

LinkedIn Marketing Solutions
Platform Overview

*Market to
who matters*





Table of Contents

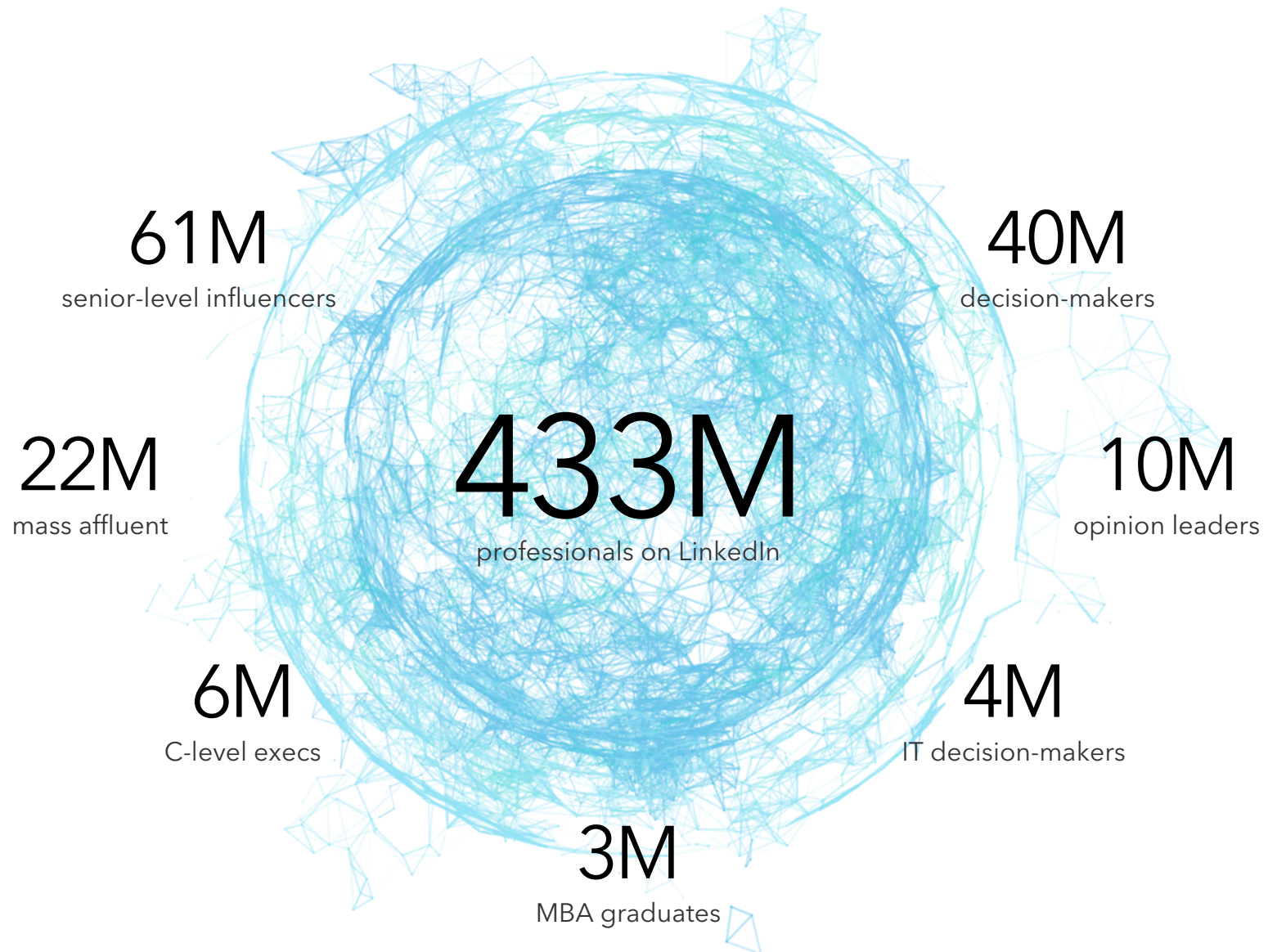



LinkedIn Marketing Solutions

Market to who matters

LinkedIn presents a unique opportunity for brands.
For the first time in the history of media, you can
reach the world's professionals—all in one place.

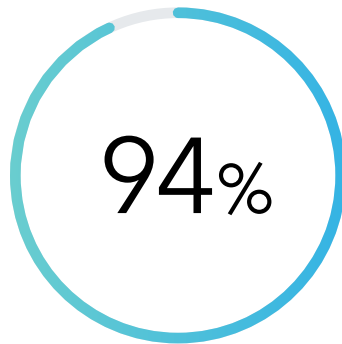
More than 433M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.





LinkedIn is the most effective platform to engage the people that matter most to your business.

