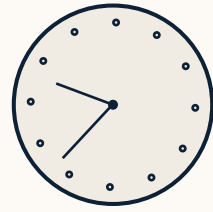


3 Traits of the Most Engaging B2B Creative





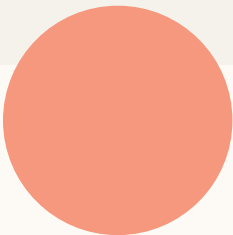
“ How much time are we spending every day on consuming content? ”



The answer:

6 hours and 59 minutes

(including phone, TV, and other forms of digital media)



The typical B2B creative can look like this

brand tells your customers what they can expect from the products and services you offer.

Are you innovative or are you the experienced type? Do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider thinking what your customers need you to be. Your logo is the main foundation of your brand.

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SOCIAL MEDIA MARKETING

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CREATIVE PROCESS

BUSINESS PLAN

Design

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What do the most effective B2B creatives have in common?

1 **Disruptive:**
Create truly thumb-stopping experiences

2 **Interactive:**
Demand engagement in the newsfeed

3 **Inspiring:**
Inspire by entertaining and/or informing



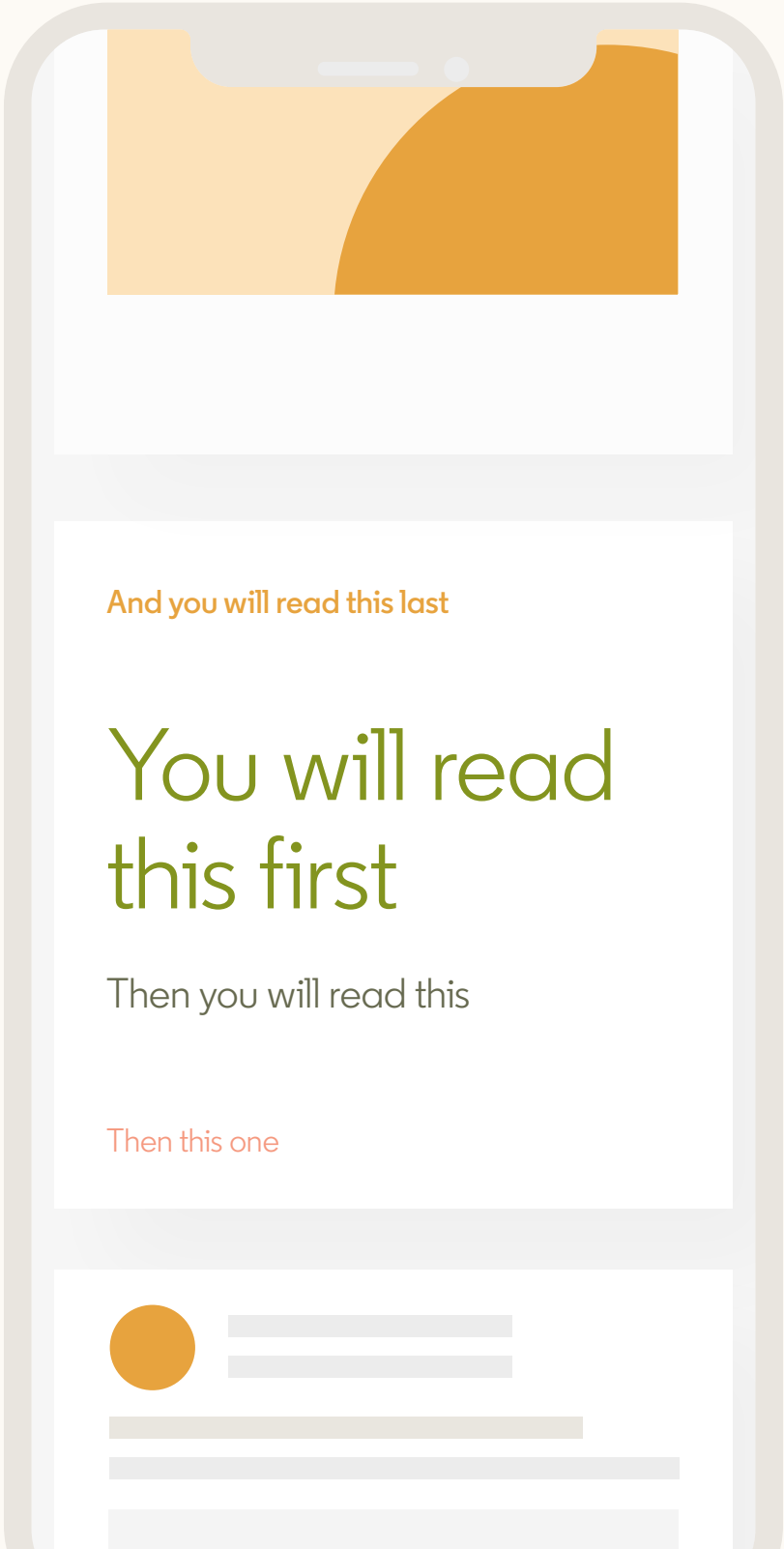
Trait #1: Disruptive



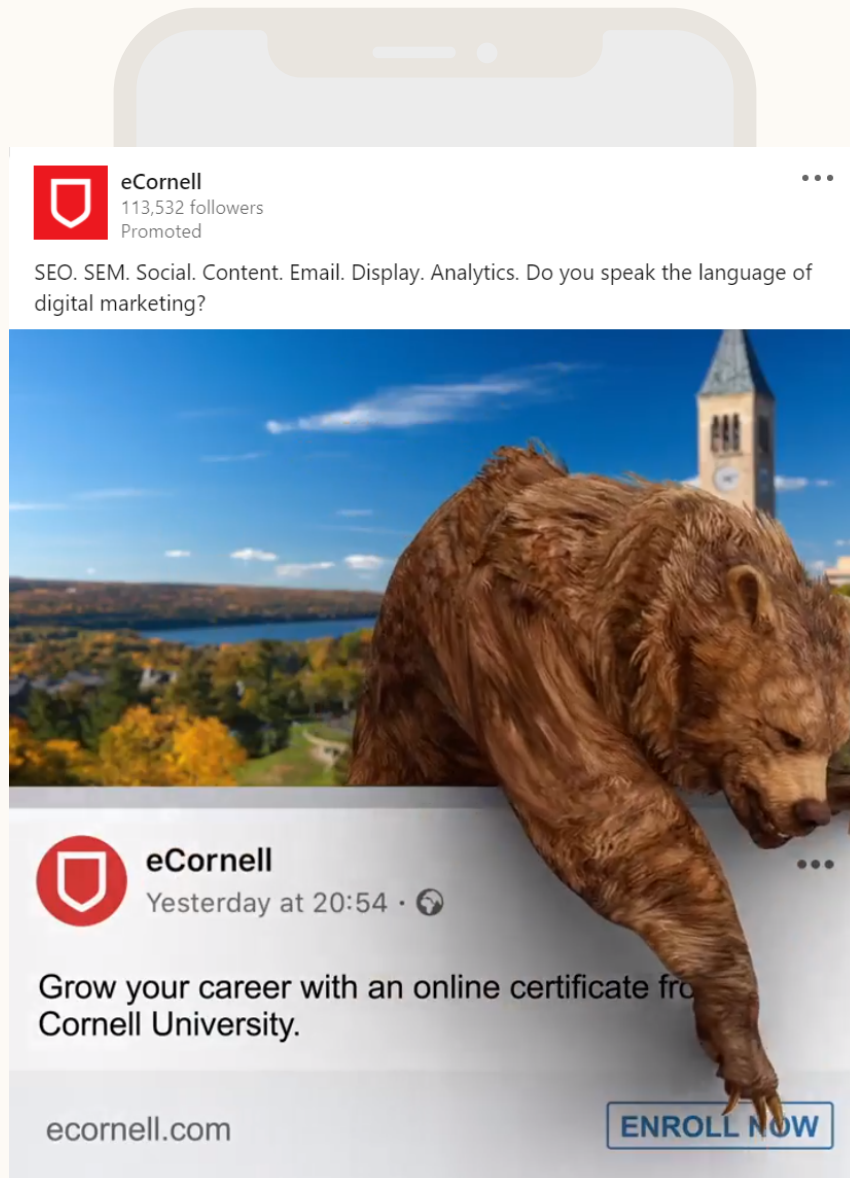
Tips

- Prepare for the fact that your audience won't be consuming your content in a linear order.
- Invest in developing your most valuable real estate: the visual creative.

