

Currency

OF TRUST:

HOW VALUABLE IS TRUST TO YOUR BRAND?

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LinkedIn
Marketing Solutions

HOW MARKETERS CAN NAVIGATE TODAY'S POST-TRUST LANDSCAPE

*As customers move away from official channels,
how can brands make lasting connections?*

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INTRODUCTION



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

Over the last 12 months, three forces have combined to put the issue of trust at the top of the marketing agenda.

1. Institutional trust

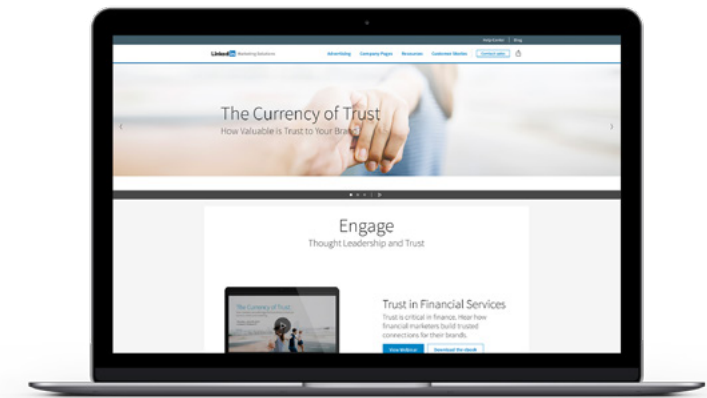
The 2017 Edelman Trust Barometer¹ shows a crisis in trust across all institutions including: media, governments, businesses and NGOs.

2. Media trust

Bombarded by ‘fake news’, consumers are increasingly unsure of who to turn to. Trust in traditional media has also fallen to a new low¹. For the first time ‘a person like yourself’ is now considered as trustworthy than an expert.

3. Advertising trust

Viewability, ad fraud and brand safety are top of mind for United States advertising professionals².



This eBook is designed to help marketers with both a strategic and tactical response to these challenges.

This is one part of our wider ‘Currency of Trust’ campaign.

Visit [Currency of Trust](#) to find a range of assets and actionable insights including:

- Webinars
- Videos of ‘Pathfinder’ CMOs navigating the trust landscape
- Research highlights and infographics
- Practical guides and eBooks

Don’t forget to check back for updates through the year.

Sources: ¹ 2017 Edelman Trust Barometer
² Integral Ad Science, “Top Of Mind for 2017”, February 2017

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WHY TRUST MATTERS

“Trust arrives by foot, but leaves in a Ferrari.”
Mark Carney, Governor of the
Bank of England

Running for 17 years, the most reliable benchmark of consumer trust is the Edelman Trust Barometer. In 2017, they sampled more than 33,000 individuals across 28 countries and reached the conclusion that there is ‘a global implosion of trust’.

For the first time in the Barometer’s history, they have seen a decline in trust in all four institutions (NGOs, business, media and government).



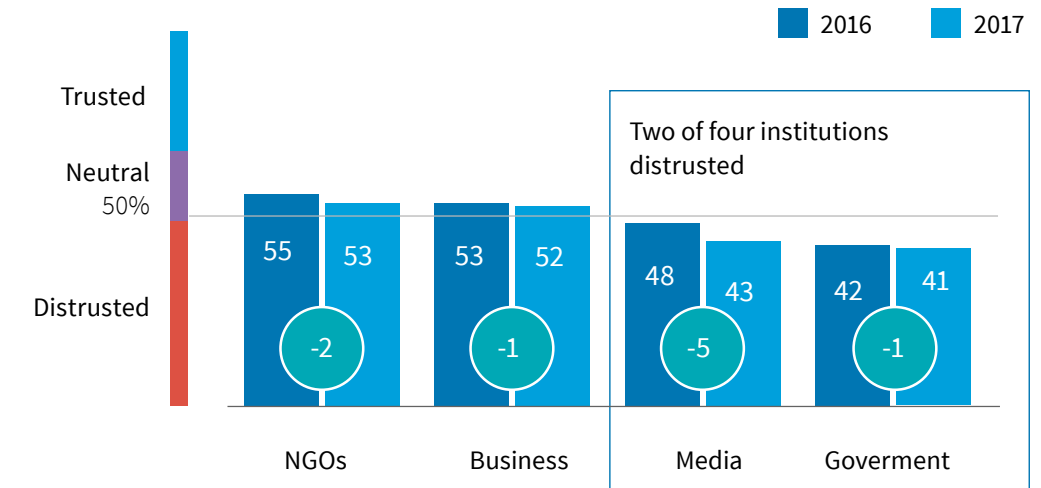
For sectors like financial services, reputational trust is a survival issue. Speaking in our [“The Currency of Trust: How marketers should bridge the trust divide in financial services, media and marketing” webinar](#), Deidre Campbell, Global Chair, Financial Services Sector, Edelman said, “we do see a positive uptick in financial services trust, but we’re still at the bottom of the barrel.”

Other industries like energy, telecom and healthcare are also bumping along the bottom of the indices.

