



The Art of Winning

Orchestrating Marketing and Sales to
Deliver the Ultimate Customer Experience





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A man with short dark hair and a beard, wearing a dark shirt with white polka dots, is sitting at a desk and looking down at a laptop. The image is overlaid with a vibrant red and purple color scheme. On the left, there is a large, textured red shape that resembles a torn piece of paper or a splash of paint. The right side of the image is a solid purple color. The overall effect is modern and tech-oriented.

CHAPTER 01

An Open Letter to Marketing and Sales Leaders

The B2B buying process is broken: buyers are inundated with automated emails and relentless phone calls from sellers who seem to know nothing about them. The irony is we have the data and technology at our fingertips to enable the Marketing and Sales alignment that would fix this issue.

At LinkedIn, Marketing and Sales alignment is an important topic for us and our customers. We believe it's a crucial foundation for Sales and Marketing to reach their full potential.

An Open Letter to Marketing and Sales Leaders

Our global research found that **60%** of respondents believed that misalignment between Marketing and Sales could damage financial performance.

On the plus side, there's broad agreement that Marketing and Sales alignment can boost pipeline, improve customer experience, and increase customer retention. The question isn't whether businesses should strive for Marketing and Sales alignment, but how to achieve it.

Before we get into how LinkedIn is addressing this issue, let's look more closely at the problem.

You're Wasting Money Alienating Buyers and Customers

Picture this all-too-common scenario. You receive an enticing offer to try a new software application for free—software that might be useful, seems low-risk and affordable, and is well targeted to your needs. You try to take advantage of the offer but get connected to a sales rep who knows nothing about it. After some discussion, the rep manages to produce a workaround and extend a trial discount.

You decline and hang up, but are bombarded with emails and phone calls. Finally fed up, you tell the

company to remove you from its list. Apparently your message wasn't passed along because you receive several more calls, becoming more annoyed with each interaction. Your experience is so absurd that you tell your friends, many of whom could have likely used this company's application.

At this point, you've soured on the buying experience—and on the brand as a result. You feel suckered, manipulated, and treated like a profile instead of an individual.

But how would the vendor rate its performance? If you were to ask the Marketing team, they'd call these interactions a success. You responded to their free trial offer and Marketing got credit for a marketing qualified lead (MQL). Sales would view the interactions as neutral—they made contact with a prospect and decided you weren't ready to buy so they threw you back into the nurture bucket. But you will likely never do business with this company. And neither will the many friends who heard your story.



60%

of respondents believed that misalignment between Marketing and Sales could damage financial performance.

Unfortunately, between the poorly targeted email messages, the disconnect between Marketing and Sales, and the reps' failure to understand your buying process, this company made itself totally irrelevant to a prime prospect. This same problem is haunting your buyers, and giving them a bad impression of your brand before you've even had a chance to get to know one other.

And it's not a unique example. A lack of Marketing and Sales alignment is derailing far too many buying experiences.

\$1T

PER YEAR

In the US alone, Marketing and Sales teams waste an estimated **\$1 trillion dollars per year** due to a lack of coordination.

And businesses in the US aren't alone. Globally, companies struggle to deliver a cohesive buying experience.

We've seen companies smartly put in place a solid foundation of process and technology that empowers their Marketing and Sales teams to essentially act as a single, powerful engine to deliver that experience.

This eBook explores the key reasons so many businesses struggle to achieve Marketing and Sales alignment.

It also illustrates the possibilities when Marketing and Sales truly coordinate their efforts, and explains how LinkedIn solutions can help companies get on the path to alignment.

Read on for inspiration and practical information you can put to work right away!



Justin Shriber,
Vice President of Marketing,
LinkedIn Marketing and Sales Solutions

Alignment is Within Reach

You question why B2B buyers can't enjoy delightful, predictable, personalized, seamless experiences like the ones you enjoy with your favorite consumer brands, like Amazon and Netflix. You're right to wonder. And the problem has resulted in a massive waste of economic growth and opportunity in the B2B sector.

This is an issue we've chosen to take on at LinkedIn because:

1

It flies in the face of our mission to make the world's professionals more productive and successful.

2

It impedes our vision to create economic opportunity for every member of the global workforce.

3

The solution to the problem is within reach, and LinkedIn can help.



CHAPTER 02

You're Not Compared to Your Competitor's Experience—You're Compared to Every Experience

The best companies put personalization and trust at the center of the buying experience.

You're Not Compared to Your Competitor's Experience—You're Compared to Every Experience

Your company is now and forever will be compared to every experience ever.

As buyers interact with your company—whether through emails, content, at events, on phone calls, via text messages—their experiences with Amazon, Netflix, and Lyft color their perceptions of you.



