBJECTIVES

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)

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HOW BRANDS SUCCEED THROUGH LINKEDIN

Awareness and Consideration

“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

Engagement

“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

Acquisition

“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

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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



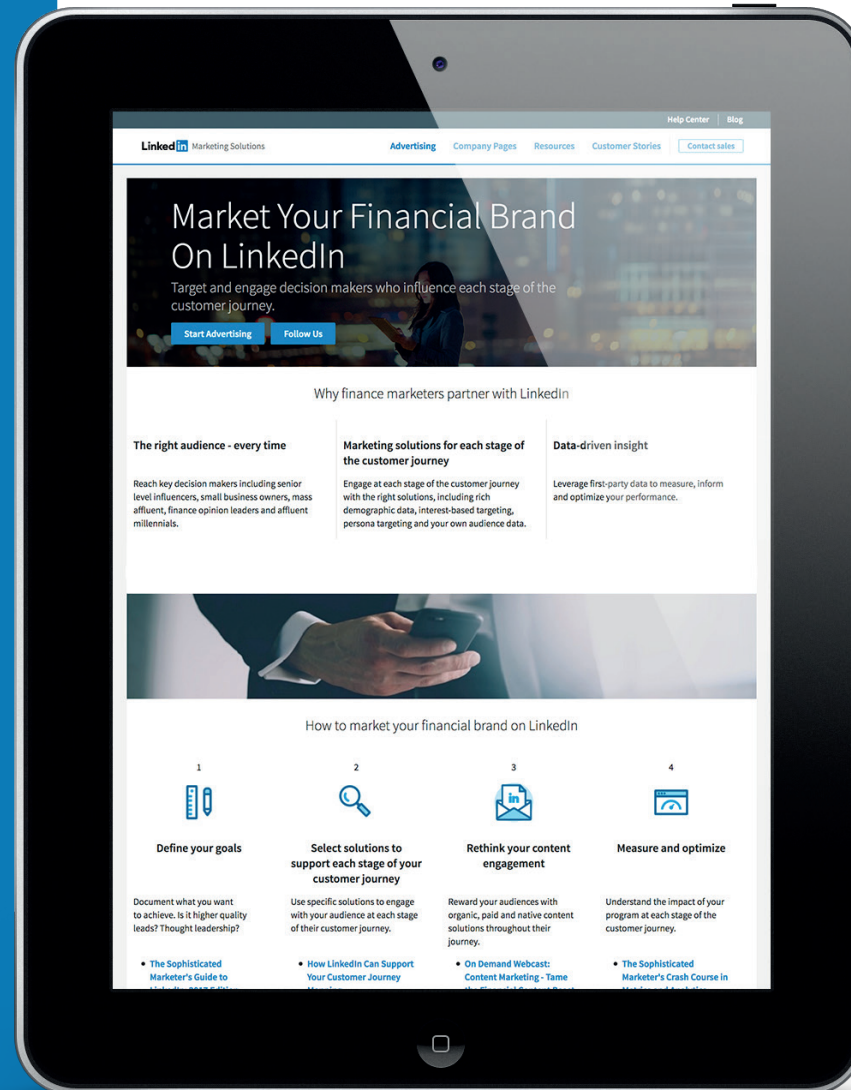
23%

lower average
cost-per
acquisition



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HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

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 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.

CONTACT US

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VISIT US AT

<https://business.linkedin.com/marketing-solutions/financial-services-marketing>

FOLLOW US ON TWITTER

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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.

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