

LinkedIn Marketing Solutions

Platform Overview

*Market to
who matters*



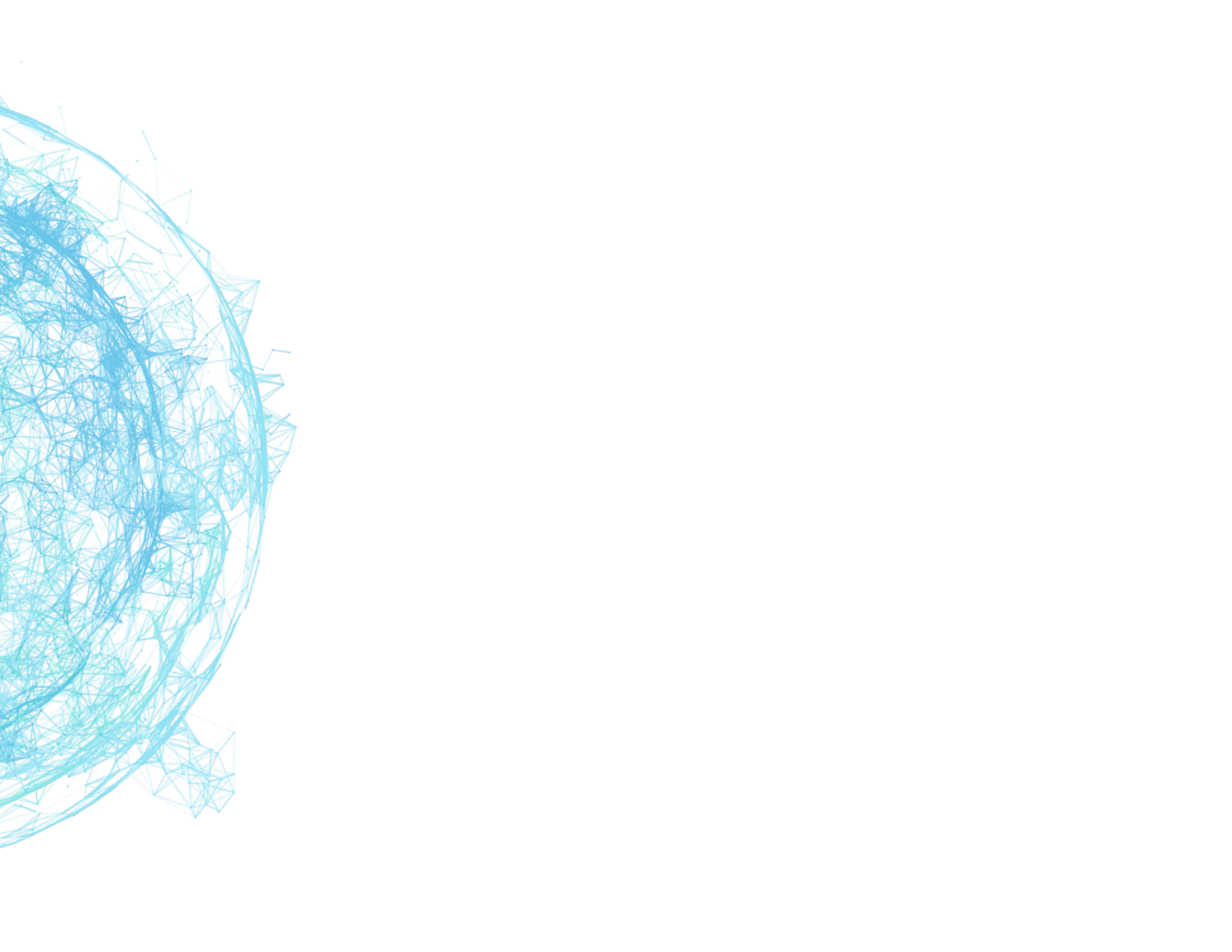




Table of Contents

- 4** Reach the world’s professionals—all in one place
- 8** LinkedIn Marketing Solutions: market to who matters
- 11** Define your goal
- 13** Target the right people
- 16** Engage them with content
 - › LinkedIn Sponsored Content
 - › LinkedIn Sponsored InMail
 - › LinkedIn Lead Gen Forms
 - › LinkedIn Dynamic Ads
 - › LinkedIn Text Ads
 - › Get started
- 25** Optimize your impact
- 28** Join the 150,000+ brands that trust LinkedIn
- 29** Learn More

