

Achieve more on LinkedIn

The complete guide to LinkedIn Marketing Solutions partners



Introducing Our Partners

Whether it's fostering community, creating compelling content, reaching new audiences or improving measurement, our partners are here to help you accomplish your marketing objectives on LinkedIn.

As a global ecosystem of LinkedIn-approved technology and service providers, the LinkedIn Marketing Solutions Partner Program has taken off. **Today 1 in 5 marketers on LinkedIn is leveraging a LinkedIn partner to meet their objectives.** And all of our top 50 advertisers use one or more partners to drive value for their business.



It's no surprise that many marketers choose to work with a partner. They've been hand-picked for:

Expertise

Take your LinkedIn marketing programs to the next level with industry-leading know-how. Each partner is evaluated based on their ability to bring domain expertise and demonstrate value to marketers on LinkedIn across the entire customer engagement funnel.

Innovation

Stay one step ahead of the competition by innovating based on what's working. Partners can help you discover opportunities for making your LinkedIn marketing programs more engaging, scalable, and overall more valuable.

Quality

Simplify the vendor selection process and get matched with solutions providers who have met LinkedIn's quality standards for service, demonstrated customer success, and member data security.

This eBook is designed to help marketers and agencies navigate the solutions providers in the LinkedIn Marketing Partner Program. From the types of partners included in the program to features and benefits, this eBook has everything you need to identify a partner who can help you achieve more on LinkedIn. Let's dive in.

Table of Contents

Types of Marketing Partners	1
Community Management	3
Ad Technology	5
Audience Management	7
Analytics and Measurement	9
Content Partners	11
Featured Content Partners	13
Where to Learn More About Partners	14



Types of Marketing Partners

Today, there are hundreds of partners in the LinkedIn Marketing Partner Program. They offer a range of services and solutions that will help you achieve your marketing objectives. But, when it comes to creating value for marketing organizations and agencies, our technology and content partners are in a class of their own.

Technology Partners

Technology Partners have built on the LinkedIn Marketing Solutions APIs to enable you to develop a marketing strategy, activate and optimize campaigns, and measure success. For easier discovery and evaluation, we've broken these partners into the following categories based on the value they provide:

- Community Management
- Ad Technology
- Audience Management
- Analytics and Measurement

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.



Content Partners

Industry-leading content creators have partnered with LinkedIn to offer you content for fueling your LinkedIn programs. From developing research and content themes to generating white papers, videos, LinkedIn posts or ads, and more, these hand-picked partners have deep knowledge about what content performs best on LinkedIn and the expertise to get it done on time and in budget. These partners offer one or both of the following types of content.

- Original Thought Leadership
- Turnkey Content

In the following sections, we'll go into greater detail about each partner type, share some of the functionality and benefits, and introduce a few partners who excel in that category.



Community Management

LinkedIn Pages are at the center of every brand's marketing strategy on LinkedIn. When used to their fullest potential, LinkedIn Pages can help marketers join the conversations that matter, know and grow their audience, and engage their people.

Community Management

Value for marketers

Marketing is perpetually under-resourced. A partner can help you streamline social activities across channels in one platform, reducing the amount of time and resources needed to maintain an effective community strategy.

Value for agencies

Agencies benefit from the additional access and permissioning that partners offer. These features can create better processes for managing publishing access and permissions for all of your clients.



Community Management Partners support the following capabilities:

Schedule posts

Tell your brand's story by posting great content regularly with partners that make it easy to compose, schedule, and track performance of LinkedIn Page posts.

Analyze performance

Track and report the performance of your LinkedIn Page strategy in order to share meaningful insights and optimize your content.

Monitor brand mentions

Follow what your audience is saying about your brand and quickly respond to comments.

Here are a few of our top Community Management Partners listed by functionality.