The best companies deliver a personalized experience focused on the buyer.

Automating a Bad Experience Leads to Alienation at Scale

Forward-thinking B2B companies understand it's critical to align the efforts of their Marketing and Sales departments, and are willing to invest to make it happen. The trouble is that they're chasing the wrong problems, and their money is being misspent.

To grow sales more quickly and cost-effectively, many companies are taking advantage of a range of technologies—like marketing automation, predictive intelligence, sales dialers. But as they focus on achieving efficiency through automation and system integration, many companies are inadvertently churning out bad customer experiences.

When the core buying experience we serve up is subpar, technology actually becomes our worst enemy because it simply amplifies that poor experience. And we alienate a massive number of prospects and customers in the process.

In a world where people expect to be treated as precious resources, companies who persist in such an approach won't build lasting customer relationships and a recurring revenue model. And that means they won't be in business for long.



Marketing and Sales alignment is rated as the most important success factor to achieve revenue goals.

– Heinz Marketing, 2017 Marketing Performance Management Report

The 7 Biggest Practical Benefits of Marketing and Sales Alignment

Our research supports the belief that Marketing and Sales must work in concert to shepherd leads and opportunities across the finish line. But what precisely is it about Marketing and Sales alignment that helps drive better results? Here are the seven impacts:

1 A clearer understanding of the buyer

It's much easier to arrive at a shared vision of the target buyer when teams are working as one.

2 More realistic view of the buyer journey

Marketing and Sales alignment gets rid of the artificial funnel division between Marketing and Sales and instead aligns each to a holistic view of the buyer journey from start to finish.

3 More feedback about prospects

Both Marketing and Sales uncover interesting knowledge about prospects as they interact with and observe them on their buying journeys. Cohesive, shared customer intelligence paves the way for higher conversion and win rates.

4 Better activation of buyer insights

When Marketing and Sales work collaboratively, they are more likely to respect and respond to shared knowledge.

5 More support from company leadership

When the executive team sees a commitment from Marketing and Sales to orchestrate their efforts, they are motivated to help ensure the success of that alignment.

6 Better results for Marketing and Sales

When Marketing and Sales join forces, they amplify the impact of their efforts.

7 A more strategic go-to-market approach

The organizations with aligned Marketing and Sales functions tend to be strategic and big-picture oriented.

CHAPTER 03

Understand the Structural Gaps Between Marketing and Sales

The root problem reflected in the nightmare buying scenario in this eBook's first chapter is that **Marketing and Sales are built to see the world differently.**

They are literally looking in different directions for their information, their targets and their incentives. It's as if they're on the same field playing baseball and soccer—at the same time.



Understand the Structural Gaps Between Marketing and Sales

After careful analysis informed by our experience as the world's largest professional marketplace, we've identified three common structural issues preventing B2B companies from achieving beloved brand status like their consumer counterparts.

ISSUE

01

Marketing and Sales are Consulting Different Data Sets

As a reflection of their different perspectives, these two functions have been consulting completely separate datasets. And this has only exacerbated their different views over time.



Marketers use data management platform (DMP) systems, such as Adobe or Oracle, building and buying giant lists of names and pinging people at scale. Success means achieving a certain hit rate and optimizing for Cost Per Lead (CPL).

