



CHALLENGE

Capturing share in crowded markets

For startups, the influx of venture capital means more funding available. Seed funding rounds increased 10% in 2020 to an average of \$4.6M¹; this trend continues to be seen across growth stages.

The flip side of the coin is more competition. Where startups once focused on unseating legacy firms, they now have to consider how to position themselves relative to other disruptors in their category.

For example, high-profile data breaches and the prevalence of remote work has accelerated the demand for cybersecurity solutions. Through November of 2021, there have been 183 funding rounds for US cybersecurity startups in addition to 234 in 2020.

Cybersecurity is just one example of a crowded, nuanced category. Across a range of industries, startups are realizing they need to differentiate before the demo if they hope to capture market share.

Want more insight?

[Read full report](#)

1 Source: [Crunchbase](#), 2021



Startups capitalize on LinkedIn's engaged community to capture share in crowded markets

Startups build credibility with brand campaigns

Once startups have established baseline demand generation levels in Seed stage, they begin to prioritize brand awareness as they grow to Series A. Startups that use advertising to drive brand awareness are able to cast a wide net for potential customers and begin building trust early on.

As they grow, startups drastically increase their use of brand campaigns

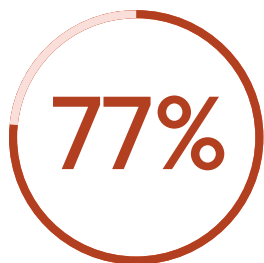
+ 185%



Seed

Series A

By the time they reach Series B, the majority of startups use thought leadership content to build brand credibility and audience engagement through industry expertise.



of companies have sponsored white paper content by Series B



Startups connect with key decision-makers through content

As high demand categories become increasingly crowded, startups have to consider how to differentiate from their competitors. Luckily for startups entering these categories, existing demand creates an opportunity for them to build brand recognition with an active audience. On LinkedIn, decision-makers actively seek category leadership and perspective in order to sift through the noise—startups that meet this need can more effectively build brand trust and ultimately capture greater market share in the long run.

This is particularly true for cybersecurity for example, where early startups are entering a competitive market. Cybersecurity startups have the opportunity to directly connect with their target audience through content, as there is already a high demand for content that supports buyer decision-making.

+ 95%

user engagement with cybersecurity content this year

DEEPGRAM

How [Deepgram](#) drove engagement with content to accelerate growth

Series B startup Deepgram is an end-to-end, AI speech recognition platform.



Challenge

Needed to engage the right audience early on.



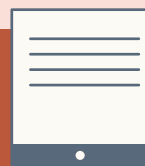
Solution

Promoted brand level content on LinkedIn to encourage site visits and drive awareness.



Results

Saw consistent engagement for eBooks, market reports, and white papers.



“We want people to find our content and come to our site. The bigger the funnel we build up of people who know us, the more likely they are to reach out when they are ready or give us their information when they are in market.”

Claudia Ring

Head of Growth, Deepgram

Put these insights into action

1

Use ad formats that will optimize brand awareness impact, such as Sponsored Content, Video ads, etc.

2

Engage the right audience by providing industry-relevant content.

3

Retarget those that engaged with content to strengthen engagement.