



Rethink

THE CLIENT JOURNEY:
PROFESSIONAL
SERVICES

LinkedIn
Marketing Solutions

OWN THE TOPIC. OWN THE JOURNEY

*Leverage LinkedIn to deliver authoritative thought leadership
at key inflexion points along the client journey.*

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INTRODUCTION

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



Menaka Thillaiampalam
Head of North America Marketing
LinkedIn Marketing Solutions:
Professional Services



Today’s professional services 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 professional 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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ROI INSIGHTS ON LINKEDIN

Being able to prove your ROI on LinkedIn will get you more than a thumbs-up from management and the justification for greater spend. Tracking the metrics needed to establish ROI makes your marketing more effective.

Keeping ROI in mind from the beginning means you start with quantifiable goals. It means you have identified relevant metrics and have the means to track them. And it means your team is continually evaluating these metrics, checking progress and making adjustments to meet your goals.

In short, proving ROI is an integral part of a successful content marketing strategy. The team at LinkedIn Marketing Solutions knows how crucial measurement is to demonstrating success, which is why we're dedicated to making it easier for marketers to get results and track them.

If you're looking for your B2B audience on social media, LinkedIn is the right place to be.

Research from several sources shows that:

80% of B2B marketing leads from social media come through LinkedIn

92% of B2B marketers use the platform over all others

46% of social media traffic to your company site comes from LinkedIn

These aggregated statistics are impressive. The results from individual B2B companies are even better

IR Prognosis
saw a

2x

increase in
conversion rates
using LinkedIn
Lead Gen Forms

Replicon
saw

11x

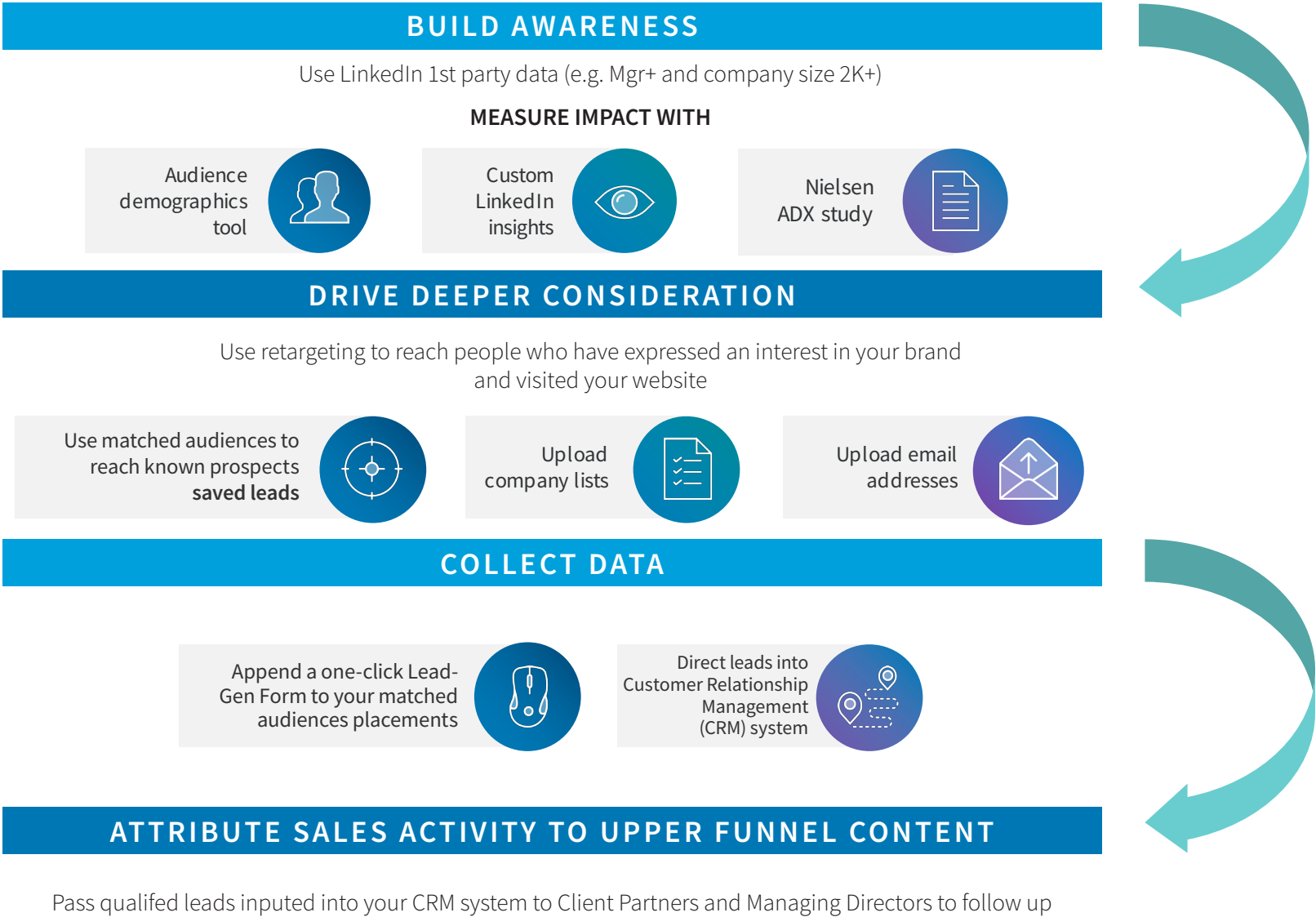
better response
rates on their
Sponsored InMail
compared to email

