



THE *Sophisticated*
MARKETER'S | SESSIONS

GALLERY TOP SPONSORED CONTENT

A GLOBAL COLLECTION OF THE MOST ENGAGING POSTS

Methodology

How we found these top performers

ENGAGEMENT RATE

Posts earning a higher-than-benchmark engagement rate were considered

IMPRESSIONS

Only posts serving more than 25,000 impressions were reviewed

ALL VERTICALS

The sponsoring advertiser must be categorized into a vertical according to LinkedIn company page data

TARGET AUDIENCE

Posts targeted to audiences throughout North America, Europe, the Middle East, Africa and Asia Pacific were eligible.





TOP PERFORMERS

ALL VERTICALS



Use a question as a hook

TOP
PERFORMERS

ALL
VERTICALS



- Clearly identifies an intended audience in both the intro copy and the headline
- Promises to deliver on a specific pain point
- Use simple but strong imagery and poses a question as a hook





Unexpected imagery makes the audience look twice

TOP
PERFORMERS

ALL
VERTICALS



- Speaks to a very common problem job candidates face
- Uses unexpected, highly-compelling imagery to draw the audience in
- Omits needless words





Share your vision and point-of-view on trends

TOP
PERFORMERS

ALL
VERTICALS



- A simple infographic illustrates the point
- The call-to-action is clear, using just arrows and a shortened URL
- The post was well-timed, being promoted in the beginning of the year to outline the vision for 2017

