

Planning for a Strong Recovery

Best Practices for Driving Growth and ROI



With you on the road to recovery

Now more than ever, proving the ROI of marketing activities is critical. LinkedIn's latest ROI Research found that only 37% of digital marketers describe themselves as "very" confident in their ROI metrics. This is a guide to help in showcasing marketing's impact.

- 1 **Know your role.** Support your organization's journey to being more data-driven.
- 2 **Current State Assessment.** Where's your business going and how should you plan?
- 3 **Take stock.** What's happening in your market space?
- 4 **Optimize your measurement strategy with LinkedIn.**
- 5 **Activate platform best-practices.** Ensure you've enabled world-class execution.
- 6 **Align on goals.** Identify how we'll partner together.

Need additional support? Reach out to your account team or visit our [coronavirus resource hub](#).

LinkedIn's latest ROI Research found that only **37%** of digital marketers describe themselves as "very" confident in their ROI metrics

STEP 1

Know your role

We are operating in an unprecedented environment. The changes you're experiencing on a weekly basis are likely sudden, large and material to your business. While we're not certain when and how a recovery will begin, we can learn from prior downturns to inform what we do today. As a marketer it's important to define your role on your leadership team and we've partnered with industry experts to provide guidance on what to do across five key dimensions; Brand Building, Strategic Planning, Change Management, Media Planning, and Message Planning:

Brand Building

The B2B Institute and Peter Field.¹

The B²B Institute | [LinkedIn](#)

- Data from the 2008 recession shows the value of investing in a brand.
- Featuring humanity and generosity in advertising are advised: the use of emotions and humor can be helpful.
- Demonstrating humanity and generosity through behavior is also advised: brands should ask themselves the question, 'how can we help?'

[Read more from Peter Field, LinkedIn B2B Institute](#)

Strategic Planning

Bain recommends four strategies for being a Strategic Marketer; enable a highly successful and resilient organization in a recession.²

BAIN & COMPANY 

- Restructure costs before the downturn hits, without cutting muscle at the core
- Put the financial house in order
- Play offense by reinvesting selectively for commercial growth
- Pursue a proactive M&A pipeline

[Read more from Bain](#)

Change Management

McKinsey shares that recessions require marketing leaders that are Unifiers. In an interview with the B2B Institute they provided recommendations for questions that are top-of-mind for marketers today:³

McKinsey
& Company

The B²B Institute | [LinkedIn](#)

- What role can I play as a senior marketer as the crisis unfolds?
- What immediate actions should I take to protect my business?
- How can I be a trusted advisor to my CFO/CEO?
- What strategic considerations should I apply to my marketing strategy and advertising spend?
- Once the recovery starts, how do I justify my advertising to the CFO?

[Read more from McKinsey](#)

1. Source: Field, Peter. "Advertising in Recession - Long, Short, or Dark?" LinkedIn Marketing Solutions Blog, 6 April.

2. Source: "Companies well-prepared for an economic downturn grew at 17 percent compared to zero growth among the losers," Bain & Company, 16 May. 2019, Press release.

3. Source: Swartz, Jann. "How Marketers Can Start to Prepare for the Path Forward," LinkedIn Marketing Solutions Blog, 2 April.

Media Planning

Nielsen conducted a **Media Hiatus Analysis** where they were able to measure the impact of going dark with media and the impact of bringing back media after an extended time off. Their key findings are:⁴



- Turning off media created a sharp decline of about 15% in brand share
- After turning media back on, it took a few months for declining share to stabilize
- Brand loyalist were more vulnerable to the effects of going dark, not less

These findings are consistent with Nielsen's long-term observations from their marketing mix data across their client base.

[Read more from Nielsen.](#)

Message Planning

Analytic Partners has over 20+ years of historical data on marketing spend and sales/brand performance—including during recessions. Their media planning advice for marketers in a recession are:⁵



- Emotional ads working better than rational
- Focus on humanity (both customers & employees) and be helpful (i.e., payment terms, availability)
- Avoid “proximity” images and copy
- Shift from promotional to brand messaging
- Read more on the next page or [Analytic Partner's website...](#)

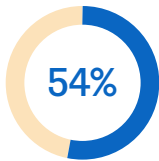


4. Source: “[Insights](#)” Nielsen Insights, 22 May.

5. Source: Bachmann, Kathy. Menkes, Mike. Future-Proof Your Market Position: Rethinking Marketing Strategy in Turbulent Times. Analytic Partners, 2 Apr. 2020. Webinar.