NetBrain Technologies
Inc. increased their CTR
2x and saw

94%

of leads generated
through LinkedIn
accepted by sales

ROI
JOURNEY ON
LINKEDIN



TRUST INSIGHTS ON LINKEDIN

“Reputation built through networks is a more decisive factor than quality when clients are deciding which firm to choose.²”

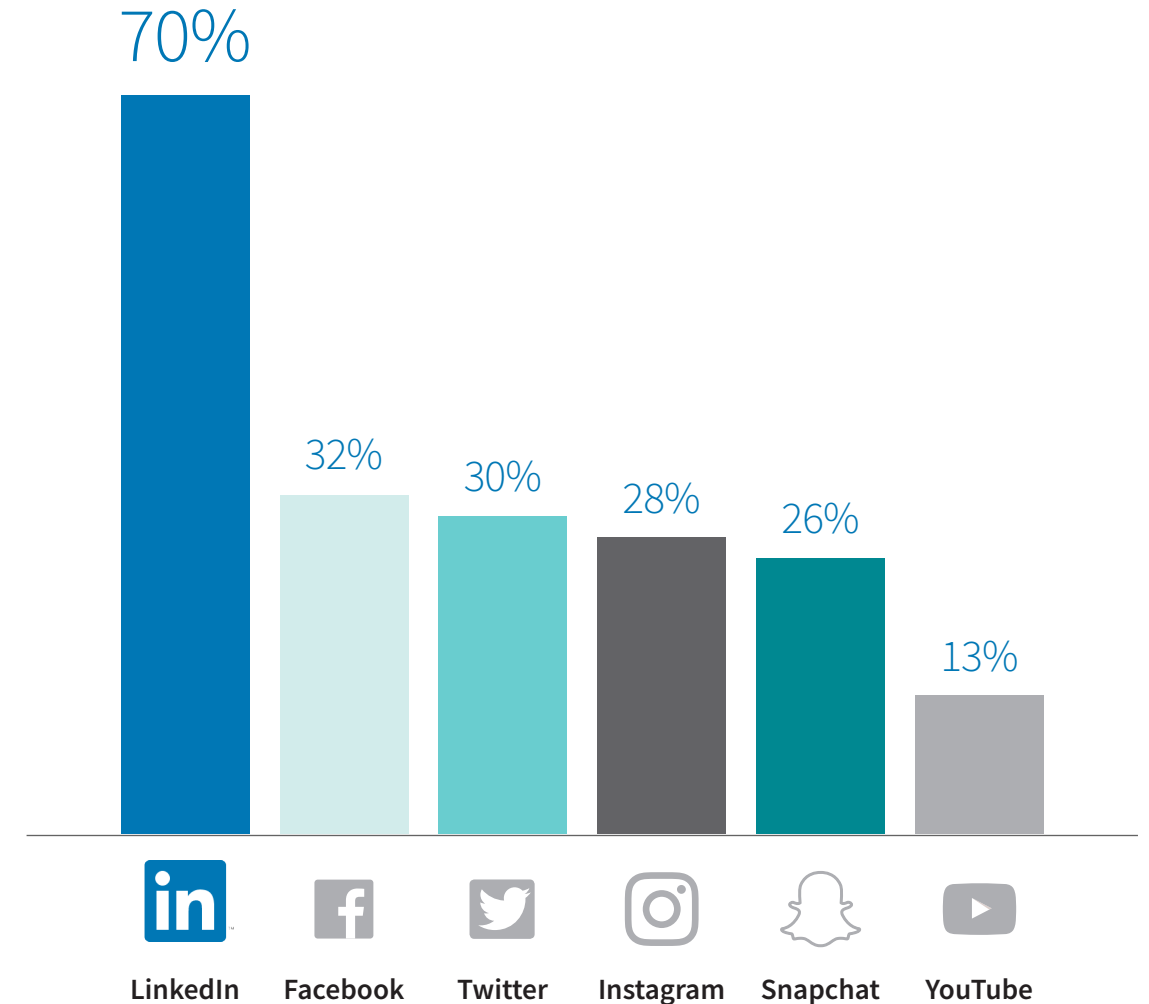
The role of reputation in professional services firms, Novak Druce Centre for Professional Services Firms