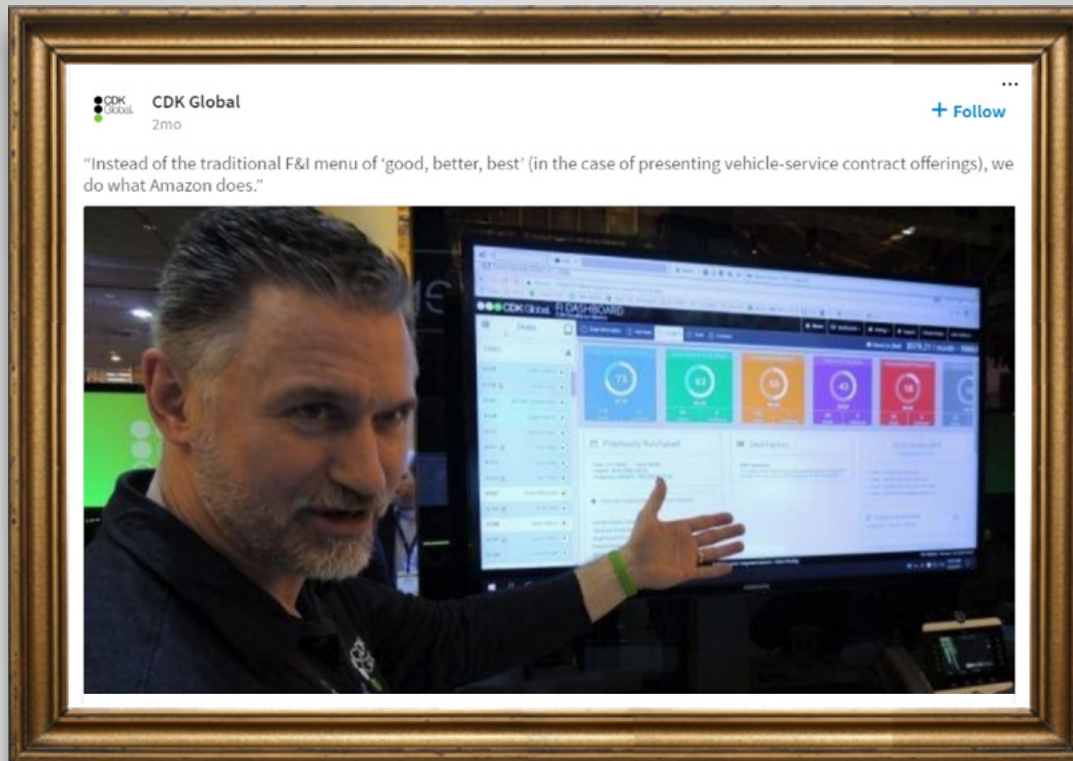




Extend the life of earned media coverage

TOP
PERFORMERS

ALL
VERTICALS



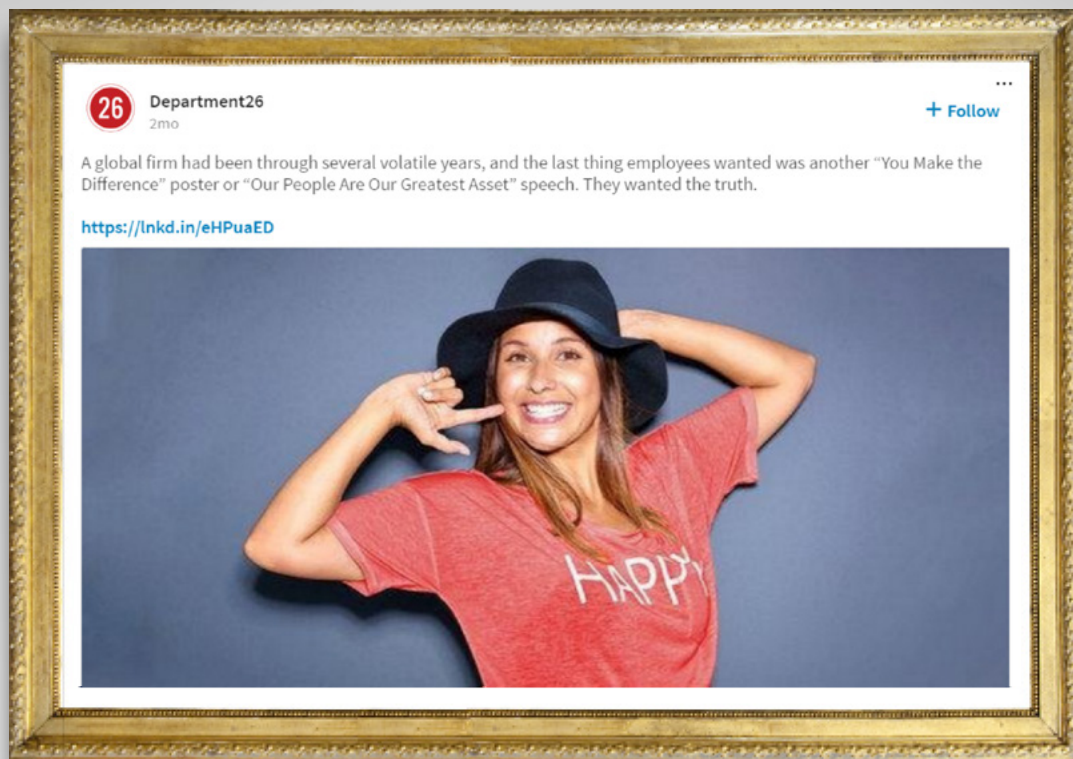
- Supplements the brand's owned media efforts by mixing in strong earned media coverage
- Leads with a compelling quote
- Takes a contrarian approach to the topic



Tip Tell the audience a story

TOP
PERFORMERS

ALL
VERTICALS



- Showcases the conflict within the story
- Includes a concise, compelling headline



Show them you're on their side

TOP
PERFORMERS

ALL
VERTICALS



- Clearly identifies a specific persona with both the intro copy and the creative imagery
- Implies a comradery with that audience



Tip Appeal to aspiration

TOP
PERFORMERS

ALL
VERTICALS



- Nyenrode understands that even gainfully-employed professionals want to manage their careers
- Uses campus photography, not stock
- The copy addresses communications professionals specifically, making it feel targeted and relevant





TOP PERFORMERS

TECHNOLOGY



Never underestimate the power of candor

TOP
PERFORMERS

TECHNOLOGY



- Promises to deliver a candid reflection on the author's career journey
- Aligns well with the LinkedIn member mindset, which is all about productivity and success
- Leads with a powerful quote

