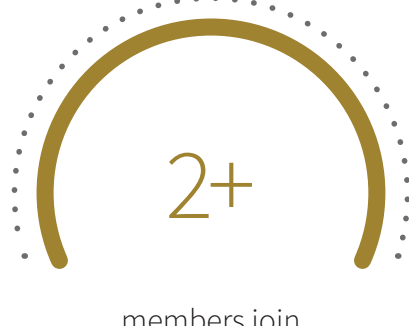


# Motivating LinkedIn Members to Engage with Your Content

We surveyed more than 9,000 members across the globe to understand how people engage with content on LinkedIn. Here's what we learned...

## Audience Snapshot

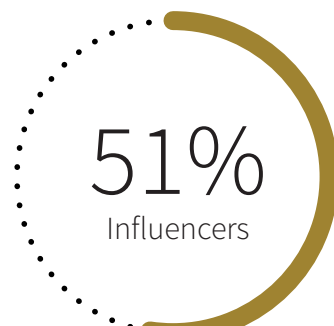


## NEARLY 500 MILLION MEMBERS

The largest group anywhere of influential, affluent, and educated people. LinkedIn Members are becoming more global by the second.

## Top Sources Driving Engagement

While powerful individuals still carry formidable influence, your company is still one of the most important sources of content.



*So, what motivates our members to engage with your content?*

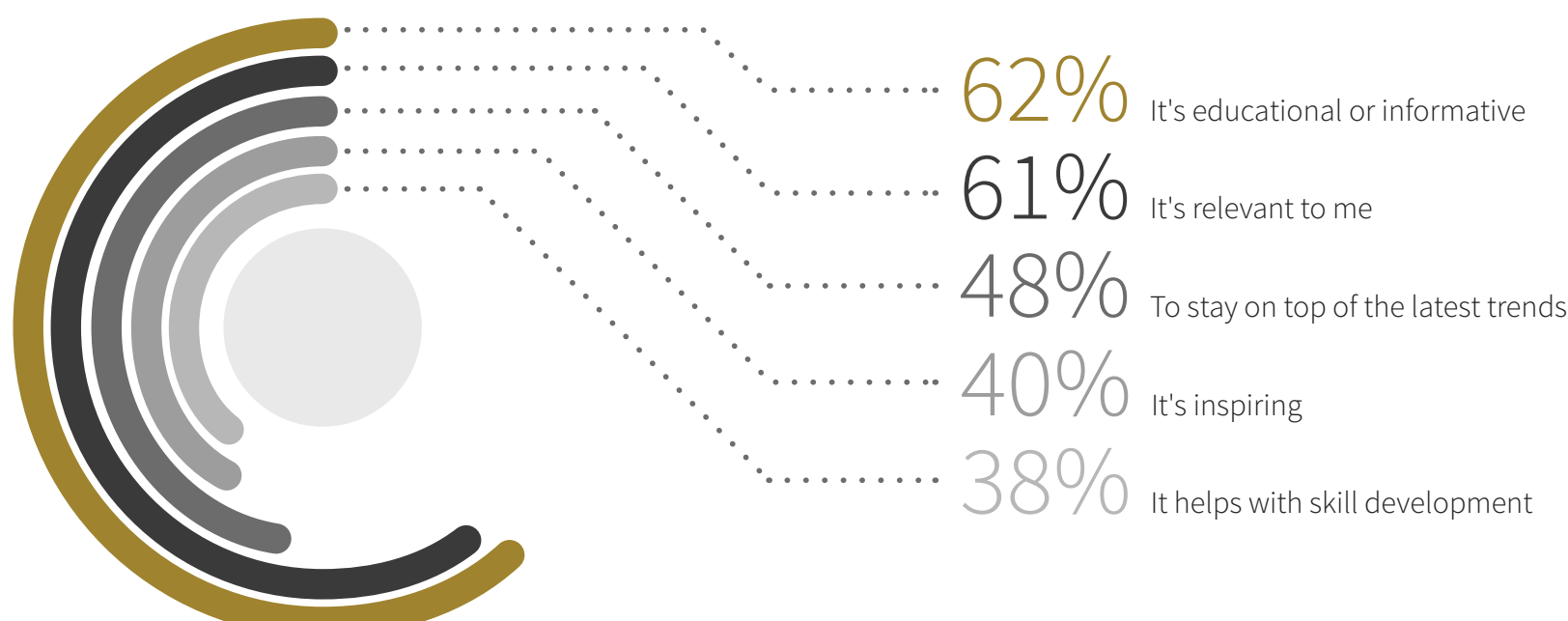
**44%** of respondents told us the last piece of content they really enjoyed was inspirational and got straight to the point.

## SOPHISTICATED MARKETERS' TAKEAWAY

Do exactly that. Be direct, concise and inspire with content marketing.

## Top 5 Reasons for Content Engagement

Our members aren't on LinkedIn to kill time. They're on LinkedIn to grow professionally.