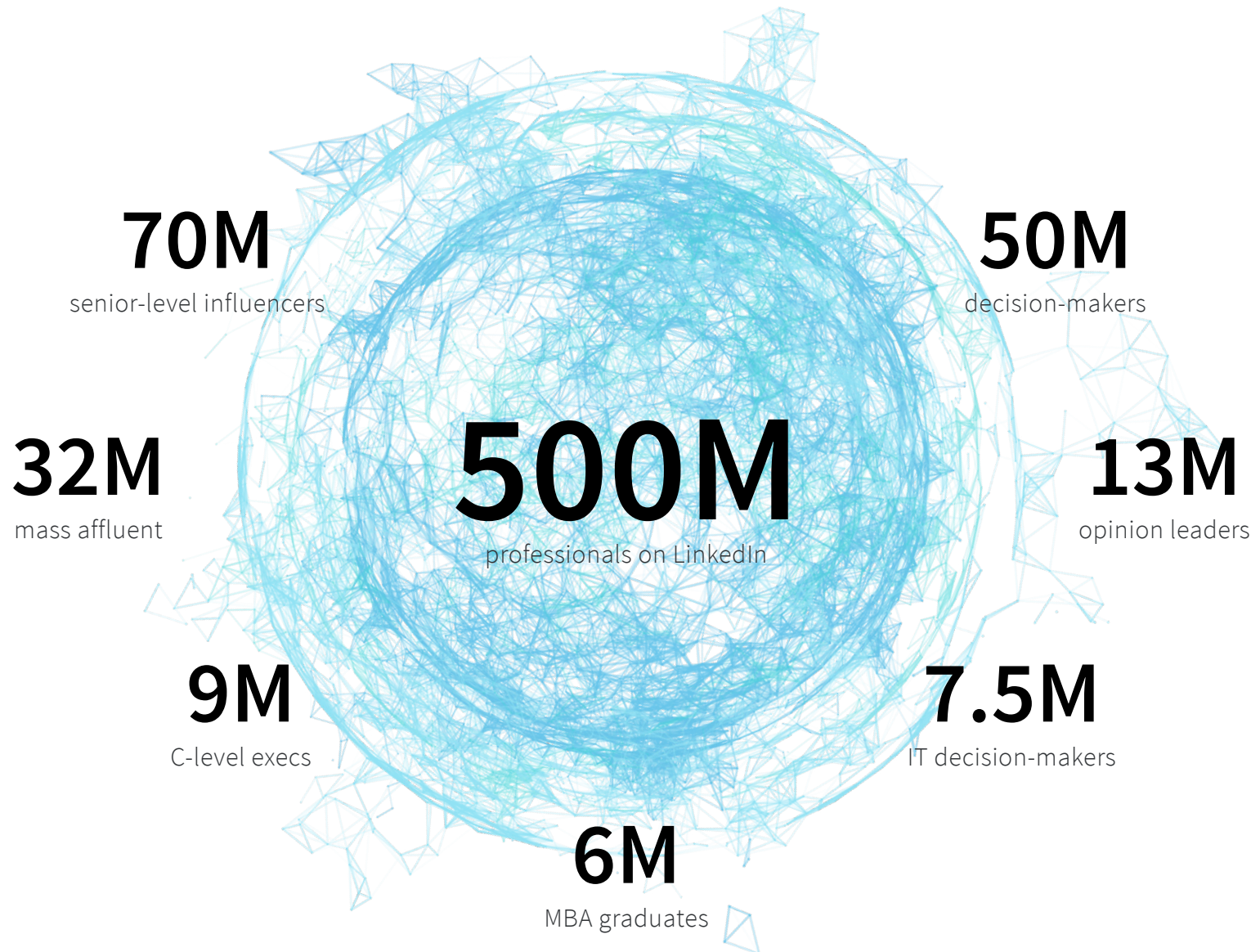


Reach the world's professionals

All in one place

LinkedIn presents a unique opportunity for brands. For the first time in the history of media, you can reach the world's professionals—all in one place.

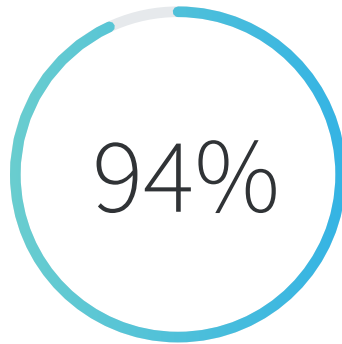
More than 500M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.





LinkedIn is the most effective platform to engage the people that matter most to your business.

The world's professionals are coming to LinkedIn with purpose and consuming a range of professional content including industry news, expert advice, professional learning, peer insights, and recommendations. You achieve your goals on LinkedIn by targeting the right audience and sharing valuable content through products tailored to how professionals engage on the platform.



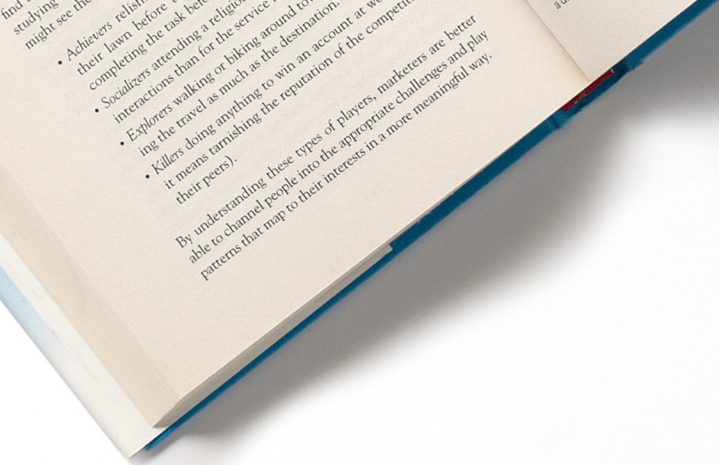
of B2B marketers use LinkedIn to distribute content¹



LinkedIn is rated the top social network for lead generation²

1. B2B Content Marketing, 2016 Benchmarks, Content Marketing Institute/MarketingProfs.

2. 2017 report from DemandWave.



LinkedIn Marketing Solutions

*Market to
who matters*





Reach a coveted audience in a professional context.

LinkedIn members engage with our platform to further their career goals. They come to LinkedIn specifically to connect with people, brands, and opportunities, and engage with high-quality content that addresses their desire to become more productive and successful.

This is a very different mindset and intent from other social media platforms. And it's precisely this aspirational mindset that has led to the explosion of content now shared weekly on the LinkedIn feed.

Content impressions include everything from profile updates to rich media

content, long-form articles, and more.

There are currently 9 billion content impressions in the feed every week—that's 15 times more content impressions than job postings served in the feed. And the majority of this engagement occurs on mobile. In fact, more than 60 percent of the time, members access LinkedIn content from their mobile device.

LinkedIn enables you to reach a coveted audience in a professional context and engage them in a very meaningful way: when they're active on the platform and most receptive to your message.



9 billion
content impressions



15X more
content impressions
than job postings



60%
from mobile

Achieve your goals—from awareness to engagement to new business



LinkedIn members actively engage with brands, creating opportunities for marketers to share content that drives results.