In the LinkedIn feed, are you maximizing the most valuable real estate?



eCornell



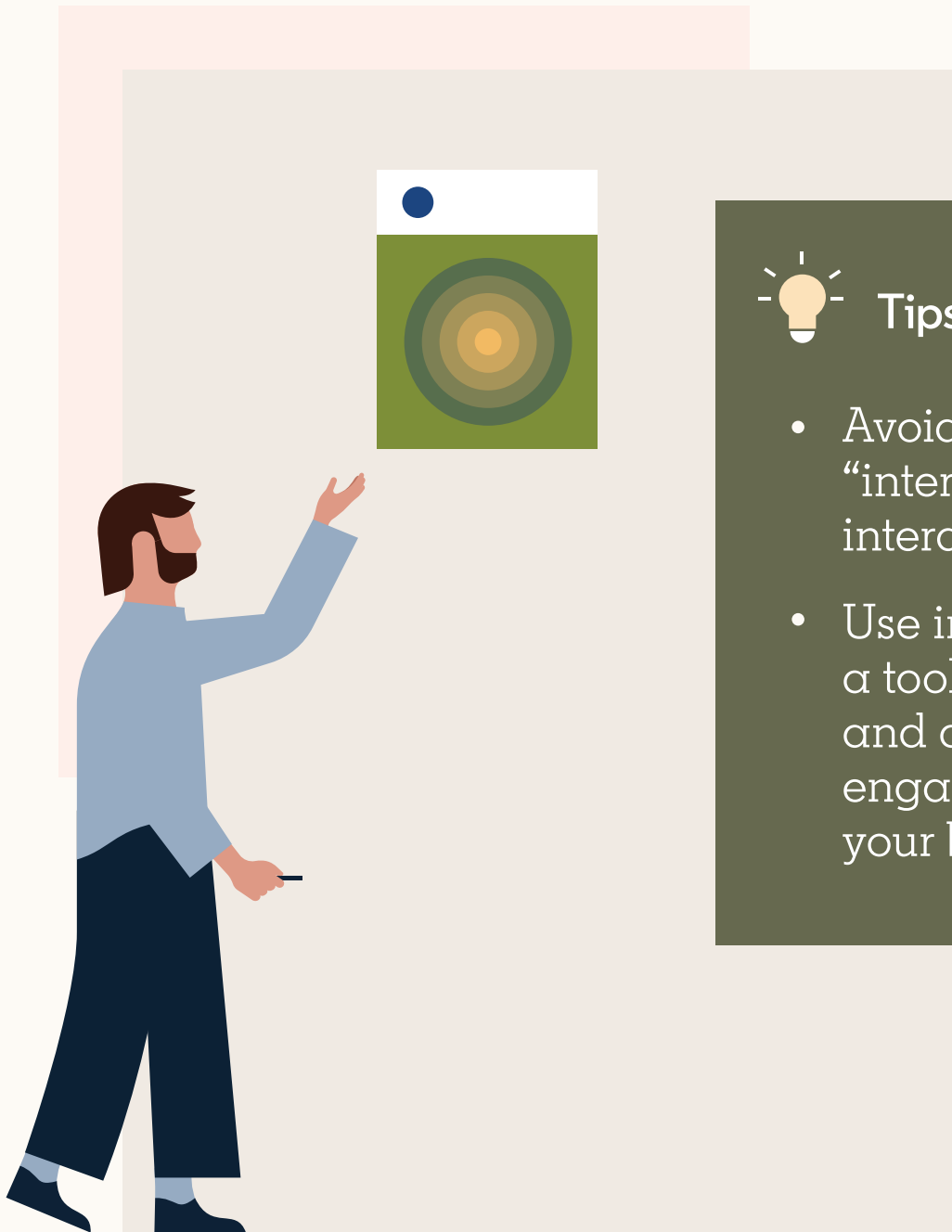
This eCornell ad clearly states the university's offering to their audience — in a fun and clever way. To see more examples of how eCornell is making their creative disruptive, [check out the "Ads" tab on the eCornell page \(desktop only\)](#) →