And even in sectors like professional services, the reputation of the firm is one of the biggest competitive USPs and can be a decisive factor in picking a firm³.

Trust in All Four Institutions Declines

Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017



Source: 2017 Edelman Trust Barometer



“We do see a positive uptick in financial services trust, but we’re still at the bottom of the barrel.”

Deidre Campbell
Global Chair, Financial Services Sector, Edelman

Source: ³The Role of Reputation in Professional Services Firms, University of Oxford, 2011

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What is the price of trust?

Speaking at [“The Currency of Trust: How marketers should bridge the trust divide in financial services, media and marketing” webinar](#), Clayton Ruebensaal, Vice President, Global Brand Management, American Express, said, “when you distill the metrics into what really matters, trust is the factor most closely associated with purchase intent. As trust goes up, purchase intent goes up and so does our business.” This drives the focus of his marketing team: “In our team, there isn’t anything else on our mission except for ‘how do we build trust?’”

In addition to intent and consideration, trust is a key factor in building word of mouth. As Elyssa Gray, Vice President, Brand, Betterment, says, “we owe 25% of our customer base to word of mouth. You’re not going to recommend a service you don’t trust.”



“Trust is the factor most closely associated with purchase intent.”

**Clayton Ruebensaal, Vice President,
Brand Management, American Express**

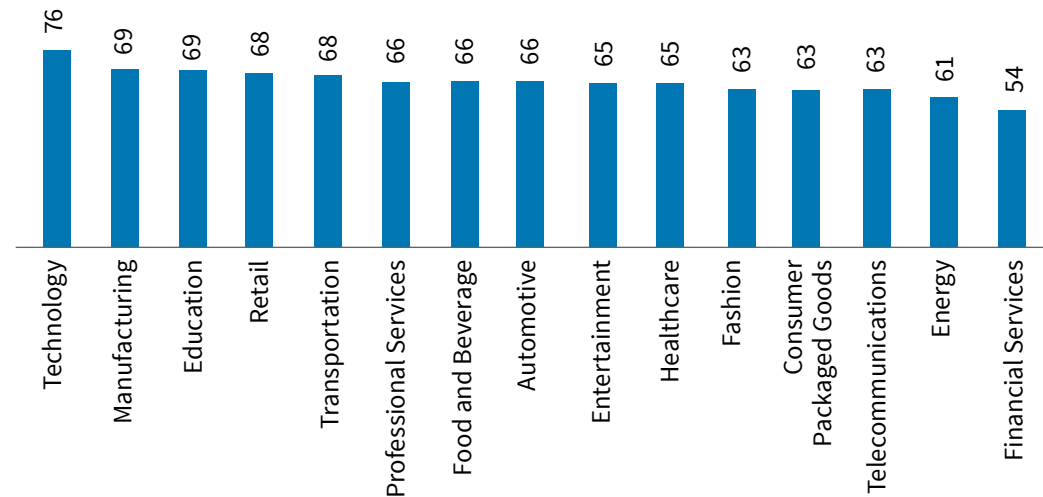


“You’re not going to trust a service you don’t recommend.”

