



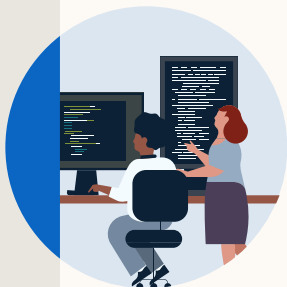
# Startups' Guide to LinkedIn Marketing Partners

Grow your marketing on LinkedIn efficiently for scale

# Guide Content

In this guide, you will find:

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Why Tech Stacks Matter



Meet our Trusted Partners

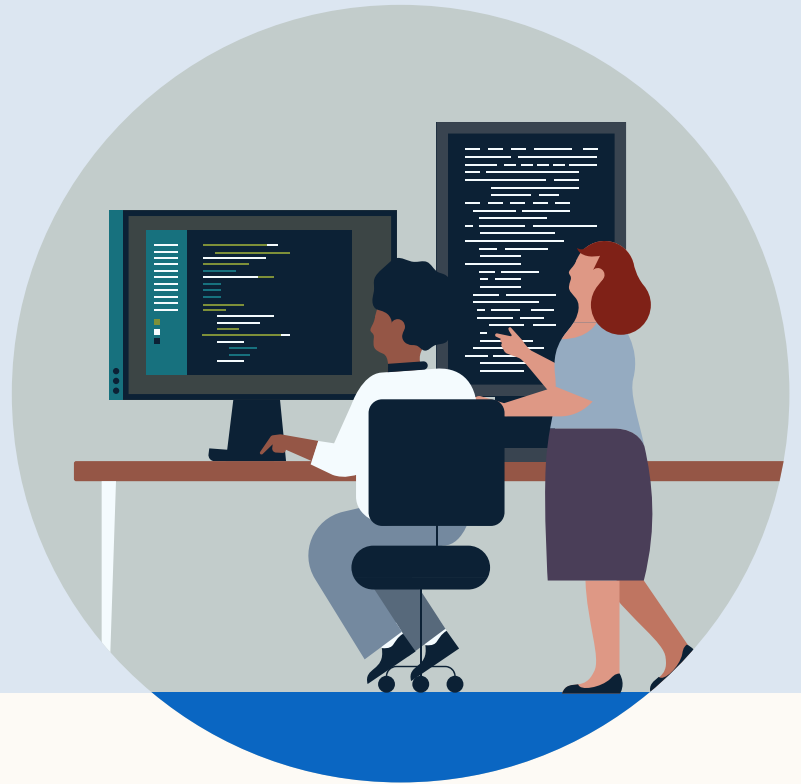


Working with LinkedIn



# Why Tech Stacks Matter

Achieve stronger results through greater efficiency



The way you build your tech stack influences a lot about your company.

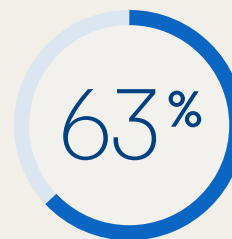
How efficiently you'll be able to work, how fast can you scale, **and even how quick you realize marketing ROI.**



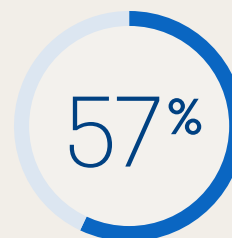
The process always involves trade-offs—some technologies save time but allow for less customization, others are better for certain audience segments, still others are more scalable but require more ongoing maintenance.

However, it is possible to assemble a stack that can **both meet your needs now and evolve as your company matures.**

Most marketers still struggle to illustrate the performance of marketing programs



of marketers are not confident in their ROI measurements



of CEOs are prepared to invest more in marketing, but budgets are at risk if marketers do not prioritize ROI

# MarTech & CRM Ecosystem

Most common startup needs



The following buyer's guide details how high-growth companies can build an effective MarTech stack (or enhance your current stack), while maximizing your investment on LinkedIn.

For easier discovery and evaluation, we've broken these partners into the following categories based on the value they provide:

- 1 Audiences
- 2 Lead Generation
- 3 Reporting & ROI

It's important to note that some technology partners only support a handful of functions within a single category, while others span multiple categories and functions.