Partner	Schedule posts	Analyze performance	Monitor brand mentions
Buffer	x	x	
Hootsuite	x	x	x
HubSpot	x	x	
Khoros	x	x	
Salesforce Social Studio	x	x	
Sprinklr	x	x	x
Sprout Social	x	x	x

Ad Technology

Ad Technology Partners help marketers get more out of their LinkedIn ads. Whether it's managing campaigns at scale, improving performance through creative and bid optimization, or saving time through reporting insights and automation, these self-service partners make LinkedIn advertisers faster, smarter, and more effective.

Ad Technology

Value for marketers

There are endless opportunities for growing and improving your LinkedIn ad programs. The right ad technology partner will help you scale your campaigns and improve the return on your ad spend.

Value for agencies

Your digital advertising expertise and the added functionality of a partner can be a winning combination for your client's campaigns on LinkedIn.



Ad Technology Partners support the following capabilities:

Campaign management

Realize workflow efficiencies with partners that make scaling campaigns on LinkedIn easier. Seamlessly create multiple ads, bidding, or tagging strategies.

Campaign auto-optimization

Manage and optimize ads in real time with partners that support rules-based ads management. Set up your own custom rules and notifications to start and stop ads, adjust bids, and even reallocate spend at different thresholds.

Cross-channel management

Activate, measure, and optimize budgets seamlessly across LinkedIn and other channels like Facebook, Google, Twitter, web publishers, and more.

Account-based marketing

Work with a partner that makes ABM campaign setup, activation, and management on LinkedIn easier.

Here are a few of our top Ad Technology Partners listed by functionality.

Partner	Campaign management	Campaign auto-optimization	Cross-channel management	Account-based marketing
4C Insights	x	x	x	
AdStage	x	x	x	
HubSpot	x		x	x
Metadata	x	x	x	x
Terminus	x		x	x
Sprinklr	x		x	

Audience Management

A full-funnel marketing strategy is made easier with Audience Management Partners. Partners in this category help advertisers target the right audiences, and automate lead follow up so they can create full-funnel campaigns and effectively hand leads off to sales.

Audience Management

Value for marketers

Integrated marketing is critical to full-funnel marketing campaigns. Partners enable you to reach audiences you're already marketing to or from third parties on LinkedIn and sync leads directly to your marketing automation or CRM system to receive a new campaign or be delivered to sales for immediate follow up.

Value for agencies

Eliminate your clients' concerns over targeting and lead delivery. Partners drive alignment for LinkedIn ads targeting by using lists of leads and accounts your clients have already built or data from third parties and delivering leads to clients in real-time.



Audience Management Partners support the following capabilities:

Matched audiences

Create audiences on LinkedIn through partners with Matched Audience functionality for leads and accounts without manually uploading lists. Once a LinkedIn audience has been created, it can be used for targeting in Campaign Manager.

Lead generation

Use partners to seamlessly pass leads from LinkedIn Lead Gen Forms to your marketing automation, CRM, CDP, or lead management system of choice.

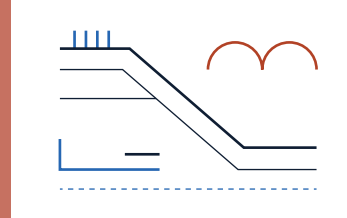
Here are a few of our top Audience Management Partners listed by functionality.

Audience Management Partner	Matched Audiences	Lead Generation
Axiom	x	
Convertr		x
Driftrock		x
HubSpot	x	x
Integrate		x
LiveRamp	x	
Marketo (Adobe)	x	x
Microsoft	x	x
Oracle Marketing Cloud	x	x
Pegasystems	x	
Salesforce (Marketing & Sales Cloud)	x	x
Zapier		x

Analytics and Measurement

Analytics and Measurement Partners 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.

Analytics & Measurement

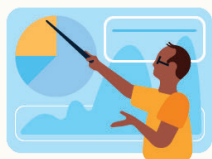


Value for marketers

It's challenging to understand and optimize the performance of your marketing campaigns with disparate reporting. Partners enable you to build robust reports for LinkedIn alongside all your other marketing programs to show a holistic view of campaign performance data and visualize return on investment.