**Elyssa Gray, Vice President, Brand,
Betterment**

Trust Levels in Core Industry Sectors

Percent trust in each industry sector, General Population



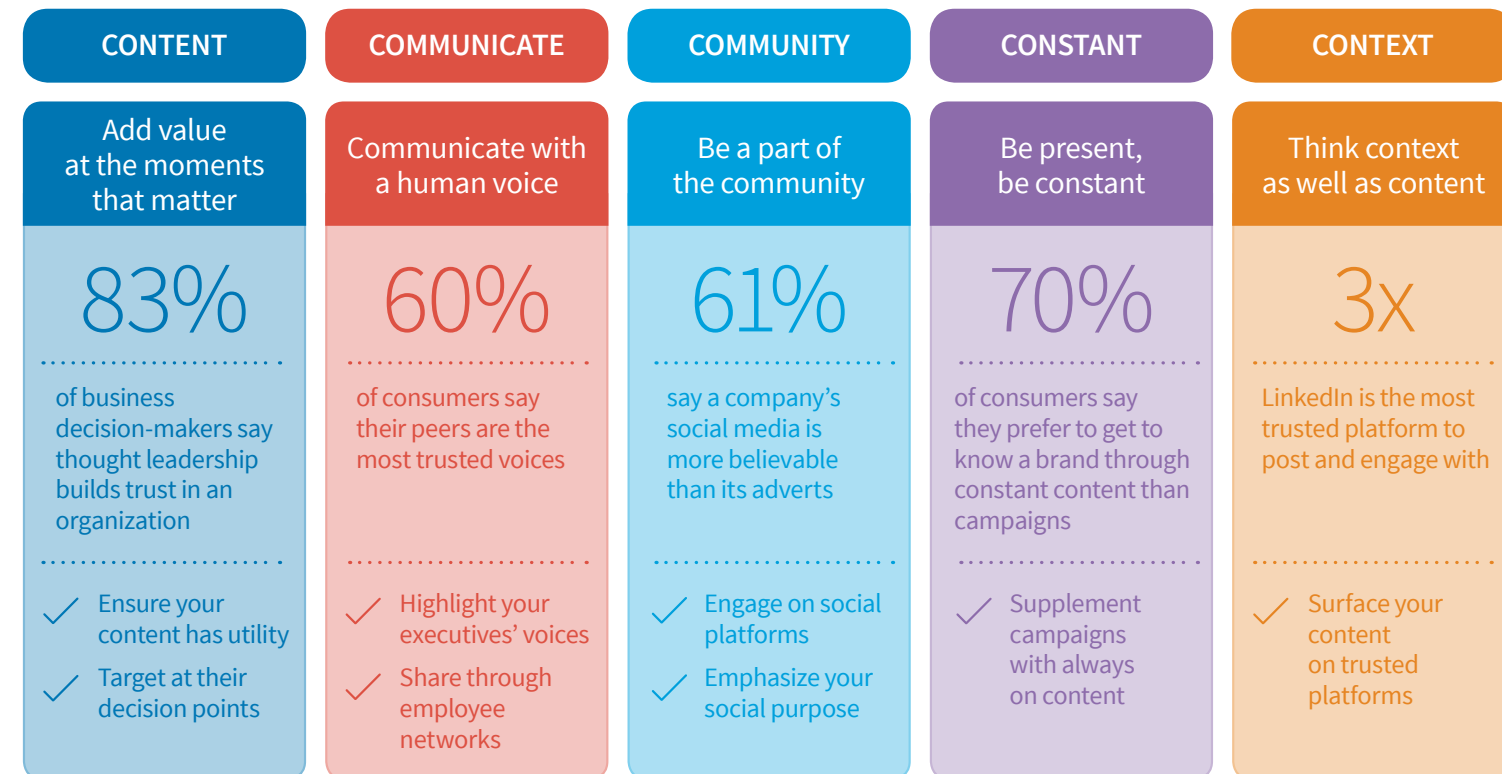
Source: 2017 Edelman Trust Barometer

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THE 5 PILLARS OF DIGITAL TRUST

At LinkedIn, we have worked with thousands of brands as they seek to build trusted relationships with their audiences. We've distilled our learnings into The 5 Pillars of Digital Trust.



Source: ⁴2017 Edelman Trust Barometer

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PILLAR 1. CONTENT

Add value at the moments that matter

A strong content marketing operation is critical for building trust.

According to research by Edelman and LinkedIn into the impact of thought leadership⁵ for 83% of business decision makers, thought leadership helps build trust in an organization.

“Unlike Twitter and Facebook, LinkedIn is not besotted with fake profiles, fake news and angry invective. As a result, it’s become a kind of refuge for real people who want to discuss ideas, not hurl insults or swap memes.”

Dan Tyan

“Once a Running Joke, LinkedIn Is Suddenly a Hot Social Network. Here’s What Changed”, September 2017

Trust tips:

- Focus on the ‘moments that matter’ in the lives or business journeys of your customers. Look to add value at these critical inflexion points. These can also be moments of crisis. “That’s when somebody needs you most,” says Clayton Ruebensaal, Vice President of Global Marketing, American Express. “These dark moments happen to individuals and it’s in those one-to-one settings where we think we’re at our best. For us, that’s a driver for taking what’s great about us in our most heroic moments, however small, and saying, ‘how can we do more of that?’”
- Offer ‘added utility’. Think beyond blogs and videos and differentiate your offering with tools, APIs and templates. A great example is Prudential’s ‘[Bring Your Challenges](#)’ campaign which includes apps, tools and crowd-sourced experiments.

How LinkedIn can help:

LinkedIn is predominantly a content engagement platform with 15x more content impressions than job positions and +100,000 long form posts created every week by our members.

To leverage this, our Sponsored Content solution is viewed by consumers as the least intrusive ad format⁶.

Sources: ⁵‘How Thought Leadership Supports B2B Demand Generation’; Edelman/LinkedIn, June 2017

⁶Business Insider Intelligence ‘Digital Trust Report’, June 2017

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PILLAR 2. COMMUNICATE

Communicate with a human voice

“Individuals are more trusted than institutions by a 10-point margin,” highlighted Deidre Campbell of Edelman in our [“The Currency of Trust: How marketers should bridge the trust divide in financial services, media and marketing” webinar](#). For the first time in their Barometer, for 60% of individuals, ‘a person like yourself’ is as credible a source of information as an expert.

Speaking from American Express’s perspective, Ruebensaal made the point: “We need to take an inside-out approach to how we build trust in the brand. How do we ‘pull the curtain back’ for people who don’t know the company from the outside.”

Trust tips:

- Get your senior executives to highlight and share their interests and passions. Indeed, this should spread to all levels of the organization and impact hiring. Betterment’s hiring process includes considering cultural fit. Gray says, “one of the main criteria is around having passion for the mission that we’re on.”
- Leverage your employees’ social networks for sharing content and spreading your brand’s culture and ethos.

How LinkedIn can help:

Employee advocacy solutions such as [LinkedIn Elevate](#) can be particularly effective in unlocking brand voices.