# Audiences

Expand and amplify  
your reach

Partners for audiences help marketers  
expand the ways they can reach their  
target audience.



## 6-9 months

the average B2B sales cycle

With longer sales cycles, audience  
management is crucial to accelerate  
growth and drive positive ROI

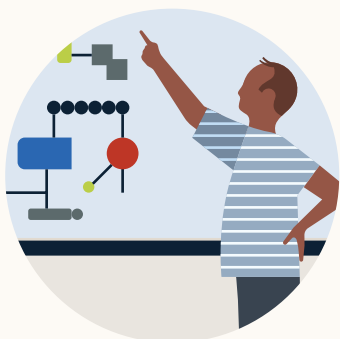


# Partners for audiences amplify your reach



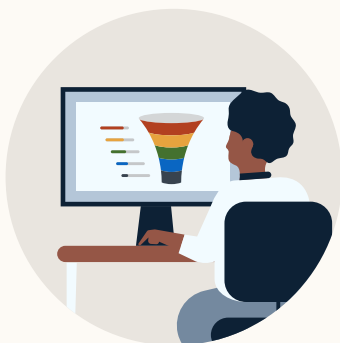
## Use valuable insights to segment your audiences

Access more behavioral, demographic, and firmographic data to enrich LinkedIn targeting. Acxiom and LiveRamp enable you to reach audiences based on behaviors or demographics that may signal a greater propensity to buy your solution. HG Insights provides unique technographic data so you can prioritize companies that use a competitive or complementary technology.



## Reach audiences researching your solution

Your own customer data can provide powerful signals, but often there are prospects showing interest in your solution that you're not aware of yet. Bombora and G2 can help you identify businesses actively researching your product or services. Use their intent data to get in front of prospects as they're entering the market and route them to a nurture program.



## Engage audiences based on account status or pipeline stage

Integrations with marketing automation and CRM platforms, such as Marketo, Salesforce, Hubspot and Oracle Eloqua, help you engage with current customers to upsell or cross sell, and with known prospects to move them down the purchase funnel.

Alternatively, remove current customers from your marketing campaigns to ensure your budget is spent building new relationships.

# Partners for audiences support the following capabilities:

## Audience Insights

**Benefit:** Improved Marketing Efficiency

**Feature:** Target prospects based on buying signals

## Intent Data

**Benefit:** Scale Quicker

**Feature:** Target prospects researching your product

## ABM

**Benefit:** Accelerate Sales Cycle

**Feature:** Target accounts and opportunities in your sales pipelines from CRM

## Audiences Partners include:



# Partner Highlight

## Client Case Study



### Goal

Increase lead volume through improving conversion rate

### Tactic

Created LinkedIn targeting audiences within HubSpot's ads tool, based on dynamically updated lists, so they could properly target their prospect accounts

### Results

▲ 45%  
Increase in landing page  
conversion rate

▼ 25%  
Decrease in CPL

138 Qualified leads from  
LinkedIn

## Partner





# Lead Generation

Maximize your lead gen engine

Partners for lead generation help marketers automate the delivery of leads directly into the sales or marketing platform of choice.



## 6.8

average stakeholders involved in the B2B decision-making process

B2B sales requires multi-threading in today's environment

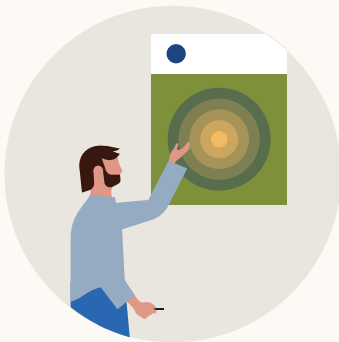


# Partners for lead generation help make the most of your leads



## You'll save time

Many of our partners have a simple and guided setup for connecting with Campaign Manager. A one-time setup will save you the time spent logging in to check on your campaigns and manually downloading lead lists.