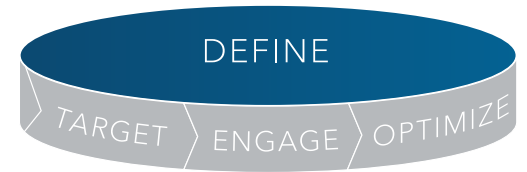


Define your goal

A winning LinkedIn strategy starts with your goals. Set measurable objectives and use LinkedIn to achieve your key performance indicators (KPIs).



Use LinkedIn to achieve your marketing goals by sharing content with the right professional audiences.



Whatever your goals, you can leverage the LinkedIn platform to effectively:



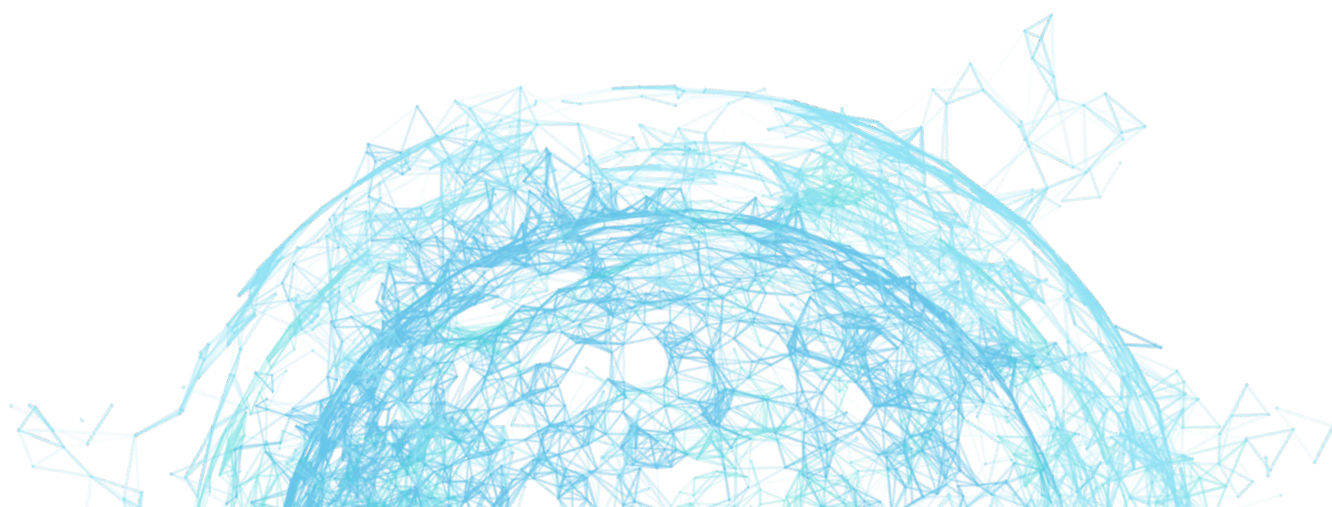
**Create awareness
for your brand**
and products early in
the purchase process

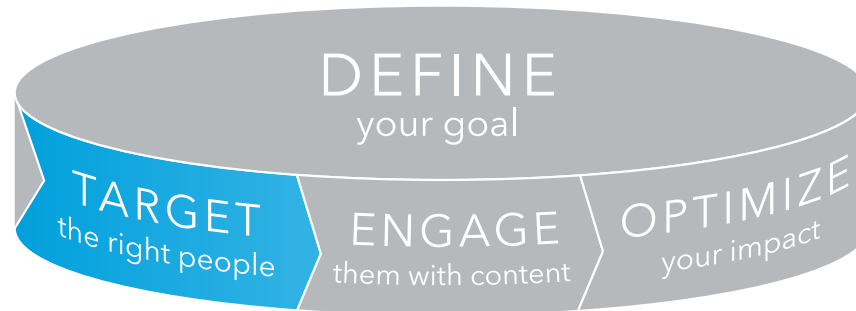


**Position your brand
as a thought leader**
shape audience perception
with content



**Drive the right
people to take action**
generating quality leads
and new business



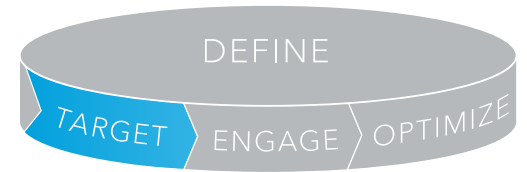


Target the right people

Targeting is the core of what enables your success on LinkedIn.



Reach audiences that matter most to your business on LinkedIn



Segment and reach just the right professionals using:

Demographic Targeting



Profile-based data

Target by years of experience, seniority, job function, job title, company name, company industry, company size, education information, skills and more.

LinkedIn Matched Audiences



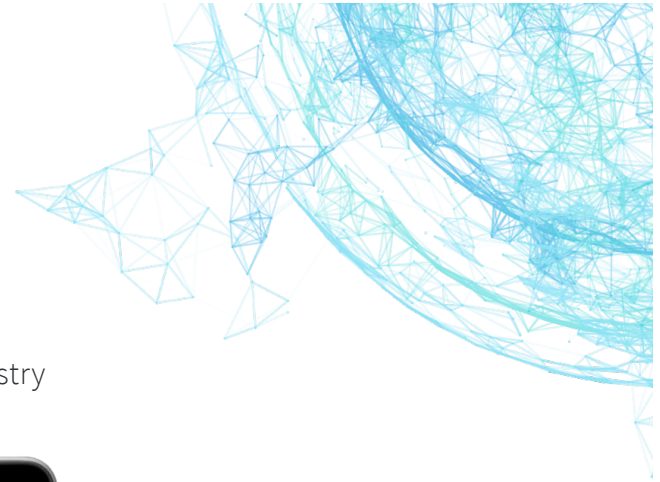
Your own target account data

Match lists of thousands of target accounts or millions of email contacts against the 8M companies and over 500M people on LinkedIn to achieve your account-based marketing (ABM) goals.



Your own first-party data

Target the professionals who've previously engaged with your brand. For example, retarget your website visitors with ads on LinkedIn. Or, match segments from your preferred data platform against the LinkedIn member base to target people who've already given you their information.