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PILLAR 3. COMMUNITY

Be a part of the community

Edelman's 2017 Trust Barometer shows that 62% of consumers say that a company's social media is more believable than its advertising. Brands need to understand that the key to successful social media participation is based on two-way dialogue.

Trust in mainstream media has also declined to record lows, and this is potentially because consumers lack the ability to triangulate the news they receive amongst their more trusted peers.

Trust tips:

- Look beyond 'traditional' media solutions and prepare to be open for dialogue. In our ["The Currency of Trust: How marketers should bridge the trust divide in financial services, media and marketing" webinar](#), Deidre Campbell tells of a financial client which sought help because it was being "beaten up online".

"They lacked two-way communication," she says. "By helping them open conversations, taking them offline – and by making the conversation human – they were able to build trust, get off the back foot and begin proactive – rather than reactive – communications."
- Link up your marketing with corporate communications and CSR teams to emphasize your broader social purpose. This open approach is endorsed by Campbell, who suggests companies need to enforce radical transparency. "It's difficult in a highly regulated environment, but it's essential," she says. "You can quickly ascertain if a company is trying to hide something or isn't acting in the interests of the consumer."
- Take the front foot on specific issues. Edelman's research highlights that brands seen as reformers enjoy a 42-point trust lead over those perceived to be keen to preserve the status quo.

How LinkedIn can help:

LinkedIn is the largest online community of engaged professionals. Use our variety of targeted publishing solutions to reach more of your right audiences with the right content.

"Instead of only displaying posts by people within one's network, LinkedIn tweaked its recommendation algorithms to share content based on members' interests."

Ryan Roslansky, Global Head of Product, LinkedIn

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PILLAR 4. CONSTANCY

Be present, be constant

Trust has to be earned over time – the clients that enjoy a trust premium are judged by their sustained actions.

For marketers, this often means looking beyond a strict focus on product and brand campaigns to adopting an ‘always on’ approach where presence needs to be constant and consistent.

Indeed, 70% of consumers say they prefer to get to know a brand through constant content than campaigns⁷.

Trust tips:

- Don't just switch on and off for campaigns. Maintain a constant presence.
- Be prepared to respond to a crisis. “If you start switching gears radically, rather than being very purposeful, it's very jarring. Erratic behavior is not going to build trust,” says Gray from Betterment. “Trust comes from consistency.”

How LinkedIn can help:

LinkedIn's suite of audience insight, creative, distribution and measurement tools allow you to effectively orchestrate an ‘always on’ campaign.

Source: ⁷ <http://kapost.com/content-marketing-facts/>, Discover & Share Valuable Industry Knowledge



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PILLAR 5. CONTEXT

Think context as well as content

When it comes to trust, the medium is the message.

Fake news and brand safety are pressing issues for today's marketers and in selecting where they engage customers, brands must consider the content that will be appearing alongside.

This is best evidenced through the Business Insider Intelligence 'Digital Trust Report'⁸.

Source: ⁸Business Insider Intelligence 'Digital Trust Report', May 2017

Trust tips:

- Where your content is framed can have a significant impact. Leverage the trust equity of publishing platforms.
- Think about which digital platforms your target audience spends their professional time and share your relevant content on those platforms. These people will act as your influencers so it's important to publish your content where they operate.

How LinkedIn can help:

According to Business Insider Intelligence, LinkedIn is 'the most trusted social platform'. See the next page to find out why people rate LinkedIn higher than any other digital platform when it comes to trusted content.

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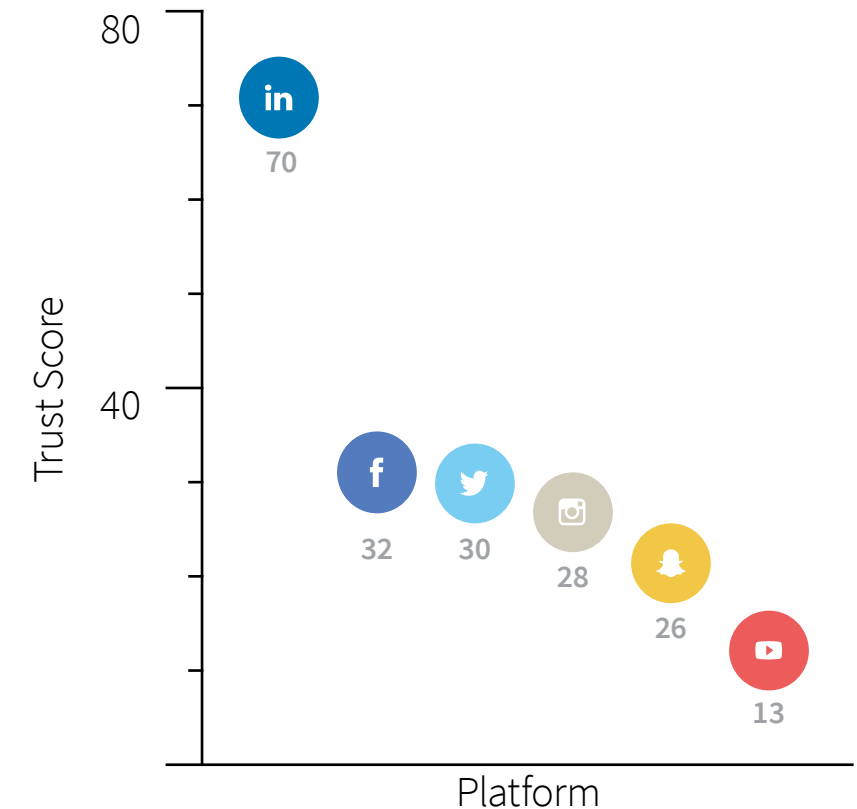
WHY CONTEXT COUNTS: TRUST IN DIGITAL PLATFORMS