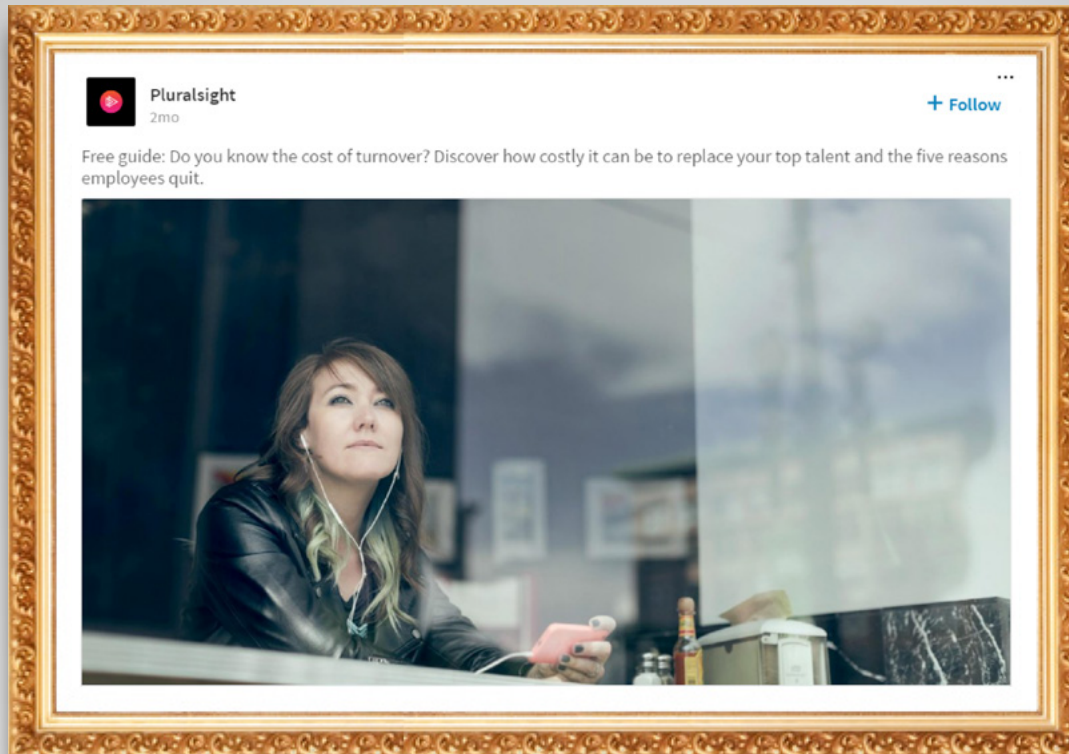




Create a sense of urgency

TOP
PERFORMERS

TECHNOLOGY



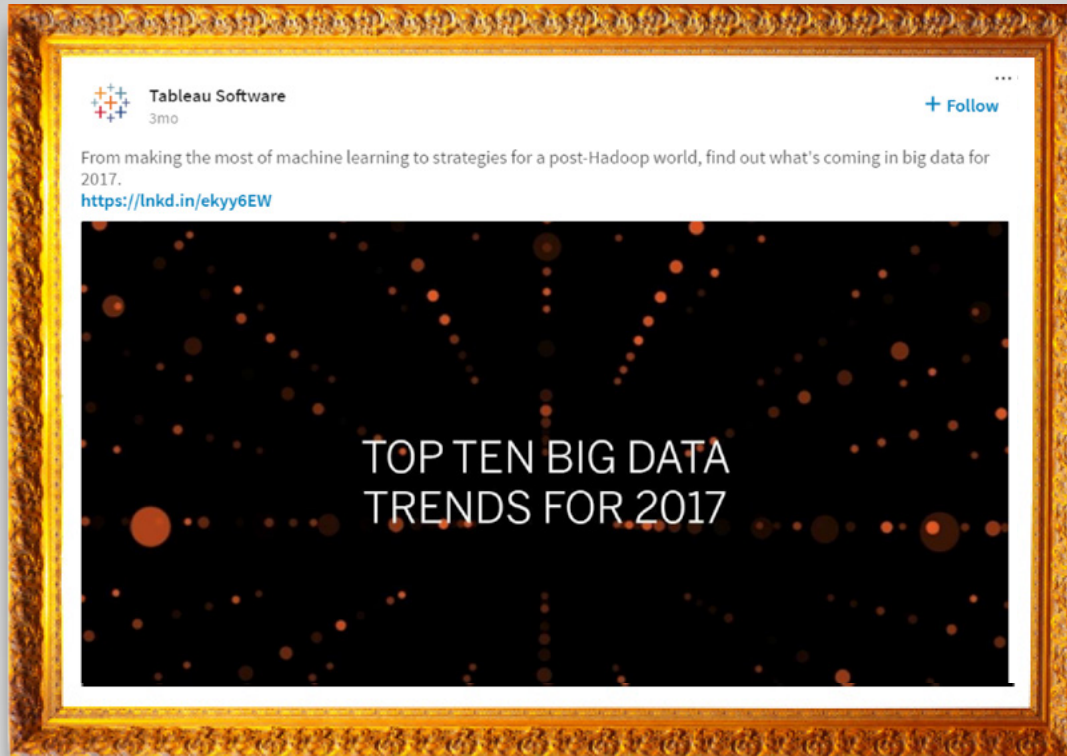
- Includes high-quality photography to draw the audience in
- Clear, concise headline
- Creates a sense of urgency by connecting the topic to business performance





Take a stand on timely trends

TOP
PERFORMERS
TECHNOLOGY



- Aligns the content with the audience mindset as they look ahead to the coming year
- Reiterates the value proposition in both the copy and the imagery





Simple is better than complex

TOP
PERFORMERS

TECHNOLOGY



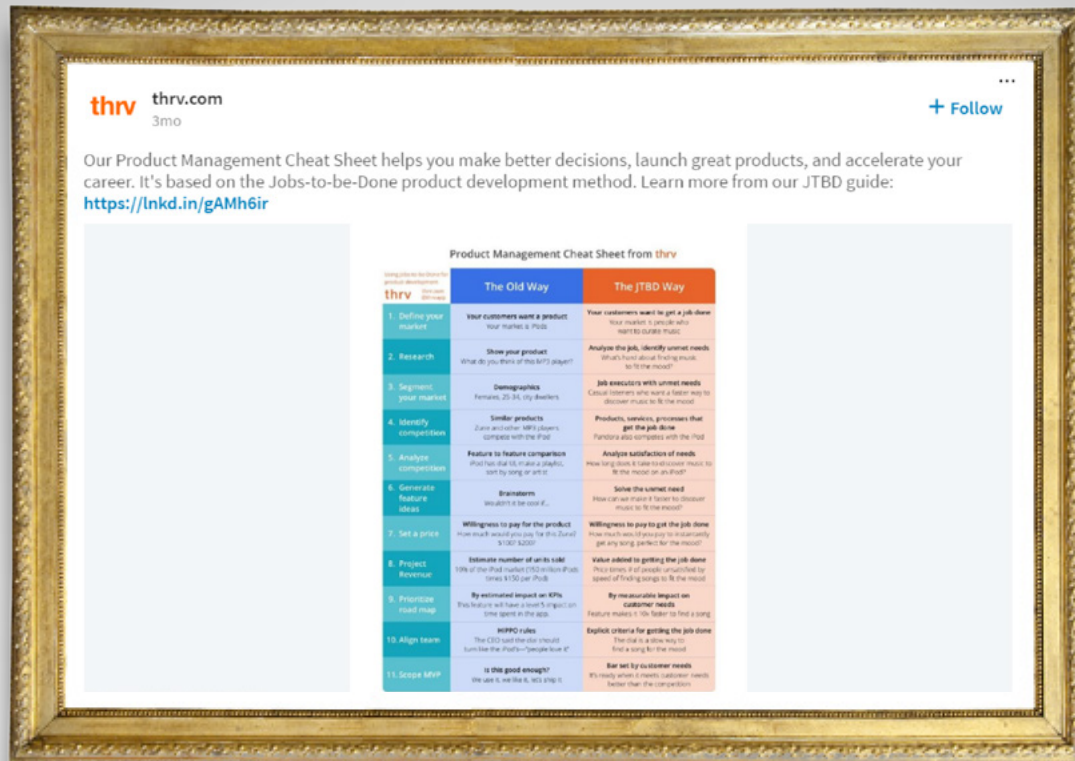
- If your content is simple and clear, then your promotional copy can be, too
- There is no mention of a product, it is simply a helpful blog post that aligns to the context of a companies' product