Reputation is critical in the world of professional services. In line with the findings from the Edelman Trust Barometer¹ which show that the financial services sector is the least trusted, it's clear that professional services firms can differentiate themselves by highlighting their character, standing and authority.

To understand how firms can influence customers and prospects, it's worth considering how the nature of trust has shifted seismically in recent years. According to the Edelman Trust Barometer, individuals and their network of peers and influencers are now the most credible sources of information.

LinkedIn Marketing Solutions is crucial to professional services firms when it comes to building a strong reputation. Only on LinkedIn can you triangulate this high-quality network of engaged influencers - your trust and reputation marketers - in one place. These professionals are investing time and looking for news, thought leadership and relevant brand information - all that is relevant to their needs - on a platform they trust.

In fact, according to Business Insider Intelligence, LinkedIn is undisputedly the most trusted platform. 70% of the 1740 people surveyed³ responded that they trust information shared on LinkedIn more than other social and interactive platforms. This faith is inspired by LinkedIn's dedication to data privacy and a commitment to publishing brand-safe content that isn't deceptive or fake.



¹How Thought Leadership Supports B2B Demand Generation; Edelman/LinkedIn, June 2017

²https://www.sbs.ox.ac.uk/sites/default/files/Novak_Druce/Doc/NovakDruce_Insights_6.pdf

³Business Insider Intelligence 'Digital Trust Report', June 2017; <http://kapost.com/content-marketing-facts/>

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TRUST INSIGHTS ON LINKEDIN

“LinkedIn is undisputedly
the most trusted platform”

Business Insider Intelligence
‘Digital Trust Report’,
June 2017

As well as customer trust, LinkedIn also delivers advertiser trust in a quality environment with viewability over 85% - 2X the industry average. By leveraging LinkedIn’s trust ‘value’ you can use our platform to activate the five pillars of digital trust.



Add value at the
moments that matter

83%

of business decision
makers say thought
leadership builds trust
in an organization⁴

- ✓ Ensure your content has utility
- ✓ Target at their decision points

Communicate
with a human voice

60%

of consumers say
their peers are the
most trusted voices⁴

- ✓ Surface your exec voices
- ✓ Share through employee networks

Be a part of
the community

61%

say a company’s
social media is more
believable than its adverts⁴

- ✓ Engage on social platforms
- ✓ Emphasize your social purpose

Be present,
be constant

70%

of consumers say they
prefer to get to know a
brand through constant
content than campaigns⁴

- ✓ Supplement ‘campaigns’ with ‘always on’ content

Think context
as well as content

3x

LinkedIn is the
most trusted platform
to post and engage⁴

- ✓ Surface your content on trusted platforms

⁴<http://kapost.com/content-marketing-facts/>

BE AN AUTHORITY ON SPECIFIC TOPICS

By becoming an authority on a specific topic, professional services 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 leadership⁵:



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
- Cyber Security

⁵The 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 Video, Sponsored Content, Display Ads, Lead Generation 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:⁶

+ 77% more active on LinkedIn.

8x more likely to engage with content based on topics of Artificial Intelligence or Machine Learning.

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

+ 157% more active on LinkedIn.

10x more likely to engage with Digital Transformation content.

+ 8x more likely to engage with content based on topics of Artificial Intelligence or Machine Learning.

+ 5x more likely to engage with content based on Cyber Security.

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.⁷

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.⁸ 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:⁹



73%

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



25%

more likely to engage with InMail.

