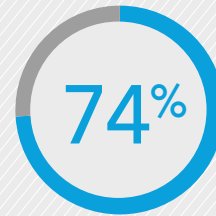


LinkedIn Sponsored Content

Build customer relationships by delivering relevant content to prospects in the world's only professional feed—and beyond

Engage prospects early in the buyer's journey

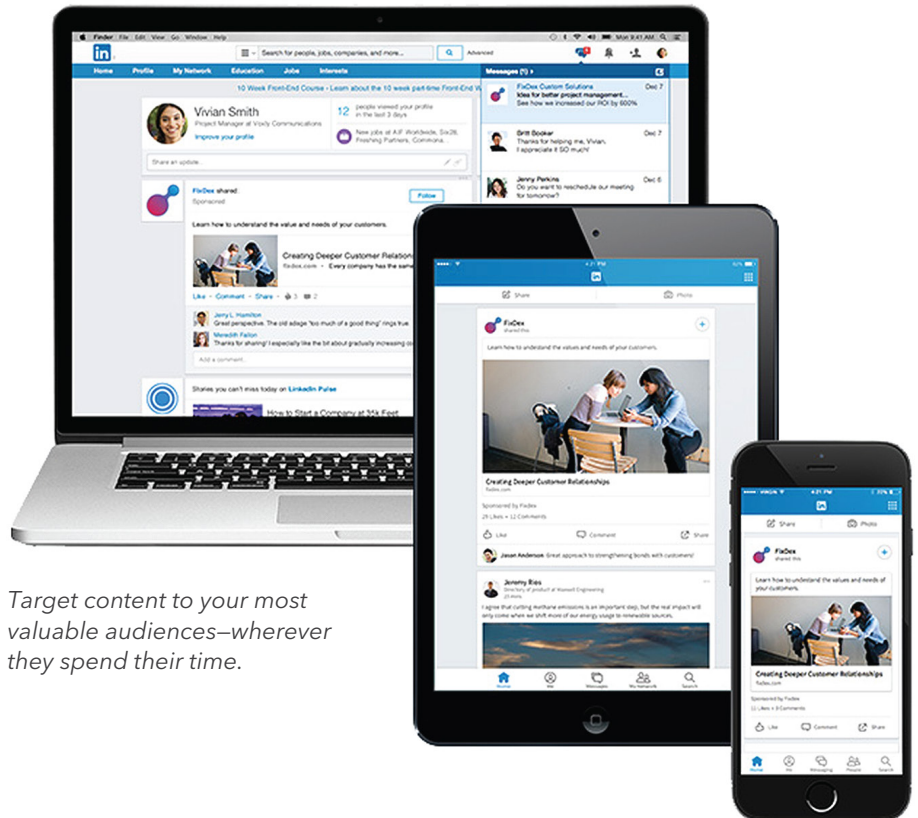
According to a recent study, B2B buyers conduct, on average, 12 online searches prior to visiting a specific brand's site.¹ Marketers who are first to provide useful content and insights early during the buyer's journey stand to win mindshare, consideration, and purchase.



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 and beyond

- 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.
- Reach prospects wherever they engage—both on and off LinkedIn and across devices. Publish content within the premium context of the LinkedIn feed and in premium placements beyond.
- 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.



Target content to your most valuable audiences—wherever they spend their time.

¹ Google/Millward Brown Digital, B2B Path to Purchase Study, 2014.

² SAVO, Techniques of Social Selling: Just Do It!, 2014.

Share valuable content on the *only* platform tailored to drive engagement from professionals



1. **Choose your content.** Start by sponsoring an organic update recently published to your LinkedIn Company Page.



2. **Target your audience** by location, company, industry, title, skills, degree of study, and more.



3. **Set your bid** and campaign budget by cost per click (CPC) or cost per thousand impressions (CPM).



4. **Launch your campaign** and start promoting your content right in the LinkedIn feed and beyond.



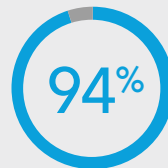
5. **Measure your results** and track key metrics including clicks, impressions, and engagement with your content.



6. **Optimize your impact** by testing variations of your content and target audiences, using scalable campaign management tools.

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



94% of B2B marketers use LinkedIn to distribute content

- 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.



7 out of 10

professionals describe LinkedIn as a trustworthy source of professional content⁴



Engage the right audiences on LinkedIn to achieve your marketing objectives using Sponsored Content, Sponsored InMail, and a range of Display, Text and Dynamic Ad formats.

Market to who matters

Over 414M 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](#).

³ B2B Content Marketing 2016 Benchmarks, Budgets, and Trends—North America report.

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