Showcase the depth of your offer

TOP
PERFORMERS
TECHNOLOGY



- Clearly identifies the target audience and promises to solve one of their most pressing challenges
- Uses imagery to preview the depth of the content



Boost event content with relevant content

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PERFORMERS

TECHNOLOGY



- Mix timely and evergreen content: this post was promoted during the Mobile World Congress event in Barcelona
- Brings a vague topic into everyday business context





Appeal to competitive instincts

TOP
PERFORMERS

TECHNOLOGY



- Creates a sense of urgency by posing a challenging question
- Uses a simple but creative combination of imagery and text to engage the audience





TOP PERFORMERS

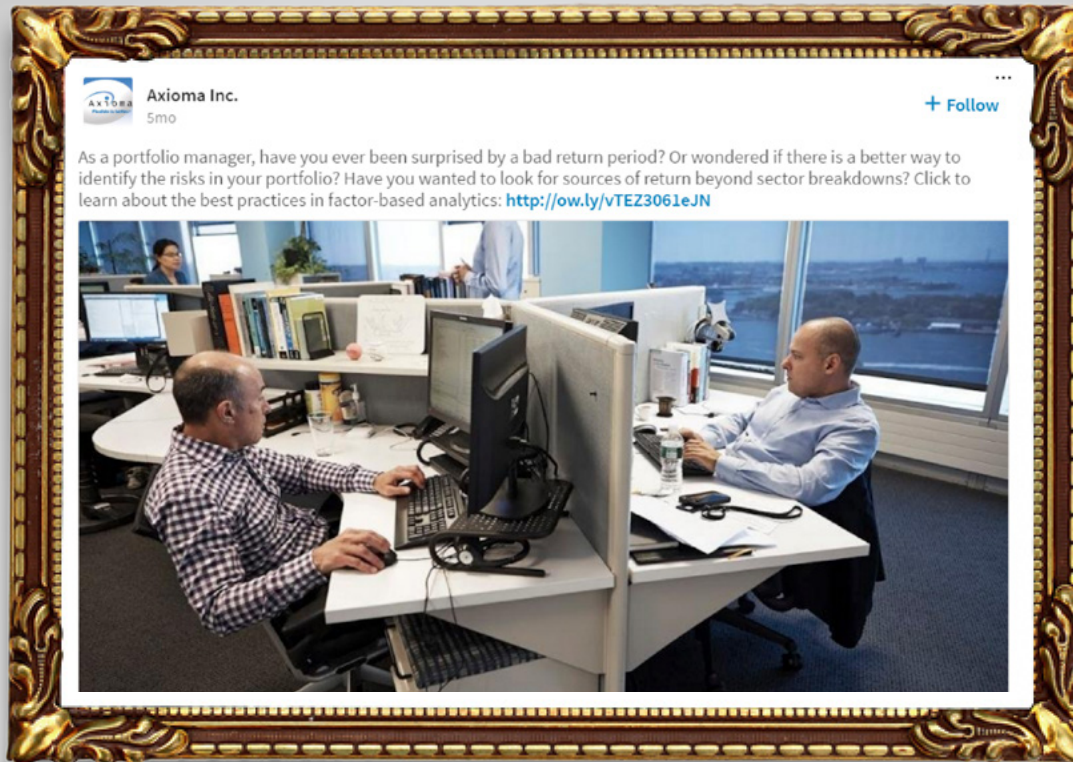
FINANCIAL SERVICES



Solve a specific problem for a specific persona

TOP
PERFORMERS

FINANCIAL
SERVICES



- Leads with the intended audience for the content
- Creates differentiation by going deep on a niche topic