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



157%

more active on LinkedIn.



35%

more likely to share content.



15%

more likely to engage
with InMail.

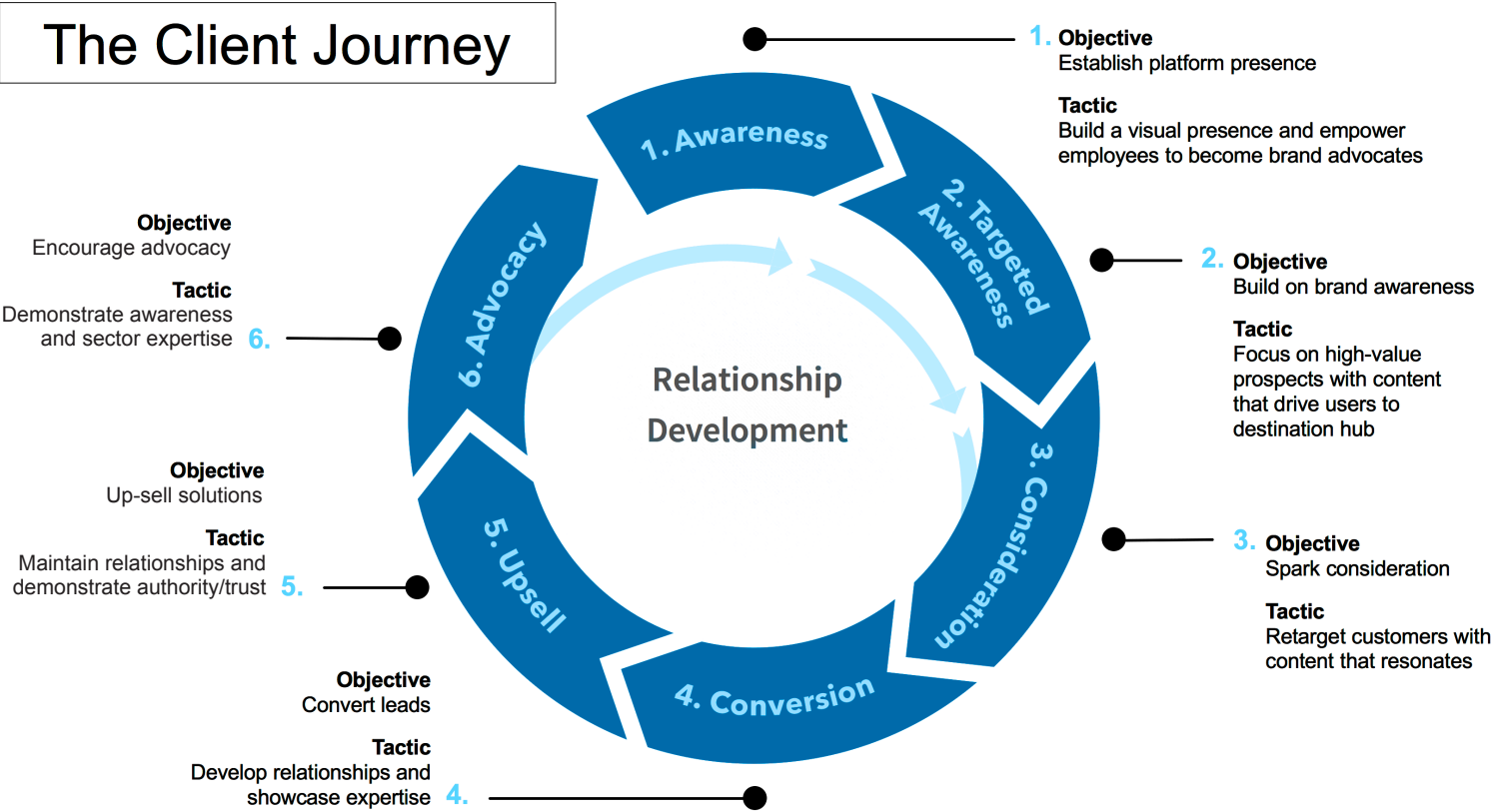
⁷ Global Web Index | ⁸ Edelman Trust Barometer 2017 - <http://www.edelman.com/executive-summary/> | ⁹ LinkedIn Internal Data, June 2017

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. Professional 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 engage with them?

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

For more information, please contact:

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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 540 million members and has offices in 30 cities around the world.

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