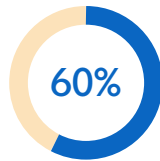
Analytic Partners highlights learnings from previous recessions

We partnered with Analytic Partners, a leading Media-Mix-Modeling provider with 20+ years of historical data on marketing spend and sales / brand performance, across TV, Digital and OOH. Their research, called ROI Genome, highlights key learnings from previous recessions:⁶



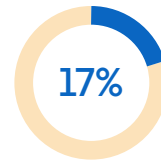
Recessions do not mean lower ROIs

54% of brands saw ROI improvements during the last recession



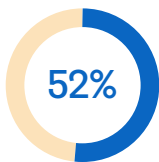
Recessions do not mean diminishing returns

Of our brands that increased marketing investment in the last recession, 60% did so with improved marketing ROIs



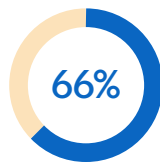
Media drives growth even during a recession

Brands who increased media investment realized a ~17% growth in incremental sales



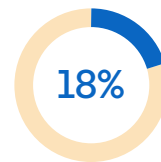
Media helps brand-building even during a recession

52% of brands that increased marketing investment saw year-to-year ROI growth over a 2-year period



Reducing media investment exacerbates losses

2/3 of losses in incremental sales during the last recession were driven by lower investment, not by ROI declines



Removing media guarantees losses in a recession

On average, brands who reduced media investment suffered a ~18% loss in incremental sales

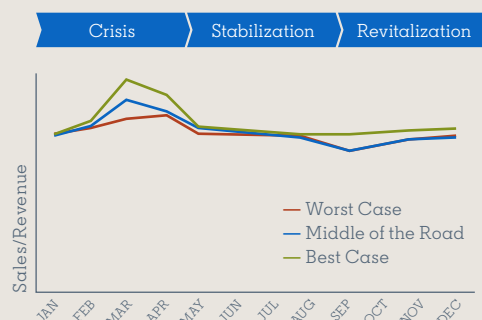
6. Source: Bachmann, Kathy. Menkes, Mike. Future-Proof Your Market Position: Rethinking Marketing Strategy in Turbulent Times. Analytic Partners, 2 Apr. 2020. Webinar.

Everything we know says investing in a recession is crucial for a recovery. So what recovery are you planning for?

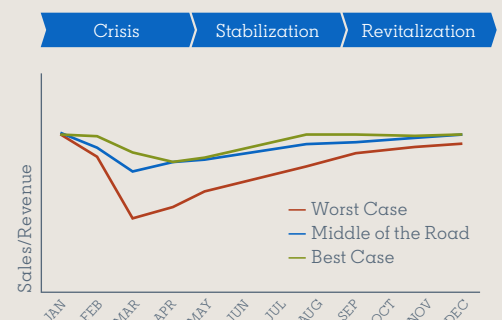
Plans will vary based on industry category



Some businesses benefited from the impacts of coronavirus



Others did not; each represent opportunities for optimization



Planning for a Strong Recovery [5]

STEP 2

Current assessment. Where's your business going and how should you plan?



Budgets Eliminated: Your Media budget has been substantially or completely eliminated



Budgets Reduced: You've increased your hurdle thresholds for investment. Channels and campaigns have tightened KPIs (Return on Ad Spend, Reach or eCPM) that has reduced experimentation in and/or viability of your marketing tactics.



Budgets Maintained: You've maintained marketing spend (or have even increased investment) to focus on gaining market share, holding competitive position and brand building activities

	Budgets Eliminated	Budgets Reduced	Budgets Maintained
What a Marketer Needs to do			
Implement Organic Best Practices	•	•	
Implement Campaign Best Practices		•	•
Plan new Brand/Thought Leadership, Demand Gen or Employer Branding / CSR campaigns			•
What we're seeing on LinkedIn			
	<p>There is a surge of organic behavior on LinkedIn. We've seen a 60% year-over-year increase in content creation and a 55% year-over-year increase in conversations. Showing up in the discussion will drive awareness and visibility for your brand.</p> <p>Posting Organic content on LinkedIn can 2-3x your monthly reach</p>	<p>Advertisers focusing on near-term revenue protection are moving their spending to bottom-funnel objectives. Lead-gen adoption is growing.</p>	<p>Fortune 500 brands are shifting a portion of their spending to thought leadership to strengthen their reputation</p>

Based on the state of your business, we're here to help. In Q1, we launched 40+ product updates to our ad system to drive performance for our marketers. Regardless of which business planning stage you're in, talk to your account team about best-practices, getting started guides and alphas and betas to drive performance on LinkedIn.