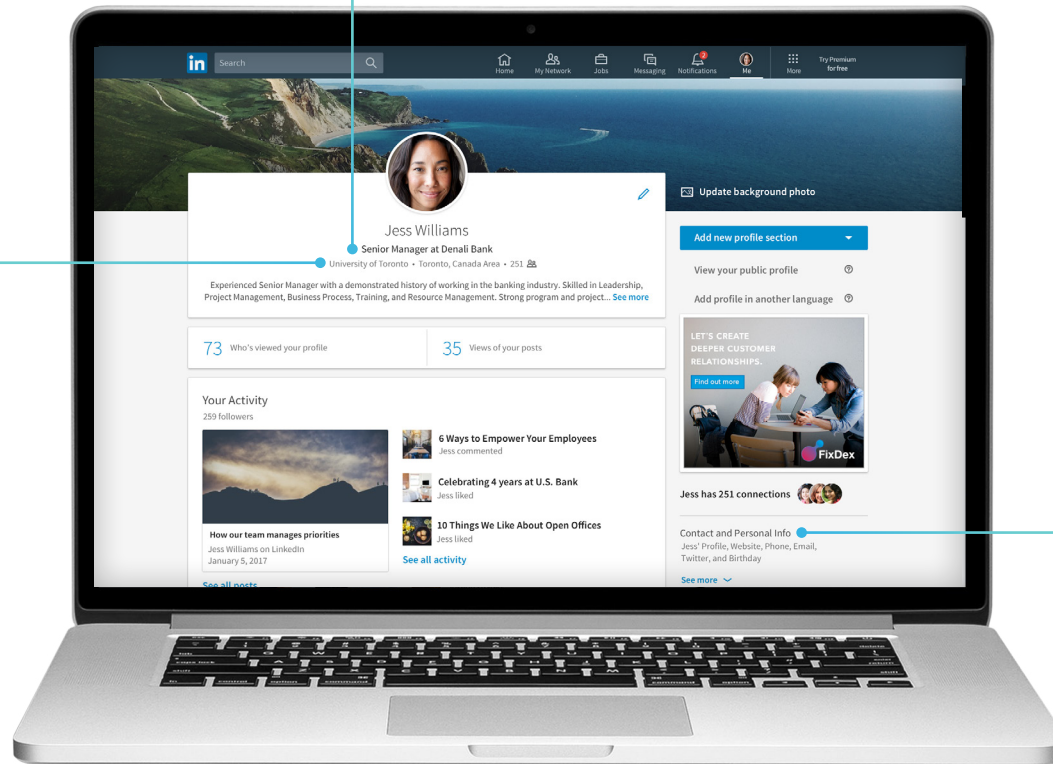


Accurate, member-provided information makes LinkedIn targeting unique.

A member's LinkedIn profile contains relevant professional data points.

Title, Job Function, Company, Geography, Industry

School,
Field of Study,
Graduation Year



Contact Information

Use LinkedIn ad targeting to engage influencers and decision-makers in an impactful and relevant way.
Learn more at: business.linkedin.com/marketing-solutions/ad-targeting



Engage them with content

Engage the right audiences on LinkedIn to achieve your marketing objectives using Sponsored Content, Sponsored InMail, and a range of native ad formats.

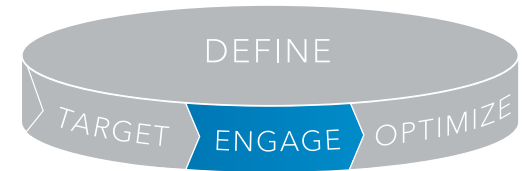


Use a mix of organic and paid channels.

Based on your objectives and the metrics you'll use to gauge the success of your programs, we recommend you leverage a balance of organic content and paid advertising to ensure you reach prospects at every stage of the buying cycle.

You can organically build your brand and content presence on LinkedIn by distributing content via your LinkedIn Company Page, Showcase Pages, and long-form posts.

To reach a targeted and broader audience, you can use paid advertising to promote your valuable content in the LinkedIn news feed (and beyond), LinkedIn messaging, and through a range of other engaging, differentiated native ad formats.



For more information on how you can use LinkedIn to deliver meaningful content experiences, read **The Sophisticated Guide to Content Marketing**, the definitive handbook for driving real results: lnkd.in/content-marketing

LinkedIn Sponsored Content

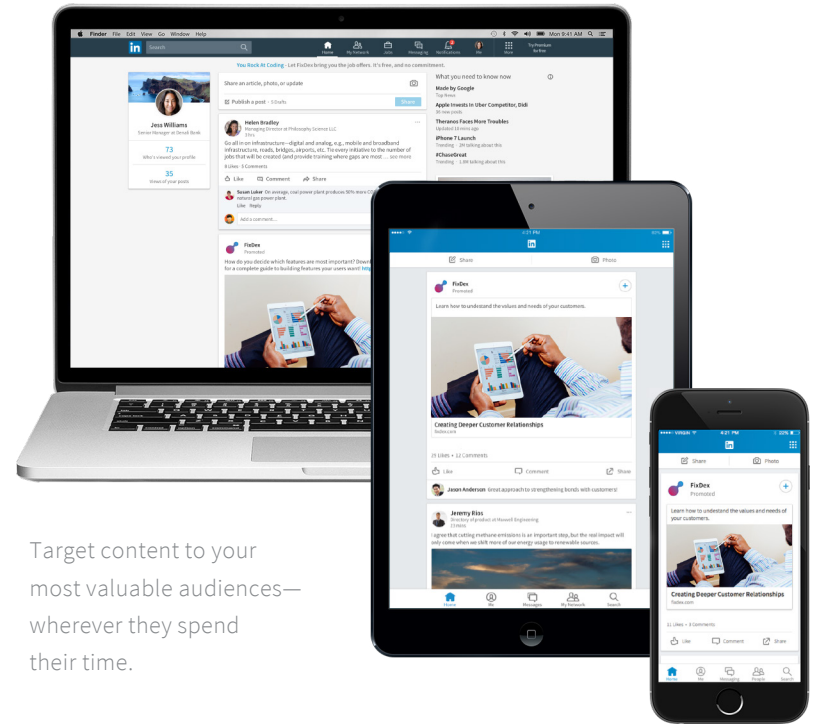
Build customer relationships by delivering relevant content to prospects in the world's only professional feed—and beyond.

