LinkedIn Sponsored Content

Build customer relationships by delivering relevant content to prospects in the world’s only professional feed

Engage prospects early in the buyer’s journey

According to a recent study, B2B buyers conduct, on average, 12 online searches prior to visiting a specific brand’s site.¹ Marketers who are first to provide useful content and insights early during the buyer’s journey stand to win mindshare, consideration, and purchase.

74% of B2B buyers choose a company that is first to help them with useful content²

Shape purchase decisions by publishing your relevant content straight to the LinkedIn feed

- Target the budget-holders, influencers, and people that matter most to your business. Reach the right people using accurate targeting based on up-to-date professional profile data.
- Publish your content in a premium context. Sponsor your content in the brand-friendly environment of the LinkedIn feed to an audience of influencers and business decision-makers.
- Generate high-quality leads, raise awareness, and build relationships with a suite of versatile campaign tools. Optimize your results using a powerful campaign management platform.

² SAVO, Techniques of Social Selling: Just Do It!, 2014.
Target the professionals who matter most to your business using accurate, first-party professional data.

Publish your content to a premium audience of business decision-makers.

Engage prospects when they’re in a professional mindset to build customer relationships that will grow your business.

Why LinkedIn Sponsored Content?

The world’s professionals come to LinkedIn specifically to engage with content. In fact, content gets 15x the interaction of job postings in the feed. That’s why LinkedIn is the #1 social media platform for content distribution: 94 percent of B2B marketers use LinkedIn to distribute content.3

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7 out of 10 professionals describe LinkedIn as a trustworthy source of professional content4

Market to who matters

Over 433M professionals worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. This makes LinkedIn the most effective platform to engage the decision-makers, influencers, and people that matter most to your business.

Discover how to achieve your goals on LinkedIn by targeting the right audiences and sharing valuable content through products tailored to how professionals engage on the platform.

Learn more about how to start advertising on the world’s largest professional network using LinkedIn Sponsored Content.

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4 The Mindset Divide: Spotlight On Content” a study conducted by Millward Brown Digital and LinkedIn, March 2014.