The world's professionals are coming to LinkedIn with purpose and consuming a range of professional content including industry news, expert advice, professional learning, peer insights, and recommendations. You achieve your goals on LinkedIn by targeting the right audience and sharing valuable content through products tailored to how professionals engage on the platform.



of B2B marketers use LinkedIn
to distribute content¹



LinkedIn is rated the top
social network for lead generation²

¹ B2B Content Marketing, 2016 Benchmarks, Content Marketing Institute/MarketingProfs.

² The State of B2B Digital Marketing, Fall 2015, Demandwave.

Reach a coveted audience in a professional context.

LinkedIn members engage with our platform to further their career goals. They come to LinkedIn specifically to connect with people, brands, and opportunities, and engage with high-quality content that addresses their desire to become more productive and successful.

This is a very different mindset and intent from other social media platforms. And it's precisely this aspirational mindset that has led to the explosion of content now shared weekly on the LinkedIn feed.

Content impressions include everything from profile updates to rich media content, long-form articles, and more. There are currently 9 billion content impressions in the feed every week—that's 15 times more content impressions than job postings served in the feed. And the majority of this engagement occurs on mobile. In fact, more than 57 percent of the time, members access LinkedIn content from their mobile device.

LinkedIn enables you to reach a coveted audience in a professional context and engage them with valuable content when they're active on the platform and most receptive to your message.



9 billion
content impressions



15X more
content impressions
than job postings



57%
from mobile

How to use LinkedIn to achieve your goals
from awareness to engagement to new business.



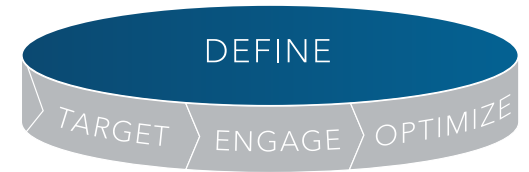


Define your goal

A winning LinkedIn strategy starts with your goals. Set measurable objectives and use LinkedIn to achieve your key performance indicators (KPIs).



Use LinkedIn to achieve your marketing goals by sharing content with the right professional audiences.



Whatever your goals, you can leverage the LinkedIn platform to effectively:



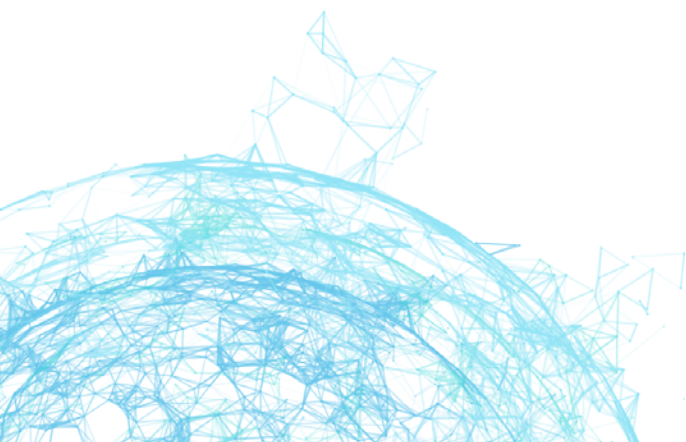
Create awareness
early in the purchase process

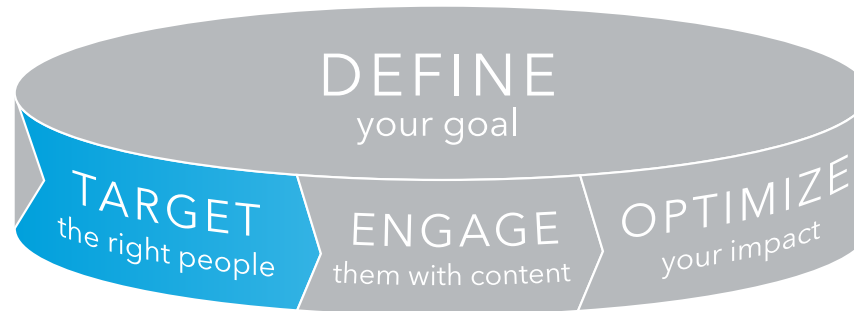


Engage audiences
with content



Generate quality leads
and drive new business





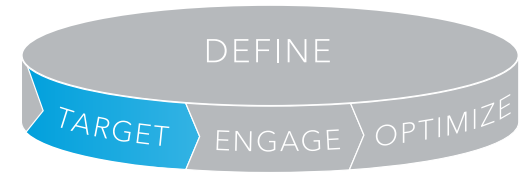
Target the right people

Targeting is the core of what enables your success on LinkedIn. Our authentic, first-party data offers marketers a level of precision unavailable anywhere else.



Your audience is on LinkedIn.

Target them with precision using member-generated, first-party data. Segment and reach just the right professionals using:



Rich demographic data

Filter by Job Function, Seniority, Company Name, Geography, Industry, and more.



Interest-based filtering

Target members by the LinkedIn Groups they belong to, their field of study, the skills they self identify, and more.