Marketers who are first to provide useful content and insights early and often during the buyer's journey stand to win mindshare, consideration, and purchase. 74% of B2B buyers choose a company that is first to help them with useful content.³

Share your valuable content on the only platform tailored to drive engagement from professionals:

- Target the people who matter most using accurate, first-party data.
- Publish your content to a premium audience of business decision-makers.
- Engage prospects when they're in a professional mindset to build customer relationships that will grow your business.

3. SAVO, Techniques of Social Selling: Just Do It!, 2014.



Target content to your most valuable audiences—wherever they spend their time.

Use Sponsored Content to: Reach a premium professional audience of business decision-makers where they're most engaged

Ideal if you are looking to: Increase brand awareness, build relationships with prospects, and drive high-quality leads.

Learn more about **LinkedIn Sponsored Content** at: lnkd.in/sponsored-content

LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business.

Personalize your outreach. Sponsored InMail helps marketers break through the limitations of traditional email marketing by:

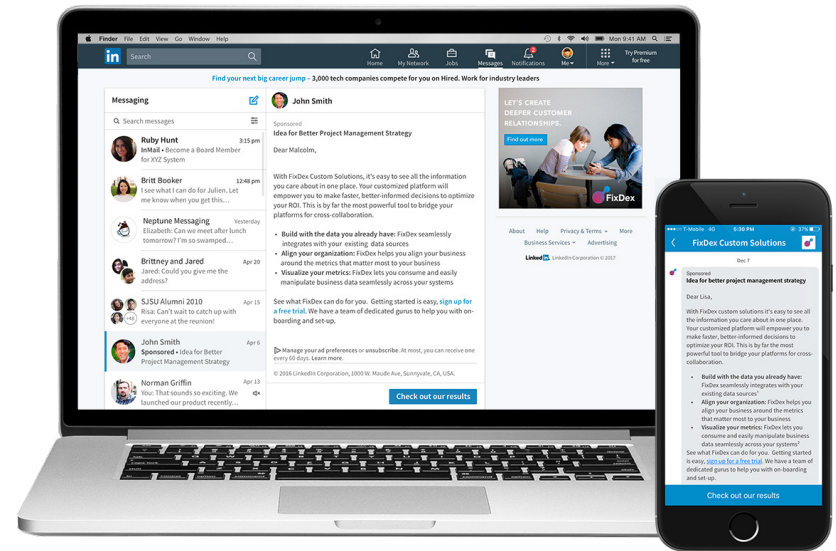
- Reaching members only when they are active on the LinkedIn site.
- Engaging your key target audiences across desktop and mobile.
- Delivering personalized messages within the uncluttered LinkedIn messaging environment.

Use Sponsored InMail to: Engage your prospects in the most direct way on LinkedIn and turn recipients into highly qualified leads and customers.

Ideal if you are looking to: Boost conversions, event attendance, and downloads, and drive high-quality leads.

Learn more about **LinkedIn Sponsored InMail** at:

lnkd.in/sponsored-inmail



Engage your prospects in the most direct way possible on LinkedIn.

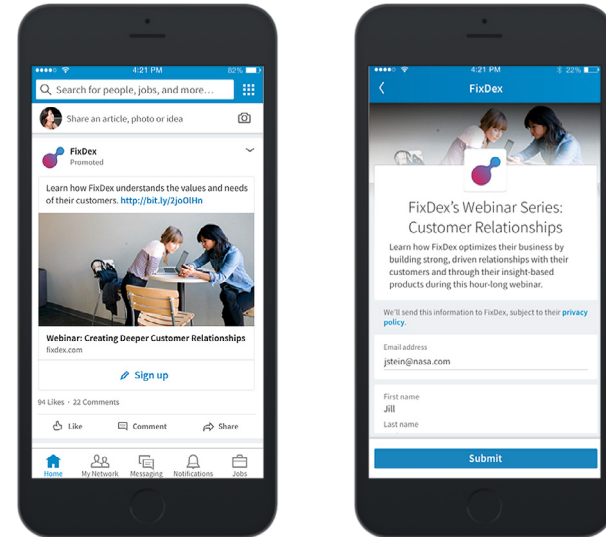
LinkedIn Lead Gen Forms

Collect even more quality leads using pre-filled forms.

Are you a demand gen marketer? Now you can easily collect qualified leads from the over 500 million professionals on LinkedIn.

With Lead Gen Forms, you can:

- Generate even more qualified leads from your ads on mobile. With just a couple of clicks, members can send you an in-ad form that's pre-filled with relevant lead info like their name, contact info, job title, company name, and other accurate data from their LinkedIn profile.
- Prove the ROI of your campaigns by measuring lead cost, quality, and more using readymade reports.
- Easily download your lead data, or send it to your preferred CRM or marketing automation platform.



Generate even more quality leads for your business.

Use Lead Gen Forms to: Collect many high-quality leads and improve your lead generation rates.

Ideal if you are looking to: Generate qualified leads and sales opportunities using ads on LinkedIn.

Learn more about **Lead Gen Forms** at:

lnkd.in/leadforms

LinkedIn Display Ads

Reach and engage more prospective buyers than ever before, with extremely targeted ads in a quality professional context.

Build your brand with premium professional audiences early in the buying cycle.

- Drive engagement with quality buyers in a brand-safe professional context.
- Buy the way you want to buy: Purchase ads using your preferred third-party programmatic platform, on an open or private auction model.

Use Display Ads to: Target LinkedIn members with accuracy to drive brand objectives.