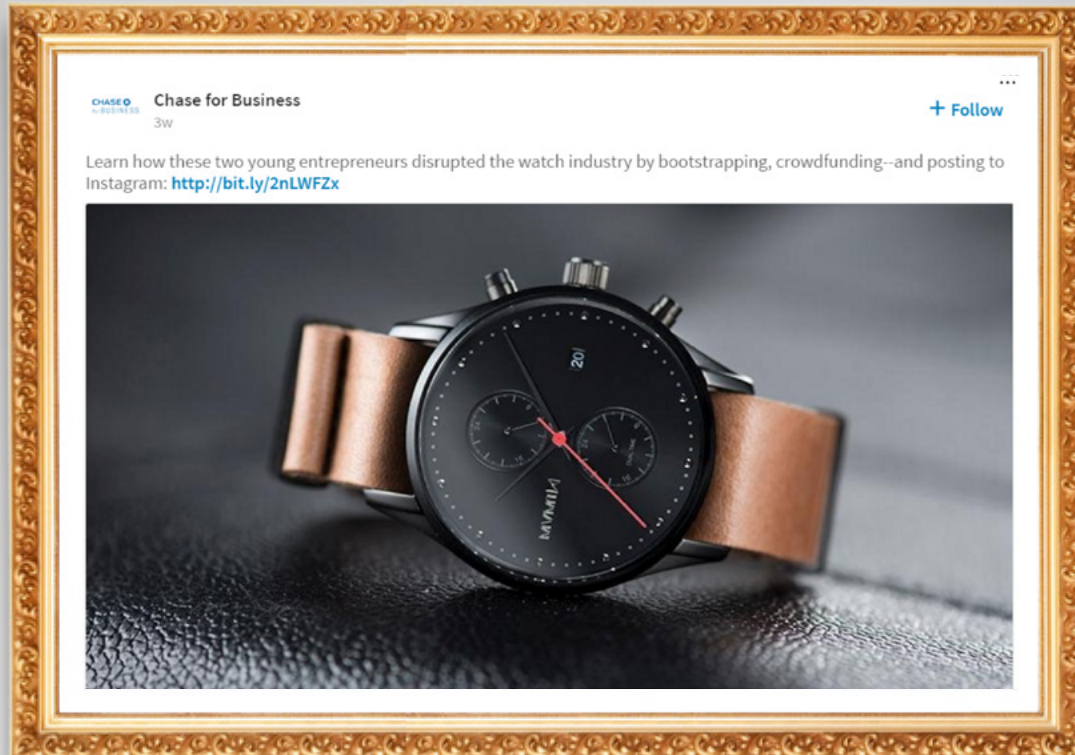




Make the most of your customers' stories

TOP
PERFORMERS

FINANCIAL
SERVICES



- Bucks the traditional case study format by making it about the customer, not the brand
- Uses clean, engaging photography and concise copy





Capitalize on powerful photography

TOP
PERFORMERS

FINANCIAL
SERVICES



- Pulls the audience in with unexpected, powerful photography
- Capitalizes on a top-of-mind issue

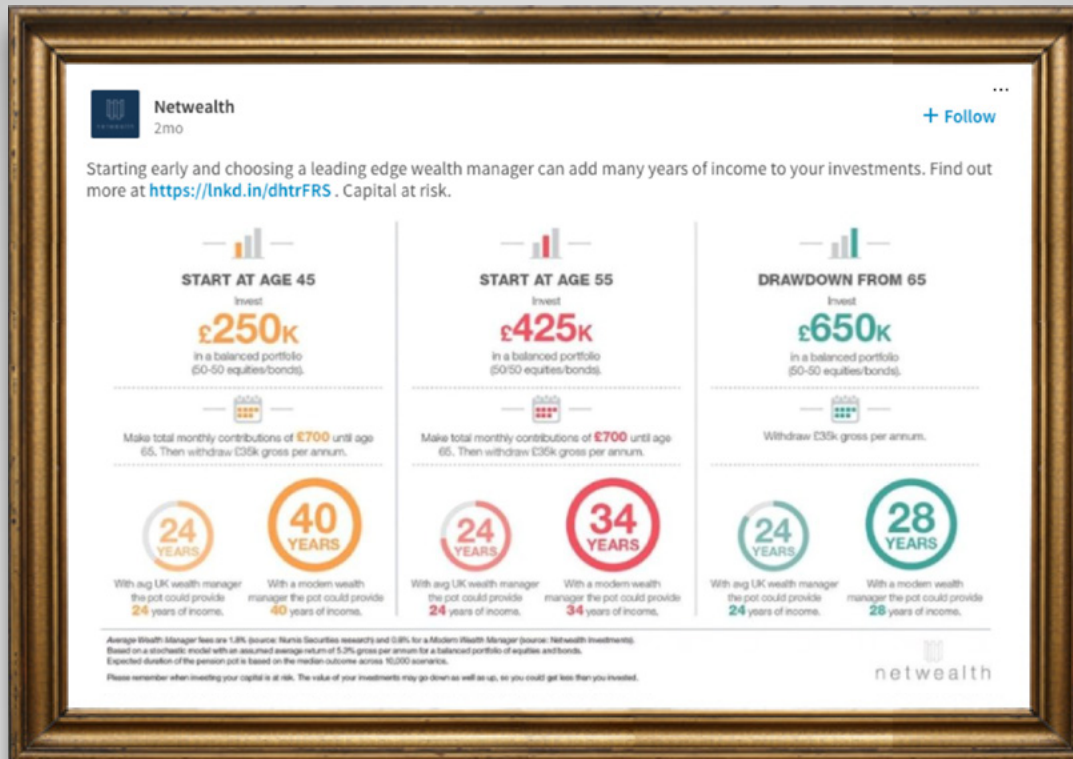




Compare and Contrast

TOP
PERFORMERS

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SERVICES



- Checklists, comparisons and reviews are all easy ways to demonstrate value and help your audience engage down a decision journey