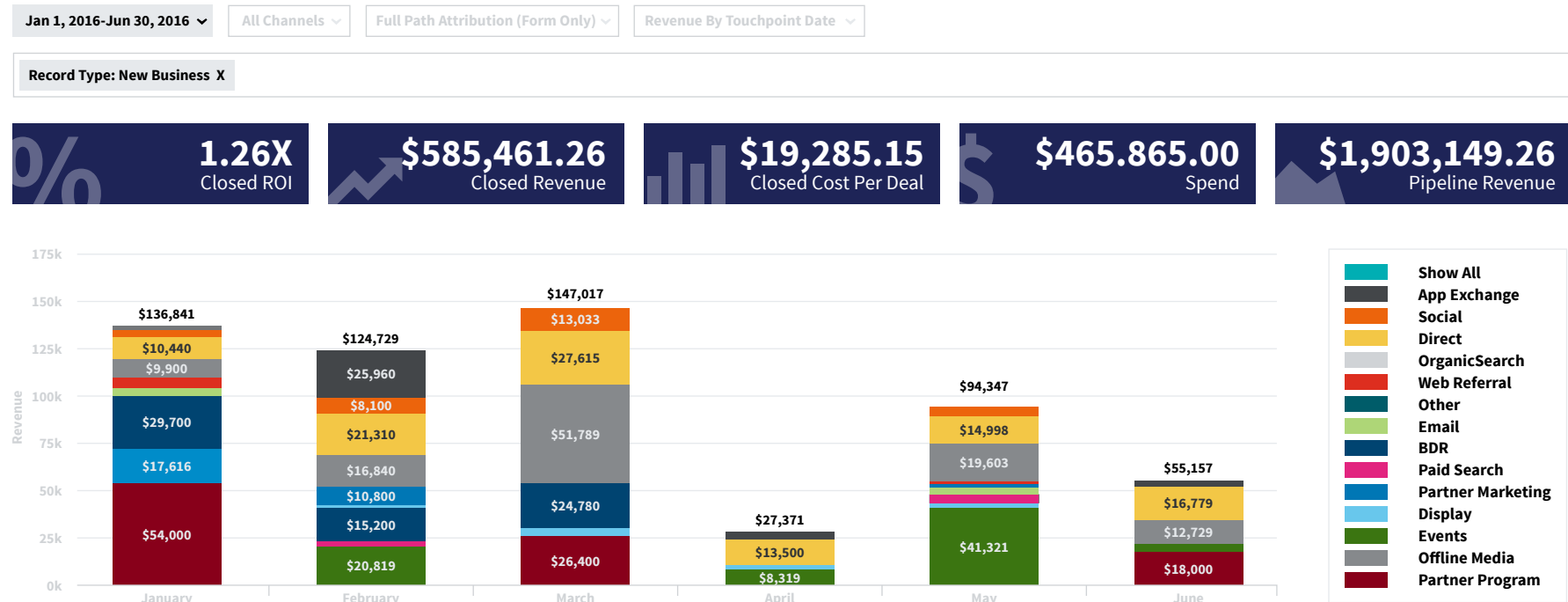


Sales, on the other hand, is loyal to their customer relationship management (CRM) systems. Success is a closed deal and a strong, ongoing relationship.



In fact, shared data on target accounts was tied for number one as the biggest challenge to Marketing and Sales alignment in Insideview's 2018 survey, a huge jump from fourth place in its 2016 survey.¹

Marketing's focus on CPLs further widens the gap. CPL is a tactic, not an objective, and the product of a cost-center mentality. Most importantly, CPLs are irrelevant if those leads don't convert to revenue.



Allocating budget based on Revenue-Per-Lead is hard but right



Key Takeaway

If you're looking at different data sets, and are incentivized by different goals, you're not going to win customer love.

ISSUE
02

Marketing and Sales are Looking at People Through Different Lenses

Marketing targets broad demographic tranches. Sales targets individuals in accounts that are often defined by geography.

So while Sales sees Jane Doe from Des Moines, Marketing sees an upwardly mobile agribusiness manager who lives in a small midwestern city. If her name happens to be Jane Doe, well, that's a complete coincidence.

Given their different filters, Marketing often thinks it's exceeding its lead generation goals as Sales wonders why they're not getting enough good leads.

In fact, sales folks routinely ignore about half of marketing-generated leads due to lack of confidence in their colleagues' methods and information.

Plus, both teams are missing out on many opportunities to connect with promising prospects.

Simply put, if Marketing and Sales don't see the target audience through the same lens, they're greatly misaligned and can't possibly serve up a seamless experience to prospects.

23%

Sadly, on average, LinkedIn sees a mere **23% overlap** between Sales' target audience and Marketing's target audience in the typical B2B organization.

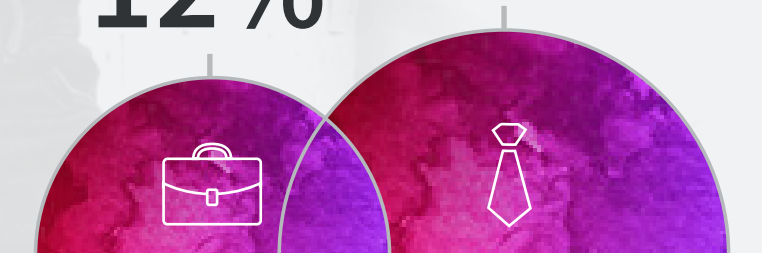
Naturally Marketing is going to cast a wider net because it's thinking about awareness and lead generation. But ideally, Sales' target list falls squarely in the middle of Marketing's target list.

Marketing and Sales are missing out on too many opportunities



Key Takeaway

If you're not speaking to the same audience, you can't deliver tight, coordinated, helpful experiences. In fact, you risk being more of a nuisance than a trusted resource and ally in the buying experience.



12% **17%**

Fewer than **17%** of sales managers and **12%** of sales execs view MQLs as an important metric.

