



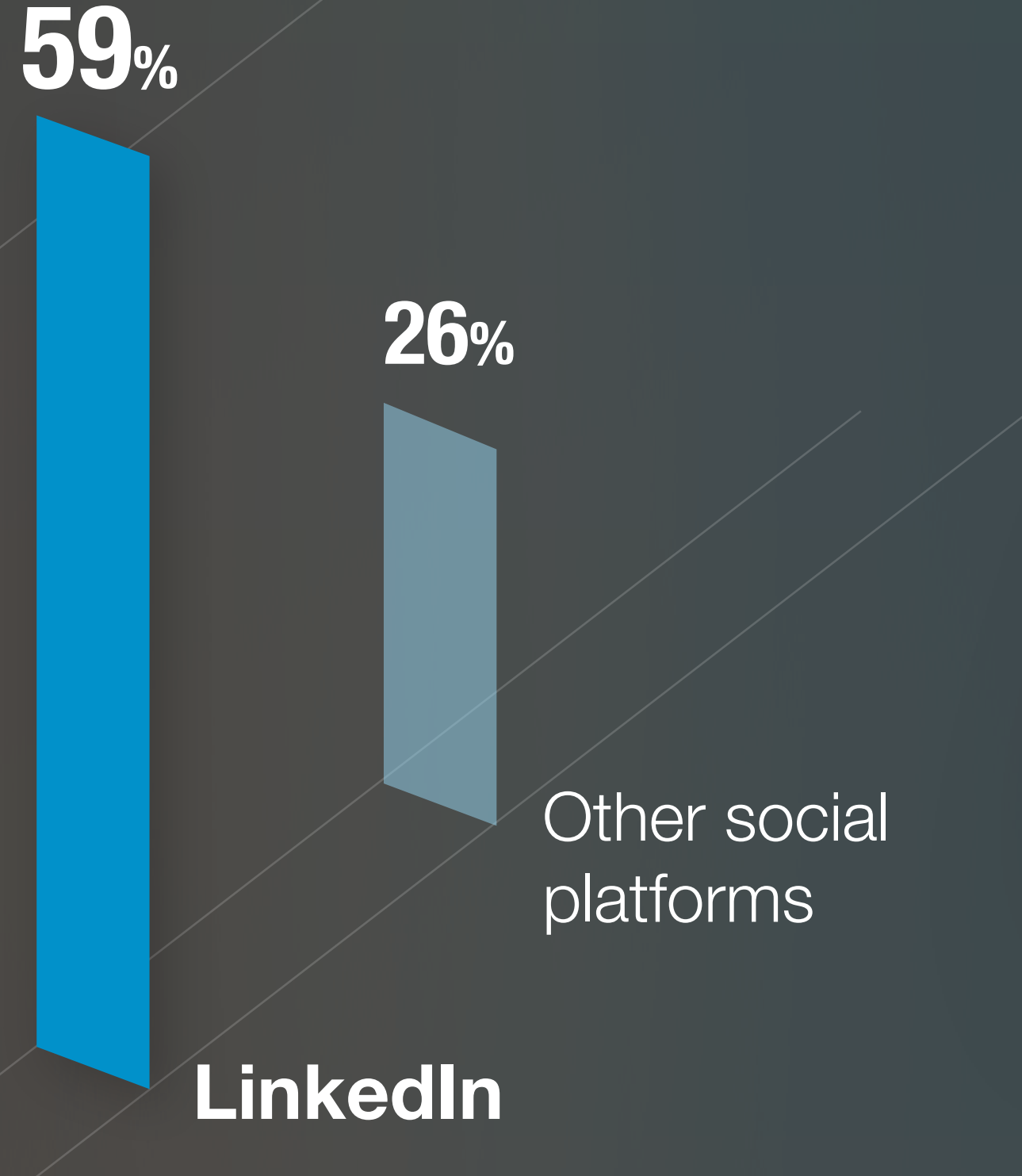
THE CASE FOR B2B MARKETING ON LINKEDIN

CONTENT MARKETING WITH REAL IMPACT

LinkedIn Leads the Pack

TOP IN LEAD GENERATION... BY A LONG SHOT¹

% of marketers who generate leads from the platform



#1 SOCIAL MEDIA CHANNEL¹

92% of B2B Marketers **LEVERAGE LINKEDIN** over **ALL OTHER** social platforms.

