



THE

GUIDE TO LINKEDIN

Linked 

# CONTENTS



## INTRODUCTION

# A guide for the here and now

CMOs have a unique opportunity to make a difference on social media. And LinkedIn is leading the way. It starts with building your personal brand and continues all the way through more conversions, greater customer retention, and proving ROI.

This guide takes a focused, practical look at how you can be the most effective on LinkedIn and beyond. You will learn how to create an engaging presence on the platform and how to use LinkedIn to address the top trends in B2B and B2C marketing right now.

Read on to learn how to position yourself, your team, and your brand for success.



**Your audience is always on, and visits LinkedIn on the move.**

MOBILE ONLY

**11%**



DESKTOP ONLY

**31%**



CROSS DEVICE

**57%**



## LinkedIn members are becoming more global by the second.



**2/sec**

More than two members  
join per second



**2 out of 3**

Two-thirds of new members  
are from outside the U.S.



**100M+**

On average, over 100M  
unique visitors a month

## CMOs are active contributors to LinkedIn's content economy.

472%

more shares

CMOs amplify content to their network of affluent professionals

28%

more likely to stay up to date on industry discussions

They are using LinkedIn to keep updated on industry news

109%

more companies followed

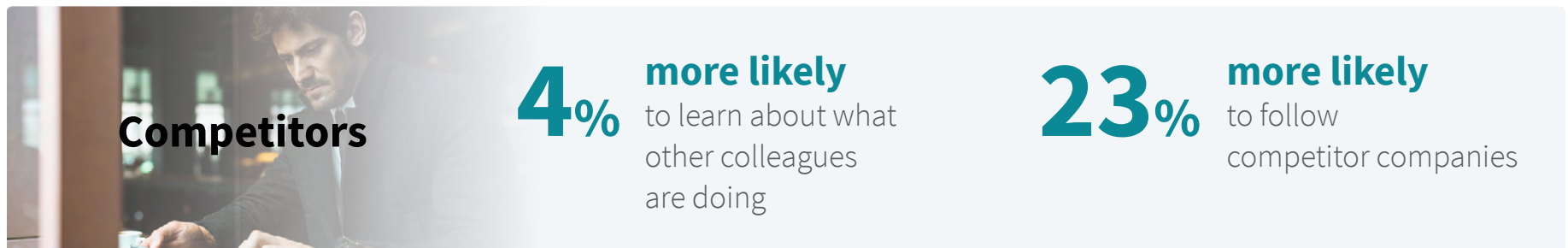
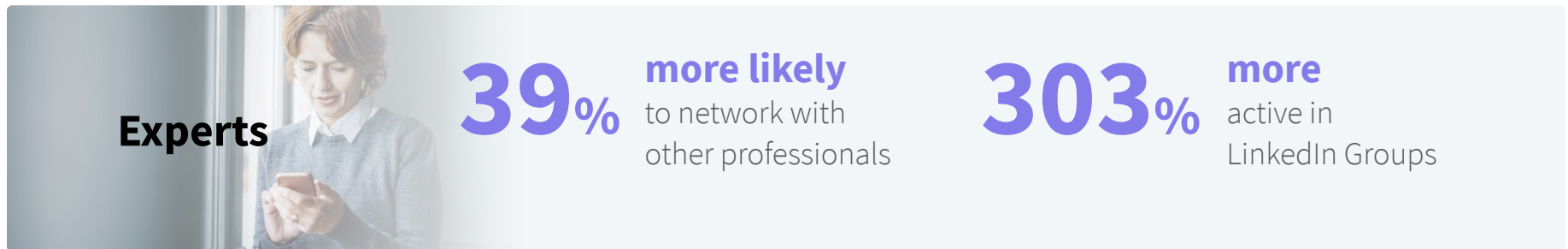
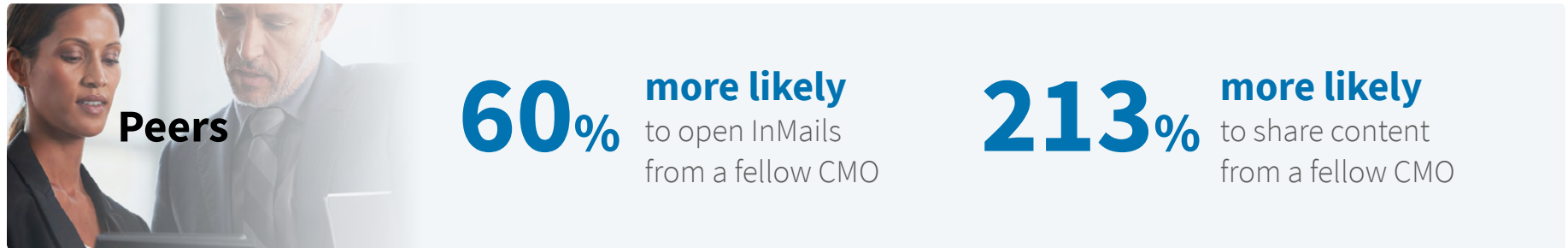
They're receiving shareable content from companies