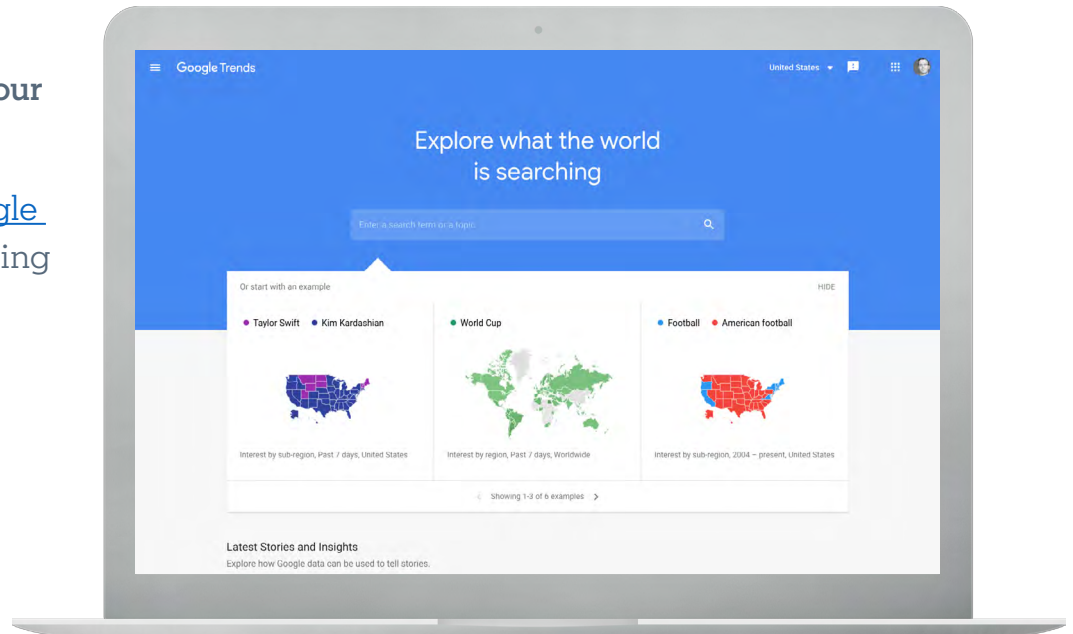
STEP 3

Take stock

Use tools to learn what's happening with customers.

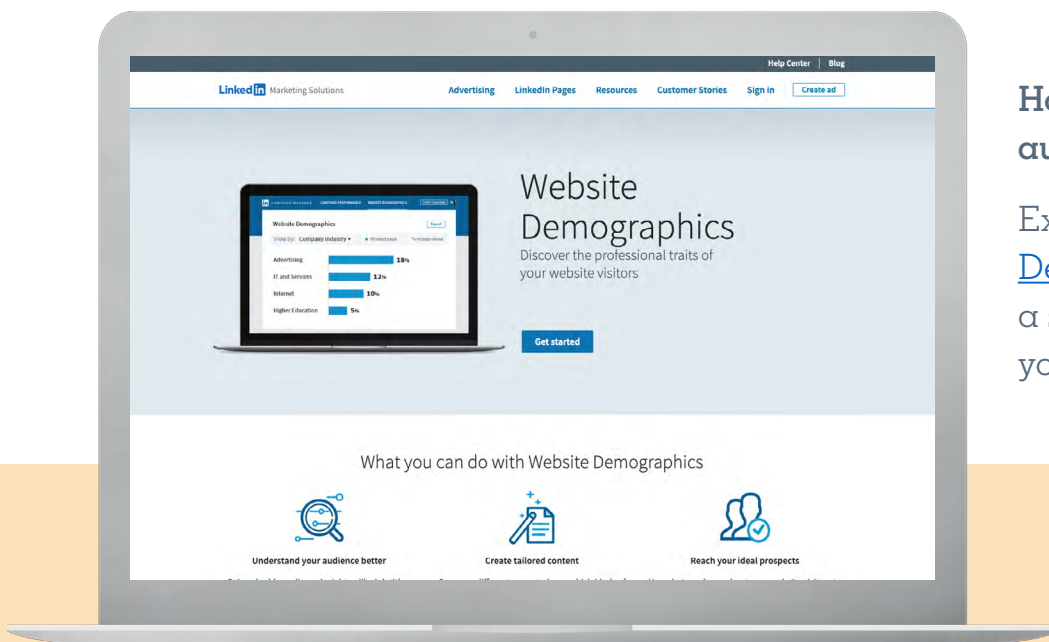
Are your customers still searching for your products?

Examine your [Google Trends](#). What's shifting in demand for your products?



How has your interested audience changed?

Examine your [Website Demographics](#). Is there a shift in audience for your company?

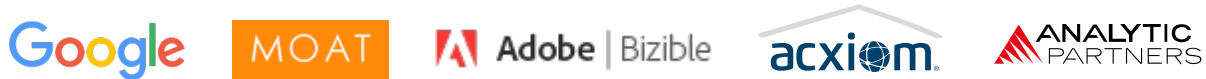


STEP 4

Optimize your measurement strategy with LinkedIn



Demonstrating ROI is key to a marketer's success; and we're focusing on investing in Measurement across Brand, Performance, and Business Outcomes. We have partnerships with Google Campaign Manager, Moat Viewability, Bizible Multi-Touch Attribution (MTA), and Acxiom Offline Sales Lift.