In their research, Business Insider Intelligence surveyed 1,700 consumers for their perceptions of the major digital platforms around 'legitimacy', 'security' and 'community' in their digital media decisions.

LinkedIn was found to be "undisputedly the most trusted platform".

In the research, Business Insider Intelligence attributes this to the mindsets in which consumers approach the different social platforms. Members approach LinkedIn with a professional mindset to inform and progress their careers. "This dynamic causes people to treat content and interactions on LinkedIn as more authentic," says Business Insider Intelligence, and, in turn, "this engenders a higher degree of digital trust."

Digital Trust Rankings



Source: Business Insider Intelligence 'Digital Trust Report', June 2017

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Trust built across five metrics

Digging deeper, Business Insider Intelligence then looked at the different metrics that build a perception of trust.

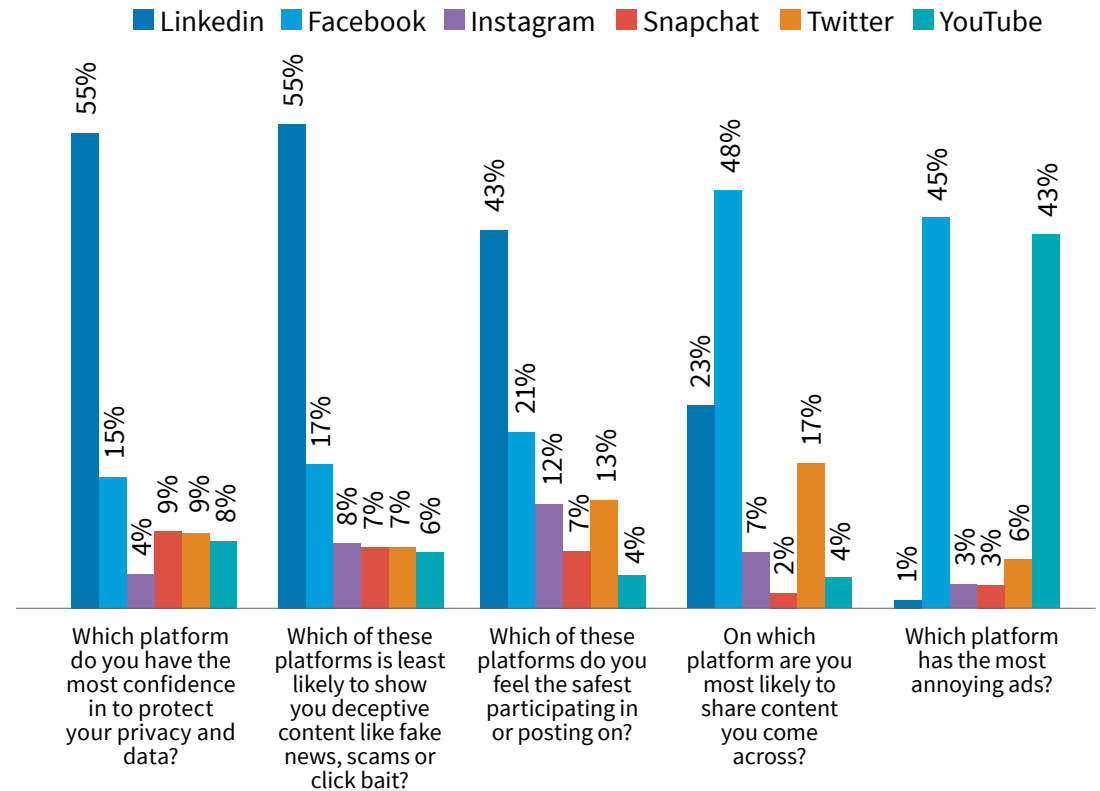
The research highlighted that:

- Respondents overwhelmingly agreed LinkedIn has the lowest incidence of deceptive content
- Consumers feel the safest posting content on LinkedIn by a wide margin
- LinkedIn blows its rivals out of the water when it comes to consumer privacy and data protection
- LinkedIn is judged to have the least annoying ads

For marketers, trust in content leads to trust in brand campaigns.

“Not only are campaigns on LinkedIn more likely to be viewed as forthright and honest, making them more persuasive, but they will also run in a trusted environment, alongside other reputable content, further benefiting brand perception.”