Binumi Pro



This ad simulates the type of engagement Binumi Pro's clients receive when they use the company's video creation services.

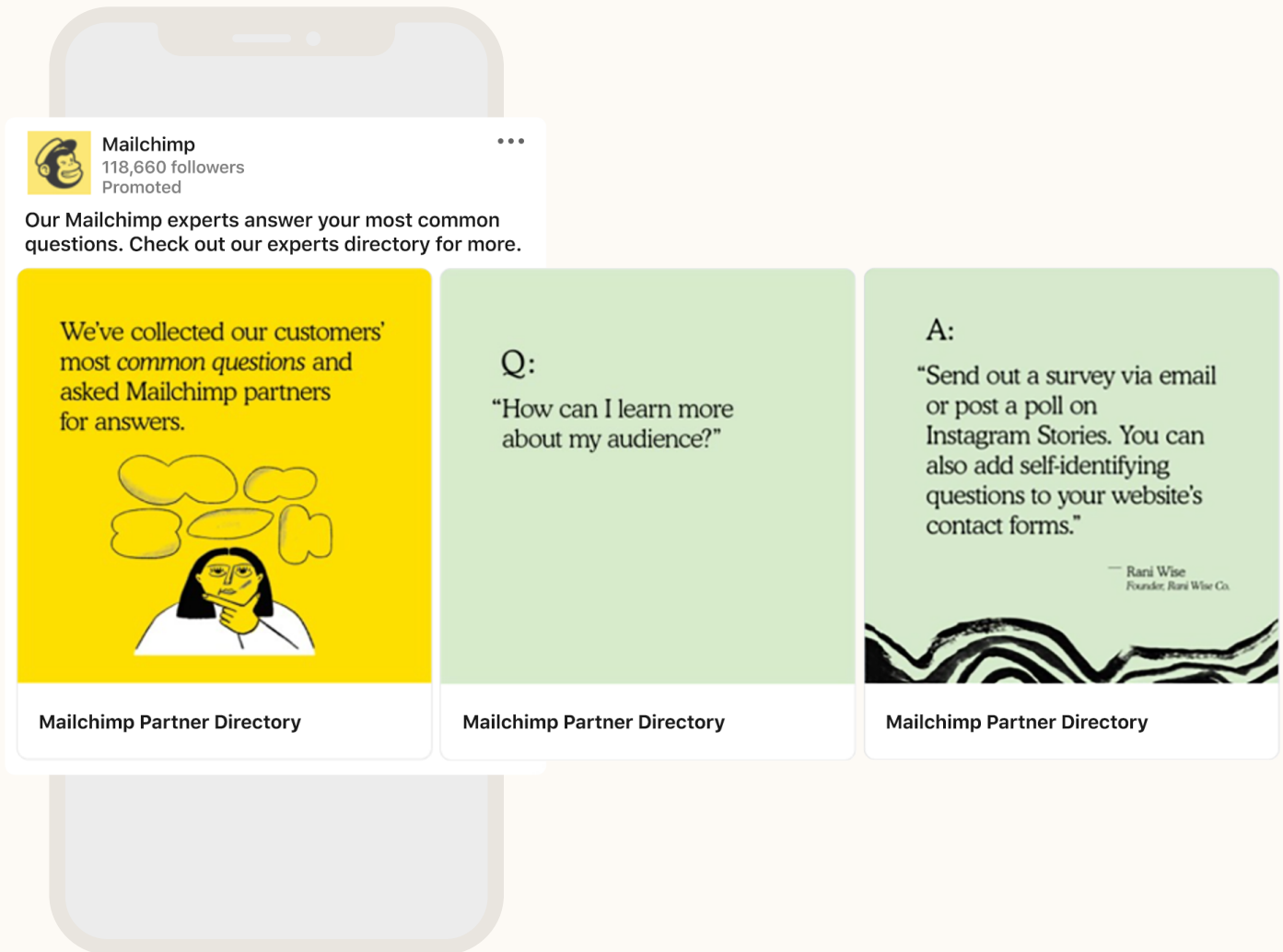
Trait #2: Interactive



Tips

- Avoid doing “interactive for interactive’s” sake.
- Use interactivity as a tool to capture and drive deeper engagement with your brand.

Mailchimp



Not only does this Mailchimp LinkedIn carousel ad provide useful marketing tips, it also provides an opportunity to directly ask Mailchimp experts for their advice. To see more examples of how Mailchimp is making their creative more interactive, [check out the "Ads" tab on the Mailchimp page \(desktop only\)](#) →

Capital One

Capital One Spark Business
11,140 followers
Promoted

While Christina grows her business, her cash back grows alongside it when she uses her Spark® Card to earn unlimited 2% cash back.