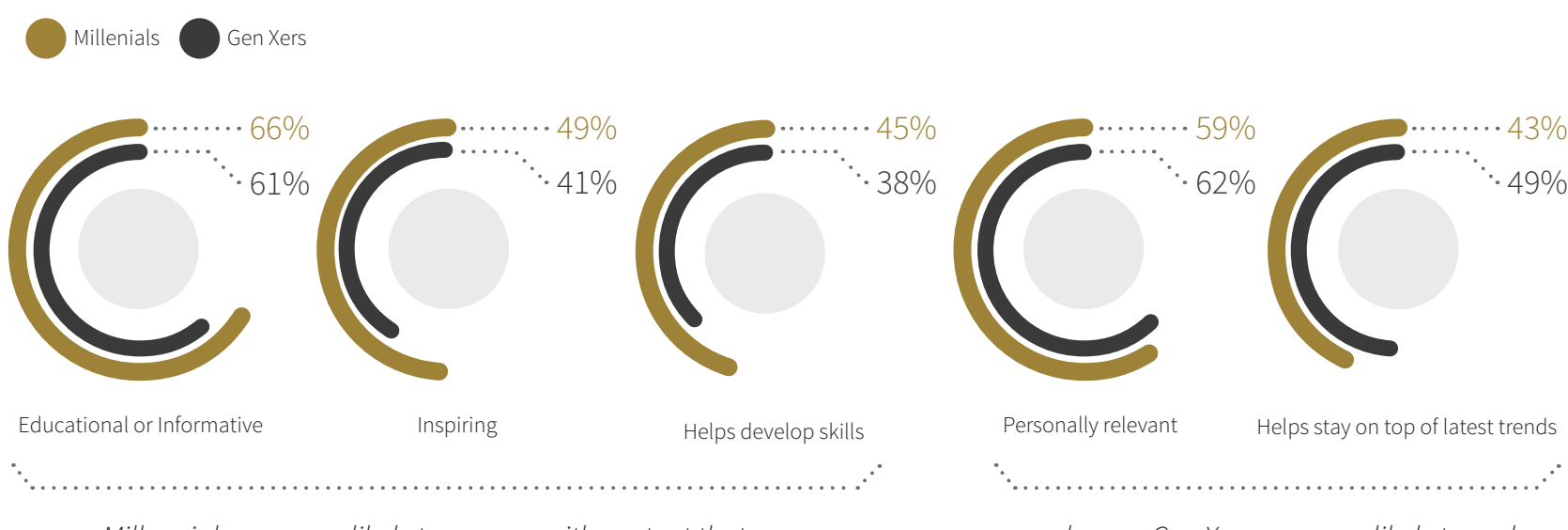


## SOPHISTICATED MARKETERS' TAKEAWAY

Deliver helpful and informative content to the right members at the right time.

## How Millennials and Gen Xers Differ

Each demographic interacts with content differently. It's your job to know what suits LinkedIn's two most prevalent age groups and why.

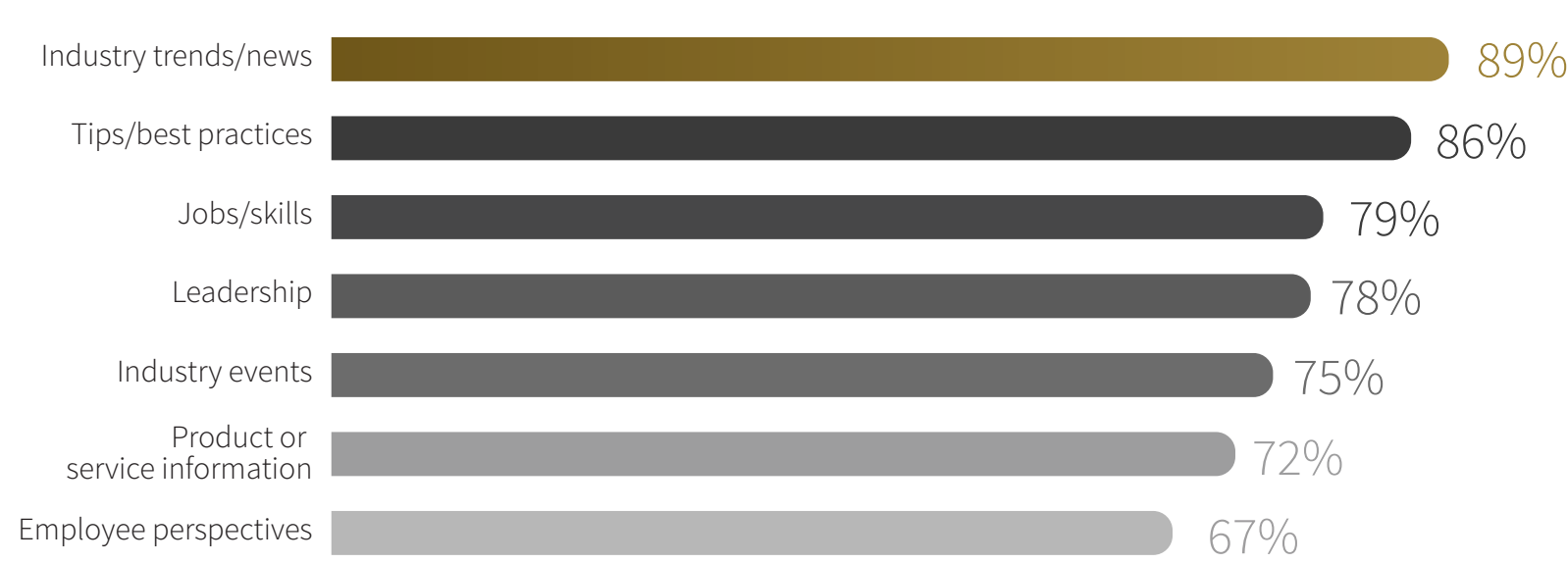


## SOPHISTICATED MARKETERS' TAKEAWAY

Pay attention to generational differences.

## What Topics Drive Engagement?

Staying on top of industry trends and improving upon skills are what our members care about most. Give your audience content they'll find compelling.



## SOPHISTICATED MARKETERS' TAKEAWAY

Drive conversations by publishing content on LinkedIn.

Are you ready to engage your audience with relevant, engaging content?

**Create your first ad.**

<https://lnkd.in/CreateAd>