LinkedIn Ranks the Highest in Digital Trust



Source: Business Insider Intelligence 'Digital Trust Report', June 2017

TRUST CHECKLIST: HOW EFFECTIVE IS YOUR BRAND IN BUILDING TRUST?

Use our trust checklist to ensure your brand is taking the right steps to building trust with your customers.

CONTENT	COMMUNICATE	COMMUNITY	CONSTANT	CONTEXT
Add value at the moments that matter	Communicate with a human voice	Be a part of the community	Be present, be constant	Think context
<input type="checkbox"/> Are you targeting at customer decision points?	<input type="checkbox"/> Do your leadership team publish on the platform?	<input type="checkbox"/> Can you target influencers in your sector?	<input type="checkbox"/> Is your content 'always on'?	<input type="checkbox"/> Do you consider trust in your choice of media partners?
.....	
<input type="checkbox"/> Does your content add utility?	<input type="checkbox"/> Are your front-line teams systematically sharing?	<input type="checkbox"/> Could your communications team align better with content?	<input type="checkbox"/> Do you have hubs for your different audiences?	

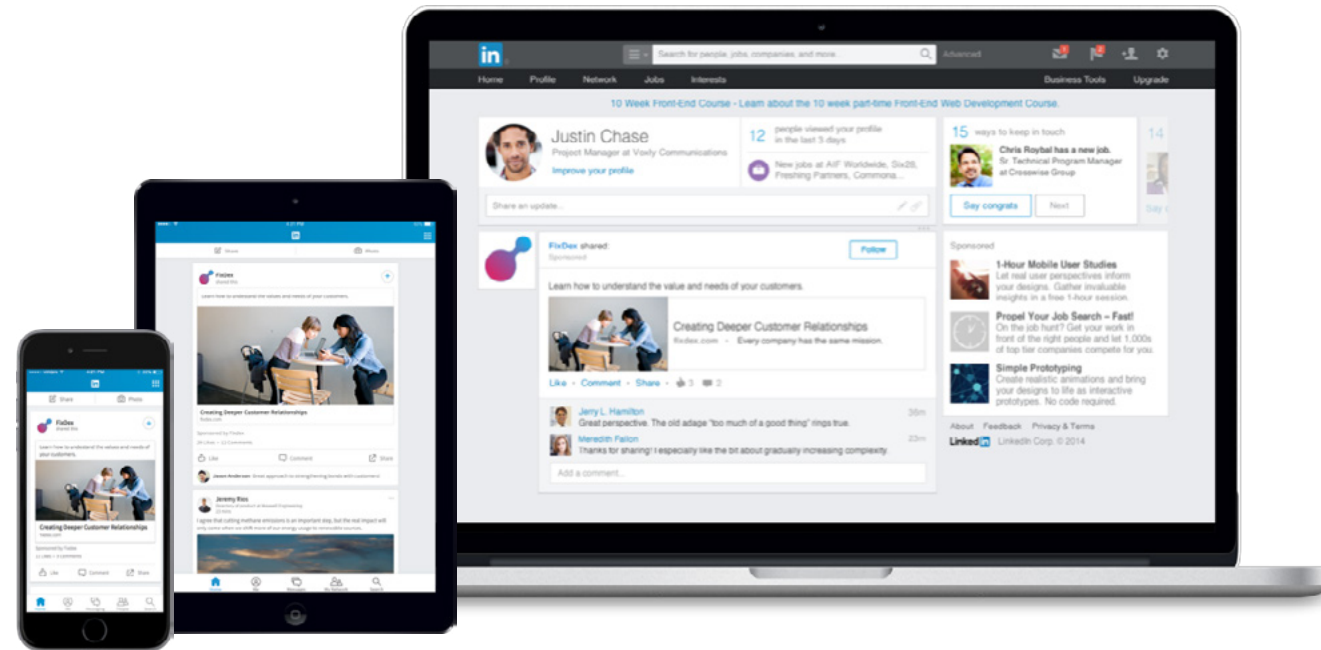
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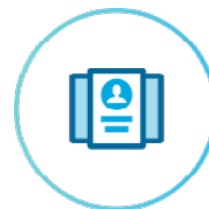
LINKEDIN SPONSORED CONTENT

Engage your prospects with relevant content in the world's only professional feed and beyond.

Build customer relationships at every stage of the buyer's journey by targeting content to your most valuable audiences wherever they spend their time.



Target your most
valuable audiences



Reach the people that matter
most using accurate, profile-based,
first-party data

Reach your
prospects anywhere



Publish your content in the LinkedIn
feed and in high-quality placements
beyond on mobile and desktop

Grow your business
at every stage



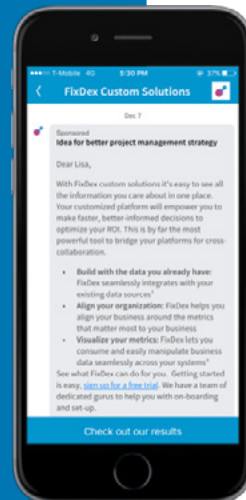
Drive quality leads, generate
engagement and raise brand
awareness with a powerful
B2B advertising platform

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LINKEDIN SPONSORED INMAIL

Send timely, convenient and relevant private messages to the people that matter most to your business.