Ideal if you are looking to: Get on the radar early to build your brand and increase awareness.

Learn more about **LinkedIn Display Ads** at:

lnkd.in/display-ads



Deploy IAB standard display ad unit formats served on the right column of the desktop.

LinkedIn Dynamic Ads

Engage the professionals that matter most to your business with dynamically generated, personalized ads on LinkedIn.

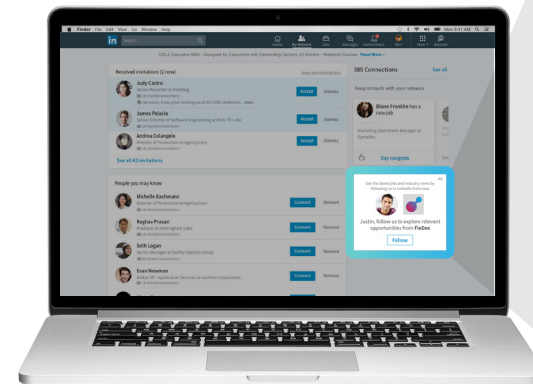
Drive response with ads that are personalized to your audience's activity on LinkedIn. LinkedIn Dynamic Ads allow you to precisely target decision-makers and influencers with highly relevant and customizable creative.

- Drive quality engagement: Distinguish your brand with relevant creative that drives quality interactions, traffic, and leads.
- Build relationships: Nurture relationships and increase your company's LinkedIn follower count using unique ad formats.
- Target with precision: Reach the people that matter most using accurate, profile-based, first-party data.

Use Dynamic Ads to: Personalize your creative to resonate with your target audience.


Ideal if you are looking to: Grow your follower count and drive quality engagement.

Learn more about **LinkedIn Dynamic Ads** at:
lnkd.in/dynamic-ads



Ad


Get the latest jobs and industry news by following us in LinkedIn from now



Justin, follow us to explore relevant opportunities from **FixDex**

[Follow](#)

Ad



Justin, join **FixDex Forum** to be part of a community for business.

[View Group](#)

Personalize your creative using IAB standard display ad unit formats served on the right column of the desktop.

LinkedIn Text Ads

Easily create and launch your own well-targeted, customized campaigns in just minutes—on a budget that works for you.

LinkedIn Text Ads are the fastest way to get your business in front of the world’s largest professional network. Using an intuitive, self-service interface, you can easily create, manage, and optimize your own customized campaigns quickly while controlling costs:

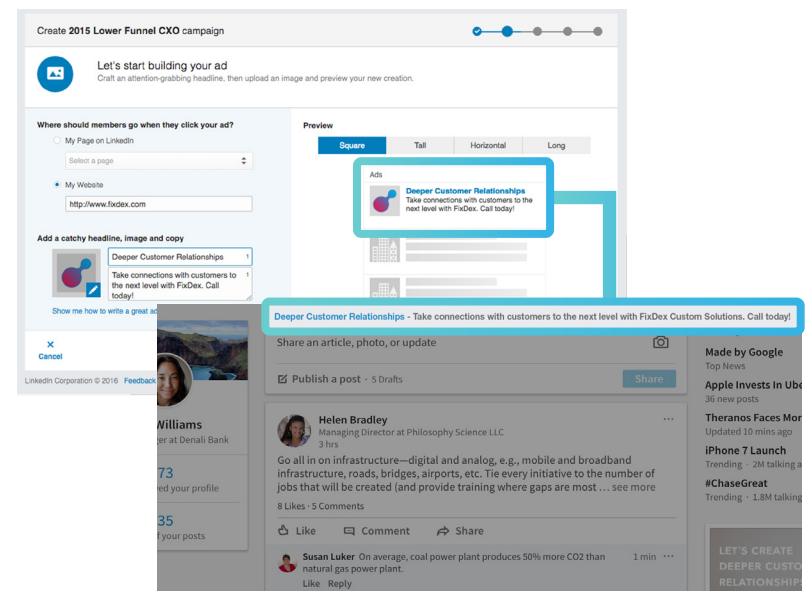
- Get started easily: Build your own ads with a simple call-to-action and compelling image.
- Buy on a PPC model: Only pay when someone clicks on your ad.
- Capture your audience’s attention on desktop: Run Text Ads in conjunction with Dynamic Ads to maximize your brand’s share of voice in the premium context of the LinkedIn desktop site.

Use Text Ads to: Connect with a premium audience of business professionals and drive high-quality leads on a budget.

Ideal if you are looking to: Generate quality leads while controlling your costs.

Learn more about **LinkedIn Text Ads at:**

lnkd.in/text-ads



Generate quality leads with an easy, self-serve solution. Text ads appear in the right column of the desktop and are available in four formats: square, tall, horizontal, and long.

Get started.

The LinkedIn Marketing Solutions Platform accommodates businesses and budgets of every size with a variety of self-service and account team-supported products.

