

# *Rethink*

## THE CLIENT JOURNEY: MANAGEMENT CONSULTING SERVICES

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**LinkedIn**  
Marketing Solutions

## OWN THE TOPIC. OWN THE JOURNEY

*Leverage LinkedIn to delivery authoritative thought leadership at key inflexion points along the customer journey.*

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## INTRODUCTION

“Top of the challenge list for management consulting services firms is differentiation through subject expertise.”



**Menaka Thillaiampalam**  
Head of North America Marketing  
LinkedIn Marketing Solutions:  
Management Consulting Services



**Today’s management consulting firms face a host of business challenges. The forces inspiring change range from disruptive technology through to a marketplace transformed by global competition.**

Top of the challenge list for management consulting services firms is differentiation through subject expertise. But becoming an authority on a specific topic can be difficult when your competition is looking to do the same. Success

lies in understanding how to effectively leverage social media platforms, like LinkedIn, to maximize your thought leadership. Doing this will ensure your brand appears at the key inflexion points on your client’s buyer journey.

As your strategic partner, LinkedIn Marketing Solutions has the audiences and targeting tools to help position your brand as the authority on key issues as well as a voice that key decision-makers trust.

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## BE AN AUTHORITY ON SPECIFIC TOPICS

By becoming an authority on a specific topic, management consulting firms can improve a client's level of trust in, and relationship with, their brand. The statistics behind effective thought leadership speak for themselves and point to authoritative content as being a key lever in driving revenue.

But compelling thought leadership needs to be innovative, credible and transformative. And getting it right requires a real connection to client needs and a precise understanding of the channels through which they consume your content.

### After consuming compelling thought leadership<sup>1</sup>:



76%

of executives are influenced in their purchasing decisions.



67%

would be willing to advocate for that brand.



83%

are influenced in the choice of potential business partner.



### What topics do you want your brand to be an authority on?

- Future of work
- Artificial intelligence
- Machine learning
- Digital transformation
- Blockchain
- Security

<sup>1</sup>The Economist Group: Thought Leadership Disrupted - <http://tldisrupted.com/summary/key-findings/>

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## THOUGHT LEADERSHIP INSIGHTS ON LINKEDIN



“Marketers need to recognize that the way thought leadership is delivered is changing. It’s no longer about handing down white papers from on high. It’s about visual literacy; it’s about serialization; it’s about reaching executives with differentiated insights and precision-targeted scale.”

The Economist Group

The shift in how professionals are sourcing their trusted insight signals a changing path for thought leadership. It raises the bar on substance. It recognizes the importance of speed, targeting, distribution, measurement and acknowledges the diversity of creative formats needed to make content that connects.

As we move from a knowledge economy to one that prizes wisdom, effective thought leadership should not be seen as a one-off transaction. It is about placing a stake in the ground, becoming an authority on a chosen topic and building a relationship with your clients over a sustained period of time.

LinkedIn offers you this by providing you the foundation to build and showcase your thought leadership through solutions including Company Pages, Showcase Pages, Sponsored Content, Display Ads, Lead-Gen Forms, Matched Audiences and Carousel Ads. This combination of organic and paid opportunities allows your business to create thought leadership that counts at every stage of your client’s journey.

### C-suite thought leadership

CXOs and Next Generation CXOs use LinkedIn to keep up to date on industry news and thought leadership. They receive shareable content from companies and seek diversified advice from peers and experts.

In comparison with other United States LinkedIn personas: CXOs (235K+ in United States) are:



16%

more likely to stay up to date on industry discussions and thought leadership.



4.7x

more likely to engage with content based on topics of Artificial Intelligence or Machine Learning.

Next Generation CXOs (1M+ in United States) are:



12%

more likely to stay up to date on industry discussions.



2.6x

more likely to engage with Digital Transformation content.

<sup>1</sup>LinkedIn Internal Data, June 2017

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## PERSONA INSIGHTS ON LINKEDIN

There has been a shift  
of power into the  
hands of informed and  
respected individuals.

CXOs and Next Generation CXOs (those with titles of Owner, Partner and Vice President) at Fortune 1000 companies are active contributors to LinkedIn's content economy. Both groups use social media for promotion and opinion-sharing, more than the average American Internet user.<sup>1</sup>

In addition, both target personas amplify content to their network of affluent professionals more than others.

The 2017 Edelman Trust Barometer says that individuals are now the most credible source of information for B2B buyers.<sup>2</sup> The days of taking a brand's word as gospel has gone. It is clear that there has been a shift of power into the hands of informed and respected individuals.

This points clearly – when looking to build trust and authority – to the importance of direct personal interaction and peer influence.

LinkedIn offers you access to CXOs, Next Generation CXOs and their influencers. Using our vast array of targeting and presentation tools, you can start inspiring relevant and compelling conversations today with more of the right people.

In comparison with other United States LinkedIn personas:  
CXOs (235K+ in United States) are:<sup>3</sup>

 196% more likely to amplify content to their network of affluent professionals.

 31% more likely to engage with InMail.

 62% more companies followed

Next Generation CXOs (1M+ in United States) are:

 2.5x more active on LinkedIn

 100% more likely to share content.

