5 YEAR ANNIVERSARY EDITION

THE Sophisticated MARKETER'S Guide to LinkedIn



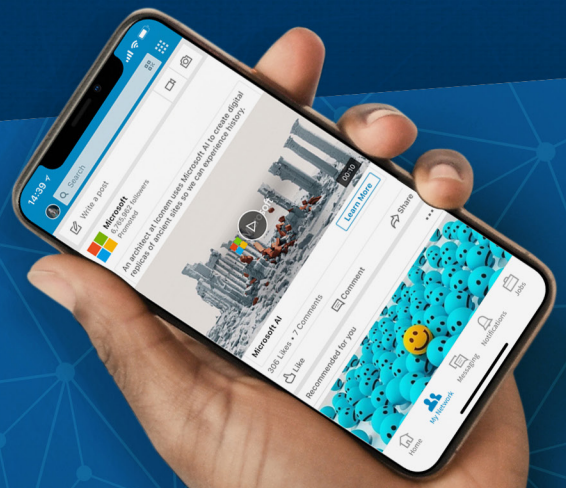


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INTRODUCTION

A Note to the Sophisticated Marketer

Welcome to the 5th-year anniversary edition of The Sophisticated Marketer's Guide to LinkedIn!

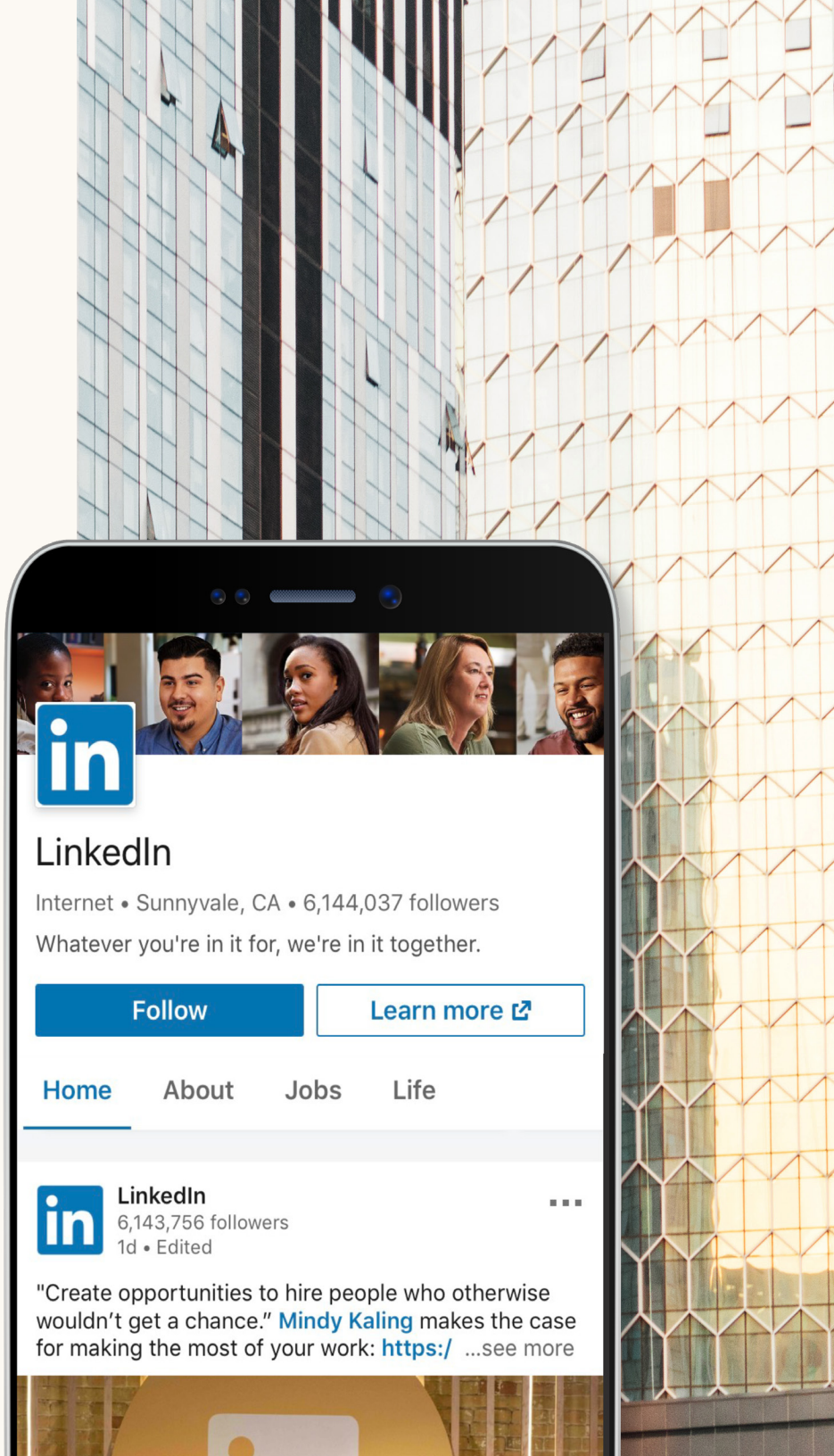
What is a sophisticated marketer?