Be contrarian

TOP
PERFORMERS

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SERVICES



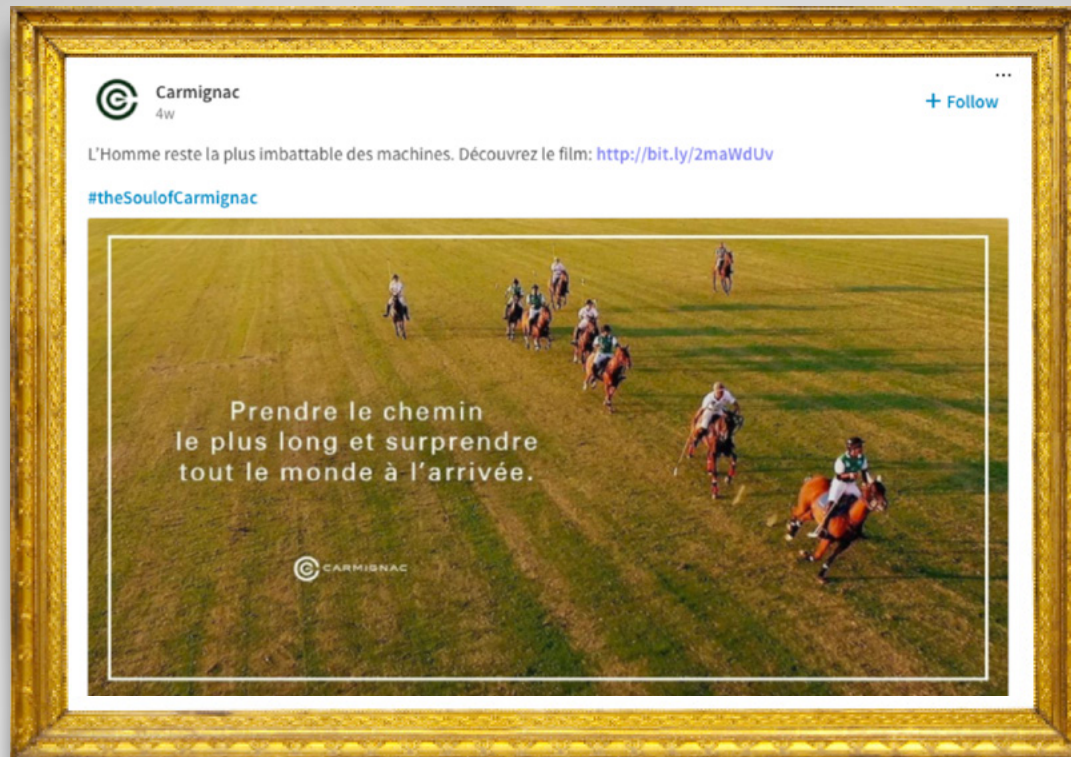
- Argues for an overlooked issue and promises a solution
- Uses simple but impactful, mobile-friendly combinations of imagery and text



Tip Take a side

TOP
PERFORMERS

FINANCIAL
SERVICES



- In the dialogue of “man versus machine,” Carmignac has a clear stance on who will win in the long run
- The call to action is clear and inviting – “discover the film”





Use the audience's own words

TOP
PERFORMERS

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SERVICES



- Includes simple but powerful photography
- Plays back the audience's question in the headline
- Promises a solution via concise copy





TOP PERFORMERS

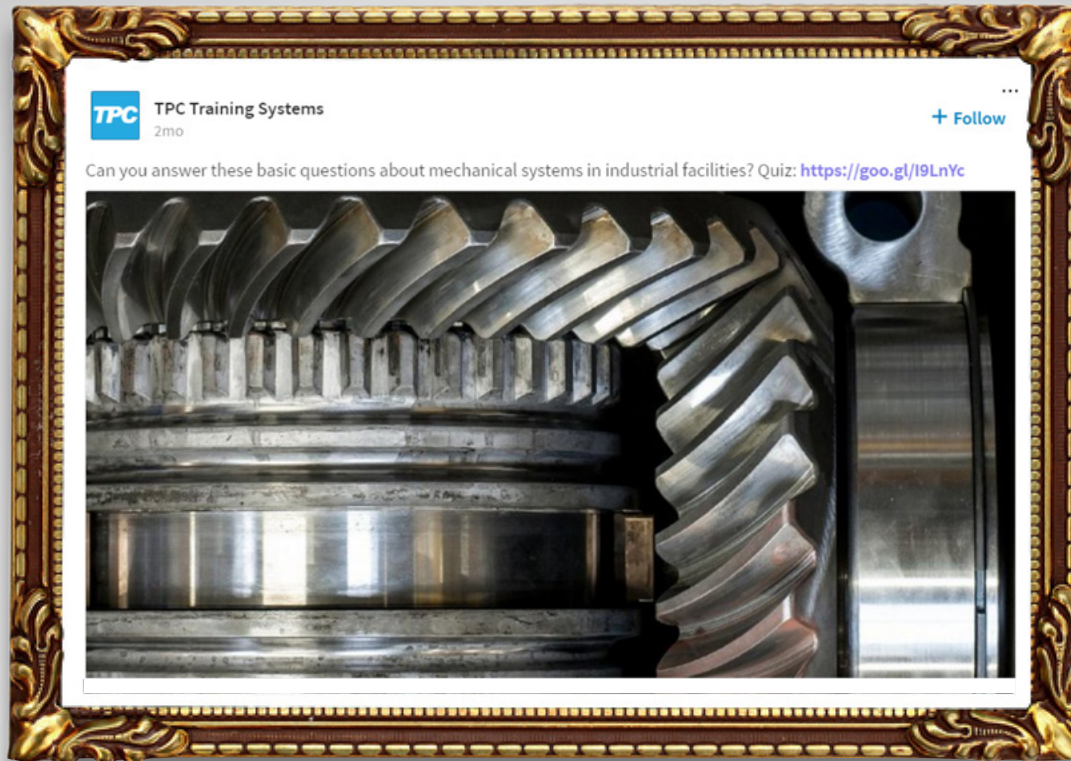
EDUCATION



Challenge the audience's knowledge

TOP
PERFORMERS

EDUCATION



- Challenge the audience's knowledge with a quiz tailored to a specific persona
- Uses industry-specific imagery to increase the resonance of the message
- Leads with a clear, concise question