– Heinz Marketing, 2017 Marketing Performance Management Report



57%

The average buyer is **57%** through the purchase decision before speaking with a salesperson. Closer collaboration between Marketing and Sales can ignite early-funnel engagement that paves the way for better late-funnel interactions

– CEB

ISSUE

03

Marketing and Sales are Working in Parallel, Not in Coordination

As a result of these fundamental differences in culture, orientation and perspective, Marketing and Sales are not built for tight collaboration. Most of the time, they don't even speak the same language. Sales talks about pipelines, while marketing talks about funnels.

The closest many get is a friendly relationship, infrequent joint meetings to update customer personas, and a relatively smooth lead handoff at a specific stage. But, in general, marketers are not incorporating sales data points, such as win rate and opportunity stage, into their models. As a result, they remain focused on their view of the world, while Sales continues to occupy its own slice.

These disconnects make it impossible to align with buyer expectations. In a world of fragmented attention, empowered buyers and vast repositories of rich data, it's more important than ever that a company's two most critical revenue-generating teams be well aligned.

Marketing and Sales must work together fluidly as they accompany buyers on their purchase journey. Strongly aligned Marketing and Sales teams help each other deliver better results for their departments and companies.

These three issues are well-entrenched, tough nuts to crack. But the good news is they can be addressed.

Align with the buyer

Funnels and pipelines don't accurately capture the buyer's path to purchase—and the differences in how buyers move through their journey. A better approach is to align with the customer lifecycle, spanning all buyer stages from initial awareness to purchase and advocacy. Adopting this perspective makes it possible to better plan for and deliver personalized experiences and interactions based on buyer behavior and journey stage.

The benefits of uniting Marketing and Sales with a single set of data, goals and incentives are huge.



Remarkably, companies with aligned Marketing and Sales functions generated **208%** more revenue from their marketing efforts.²

32%



Highly aligned organizations achieved an average of **32%** year-over-year revenue growth.³



“ Marketers know that the buyer behavior is shifting...Marketers want to transform from lead and demand generations to the modern marketing approach of engaging prospects and customers. They know that more CEOs are insisting that marketing departments demonstrate a strong ROI...Sales teams know that they can benefit from knowing exactly how and when a prospect engaged. What content did they view? What advertisement did they respond to? Perhaps they want the marketing team to engage with several large strategic accounts and help the sales team reach prospects on a deeper and broader scale (Account Based Marketing). This is not a new concept, but we now have technologies and marketing channels that make these activities more measurable and cost effective.”⁴

-Kevin Joyce, CMO and VP of Strategy Services, The Pedowitz Group



Key Takeaway

Collaboration is more than a team email alias and a joint offsite. Marketing and Sales need to share data, a mindset and common incentives all the way through the customer journey.



CHAPTER 04

Align Around Essential Moments of Collaboration

Marketing and Sales will always be charged with distinct responsibilities—and in some cases—separate goals. However, the winning teams come together during essential moments of collaboration. And they're wise to do so.

Align Around Essential Moments of Collaboration



of respondents in LinkedIn research said Marketing and Sales collaboration delivers a better buying experience for the customer.⁵

A Unified Customer View

The gap between Marketing and Sales starts with the foundational systems underpinning these groups. Marketing relies on a marketing automation system while Sales relies on a sales automation system (i.e., CRM) to store and manage critical prospect and customer-related data. Organizations are spending lots of money to integrate these systems. However, in the end, this does not enable a more orchestrated customer experience—it simply makes it possible to more rapidly pass leads from Marketing to Sales.

Most alignment merely accelerates lead handoff



Marketing and Sales alignment is ultimately about audience alignment. So, what does it take to align in this way?



A unified customer view



Orchestrated Marketing and Sales processes



Continually improving productivity

Aligned teams make it a priority to build and share a full view of their prospects and customers. This forms the foundation for effective Marketing and Sales collaboration.

Both Marketing and Sales gather relevant knowledge about prospects as they interact with and observe them on their buying journeys. Cohesive, shared customer intelligence paves the way for higher conversion and win rates. By sharing these insights about behaviors, preferences, interests, pains, and even opinions, both teams are positioned to better identify and engage the most promising potential customers.

Let's not forget:
Different stakeholders are involved in the decision at different points in the B2B buying cycle.

Knowing who to engage and when is critical to developing a story thread that carries across all stakeholders from beginning to end, enabling a smooth handoff between Marketing and Sales. It also helps when both Marketing and Sales

understand what is most likely to influence buyers at various stages. In other words, it helps when they see their target audience in the same way.