98%

more mobile views

They're more likely to engage on a mobile device

## More than the average member, CMOs seek diversified advice from:



# Opportunities for CMOs on LinkedIn

82%

of consumers are more likely to trust a company whose CEO and leadership team engage on social media. Seventy-seven percent are more likely to buy from such a company.

LinkedIn can be a valuable resource for those in senior management. Executives use LinkedIn to connect with peers, establish thought leadership, and grow their business.

CMOs are leading by example on social media: the nearly 3 million CMOs on LinkedIn share more content, follow more companies, and participate in more discussion than the average member.



If you're ready to build your reputation and advocate for your brand, it's time to get active on LinkedIn.

# How to strengthen your LinkedIn profile

Before you ramp up your activity on LinkedIn, it's worth making sure your LinkedIn profile is ready for an influx of attention. Your profile is a 24/7 introduction to your brand and organization for casual browsers, potential customers, and existing clients alike. A few simple tweaks can help make it more compelling.

The screenshot shows a LinkedIn profile for Shannon (Stubo) Brayton. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. The profile banner is a blue geometric pattern. The profile picture shows a woman in a blue blazer. The name is Shannon (Stubo) Brayton, with the title Global Marketing and Communications Executive and location San Francisco Bay Area. There are 500+ connections. The bio states: "I have more than two decades of experience leading teams and shaping corporate narratives for some of the world's most innovative and disruptive companies, including Yahoo!, eBay and LinkedIn. I joined LinkedIn in 2011..." The 'Highlights' section shows 10 mutual connections. The 'Articles & Activity' section shows 12,552 followers and a post about returning to an employer. The 'Experience' section shows a role as Chief Marketing Officer.

**Contact and Personal Info**  
Shannon (Stubo)'s Profile, Websites, and Twitter  
[Show more](#)

**People Also Viewed**

- Melissa Selcher** • 2nd  
Vice President, Brand Marketing and Corporate Communications
- Khushboo Taneja** • 2nd  
Product Manager @ Facebook
- Bill Gates**  
Co-chair, Bill & Melinda Gates Foundation
- Nick Bartle** • 2nd  
CMO at Pandora
- Ryan Roslansky** • 2nd  
Head of Product at LinkedIn
- Gary Briggs** • 2nd  
VP, CMO at Facebook
- Reid Hoffman** • 2nd  
Entrepreneur, Product Strategist, Investor
- Pat Wadors** • 2nd  
CHRO - Lady SVP Global Talent Organization
- Penny Price** • 2nd  
Vice President, Marketing Solutions, LinkedIn
- Mike Gamson** • 2nd  
Passionate about investing in people

**Learn the skills Shannon (Stubo) has**

- Google Tag Manager (V2) Essential Training**  
Viewers: 22,752
- Danny Sullivan on SFO**  
Viewers: 16,388
- SEO: Ecommerce**  
Viewers: 18,229

## PROFILE PICTURE

Pick a friendly, professional-looking picture that's consistent with your personal brand. No casual shots, animals, or other people in the photo, please.

## CUSTOM URL

Pick the shortest, simplest available URL based on your name.


## HEADLINE

Change your default job title headline to demonstrate your areas of expertise.

## SUMMARY


Share your vision and management philosophy in this personal note. Don't be afraid to express strong opinions about the work you do and why it matters.

# How to strengthen your LinkedIn profile




Want to return to the employer you just quit? Here's how to know if you can  
Shannon (Stubo) Brayton on LinkedIn

[See 8 more articles](#)




Yesterday marked the 16th anniversary of when I became a US citizen. On that Shannon (Stubo) liked




LinkedIn is collecting school supplies for Family Giving Tree. Help a child prepar... Shannon (Stubo) commented

[See all activity](#)


Learn the skills Shannon (Stubo) has



Google Tag Manager (V2) Essential Training  
Viewers: 22,752




Danny Sullivan on SEO  
Viewers: 16,388




SEO: Ecommerce  
Viewers: 18,229

Experience




**Chief Marketing Officer**  
LinkedIn  
Apr 2015 – Present • 2 yrs 4 mos  
Silicon Valley


Media (5)




CommsConnect NY 2015: Fireside Chat with LinkedIn CEO Je...