## Get even more context or data on your leads

Lead Gen Forms allow you to collect data from the member's LinkedIn profile and custom fields. Marketing partners can help you standardize the information you receive and append even more information onto your LinkedIn leads.



## Your teams can act on them in real-time

Whether you plan to add your leads to a new marketing campaign, send to sales for follow-up, or both, doing so quickly may improve their performance. Marketing partners are here to support that next step in that lead journey.

# Partners for lead generation support the following capabilities:

## Align Sales & Marketing

**Benefit:** Increase MQL to SQL conversion rate

**Feature:** Pass leads to sales or nurturing programs in real time

## Define Audiences

**Benefit:** Increase MQL conversion rate

**Feature:** Hone Ideal Customer Profile with LinkedIn member profile data

## Lead Generation Partners include:



# Partner Highlight

## Client Case Study



### Goal

Generate Marketing sourced pipeline

### Tactic

Integrated with Marketo and Salesforce and leveraged LinkedIn Lead Gen Forms. To convert more qualified leads and build brand credibility, Fivetran offered relevant content downloads to targeted accounts, including a whitepaper and a guide to data integration essentials.

### Results

**\$2.4m**

Marketing sourced pipeline

**871**

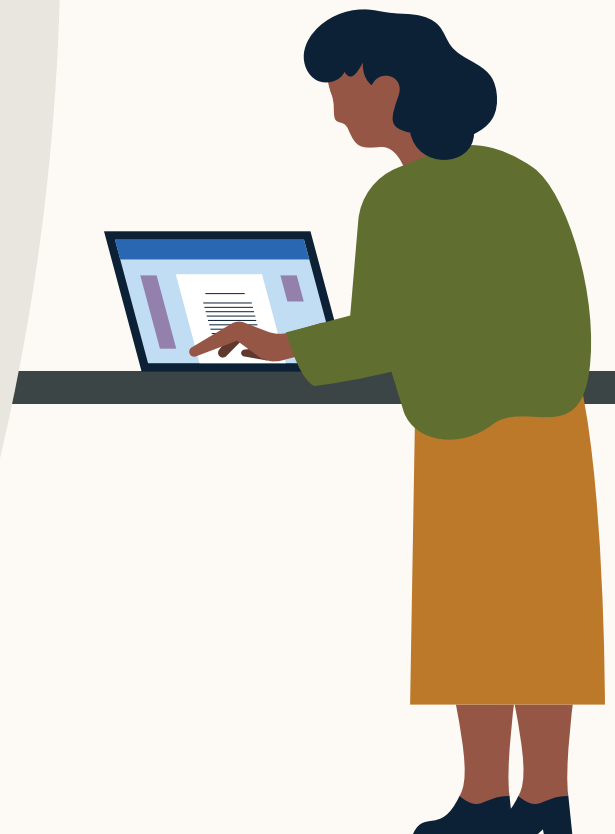
Total leads generated from LinkedIn

**9%** Lead to SQL conversion rate



**3x** higher than non-LinkedIn channels

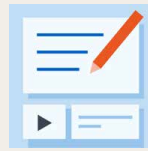
## Partner



# Reporting & ROI

Gain deeper  
campaign insights

Partners for reporting & ROI help marketers gain insights into their marketing programs with LinkedIn and across all marketing channels for a singular, holistic view of the marketing campaign performance.



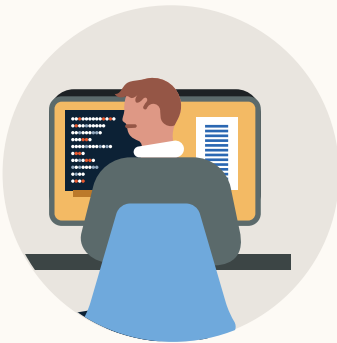
## 10

pieces of content, across channels, that is consumed in the B2B buying process

The ability to properly attribute pipeline to different marketing channels is a must for top B2B marketers



# Partners for reporting & ROI offer a holistic view of campaign performance



## Cross-channel performance in a single view

Partners make it frictionless for you to report on and measure performance through your preferred technology platform seamlessly across LinkedIn and other channels like Facebook, Google, Twitter, web publishers, and more.