With 100% Audience Alignment, Marketing and Sales teams more frequently and better engage the target audience. Moreover, they can better prioritize accounts. Once sellers are connecting with more people and Marketing is helping strengthen those connections, the odds of closing a deal greatly increase. That's the ultimate sweet spot.

High Marketing and Sales engagement results in more opportunities and closed deals



Orchestrated Marketing and Sales Processes

Most marketers think, “Deliver the leads and sales will work them.” It’s no wonder current efforts to align focus on efficient lead handoffs. But there’s so much more to effective alignment.

In the past, marketing teams could reliably count on advertising to funnel leads into the sales cycle, where sales reps would then progress prospects through the buyer’s journey toward an eventual conversion. It was a very linear view of the world. But prospects go through a buying journey, not a funnel or pipeline. And in a complex B2B purchase, different stakeholders appear at various stages of the buyer’s journey.

The solution is to abandon the broken pipeline and funnel view and commit to Marketing and Sales working jointly throughout the buying journey to both execute and close deals.

Mapping to the buyer journey provides a more realistic understanding of the prospect’s experience, reducing the risk of making the wrong assumptions about who is involved and in what ways from the buyer’s side. With an accurate view of this journey, Marketing and Sales can more confidently define and execute on messages and campaigns designed to trigger and encourage engagement with everyone on the B2B buying committee.

Marketing and Sales need to embrace and understand the buyer perspective



6.8

“

The average number of decision makers involved a typical B2B purchase has increased from **5.4 to 6.8**.

-Brent Adamson, Principal Executive Advisor, CEB

What would a joint effort look like in practical terms?

Take the Awareness stage, which Marketing typically owns.

Calling upon employee advocacy, companies can push content to employees—such as their sales teams—systematically. Sales then chooses which content to share with their followers. Because Sales is passing on the company's point of view, they are helping build brand awareness. And because the content is coming from them, it's perceived as more authentic, boosting the odds of a positive reception on the buyer's end.

Likewise, Marketing can improve efforts at the Close stage.

Say a sales rep is engaged with a prospective account's procurement team. Marketing can share targeted content that resonates with procurement and incentivizes the team to close the deal more quickly.

“ Understanding the complete funnel is about more than just lead volume. It is about ensuring that collectively both teams are engaging customers at the right time, with the right content, and the right messaging to provide value and ultimately close more deals. Getting this sequence of outreach right is best done when Marketing and Sales are aligned and going to market together.”⁶

-Jeff Davis, Founder The Marketing and Sales Alignment Summit



Because Sales is passing on the company's point of view, they are helping build brand awareness. And because the content is coming from them, it's perceived as more authentic, boosting the odds of a positive reception on the buyer's end.

Continually Improve Productivity

When Marketing and Sales combine forces to both plan for and execute all elements underpinning the buyer experience, they create a flywheel effect. As the joint teams pass through the cycle once, they gain momentum that's invested the next time around, and soon the flywheel spins faster and faster. Without friction, Marketing and Sales realizes continually higher levels of productivity. **Let's walk through it.**

1

As Marketing and Sales go through the **execution phases** (on the right side of the graphic to the right), they learn a lot about their target audience. They figure out who's responding to awareness campaigns, which roles are engaging and when they get engaged in the process, the kind of content each role cares about, and how to best sequence it.

2

Imagine injecting all that information into the **planning process** (on the left side of the graphic to the right), starting with account propensity modeling. Based on closed deals, Marketing and Sales knows the kinds of companies that respond. Using lookalike algorithms, they can identify more of those companies.

3

They can next assign territories based on the sales pros with connections into those accounts. At the **account planning phase**, Marketing and Sales can apply all the valuable information about personas to create a compelling plan that enables them to engage those key decision makers within the buyer circle in a sophisticated way.

The next time through the cycle, Marketing and Sales get even smarter and are more effective, gathering even more valuable information that drives higher levels of efficacy across the joint team.

Finely tuned orchestration yields continually higher levels of productivity





“As usage of account based marketing continues to rise, it’s never been more important for marketing and sales to be joined at the hip. Your buyer doesn’t care what function you belong to. Their experience should feel seamless across channels, throughout their journey, whether that experience is being delivered by marketing, business development, sales or anyone else.”

-**Leela Srinivasan**, CMO, SurveyMonkey

CHAPTER 05

The Solution: Partner with LinkedIn to Deliver Indispensable Customer Experiences

As consumers in this data-driven, algorithmically obsessed world, we've come to expect highly personalized experiences that are tailored to our specific needs. Companies like Netflix and Amazon set that tone, giving us what we want, when we want it—usually on the first try. Now B2B firms need to deliver delightful, predictive, personalized, seamless experiences like the ones we enjoy with our favorite consumer brands.