Mobile-optimized
design for easy clicks



Persistent call-to-action button
remains on top of content
while user scrolls

Real-time delivery
ensures timely reach



Sponsored InMail messages
are only delivered when
members are on LinkedIn

Uncluttered
professional context

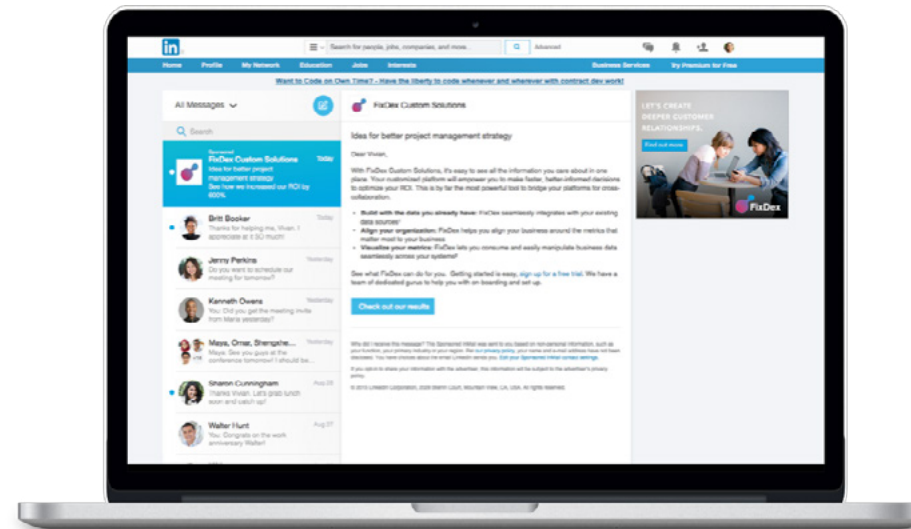


Strict delivery frequency
caps ensure your message
gets maximum mindshare

Flexibility to tailor
your content



Send a personalized message
that will resonate most with
your target audience



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LINKEDIN DISPLAY ADS

Build your brand with the right audiences in a premium context.

- Get on the radar early to build your brand and increase awareness
- Target LinkedIn members with accuracy to drive brand objectives
- Engage your audience in a high-quality professional context
- Deploy IAB standard display ad unit formats



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LINKEDIN DYNAMIC ADS

Drive engagement with premium audiences using dynamically generated ads, powered by profile data, customizable to meet your campaign objectives.

Personalize your creative to resonate with buyers
Connect with your audience and make your message matter. Improve the relevancy of your ads so they resonate with the right buyers

Target with precision



Reach the people that matter most using accurate, profile-based, first-party data