Self-Service

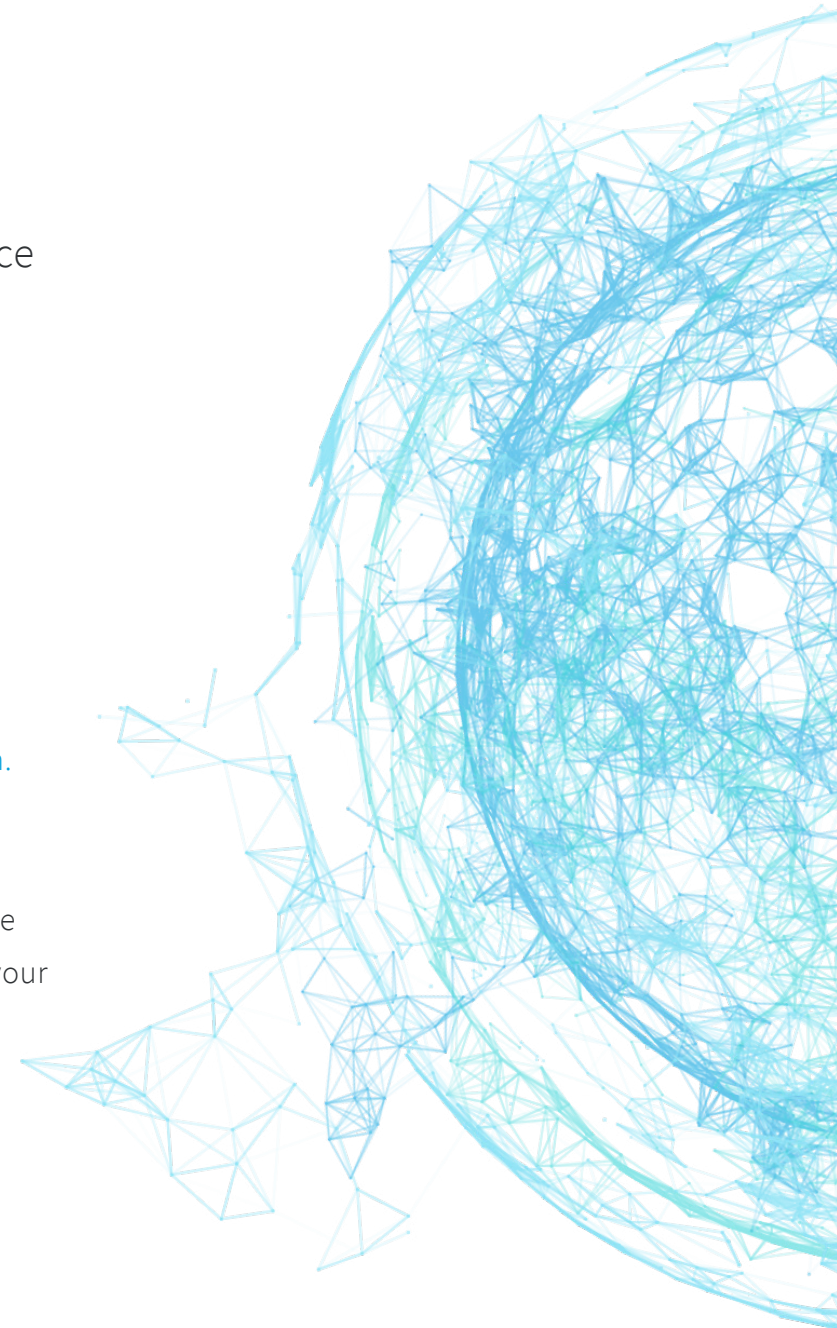
LinkedIn self-service products make it easy for you to create and manage your own campaigns and set your own budget.

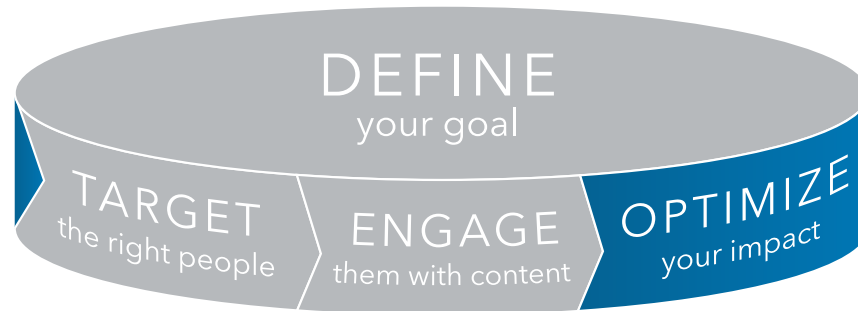
You can get started with Text Ads, LinkedIn Sponsored Content, and LinkedIn Sponsored inMail simply by setting up an advertising account in LinkedIn Campaign Manager. All you need is a credit card and a personal LinkedIn account. Visit [linkedin.com/ads](https://www.linkedin.com/ads) to get started.

With pay-per-click (PPC) or cost per impression (CPM) pricing options, you'll still have access to intuitive campaign analytics that let you track performance and optimize your strategies over time.

Account Team Support

The LinkedIn Marketing Solutions team offers account management and dedicated support for all of our products.

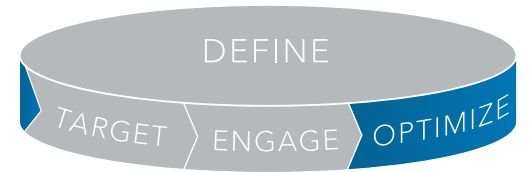
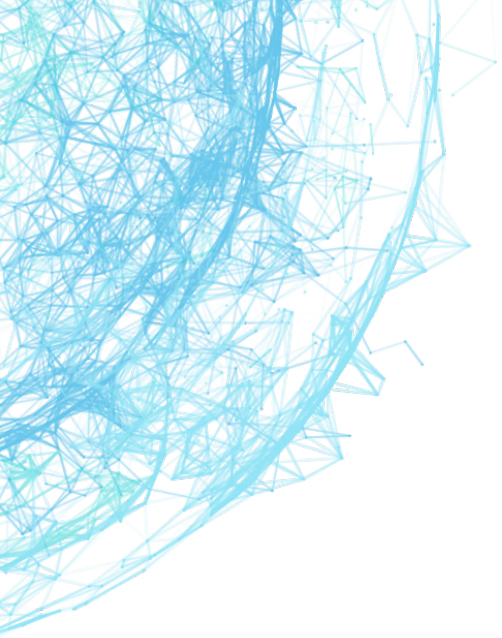




Optimize your impact

LinkedIn gives you clear visibility into the performance and impact of your campaigns at every stage of your customers' purchase process -- from reach, to engagement, and even lead conversion.





Campaign performance

View targeted impressions, average clickthrough rates (CTRs), website conversions, leads, and more to gauge success.