The Solution: Partner with LinkedIn to Deliver Indispensable Customer Experiences

We're working urgently to help companies deliver indispensable experiences—and help themselves and others grow to their fullest potential. In our vision of an ideal world, Marketing and Sales set their sights on the same people and deliver tightly coordinated messages to potential buyers from the first touch til the deal closes. What could that look like?

Imagine that the first time a potential customer sends an initial signal of interest or curiosity, perhaps by looking up your company, they begin to receive timely, useful, relevant content about what you do, introducing them to your brand. Then those messages are humanized, personalized and amplified by well-informed sales team members, who are also active through their social channels. As a potential buyer starts to dig in to learn more

about you, marketing shares specifics about your services and products, and the sales team reinforces the message with social shares. As you close in on the “conversion” stage, the sales team connects with interested buyers who have been fully primed. Marketing reinforces these conversations with highly targeted and personalized content, such as ROI studies and success stories.



Imagine the buying experience you're delivering is so good that your customers can't imagine it any other way. Using LinkedIn, B2B companies can begin executing on this vision—right now.

You can use LinkedIn to:



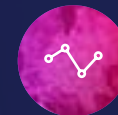
Target the same sweet spot

Our 500+ million member profiles brings Marketing and Sales together around one shared data set that is more detailed, accurate and up-to-date than anything else available.



Understand the buyer

LinkedIn uniquely gives Marketing and Sales teams a shared understanding of the buyer, enabling them to reach the right professionals together and deliver personalized, coordinated experiences.



Engage through the buyer journey

Our platform empowers Marketing and Sales at all stages of the buying journey—from awareness through the deal close—and then helps deepen engagement and expand relationships with customers.

How LinkedIn Orchestrates the Marketing and Sales Process

Let's further explore the LinkedIn solutions that make powerful orchestration possible.



Awareness Stage

Sponsored Content and **Sponsored InMail** are paid advertising options to amplify organic content, helping build awareness.



A newly empowered Sales team shares marketing-generated content directly with customers through the consideration stage via **LinkedIn Elevate**. Elevate is a custom-built employee advocacy platform for social media that streamlines the process of curating and sharing content across social networks.

When the Sales team leverages their employee connections to boost media impact, they:

EXPAND REACH

10x

10x larger employee networks versus a company's follower base.

INCREASE ENGAGEMENT

53%

53% more likely to engage with sponsored content after seeing an Elevate share;

2x **higher CTR** on employee-shared content*

DEEPEN RELATIONSHIPS

30%

30% more likely to become a company follower after seeing an Elevate share

*Increased engagement with sponsored content and follower growth were measured in the 7 days after exposure to an Elevate share

How LinkedIn Orchestrates the Marketing and Sales Process

By directly integrating marketing and sales, LinkedIn expands the buying audience and increases engagement.



Education and Proof Stages

Nurture sales leads with direct integration to marketing campaigns and:

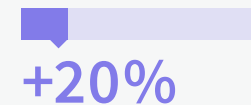
EXPAND YOUR AUDIENCE



Marketing can now reach prospects sourced by Sales.

INCREASE ENGAGEMENT

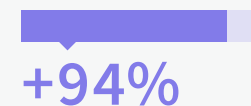
InMail response rates



Company Page Views



Seller Profile Views



RAPIDLY TARGET



Use matched audiences to target saved leads and accounts.



Sales teams receive alerts when a saved lead engages with sponsored content. This allows them to act quickly.

How LinkedIn Orchestrates the Marketing and Sales Process

After the sale, LinkedIn's product suites work in tandem to deepen engagement with your customer and help you expand the relationship with them.



Close Stage

Sales Navigator Deals provides a comprehensive view of pipeline allowing sellers and managers to effectively collaborate on deals. This real-time visibility into pipeline allows managers to know when to guide reps and prevent stalling or potentially losing deals.

Get alerted anytime content is opened, viewed or forwarded via **LinkedIn PointDrive**.

IDENTIFY THE BUYER CIRCLE



Buyer Circle within Deals enables reps and managers to better understand the decision makers involved, spot who is missing, search for new stakeholders on LinkedIn and quickly add to Buyer Circle.

IMPROVE FOLLOW-UP



Tailor materials based on what customers and prospects have engaged with in the past.

KEEP CRM UP-TO-DATE



An easy way for reps to create new contacts in CRM right from LinkedIn and keep their entire pipeline in CRM updated.