Choose. Earn. Redeem.

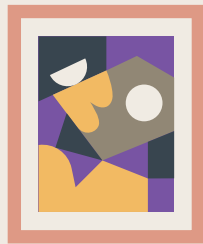
Christina chose the Capital One Spark® card. And earned reward.

0:01 / 0:15

Earn unlimited 2% cash back with the Capital One Spark® cash card. [Learn more](#)

This carousel ad tells a personal customer story before inviting the audience to learn more about how they can benefit the same way by using the product. To see more examples of how Capital One is making their creative more interactive, [check out the “Ads” tab on the Capital One page \(desktop only\)](#) →

Trait #3: Inspiring



Tips

- Be mindful of the convergence of your audience's personal and professional mindsets.
- Deliver the B2B (or B2C) content to serve those mindsets.

LinkedIn members are people first.



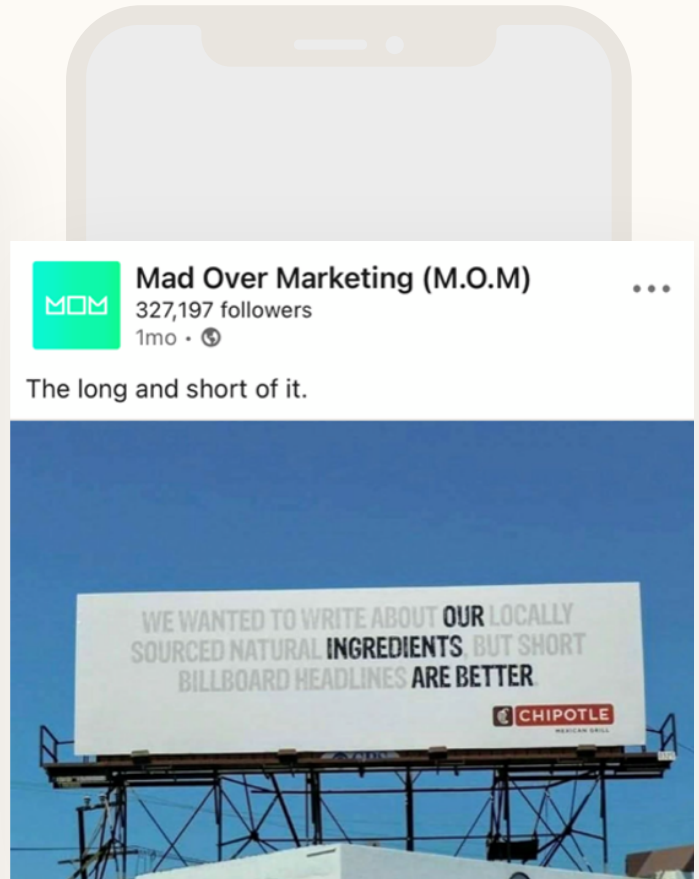
Your audience's personal goals:

- ✓ Networking
- ✓ Career opportunities
- ✓ Quality of life upgrade

Your audience's professional goals:

- ✓ Skill development
- ✓ Research
- ✓ Product & Service discovery

Mad Over Marketing



Through irreverent, attention-getting messaging, the company demonstrated their industry expertise and built brand affinity with a unique voice. To see more examples of how Mad Over Marketing is making their creative inspiring, [check out the “Ads” tab on the Mad Over Marketing page \(desktop only\)](#) →

Global Web Index

GlobalWebIndex
19,475 followers
Promoted

You've probably already got most of the kit by now. All that's left is to read our brand survival guide – for indispensable advice on where bra ...see more



The illustration shows various items: a coffee cup labeled 'Coffee', a pair of PJ bottoms, a smartphone labeled 'GWI brand survival guide', a jar labeled 'Swear jar', a stress ball labeled 'The 'budget cut' stress ball', and a cup of snacks labeled 'Snacks'. The title is 'Brand manager's WFH survival kit'.

globalwebindex.com

Strategy in 2020: the brand manager's guide [Download](#)

globalwebindex.com

GlobalWebIndex
19,475 followers
Promoted

Sound about right? Our brand survival guide gives you the tools to navigate the new consumer landscape, streamline your strategy, and ultin ...see more



The pie chart is divided into six segments: Reporting (blue), Fighting fires (orange), Panicking about budgets (purple), Saying NO (light blue), Budgeting (pink), and another Reporting segment (dark blue). The title is 'A brand manager's day'.

globalwebindex.com

Strategy in 2020: the brand manager's guide [Download](#)

globalwebindex.com

GlobalWebIndex
19,475 followers
Promoted

Take control of the pitching process with our guide to winning new business with data. <https://g-web.in/37D7Rv2>



The diagram shows a horizontal bar divided into four sections: Brief (hatched), Panic (wavy), Pitch (vertical lines), and Cry (dotted). Arrows point from the labels 'Brief', 'Panic', and 'Pitch Cry' to their respective sections. The title is 'Agency pitching process'.

globalwebindex.com

Free Guide On Winning Pitches With Insight [Download](#)

globalwebindex.com

GlobalWebIndex
19,475 followers
Promoted

Social media usage has plateaued or decreased in 20 of the 45 countries we survey. <https://g-web.in/2NRfh71>



The graphic has a dark pink background with the text 'How anti-social are you?' in white. The title is 'How anti-social are you?'.

globalwebindex.com

Download our social media trends 2020 report [Download](#)

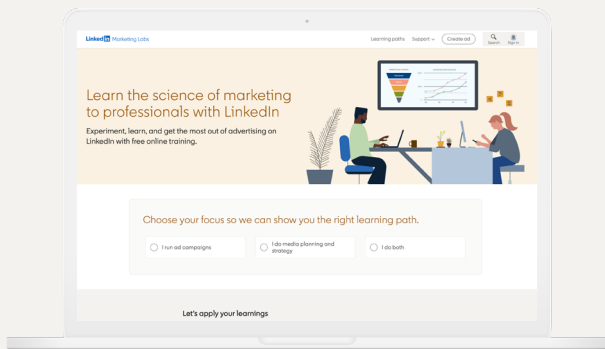
globalwebindex.com

This ad directly appeals to the intended audience's pain points — in a relatable and humorous way. To see more examples of how Global Web Index is making their creative inspiring, [check out the "Ads" tab on the Global Web Index page \(desktop only\)](#) →

To recap, 3 tactics to consider for **2021**



- 1 There's more competition for eyeballs now than ever before. Take creative risks to get noticed.
- 2 Professionals and senior stakeholders are people too, and just open to the same B2B creative approaches as B2C.
- 3 Have fun with your creative, and your audience will have fun consuming it.



LinkedIn Marketing Labs

Learn how to drive meaningful engagement with marketing professionals with our new learning center, LinkedIn Marketing Labs.





About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 740 million members in over 200 countries and regions. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

LinkedIn