29% more companies followed.

15% more likely to engage with InMail.

<sup>1</sup> Global Web Index | <sup>2</sup> Edelman Trust Barometer 2017 - <http://www.edelman.com/executive-summary/> | <sup>3</sup> LinkedIn Internal Data, June 2017

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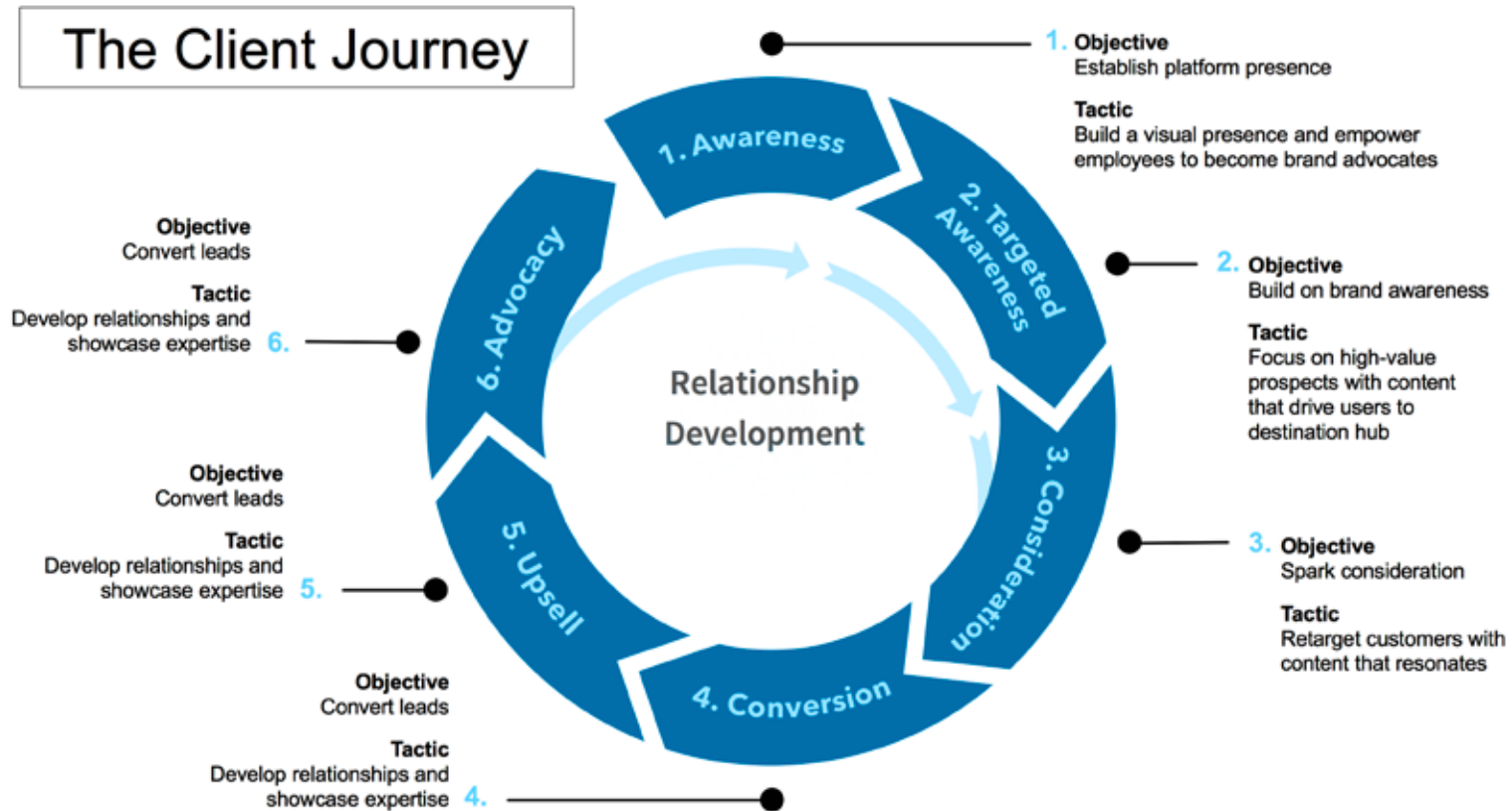
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## JOURNEY INSIGHTS ON LINKEDIN

LinkedIn offers the precision-targeted scale you need to influence senior stakeholders.

The emerging importance of proper thought leadership and where people triangulate trusted opinion has put the role of marketers center stage. It is your job to ensure that the decisions executives are making are based on their content experiences along their buyer journey. Management consulting services marketers need to make sure that these journeys are distinctive, intuitive, personalized and integrated across channels.

A partnership with LinkedIn would provide you with scale and ability to precision-target and influence senior stakeholders. Collaboration would create client journeys with authoritative thought leadership at the key inflexion points.



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## NEXT STEPS

How can you become an authority on a subject?  
Where and how can new customers be found?  
What do they want to hear? How do you use  
thought leadership to talk to them?

By offering both scale and granularity, LinkedIn  
aim to be your strategic partner in answering  
these questions and crafting new client journeys.

For more information, please contact:

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