80% of B2B marketing leads sourced through social media come from LinkedIn.²

46% of social media traffic to **your company site** comes from LinkedIn.³

The World's Professionals in One Place

Brands have the opportunity to target and engage with this massive quality audience in a professional context.



500M

Members



61M

Senior-level influencers



40M

Decision makers

Fortune 500 companies' **MOST-USED** social media platform⁴

Meet Your Marketing Goals

90%

DRIVE LEADS

9 out of 10 customers reduced their cost per lead with **LINKEDIN LEAD GEN FORMS**.

LAUNCH A PRODUCT

Top channel for B2B product launches⁵

69%

DRIVE REVENUE

Using **LINKEDIN SPONSORED CONTENT**, eDataSource saw a 69% decrease in lead-gen costs.

81%

34%

LinkedIn

Other social channels

Undeniable Results with LinkedIn Marketing Solutions

EFFICIENTLY GENERATE QUALITY LEADS

Collect even more quality leads from your ads on LinkedIn with seamless pre-filled Lead Gen forms.



Having members stay in app with LinkedIn Lead Gen Forms is a seamless user experience.

NIK LOVE
GLOBAL DIGITAL MANAGER
IR PROGNOSIS

IR Prognosis saw:⁶

2X
INCREASE
in conversion rates

44%
REDUCTION
in cost per lead

TAILOR THE RIGHT MESSAGES TO THE RIGHT PROFESSIONALS

With Sponsored InMail targeted messages drive leads to LinkedIn mailboxes.

Replicon saw:⁷

11X
BETTER
response rates

73%
LOWER CPL
than other social channels



With open rates as high as 48%, LinkedIn's Sponsored InMails knocked the socks off our own email campaigns.

BRETT CHESTER
VP OF ONLINE MARKETING
REPLICON

BUILD BRAND AWARENESS WITH THE RIGHT AUDIENCES

Display Ads enable targeted reach of hundreds of thousands of premium professionals.



We can reach prospects anywhere online and make every interaction with them more personal and relevant throughout the buyer's journey.

ERIC HANSEN
DIRECTOR OF MARKETING
CETERA FINANCIAL GROUP

Cetera saw:⁸

13%
INCREASE
in web visits

27%
INCREASE
in pageviews

LEVERAGE THE RIGHT METRICS TO DRIVE THE MOST IMPACT

Conversion tracking equips marketers with the insights to optimize their content for increased ROI.



85%
OVERALL
lead-to-demo ratio

NetBrain saw:⁹

2X
INCREASE
in CTR in just three months



We've been updating our campaign with insights gained from LinkedIn conversion tracking. At this time, 94% of leads generated through our campaign are sales-accepted.

PRIYANK SAVLA
DIGITAL MARKETING MANAGER
NETBRAIN

LinkedIn Marketing Solutions consistently delivers undeniable results for B2B marketers. Let us show you what real impact looks like.

DIVE INTO THE LINKEDIN MARKETING SOLUTIONS PLATFORM OVERVIEW AT [LNKD.IN/LMSPLATFORM](https://lnkd.in/LMSPLATFORM)

LinkedIn Marketing Solutions

Sources: 1. "State of B2B Digital Marketing," DemandWave | 2. "LinkedIn for B2B Lead Generation," Oktopost | 3. "Audience Insight Report: Understanding Your Digital Audience," Investis | 4. "Fortune 500's Social Media Platform Use," Marketing Charts | 5. "State of B2B Product Marketing," Regali(x) Research | 6. IR Prognosis | 7. "Replicon Reaches Buyers at Prime Decision-Making Stage and Builds Quality Lead Pipeline," LinkedIn Marketing Solutions | 8. "Cetera Financial Group Case Study," LinkedIn Marketing Solutions | 9. "NetBrain and LinkedIn: A No-Brainer for Conversion Tracking," LinkedIn Marketing Solutions