Value for agencies

Reporting on marketing campaigns can be infinitely more challenging across programs and clients. In addition to the benefits marketers see using a partner, agencies are able to integrate their own in-house data in client reporting.



Analytics and Measurement Partners support the following capabilities:

Cross-channel reporting

Our 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.

Click-based attribution

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

Custom dashboards

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.

Custom reports

Use a partner to set up alerts, templates, custom reports and visualizations for your LinkedIn campaigns.

Here are a few of our top Analytics & Measurement Partners listed by functionality.

Partner	Cross-channel reporting	Click-based Attribution	Custom reports	Custom dashboards
4C Insights	x	x	x	x
AdStage	x	x	x	x
Bizible	x	x		
DashThis	x		x	x
Datorama	x	x	x	x
Hootsuite	x		x	x
HubSpot	x	x	x	x
Sprinklr	x	x	x	x

Content Partners

LinkedIn has partnered with industry-leading content creators to offer marketers access to content experiences for LinkedIn programs. From developing the actual theme to generating white papers, videos, posts, and more, these hand-picked partners have deep knowledge about what performs best on LinkedIn.

When you work with a LinkedIn Content Partner, you'll experience the following benefits:

LinkedIn Expertise

Partners have worked with internal experts to create custom content packages for LinkedIn and received dedicated training on content best practices.

Preferred Rates

We've negotiated a 20-25% discount off partners' rate cards that we pass along to you.

Content Ownership

You own the content outright to host on web properties and promote across social channels for as long as you'd like.

Stronger Performance

On average, content created by partners outperforms our benchmarks by 3x.

Ease of Activation

We can include partner fees on LinkedIn Insertion Orders (IOs), which means one less vendor for you to onboard in your payment system.

We categorize the services that LinkedIn Content Partners provide into two specialities: original thought leadership and turnkey content.



Original Thought Leadership

This blockbuster content type is designed to position your brand as a thought leader on a topic relevant to your audience. These pieces serve as a foundation to an excellent digital campaign that can be broken down into snackable, rehashed content for social or blog posts and ads. Here are examples of original thought leadership:

- Custom blog series
- Blockbuster programs, eBooks, reports
- Live action or animated videos



Turnkey Content

This content type is drawn from an existing thought leadership piece. Once produced, these assets are immediately ready for utilization on LinkedIn. Turnkey Content is critical for any LinkedIn strategy because it helps to tease out different insights or takeaways and extend the life of Original Thought Leadership. Here are examples of Turnkey content:

- Infographics or nanographics
- Feed-ready content, including static or video ads, lead gen, and carousel ads

Featured Content Partners



Here are a few of our top Content Partners listed by specialty.

Partner	How it works	Original Thought Leadership	Turnkey Content
Animoto	Animoto's award-winning DIY online video maker makes it easy to create powerful and professional videos that get your brand noticed and drive results.	×	×
Editions Financial	Editions Financial is a global content marketing firm that specializes in financial and professional services.	×	
Newscred	NewsCred is the world's leading enterprise content marketing platform. Leverage a team of expert content creators to make your brand stand out.	×	×
SCORCH Agency	SCORCH is a global content marketing agency that specializes in working with B2B technology and enterprise clients to fuel brand activation.	×	
Theorem	As a leading global digital solutions partner, Theorem provides a suite of digital solutions to LinkedIn's clients.	×	×
VidMob	VidMob helps LinkedIn advertisers create new video assets quickly for upcoming campaigns.	×	×
Visually	Visually, a division of ScribbleLive, works with advertisers to engage customers through professionally designed digital content.	×	×
WIRED Brand Lab	Through a network of world-class subject matter experts, we bring WIRED Media Group's editorial expertise to enterprise scale.	×	×

Where to Learn More About Partners



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 <https://business.linkedin.com/marketing-solutions/marketing-partners>.

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

Achieve more on LinkedIn

For the first time in the history of media, you can reach the world's professionals all in one place. More than 645M 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.

For more information, visit marketing.linkedin.com