## Connect your marketing data with business outcomes

See the full impact of LinkedIn marketing with partners that are connecting LinkedIn data to leads, conversions, and revenue.



## Reporting customized to your business needs

Identify which creative, targeting, and bidding combinations work best. Find a partner that builds custom dashboards to compare the performance of LinkedIn programs with ads on other advertising channels.

# Partners for reporting & ROI support the following capabilities:

## Identify Events

**Benefit:** Improve Marketing ROI

**Feature:** Discover and track which events or touchpoints that contribute to a desired outcome

## Assign Value

**Benefit:** Improve Marketing ROI

**Feature:** Define and track value for each event to determine positive or negative influence and ROI for each event and in what order led to desired behavior or conversion

## Reporting & ROI Partners include:



# Partner Highlight

## Client Customer Testimonial

**M-Files**®

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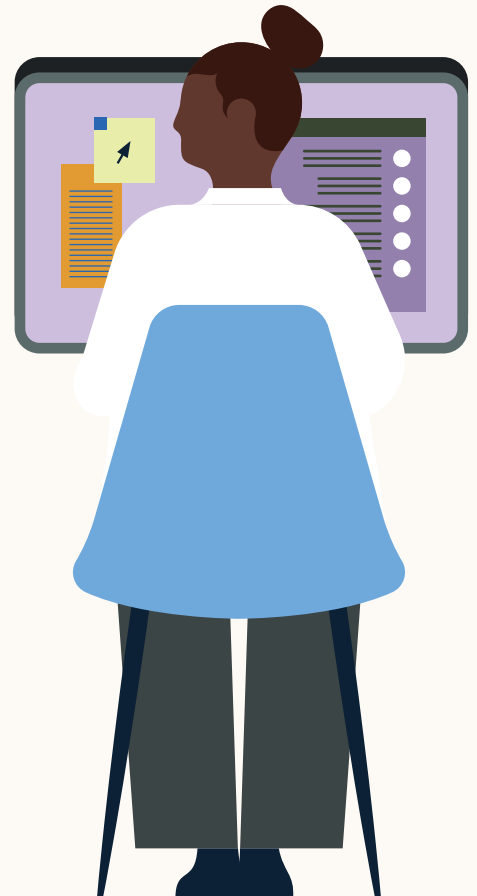
The aggregate account-level reporting in the Madison Logic platform allowed us to see how **top prospects were engaging with marketing messaging across our three biggest channels**. Sharing this data with sales has **enabled more impactful conversations with prospective clients**. ”

**Kevin Salas**

Senior Director of Demand Generation

## Partner

**MADISON  
LOGIC.**





# Working with LinkedIn



## Check out the LinkedIn Marketing Partner Directory

The LinkedIn Marketing Partner Program is growing and changing so rapidly that it would be nearly impossible to cover all of them. Be sure to check out the online LinkedIn Partner Directory for the full list of partners and to get the latest information on each partner's offering.

Visit: [Marketing Partner Directory](#)

# Partner Capability Matrix

	Audiences	Lead Generation	Reporting & ROI
4C Insights/Mediaocean	X		X
6Sense	X		
Acxiom	X		
AdStage	X		X
Bizible			X
Bombora	X		
Convertr		X	
Datorama			X
Driftrock		X	
G2	X		
HG Insights	X		
Hootsuite			X
Hubspot	X	X	X
Integrate		X	
Liveramp	X		
Microsoft	X	X	
Oracle Marketing Cloud	X	X	
Salesforce	X	X	X
Sprinklr			X
Zapier		X	

## Talk to your LinkedIn Representative

Want to get a conversation started with a LinkedIn Marketing Partner? Reach out to your LinkedIn representative. They can walk you through the following information and more:

- How Marketing Partners will help improve your programs on LinkedIn
- Which partners to recommend for your marketing objectives
- How to work with LinkedIn and Marketing Partner(s) for the best outcomes