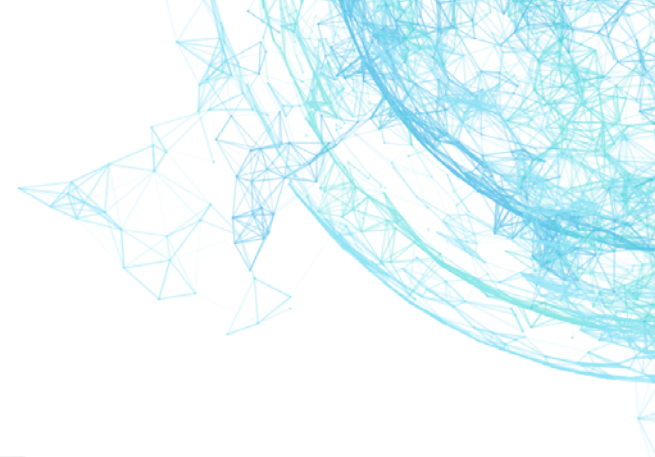
Persona targeting

Reach key segments like Job Searchers, Opinion Leaders, Business Travelers, and more based on member profile data and behavior.



Your own audience data

Match your target account list against the 8M+ Company Pages on LinkedIn to achieve your account-based marketing (ABM) goals.

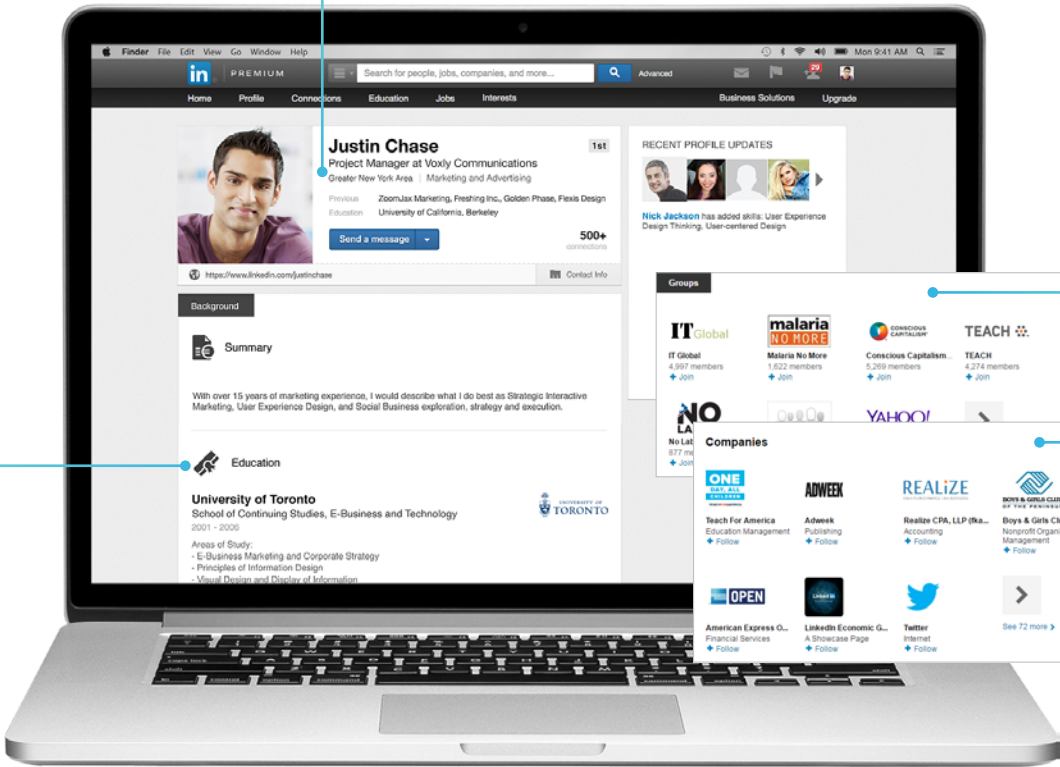


Real-time, accurate, member-declared data makes LinkedIn targeting unique.

A member's LinkedIn profile contains relevant professional data points.

Title, Company, Geography, Industry

School,
Field of Study,
Graduation Year



Group
Membership

Companies
Following



Engage them with content

Achieve your marketing objectives using Sponsored Content, Sponsored InMail, and a range of Display, Text, and Dynamic Ad formats.

