

# Targeting the Decision-Makers that Matter — LinkedIn & Economic Development in 2017

Economic development marketers operate in a complex environment. Not only do they have to recruit and attract new business to their regions, but they also support and inform the talent and organizations already there, all the while maintaining conversations with local and national governments, educational systems and universities, and talent throughout the US and beyond.

Legacy advertising efforts have proven to be costly and difficult. Events and relationship-based meetings are excellent, but don't easily scale. And while traditional media has its place, much of the spend is wasted (and untrackable) without digital targeting of the key business decision-makers and influencers that are in the sweet spot for many campaigns.

Sponsored content on LinkedIn solves for many of these issues, helping EDOs across the country directly target and connect with the business decision-makers that matter.

Based on what we learned in 2016, here are five areas our customers are focused on in 2017:

## 1. Delivering Relevance at Scale

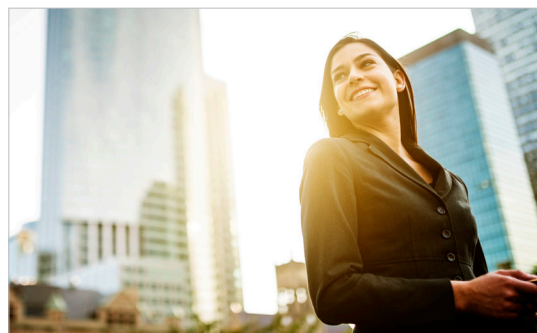
You no longer need every message to work across all audiences. With LinkedIn's dynamic native advertising platform, you craft the targeting, create and customize the message for each of those audiences, and deliver it in-feed or via sponsored InMail where it feels personalized for each recipient.

## 2. Recruiting Millennials

According to new PwC research, over 70% of millennials say they would live in another region to further their career. To attract more millennials, who by 2020 will become the nation's largest working demographic, EDOs are turning to LinkedIn to promote quality of life, cost of living, and other characteristics of their region that matter to this important audience.

## 3. Mobile-First

Executives are more dependent on their mobile devices than ever before. Quartz research shows that for 59% of executives, their primary source of news and information is now their mobile device. On LinkedIn, over 60% of our traffic comes via mobile, providing the perfect environment to reach busy executives on the go.



## 4. Content Builds Relationships

Our best-in-class EDO customers are embracing content marketing as the way to engage and influence their key audiences. Great content allows EDOs to establish trust, build thought leadership, and drive consideration while tracking interactions and conversions at each step.

## 5. Addressing International Audiences at Scale

With over 460 million members worldwide, LinkedIn makes it easy to reach executives and other audiences in nearly every country across the globe, no matter what business or industry you're looking to engage.

**Here are some of our best examples and takeaways from practitioners that you can learn from and apply to your campaigns in 2017:**

### Arkansas - Engagement 3x LinkedIn Benchmarks:

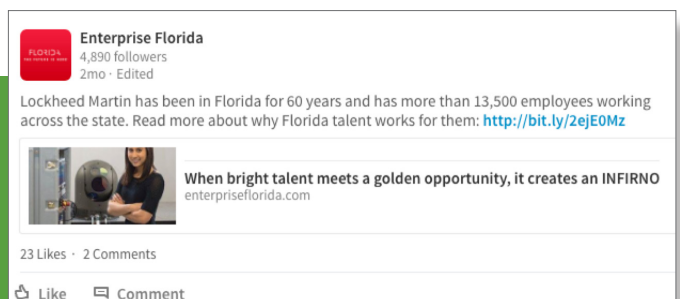
At Arkansas Economic Development Commission, we need to listen to and reach business leaders, so it only makes sense that we utilize LinkedIn in a variety of ways. First, our agency maintains an active presence, providing relevant and informational content, as well as updates on Arkansas' growing economy. Second, we leverage the targeting capabilities of the LinkedIn platform to cost-effectively connect with business leaders in specific verticals through advertising and sponsored posts. Finally, our staff embraces LinkedIn as a way to stay actively connected with our own professional networks, amplifying our reach by sharing content through individual business relationships.

—Clark Cogbill, Director of Digital Marketing & Technology



### Enterprise Florida - Driving Qualified Leads:

LinkedIn has proven to be an excellent vehicle for distributing content, as well as testing what type of content resonates well with our target. For Enterprise Florida, which is the principal economic development organization for Florida, we are using LinkedIn for generating brand awareness and increasing qualified followers. We are applying the LinkedIn performance learnings to tailor additional content creation going forward, not just with this platform, but for all platforms.



— Lauren Collie, St. John & Partners, Senior Media Planner