Analytic Partners, an industry leading measurement and optimization solution provider, assessed the performance of LinkedIn across three verticals: Technology, Financial Services and Education. Media Mix Modeling (MMM) and Multi-Touch Attribution (MTA) modeling takes into account the full sales cycle and determines drivers of business performance across traditional and digital media. This long-term view of ROI highlighted the value of LinkedIn:

2-5x

In technology, LinkedIn generated **2-5x higher ROAS** than other social media platforms

7x

In financial services, LinkedIn generated **7x more incremental customer sign-ups** than Display

2-4x

In education, LinkedIn was **2-4x as effective** as other display media⁷

We're excited to showcase LinkedIn's performance through an increasing number of native and 3rd-party partnership—please contact your account management team to learn more about applying these solutions to your business.

STEP 5

Activate best practices

7 Tips for Measuring Your LinkedIn Campaigns



Measuring your ad performance is critical to understanding the impact of your investment. Whether you're new to digital advertising or a marketing pro, this checklist will set you up for success and unlock additional areas for optimization.

☐ Prior to launching your campaign, identify your key metrics according to your marketing goal.

- Build Brand Awareness/Reach & Frequency: Impressions, Clicks, Click-through-Rate
- Increase Consideration/Social Action: Website Visits, Clicks, Click-through-Rate
- Drive Leads/Conversions: Conversion Rate, Cost per Conversion, Cost per Lead

☐ Set up the Insight Tag to leverage Conversion Tracking.

This enables you to see how your ads are driving valuable actions, including content downloads, sign-ups, purchases, and more. [Learn more about Insight Tags.](#)

☐ Set up Lead Gen Forms.

By using Lead Gen Forms, you can measure bottom-of-funnel metrics such as Number of Leads and Cost per Lead. [Learn how to create Lead Gen Forms.](#)

☐ Review results 7 days after launching your campaign.

Focus on the metrics that map to your campaign goals. [Learn how to view campaign metrics.](#)

☐ Use Campaign Demographics to see which audiences respond best to your ads.

Create new targeting audiences based on your findings. [Learn how to view the data.](#)

☐ Use Performance Insights for recommendations to improve bids and budgets.

[Learn how to see your Insights in Campaign Manager.](#)




☐ Try A/B testing to identify your best performing creative, copy, and targeting options.




Ready to put these reporting best practices to the test?

[Go to Campaign Manager](#)

STEP 6

Align on goals

	 Budgets Eliminated	 Budgets Reduced	 Budgets Maintained
How we can help			
Understand Market Insights & Recession Strategies	•	•	•
Understand hot topics for target audiences	•	•	•
Understand what content is resonating with Followers	•	•	•
Create an online Events Strategy	•	•	•
Evaluate where your customers are consuming media		•	•
Focus on Account Hygiene – Creation and Structure		•	•
Understand your Reach, Engagement and SOV vs. Peer Set		•	•
Start experimenting to identify your best practices		•	
Enable Matched Audiences to improve performance		•	•
Partner on Alphas/Betas to drive improved performance			•
Understand white space for topic ownership			•
Amplify strongest organic posts			•
How we'll keep each other accountable			
Align on client goals/KPIs	•	•	•
Align on how we're going to measure success	•	•	•
Align how often we will check-in on performance/make optimizations	•	•	•
What products we'll use			
Organic	•	•	•
Free – Events	•	•	•
Paid – Sponsored Content (single-image, video)		•	•
Paid – keep LinkedIn Audience Network enabled		•	•
Paid – Sponsored InMail (message, conversation ad)		•	•
Paid – Lead Gen Forms		•	•
Paid – Employer Branding /CSR			•

	 Budgets Eliminated	 Budgets Reduced	 Budgets Maintained
What resources LinkedIn will commit			
Open communication to help support technical difficulties throughout	•	•	•
Webinars/calls exploring products (planning, structure, platform walkthrough, showcase of LinkedIn's marketing capabilities, etc)	•	•	•
Takeaways of Relevant LinkedIn Dashboards	•	•	•
Recap report showcasing success and opportunity for an always-on approach		•	•
What resources Agency/Client will commit			
Outline what success is for marketing investment for all stakeholders (executive team, marketing team, agency partners)	•	•	•
Share feedback on how marketing has been measured in the past, including any preferences.	•	•	•
React to suggestions of LinkedIn team	•	•	•
Provide Content & Time to manage & maintain Organic presence	•		
Provide Content, Time and Budget to manage & maintain Organic & Paid presence		•	•
Provide feedback / support on identifying opportunities to participate in new formats, bidding and online-experiences			•
What's our timing			
Quarterly check in on activation/ reactivation progress	•		
Monthly check in on activation/reactivation progress		•	
Weekly check in on activation/reactivation progress			•



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