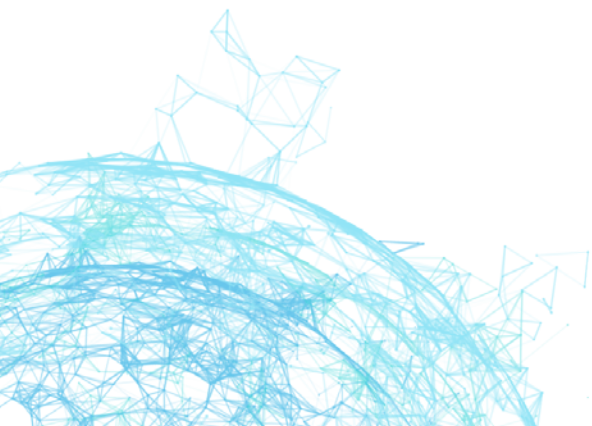
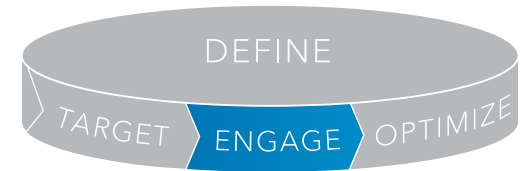


Use a mix of organic and paid channels.

Based on your objectives and the metrics you'll use to gauge the success of your programs, we recommend you leverage a balance of organic content and paid advertising to ensure you reach prospects at every stage of the buying cycle.

You can organically build your brand and content presence on LinkedIn by distributing content via your LinkedIn Company Page, Showcase Pages, long-form posts, and SlideShare presentations.

To reach a targeted and broader audience, you can use paid advertising to promote your valuable content in the LinkedIn Feed, the LinkedIn Inbox, and through a range of other engaging, differentiated native ad formats, and standard onsite display ads.



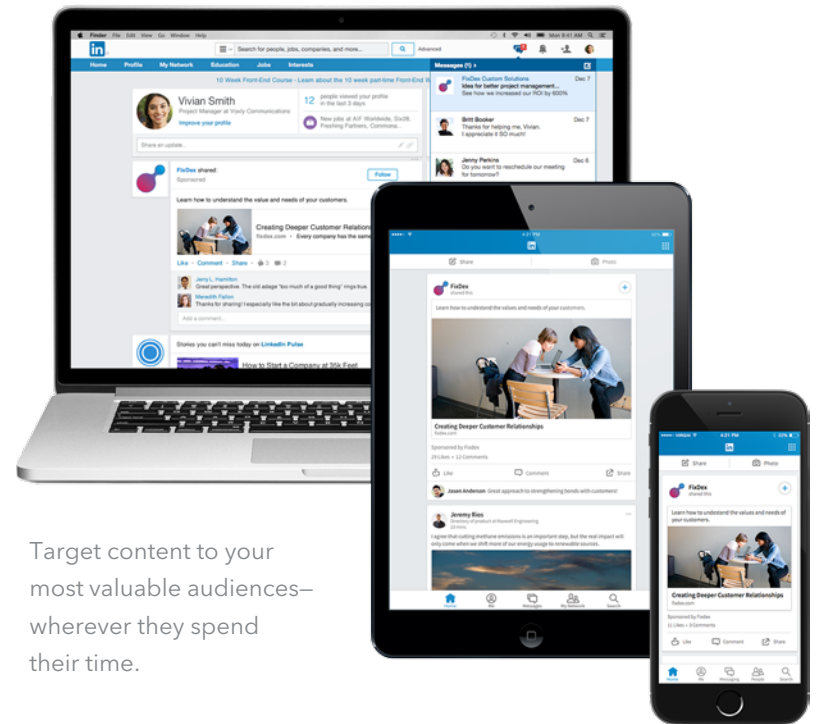
LinkedIn Sponsored Content

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

Marketers who are first to provide useful content and insights early and often during the buyer's journey stand to win mindshare, consideration, and purchase. In fact, 74 percent of B2B buyers choose a company that is first to help them with useful content.¹

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

- Target the people who matter most using accurate, first-party 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.



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

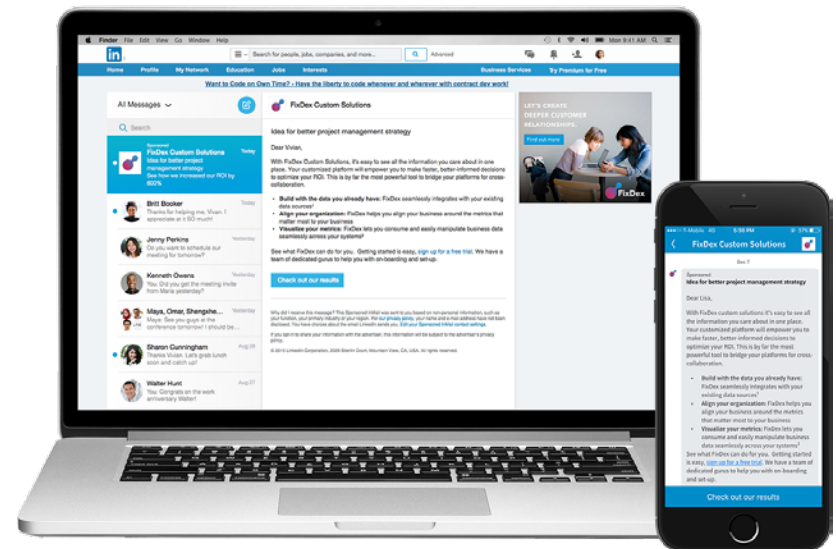
¹ SAVO, Techniques of Social Selling: Just Do It!, 2014.

LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business.

Personalize your outreach. Sponsored InMail helps marketers break through the limitations of traditional email marketing by:

- Reaching members only when they are active on the LinkedIn site.
- Engaging your key target audiences across desktop and mobile.
- Delivering personalized messages within the uncluttered LinkedIn Inbox environment.



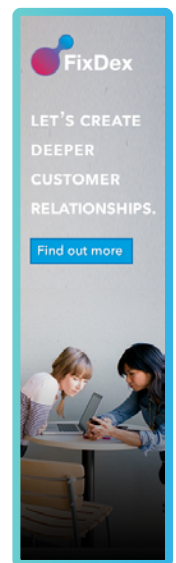
Engage your prospects in the most direct way possible on LinkedIn.

LinkedIn Display Ads

Reach and engage more prospective buyers than ever before, with extremely targeted and contextual ads in a quality professional context.

Build your brand with premium professional audiences. Drive awareness at scale by reserving impressions for your preferred audience at a fixed price.

- Reach your target audience and increase awareness early in the buying cycle.
- Drive engagement with quality buyers in a brand-safe professional context.
- Leverage your own creative using IAB-standard display ad unit formats.



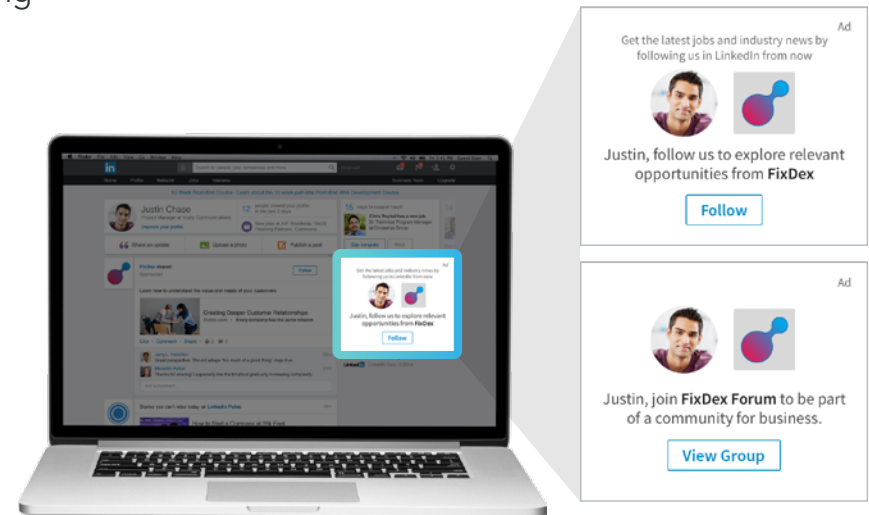
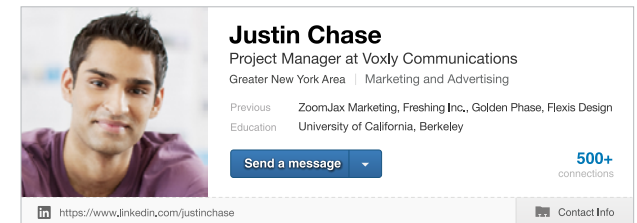
Deploy IAB standard display ad unit formats served on the right column of the desktop.

LinkedIn Dynamic Ads

Engage the professionals that matter most to your business with dynamically generated, personalized ads on LinkedIn.

Drive response with ads that are personalized to your audience's activity on LinkedIn. LinkedIn Dynamic Ads allow you to precisely target decision-makers and influencers with highly relevant and customizable creative.

- Drive quality engagement: Distinguish your brand with relevant creative that drives quality interactions, traffic, and leads.
- Build relationships: Nurture relationships and increase your company's LinkedIn follower count using unique ad formats.
- Target with precision: Reach the people that matter most using accurate, profile-based, first-party data.