“ If you think about Marketing and Sales as a part of the same process, it’s the same process of customer acquisition, and LinkedIn is essential in every stage of the process; in fact it’s changed the selling process... We’re using LinkedIn to create awareness, promote brands, do account research and listen to buying signals. We’re using it in the entire process: people like your brand, then recommend it, then we get to use that in the process of reaching out to our next client. We’re using it to touch the entire customer lifecycle.” ⁷

-Josh Normand, VP of Strategic Sales, Hootsuite

Indispensable Customer Experiences Yield Serious ROI

As part of our mission and vision, LinkedIn is passionate about helping B2B Marketing and Sales teams drive better performance by working to amplify each other's efforts.

208%
INCREASE

According to Wheelhouse Advisors, when Marketing and Sales are tightly aligned, marketing-generated revenue increases **208%**.

Why?

Because organizations see margin expansion, customer retention, and higher win rates as deals close faster and at a higher rate. This is the kind of impact when Marketing and Sales teams get it right.

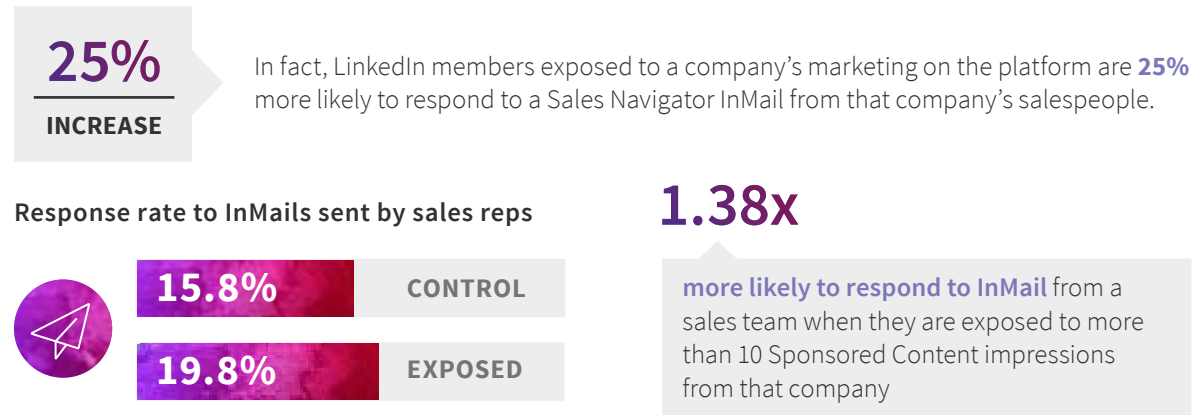
How Marketing on LinkedIn Can Boost the Effectiveness of the Sales Team

Establishing a connection with prospects before they are even in the market for a solution increases the likelihood of staying top of mind once they do start their purchase process.

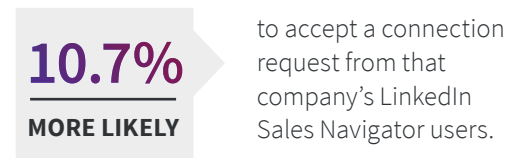
Sales directly benefits from Marketing efforts on LinkedIn that pave the way for warm introductions



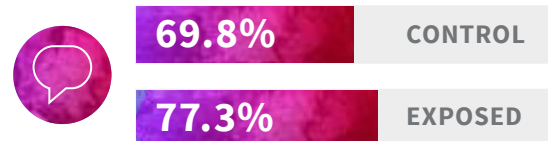
A prospect that has been nurtured by the Marketing team is more receptive to that same company's sales reps.



Similarly, LinkedIn members who have been nurtured by a company are

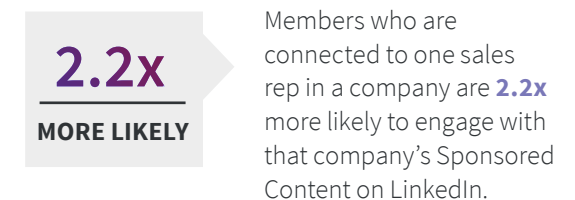


Response rate to connection requests sent by sales reps

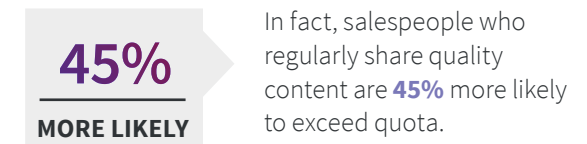


How Increasing the LinkedIn Engagement of the Sales Team Boosts Marketing's Effectiveness

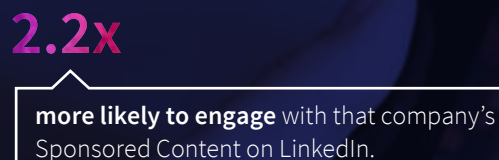
It's clear that Marketing can aid the Sales team on the LinkedIn platform, but salespeople can also help spread their company's marketing messages on LinkedIn.