Drive quality engagement

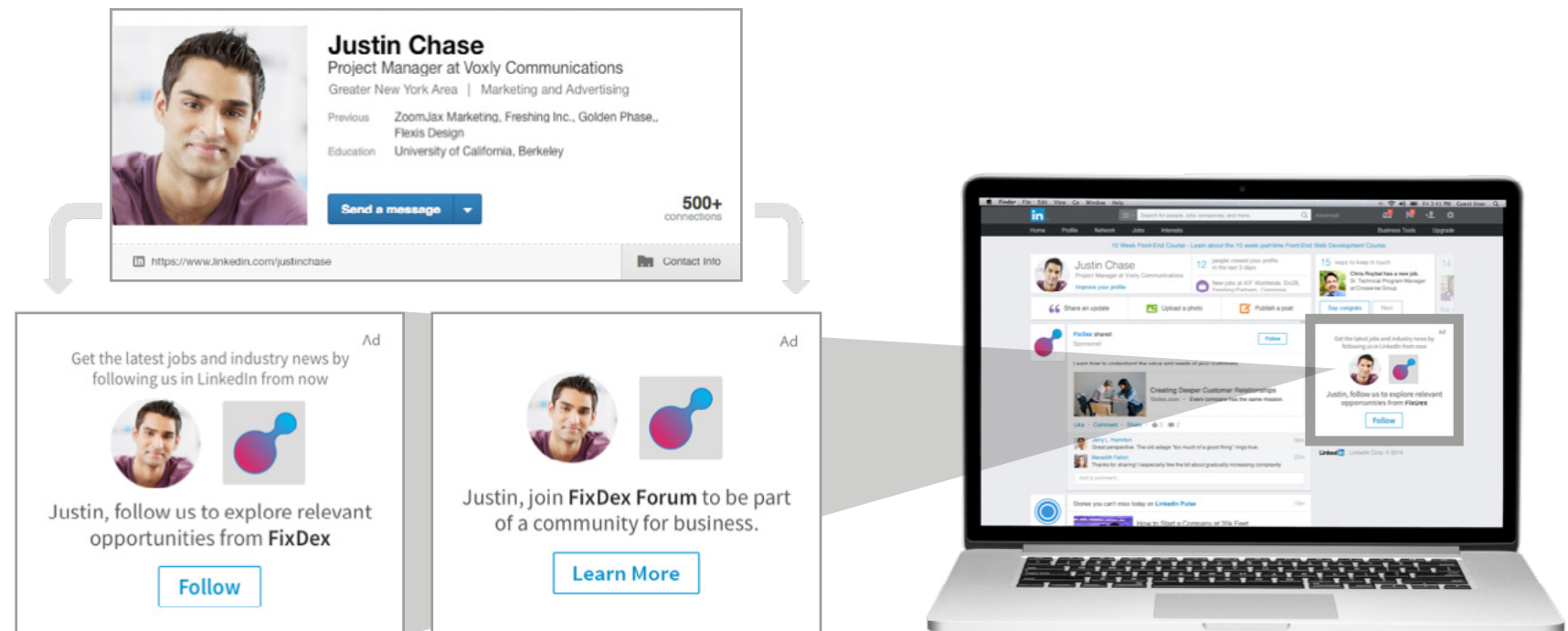


Distinguish your brand with relevant creative that drives quality interactions, traffic and leads

Build relationships



Nurture relationships and increase your company's LinkedIn follower count using unique ad formats

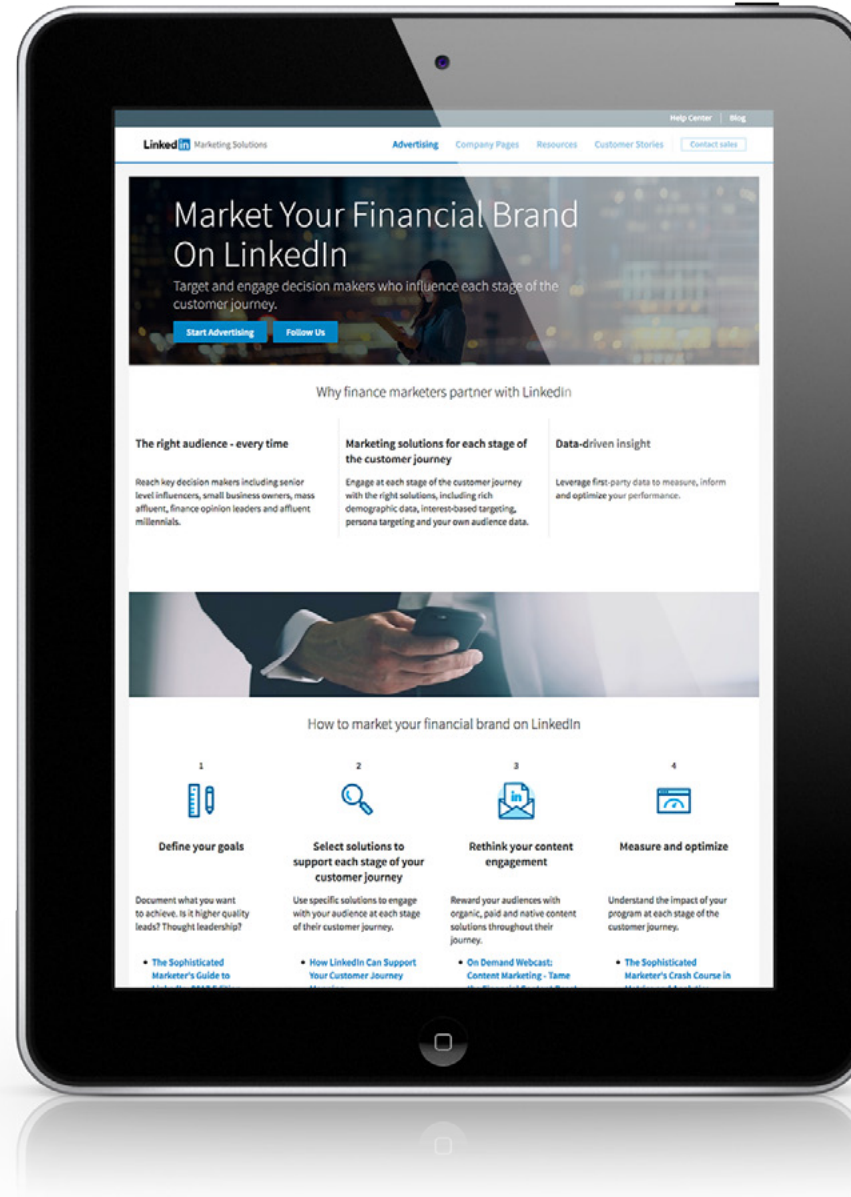


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HOW LINKEDIN MARKETING SOLUTIONS CAN HELP YOU

Use our marketing products to build trust with your consumers. For more information, visit our [Marketing Solutions page](#).



At LinkedIn Marketing Solutions: Services we aim to partner with 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 <https://business.linkedin.com/marketing-solutions/linkedin-currency-of-trust> to find out more about how LinkedIn Marketing Solutions: 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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Find out how LinkedIn can help you build sustainable brand advantage.

VISIT CURRENCY OF TRUST AT

<https://business.linkedin.com/marketing-solutions/linkedin-currency-of-trust>

#DigitalTrust

VISIT US AT

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

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 @LinkedInMktg

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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