

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



members join per second



of new members are from outside the US



unique visitors per month on average

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?

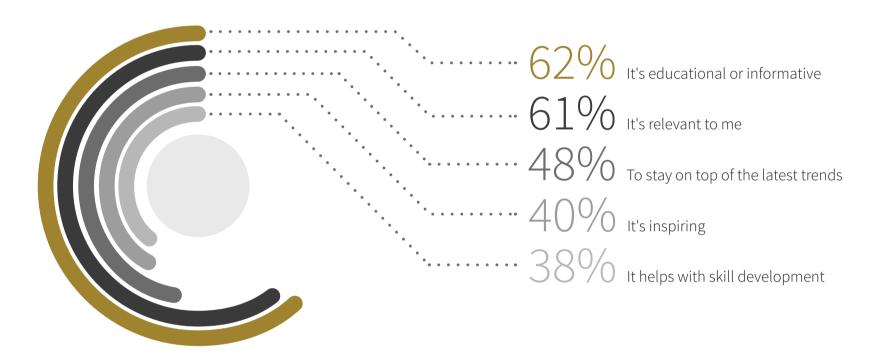
of respondents told us the last piece of content they really enjoyed was inspirational and got straight to the point.

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.

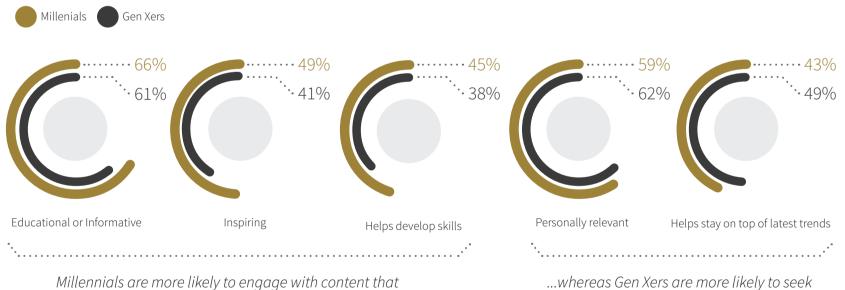


SOPHISTICATED MARKETERS' TAKEAWAY

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.



educates, inspires, or helps develop their skill set...

...whereas Gen Xers are more likely to seek content to stay up-to-date on relevant trends.

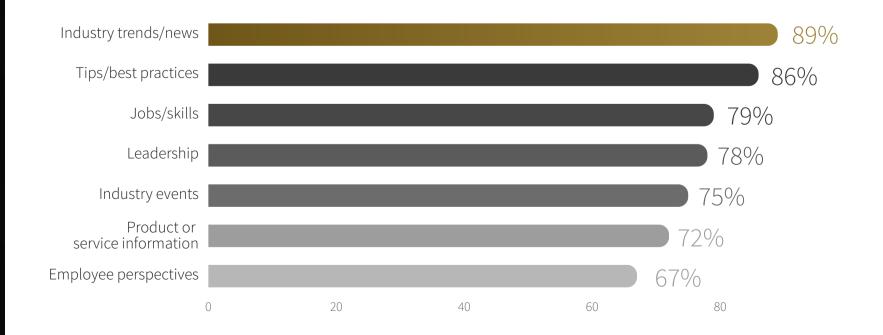
SOPHISTICATED MARKETERS' TAKEAWAY

Pay attention to generational diferences.

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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



hen you think about the last piece of content you enjoyed reading, please tell us what it was that you enjoyed most about that content hich of the following best describes why you engage (by engage we mean: like, share, comment, click) with content on LinkedIn?

Linked in