



## BRIDGE THE TRUST DIVIDE

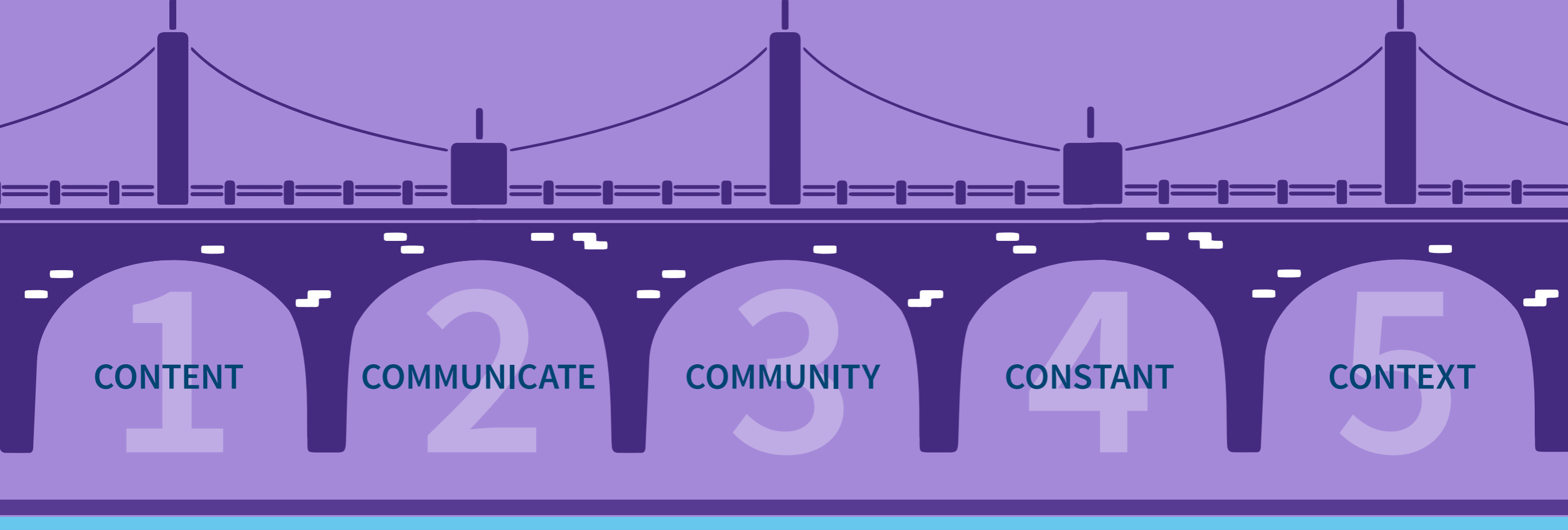
For the first time in the Edelman Trust Barometer's 17-year history, trust has fallen globally across all institutions: government, business, media and NGOs.

Marketers face added complexities:

- Fake News
- Ad Fraud
- Brand Safety
- Declining Media Trust

## WHAT CAN MARKETERS PROACTIVELY DO?

5 practical steps your brand can take to build trust

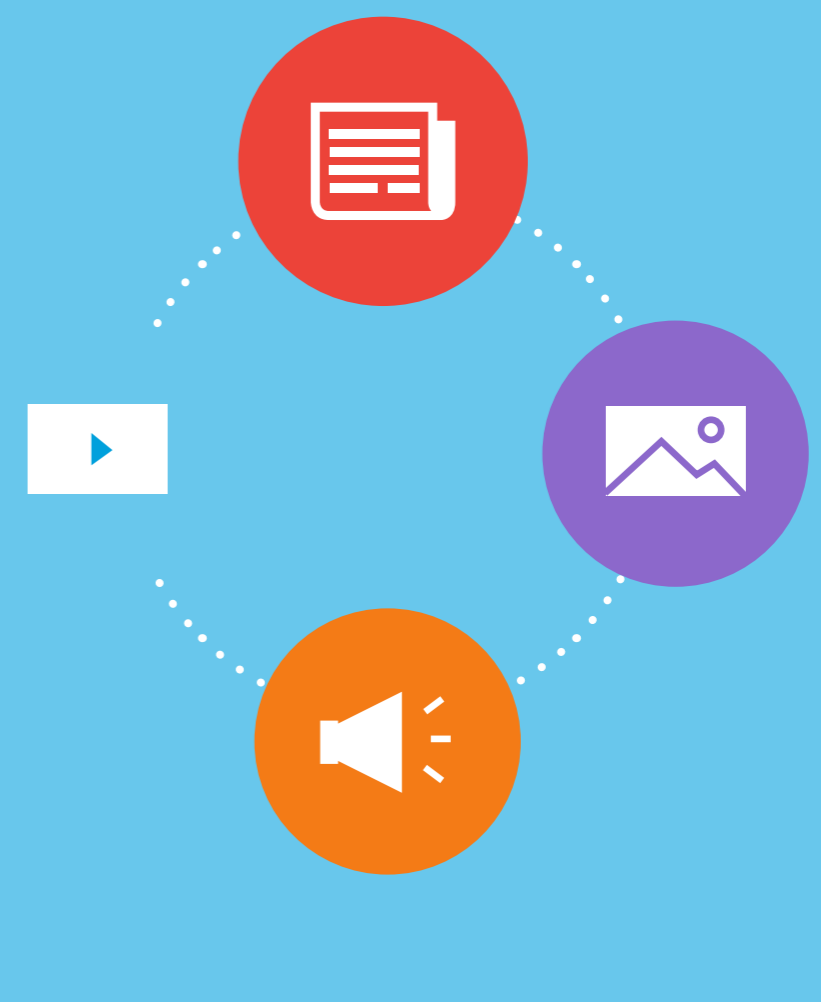


### 1. CONTENT

Add value at the moments that matter



of decision-makers believe thought leadership builds trust in their organization



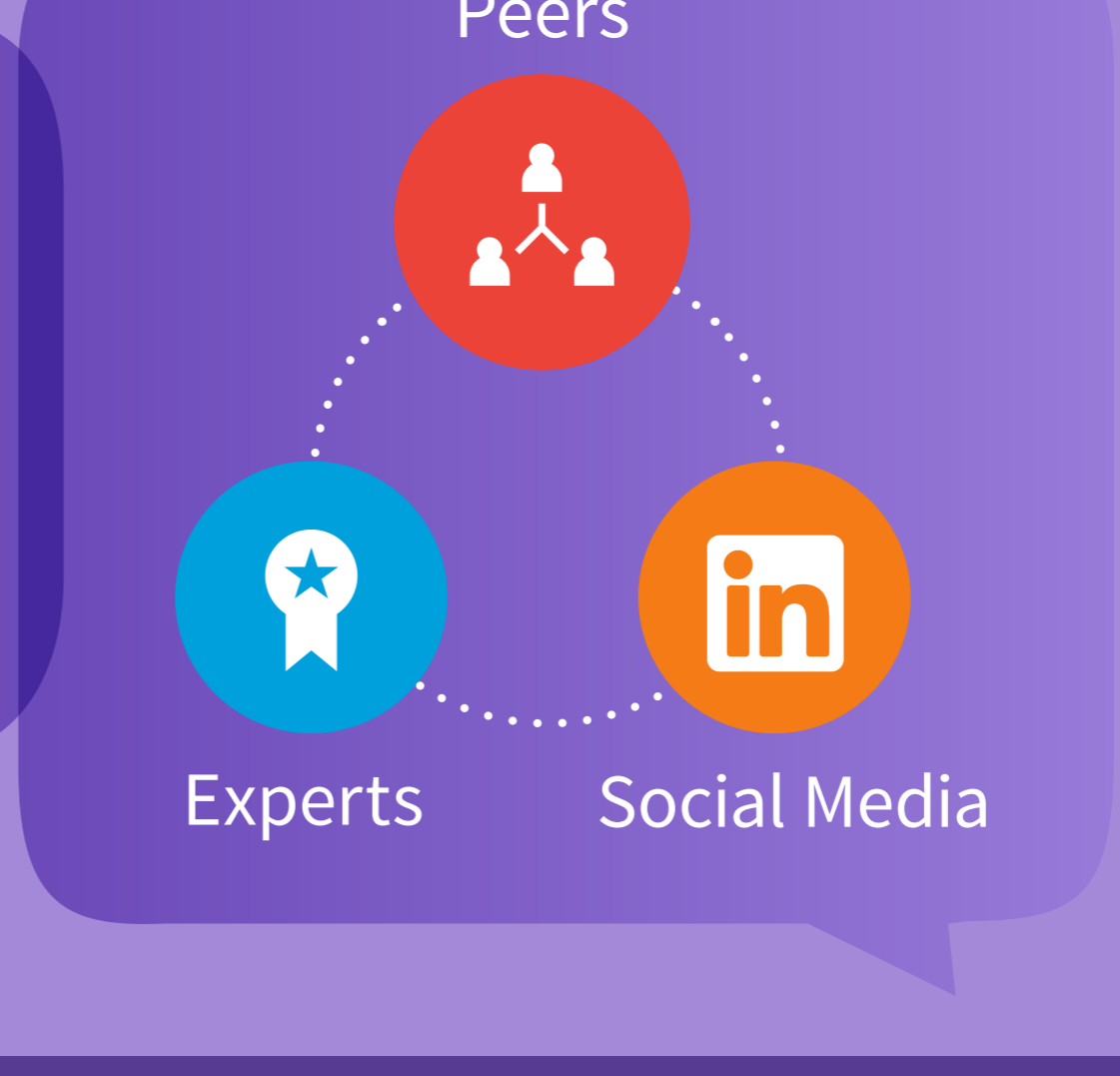
Source: 'How Thought Leadership Supports B2B Demand Generation'; Edelman/LinkedIn, June 2017