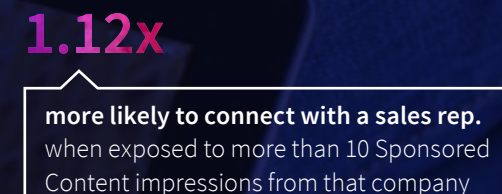
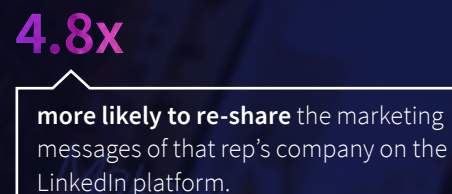
This drives more prospect engagement and can increase the number of sales-qualified leads. It can even shorten sales cycles.



Members who are connected to one sales rep in a company are:



Additionally, a sales rep's connections are



Engagement Rate with Sponsored Content



Re-share rate of Sales reps' connections



147%
MORE LIKELY

to like and comment
on the rep's company's
Sponsored Content

Our customers are benefiting right now from this tightly aligned approach to Marketing and Sales.

The impact we're driving is real and measurable.

Are you in?

We're not saying Marketing and Sales alignment is easy. And we're not saying we are going to solve the entire issue or that all your Marketing and Sales efforts should take place on the LinkedIn platform.

But we are saying LinkedIn has the data and tools to help your company position itself to better target its sweet spot, understand its buyers, and engage buyers from start to end of the buying journey.

While we're not the only ones to tackle the problem of clunky B2B buying experiences, two distinct assets set our solutions apart.



First, our solutions are built on a superior data set of **500+ million** detailed member profiles.



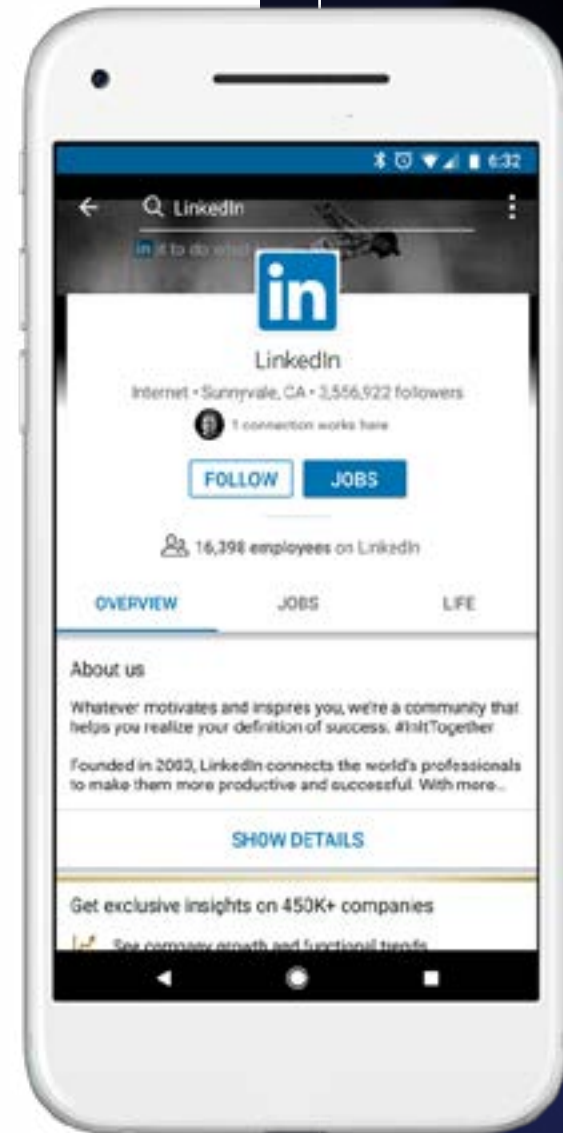
Second, our desktop and mobile apps are widely and actively used by both companies and individual professionals around the world.



Combined, these assets give us a depth and breadth of buyer knowledge and engagement that is unparalleled.

Using our tools can help you grow and maintain better relationships with your prospects and customers—and will help your company and employees develop and achieve their full economic potential.

Imagine a world where your Marketing and Sales teams are so tightly intertwined that you're delivering one seamless, indispensable experience to your customers. At LinkedIn, we're uniquely positioned to make this vision a reality.



The world's most forward-looking companies
in your space are embracing the possibilities.

Are you in?

Sources:

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About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 500 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent and educated people.

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