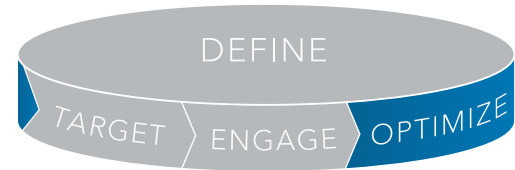
Audience insights

See a detailed view of the demographics for LinkedIn members that click on your content.



Social actions and engagement

Track the organic likes, shares, comments, and follows that your campaigns help you earn.



Using simple yet powerful reporting and analytics, you can see what's working with your current strategies and what's not, so you can effectively optimize your targeting approach and programs over time.

Marketing CXO Account Overview

Summary Metrics: \$18,905 spend, 358,000 impressions, 145 clicks, 90,002 social actions

Line Graph: Clicks (Sept. 07: 52,581)

Campaigns	Status	Impressions	Clicks	Avg CTR	Social	Total eng.	Avg. eng.	Avg. CPC	Avg. CPM
EMEA Leads Sponsored Content	Draft	1,208,102	1,912	0.02%	120	2,132	0.04%	\$2.32	\$2.32
EMEA Leads Sponsored Content	Billing info needed	1,208,102	1,912	0.02%	120	2,132	0.04%	\$2.32	\$2.32
EMEA Leads Sponsored Content	Paused	1,208,102	1,912	0.02%	120	2,132	0.04%	\$2.32	\$2.32
EMEA Leads Sponsored Content	Completed	1,208,102	1,912	0.02%	120	2,132	0.04%	\$2.32	\$2.32
EMEA Leads Sponsored Content	Cancelled	1,208,102	1,912	0.02%	120	2,132	0.04%	\$2.32	\$2.32
EMEA Leads Sponsored Content	Active	1,208,102	1,912	0.02%	120	2,132	0.04%	\$2.32	\$2.32

All campaigns (113) Summary

5,252 conversions, 46 leads, 2,960,799 impressions, 15,483 clicks, 6,185 social actions, \$50,215.40 spend

Demographics Breakdown

Category	Clicks	Conversions
Internet	54 (22.7%)	355 (6.8%)
Marketing and Advertising	24 (10.1%)	678 (12.9%)
Information Technology and Services	22 (9.2%)	726 (13.8%)
Higher Education	22 (9.2%)	200 (3.8%)
Computer Software	21 (8.8%)	291 (5.5%)
Education Management	14 (5.9%)	202 (3.8%)
Human Resources	Below reporting minimum	71 (1.4%)
E-Learning	Below reporting minimum	47 (0.9%)
Apparel & Fashion	Below reporting minimum	37 (1.1%)
Financial Services	Below reporting minimum	144 (2.7%)
Telecommunications	Below reporting minimum	135 (2.6%)
Professional Training & Coaching	Below reporting minimum	70 (1.3%)
Hospital & Health Care	Below reporting minimum	55 (1.0%)
Nonprofit Organization Management	Below reporting minimum	60 (1.1%)

Join the 150,000+ Brands That Trust LinkedIn

More than 150,000 brands trust LinkedIn to create awareness early in the purchase process, engage audiences with content, drive quality leads, and acquire new customers. Here's just a sampling of the companies that use LinkedIn to market to who matters.





Learn More

Contact a LinkedIn Marketing Solutions expert now.

lnkd.in/contact-expert

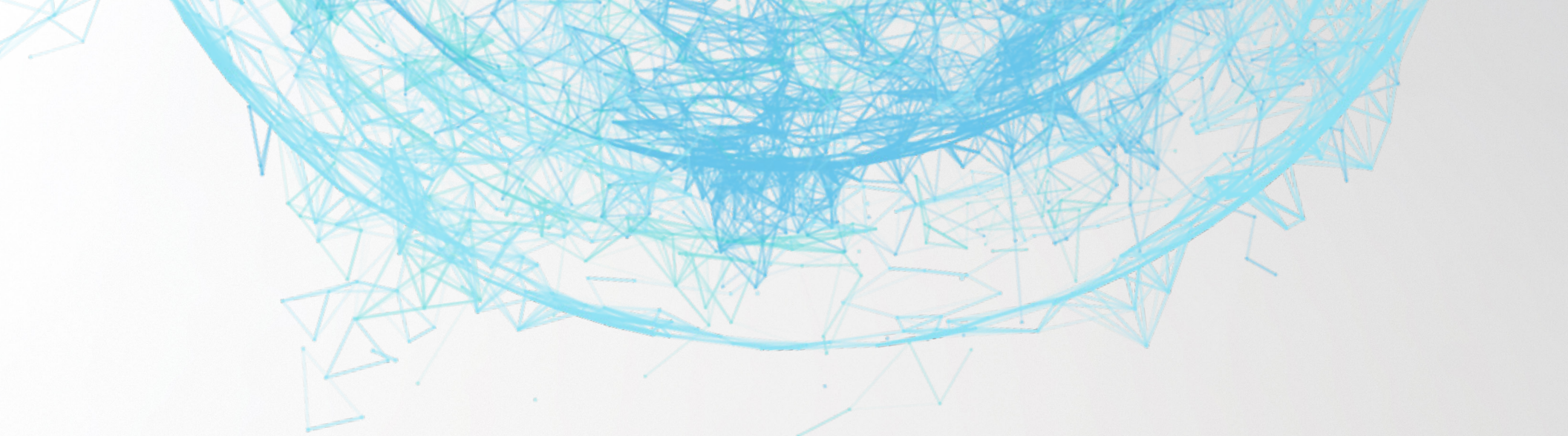
Check out the ad specifications for each of our products.

lnkd.in/ad-specs

Learn more about the LinkedIn Marketing Solutions platform.

marketing.linkedin.com





Today, LinkedIn members number more than 500 million professionals representing the largest group anywhere of decision-makers, influencers, and business leaders. And now you can reach them all in one place.

For more information, visit marketing.linkedin.com.

LinkedIn Marketing Solutions