### 2. COMMUNICATE

Communicate with a human voice



of consumers trust their peers most as a source



Source: 2017 Edelman Trust Barometer

### 3. COMMUNITY

Be a part of the community

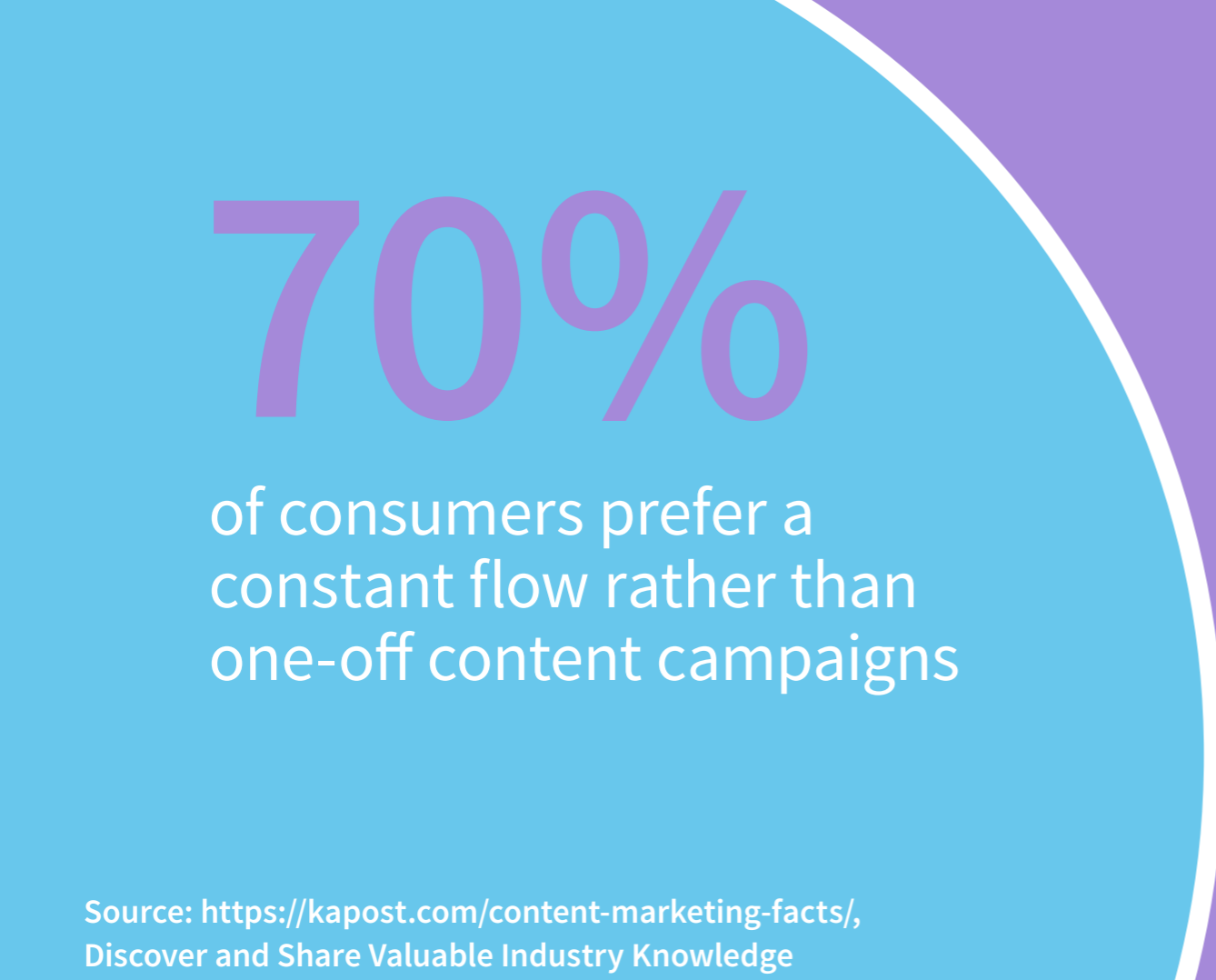


of people think social media is more believable than adverts

Source: 2017 Edelman Trust Barometer

### 4. CONSTANT

Be present, be constant



of consumers prefer a constant flow rather than one-off content campaigns



Source: <https://kapost.com/content-marketing-facts/>, Discover and Share Valuable Industry Knowledge

### 5. CONTEXT

Think context as well as content



LinkedIn is 3x more trusted by people sharing posts or engaging with peers

Source: Business Insider Intelligence 'Digital Trust Report', June 2017

## LINKEDIN CAN HELP YOU BRIDGE THE TRUST DIVIDE

- 3x** 3x more trusted for content
- 80%+** 80% ad viewability
- 2x** 2x more trusted than other social platforms
- 3x more trusted for privacy and data
- 2x more advertiser trust in a quality environment
- 500m** Brand-safe environment: self regulated by 500m professionals

Sources: Business Insider Intelligence 'Digital Trust Report', June 2017. AppNexus, August 2017

Find out how LinkedIn can help you build sustainable brand advantage.

Visit Our Dedicated Currency of Trust Hub:  
<https://business.linkedin.com/marketing-solutions/linkedin-currency-of-trust>  
 #DigitalTrust