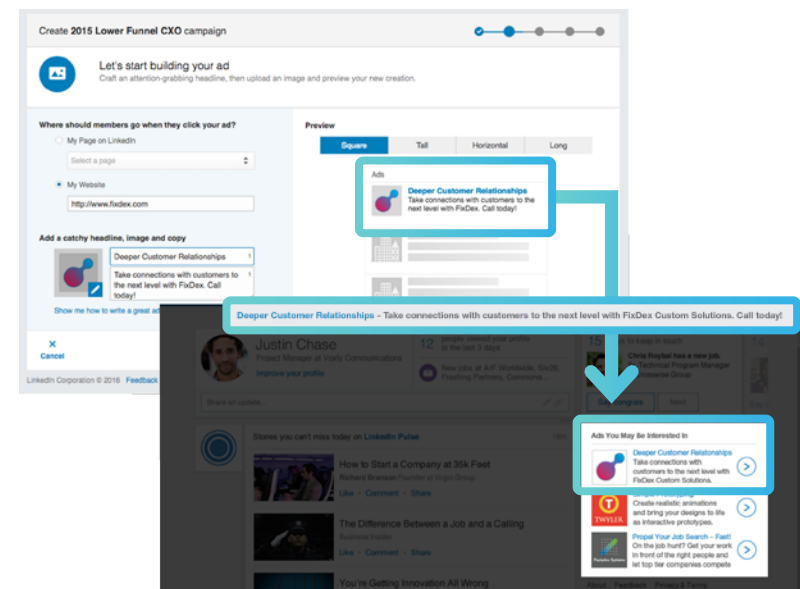
Personalize your creative using IAB standard display ad unit formats served on the right column of the desktop.

LinkedIn Text Ads

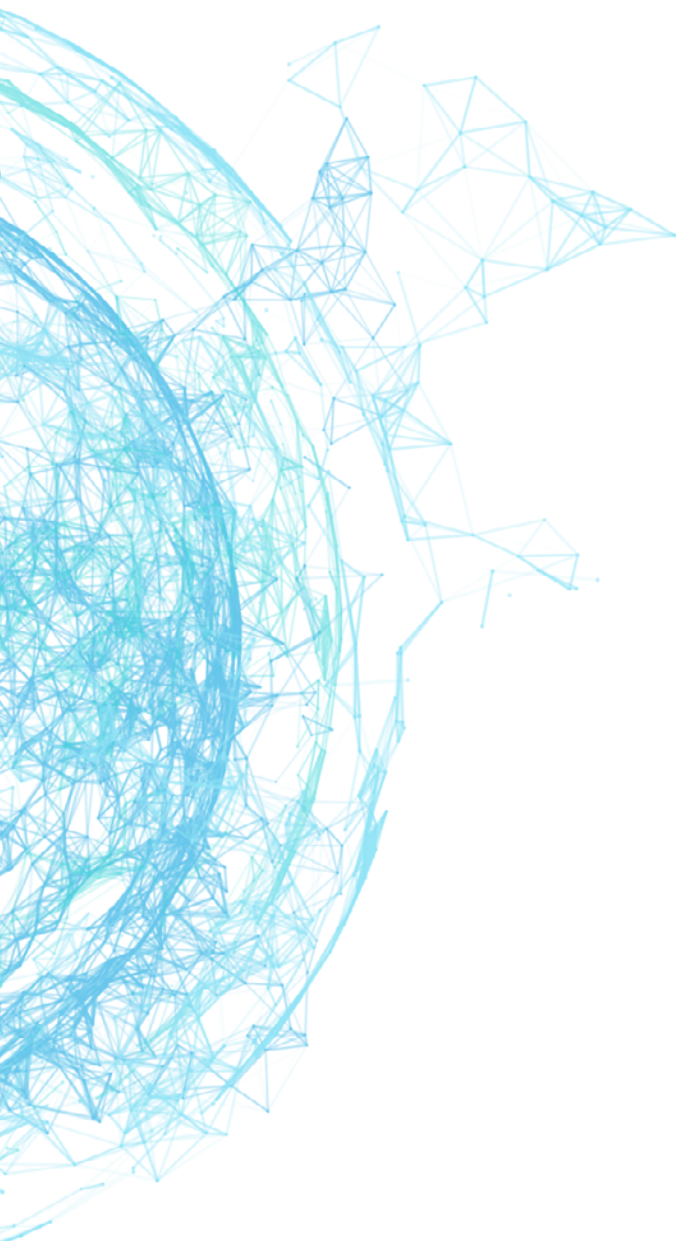
Easily create and launch your own well-targeted, customized campaigns in minutes—on a budget that works for you.

LinkedIn Text Ads are the fastest way to get your business in front of the world's largest professional network. Using an intuitive, self-service interface, you can easily create, manage, and optimize your own customized campaigns quickly while controlling costs:

- Get started easily: Build your own ads and start running them right away with no spend minimum commitments.
- Target with precision: Reach the people that matter most using accurate, profile-based, first-party data.
- Generate quality leads: Reach a premium professional audience of decision-makers and influencers.



Generate quality leads with an easy, self-serve solution. Text ads appear in the right column of the desktop and are available in four formats: square, tall, horizontal, and long.



Get started.

The LinkedIn Marketing Solutions Platform accommodates businesses and budgets of every size with a variety of self-service and account-team-supported products.

Self-Service

LinkedIn self-service products make it easy for you to create and manage your own campaigns and set your own budget.