LinkedIn to Debut Its First TV Commercial During the Oscars




LinkedIn Will Air Its First-Ever TV Commercial During t...




**Member Board Of Directors**  
Vidyard  
Feb 2017 – Present • 6 mos  
Waterloo, Ontario, Canada


Media (2)



The Force is strong as Vidyard lands \$35 million to awaken vi...




LinkedIn CMO Shannon Stubo joins Vidyard's Board of Directors




**Advisor and Investor**  
beek leathersgoods  
Aug 2015 – Present • 2 yrs  
Newport Beach, CA

Media (2)



Walk many miles in their sandals



New Sandal Brand to Watch: Beek

## EXPERIENCE

Prune it down to just a few relevant past roles, and explain how each contributed to the CMO you are today.

## MULTIMEDIA

Add video, images, and SlideShare presentations that highlight your team's strongest content.

Every text field in your profile is searchable on LinkedIn and via other search engines. As you write, consider what terms people might use in searching for you, and use keywords strategically.



## Five critical trends for CMOs in the know

If one word sums up marketing this year, it's "more." We have more data to parse, more channels to cover, more opportunities to embrace, more responsibilities to shoulder. The only things we don't have more of are time and resources.

To cut through the clamor of "more, more, more," we need to come down from the clouds and get down to practical, street-level actions you can take for immediate impact. The following five trends are well worth an investment of your budget and attention right now, starting today.

A man with short dark hair and a beard, wearing a dark suit, white shirt, and dark tie, is looking down at a device he is holding in his hands. He has a slight smile on his face.

1

# Measurement is becoming more sophisticated

Marketers have access to more data now than ever before. We can track consumers across the internet and back. And the CEO is increasingly demanding we do just that. We need to demonstrate ROI and prove marketing's value in concrete ways. Marketers are beginning to be more sophisticated with measurement, but we have a ways to go.

**57%** Only 57% of marketers say they can prove their marketing leads to sales.

## What to do

When setting goals, work backwards from ROI to make sure you will be able to prove results. Focus on the metrics that are relevant to your goals and tie directly to ROI.



## How LinkedIn can help

**LinkedIn Conversion Tracking** can help give you the full picture of your LinkedIn marketing efforts on and off the platform. See which campaigns, ads, and audiences are driving leads. Then use this information to optimize.

## 2

# Account based marketing enables precision targeting at scale

Account based marketing (ABM) has always been an effective tactic for companies with enough people and resources to do it properly. Now technology is bringing ABM to the rest of us. Rather than focusing a ton of effort on just a few accounts, you can bring a degree of personalization to many accounts at once.

### ABM GETS RESULTS

**84%** of companies engaged in ABM say it brings in higher ROI than other types of marketing.

### What to do

The first step towards an ABM strategy is identifying key accounts. Work with your sales department to find likely candidates, and begin planning how you might personalize content.



### How LinkedIn can help

**LinkedIn Account Targeting** can assist in both finding key accounts and delivering personalized outreach.

# 3

## Influencer marketing extends reach

Consumers today are surrounded by so much content they're becoming numb to it. Influencer marketing is an easy and effective way to give your content added value for your audience, and an amplification boost to make sure it gets seen. Influencer marketing is the fastest-growing online method of acquiring customers, outpacing organic search, email, and paid search.

### What to do

Start identifying influencers in your industry. It's not about the absolute biggest social following—you don't need Ed Sheeran or Taylor Swift. Look for people who are the most influential with your target audience.



### How LinkedIn can help

You can start building relationships with influencers on LinkedIn. Use [LinkedIn Sponsored InMail](#) to make a connection and add them to your network. Then share their content, help promote them, and look for opportunities to work together.

# 4

## Native advertising drives engagement

Consumers are growing more sophisticated in their approach to advertising, more likely to tune out intrusive or irrelevant messaging. Native advertising makes it easier to reach consumers on social media by adding value to their content feed, rather than interrupting it.

### RESEARCH SHOWS

**20-60%**

Consumers interact with native ads 20-60% more than traditional advertising.

### What to do

If your budget doesn't already include native ads, it's time to make them part of your strategy. Use native ads to add followers to your social networks and drive traffic to landing pages.