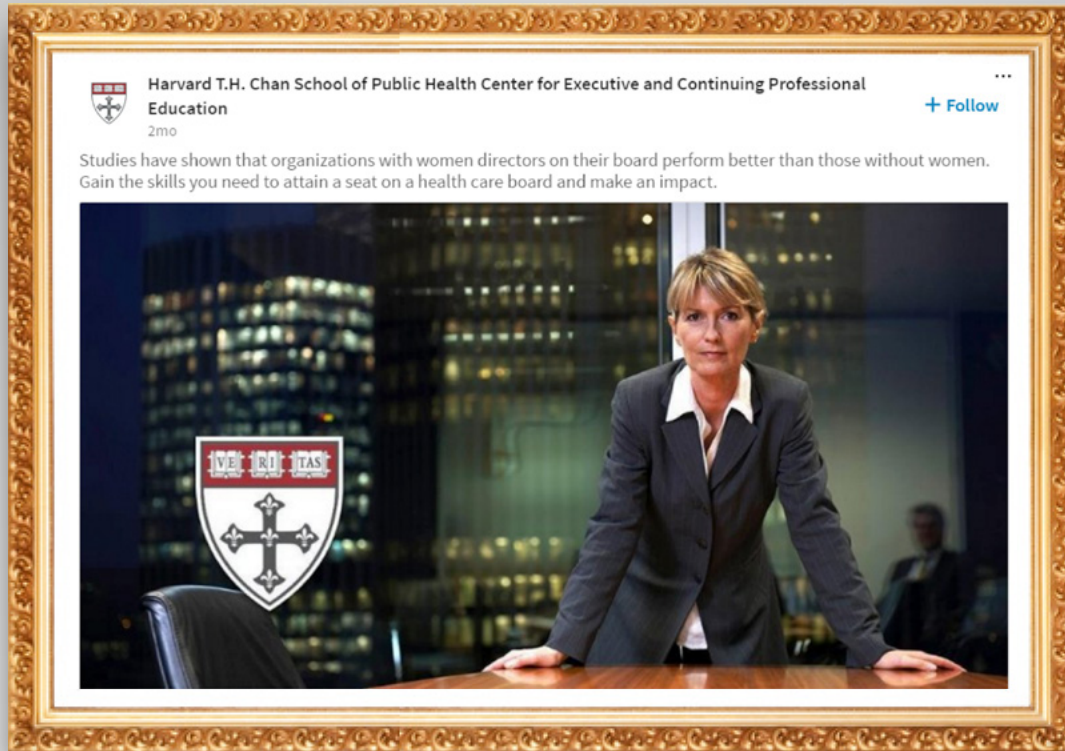




Use the power of research

TOP
PERFORMERS

EDUCATION



- Leads with an evidence-based appeal in the copy
- Uses both imagery and copy to make the content resonate with a specific intended audience





Help talent find opportunity

TOP
PERFORMERS

EDUCATION



- Oxford Said Business School found a willing audience for its programme with Goldman Sachs, not surprisingly since LinkedIn's purpose is to connect talent to opportunity





Match a specific audience with a specific offer

TOP
PERFORMERS

EDUCATION



- Speaks to a highly specific audience and offers a specific, timely offer
- Uses copy as a form of targeting