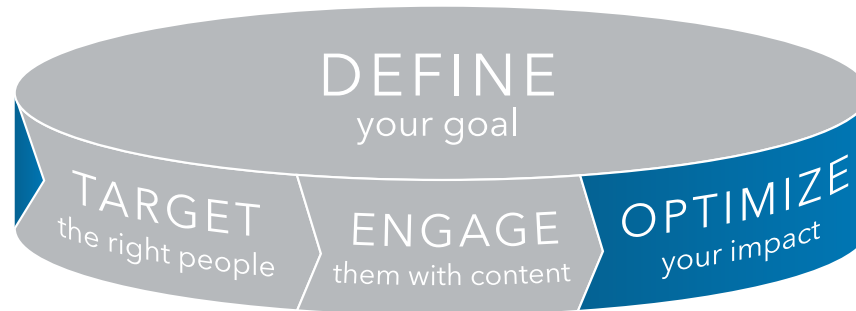
You can get started with both Text Ads and LinkedIn Sponsored Content simply by setting up an advertising account in the Campaign Manager.

All you need is a credit card and a LinkedIn account.

With pay-per-click (PPC) or cost per thousand impressions (CPM) pricing options, you'll still have access to intuitive campaign analytics that let you track performance and optimize your strategies over time.

Account Team Support

The LinkedIn Marketing Solutions team offers account management and dedicated support for all of our products with the exception of Text Ads.

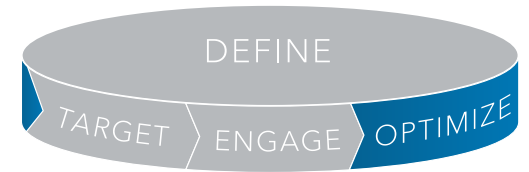


Optimize your impact

LinkedIn gives you clear visibility into the performance and impact of your campaigns at every stage of your customers' purchase process.



LinkedIn provides actionable insights and key metrics that prove the value of your marketing programs.



Campaign performance

View targeted impressions, average clickthrough rates (CTRs), and more to gauge success.



Audience insights

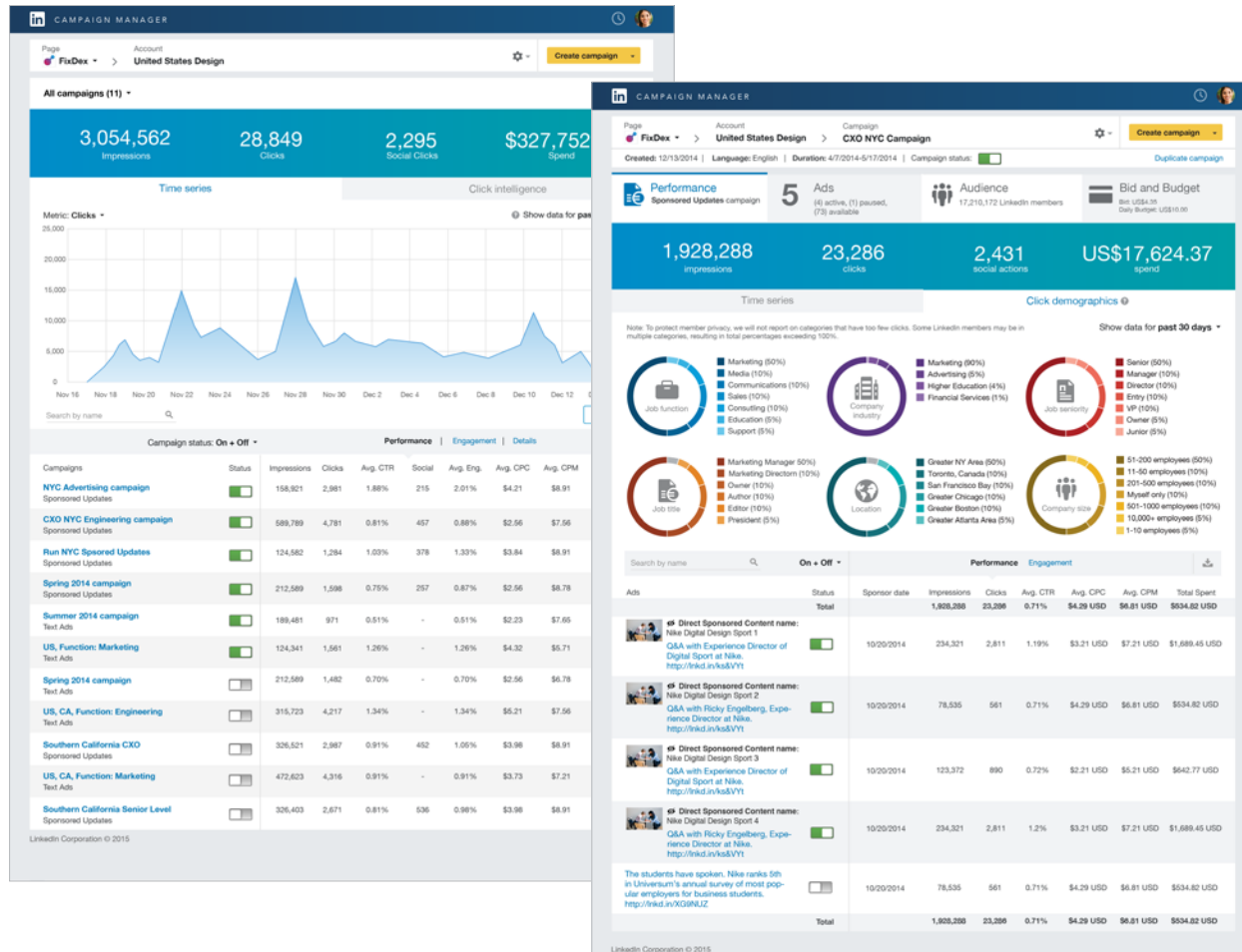
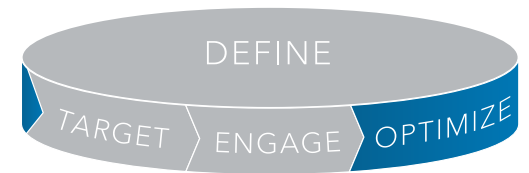
See a detailed view of the demographics for LinkedIn members who click on your content.