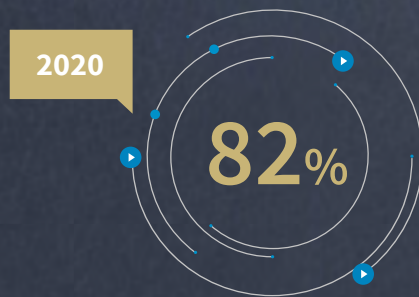
### How LinkedIn can help

**LinkedIn Sponsored Content** delivers business messages in the right format and venue for your audience. Use Sponsored Content to target the broadest relevant audience for your top-performing organic content.

5

## Video is the new content king

Video content is an ever-growing percentage of all content consumed online.



Cisco estimates by 2020, 82% of all data transferred online will be video. And it's not all Netflix and YouTube: 75% of business executives watch work-related videos weekly.

### What to do

Explore how your brand can use video to tell stories. You don't need an in-house production studio. Think simple how-to videos, motion graphics, behind-the scenes video, and live feeds.



### How LinkedIn can help

LinkedIn supports video embedding right in your **Company Page** updates. You can specifically target each post to the most relevant audience.



## The world's most influential CMOs

Ready to raise your visibility and join your fellow CMOs on LinkedIn? Start by following these knowledgeable, highly active business leaders. These fifty individuals were selected as most influential by [Forbes' 2017 CMO Report](#).

Not only will they inspire your own LinkedIn activity, their insights will be a priceless addition to your news feed.

# The world's 50 most influential CMOs

1	Keith Weed	Unilever	26	Monika Schulze	Zurich Insurance Group
2	Antonio Lucio	HP Inc.	27	Keith Moor	Santander UK
3	Phil Schiller	Apple	28	Shannon Stubo	LinkedIn
4	Linda Boff	GE	29	Dean Evans	Hyundai Motor America
5	Leslie Berland	Twitter	30	Andrew Sherrard	T-Mobile USA
6	Marc Mathieu	Samsung Electronics America	31	Patrick Adams	PayPal
7	Musa Tariq	Ford Motor Company	32	Maryam Banikarim	Hyatt Hotels Corporation
8	Jonathan Mildenhall	Airbnb	33	Terrance Williams	Nationwide
9	Raja Rajamannar	Mastercard	34	Amélie Oudéa-Castera	AXA
10	Karen Walker	Cisco	35	Mark Crumpacker	Chipotle Mexican Grill
11	Chris Capossela	Microsoft	36	Michelle Peluso	IBM
12	David Edelman	Aetna	37	Roxanne Taylor	Accenture
13	Jeremy Burton	Dell	38	Steven Fund	Intel Corporation
14	Ann Lewnes	Adobe	39	Dawn Hudson	NFL
15	Maggie Chan Jones	SAP	40	Alex Asnovich	Hikvision USA
16	Julie Woods-Moss	Tata Communications	41	Diego Scotti	Verizon
17	Magali Noé	CNP Assurances	42	Chris Bruzzo	Electronic Arts
18	Seth Farbman	Spotify	43	John Miller	NBC Olympics
19	Kristin Lemkau	JPMorgan Chase	44	Rick Gomez	Target
20	Matt Preschern	HCL Technologies	45	Alan Gershenhorn	UPS
21	Gary Briggs	Facebook	46	Chris Leong	Schneider Electric
22	David Roman	Lenovo	47	Tony Rogers	Walmart US
23	Marisa Thalberg	Taco Bell	48	Nuno Teles	Heineken USA
24	Diana O'Brien	Deloitte	49	Tim Mapes	Delta Air Lines
25	Kelly Bennett	Netflix	50	Jack Hollis	Toyota Motor North America



## CONCLUSION

# CMOs can do more on LinkedIn

It's an exciting time to be a CMO.

Marketers today have a direct line to our customers: we can see what they're thinking about and what they need, and we can respond in real time. You can start a dialogue, be the public face of your brand, and build your personal reputation on social media.

With LinkedIn, you have more tools at the ready to make sure your quality content reaches the right audience at the right time.

You can measure your efforts with a high level of sophistication. You can personalise with automated account based marketing. You can expand your reach with influencer marketing and native advertising. You can earn more attention with multimedia content.

If you're ready to take action, LinkedIn can help. Visit [marketing.linkedin.com](https://marketing.linkedin.com) to get started.



For the first time in the history of media, you can reach the world's professionals all in one place. More than 500M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com)