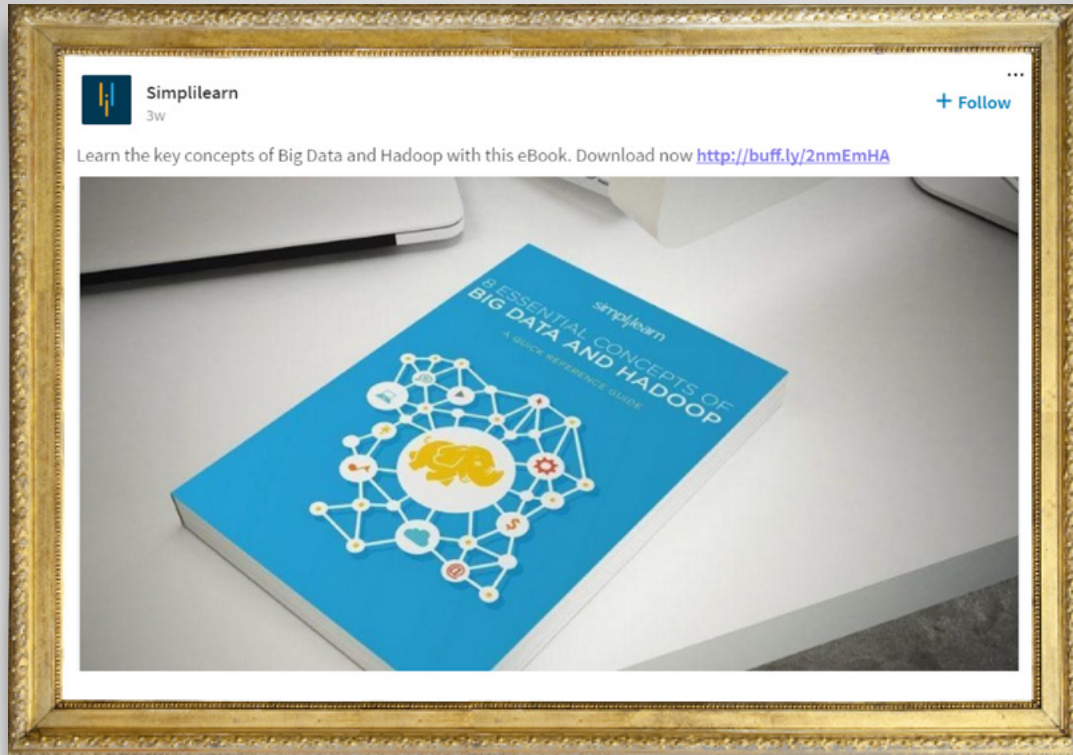




Reiterate the value in both copy and imagery

TOP
PERFORMERS

EDUCATION



- Reiterates the offer in both the intro copy and imagery
- Makes the content actionable with a one-word call to action: download



3 KEY TIPS



BE THE TREND

Make your content newsworthy



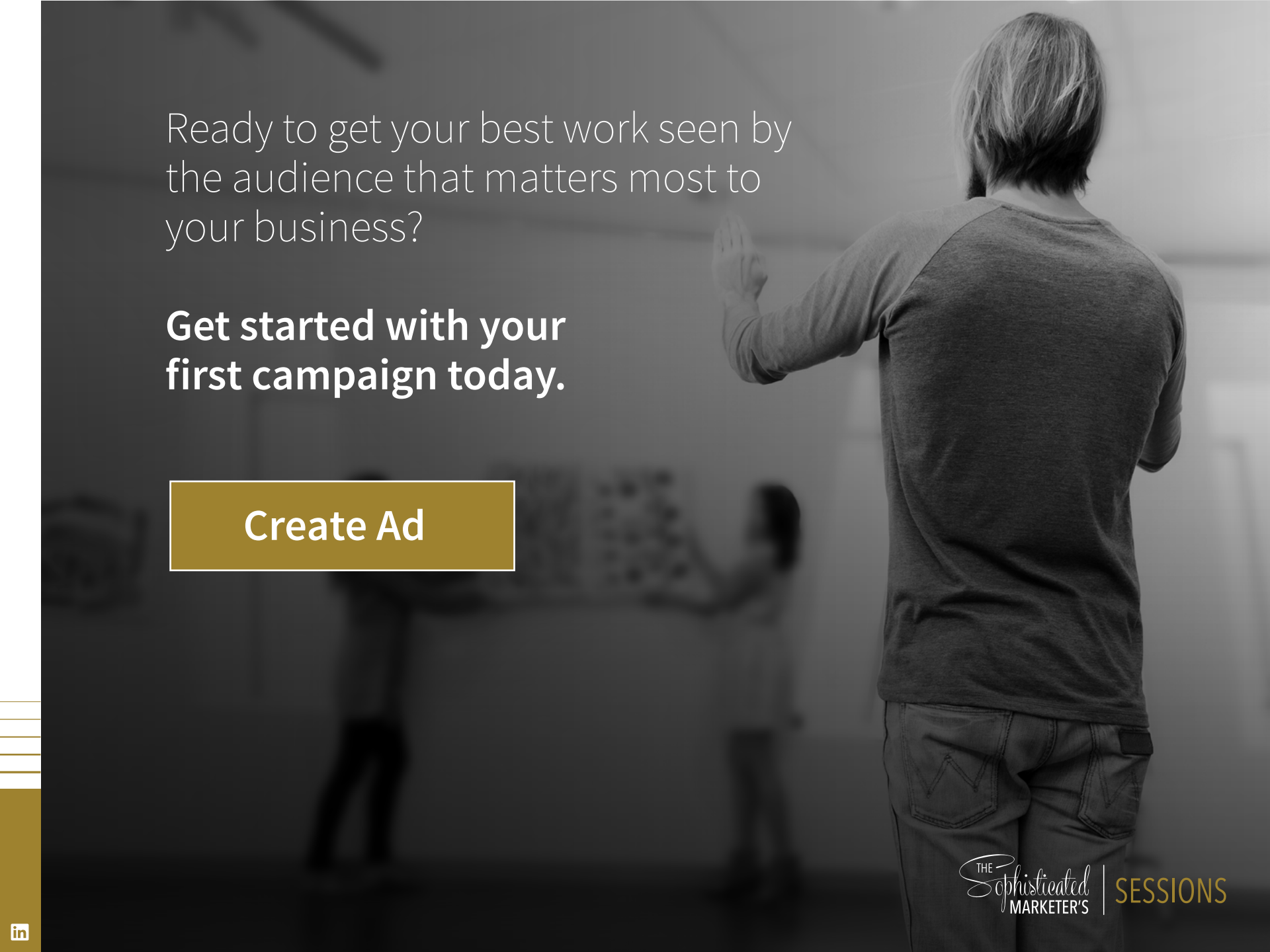
SHOW, DON'T TELL

Instead of telling your audience “we add value,” try actually delivering a little bit of value into their news feed



INSPIRE

LinkedIn is an aspirational place to be, whether members are trying to grow their business or achieve personal goals



Ready to get your best work seen by
the audience that matters most to
your business?

**Get started with your
first campaign today.**

Create Ad