Social actions and engagement

Track the organic likes, shares, comments, and follows that your campaigns help you earn.


Using simple yet powerful reporting and analytics, you can see what's working with your current strategies and what's not, so you can effectively optimize your targeting approach and programs over time.



Join the 150,000+ brands that trust LinkedIn.

More than 150,000 brands trust LinkedIn to create awareness early in the purchase process, engage audiences with content, drive quality leads, and acquire new customers. Here's just a sampling of the companies that use LinkedIn to market to who matters.






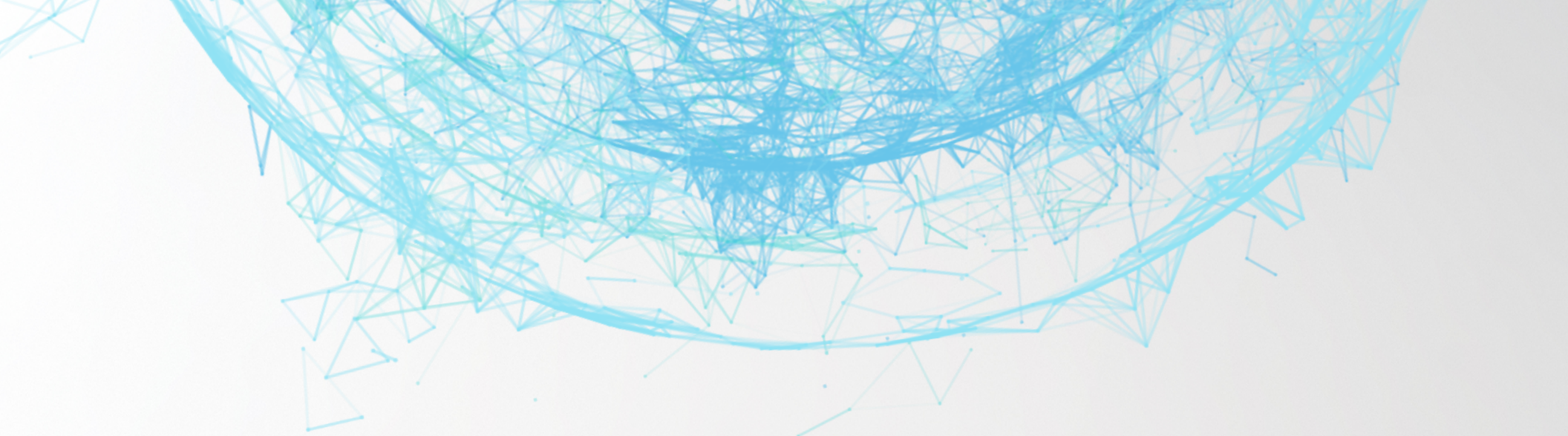
Next steps

[Contact](#) a LinkedIn Marketing Solutions expert now.

Check out the [ad specifications](#) for each of our products.

[Learn more](#) about the LinkedIn Marketing Solutions platform.



An abstract graphic at the top of the page consists of a dense, interconnected network of thin blue lines and dots, resembling a complex web or a molecular structure. The lines vary in opacity, creating a sense of depth and movement. The overall shape is roughly circular but with many protrusions and indentations, giving it a dynamic, organic feel.

Today, LinkedIn members number more than 433 million professionals representing the largest group anywhere of decision-makers, influencers, and business leaders. And now you can reach them all in one place.

For more information, visit marketing.linkedin.com.

LinkedIn Marketing Solutions