It's someone who understands the fundamental, unchanging principles of marketing but confidently applies them to new techniques and platforms. Sophisticated marketers call upon both technology and creativity to drive meaningful results. They make smart decisions based on insightful data analysis, deeply understand the modern buyer's journey and know how to influence it at every stage.

Sophisticated marketers are eager to try new things and learn new skills—but equally committed to testing effectiveness and optimizing for what works. They recognize social media and content marketing as essential elements within their integrated marketing strategies—core to building their brand and growing their business.

We originally launched The Sophisticated Marketer's Guide to LinkedIn in January 2014 to answer the questions we kept hearing marketers ask. Marketers like you wanted to know how to advertise on LinkedIn, how to sponsor content on LinkedIn and build an effective content strategy through the LinkedIn platform—and, just as importantly, how to build your own personal brand. Each year the guide has provided sophisticated marketers with everything they need to know about marketing on LinkedIn to increase awareness, influence perception, generate leads, and ultimately drive revenue.

The guide is one of the most successful pieces of content in LinkedIn Marketing Solutions' history, downloaded more than a million times and translated into six languages. With each new edition, it evolves to reflect the growing sophistication of the modern marketer along with the new products and features from LinkedIn Marketing Solutions.



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Rather than reinvent the wheel, we update the guide each year to keep it fresh and relevant.

We believe that successful content marketing happens when you earn and retain the attention of your audience. Sophisticated marketers everywhere gave us a chance when they picked up the first edition of the guide in 2014. And we'd like to think that we earned the right for them to return to our guide by making sure it informs, it inspires, and it offers insights and ideas they wouldn't have found anywhere else.

The Sophisticated Marketer's franchise has become a highly respected content brand in itself, and has given birth to numerous spinoffs, including:

- The Sophisticated Marketer Quarterly (a print magazine)
- The Sophisticated Marketer's Guide to Thought Leadership
- The Sophisticated Marketer's Guide to Content Marketing
- The Sophisticated Marketer's Guide to Global Content Marketing
- The Sophisticated Marketer's Book of Wisdom
- The Sophisticated Marketer's Podcast

It's a testament to the sophisticated marketers we are lucky to call our own, starting with Jason Miller who originally conceived of The Sophisticated Marketer's brand and the rest of our global content marketing team.

Just as marketing has changed a lot since 2014, so has LinkedIn. We've added powerful new marketing solutions, new ways to buy ads, and new capabilities for publishing content, targeting marketing activity, and tracking the reach, engagement and ROI that you generate. In 2019, there are more ways to market on LinkedIn than ever before. We've updated our guide to help you make the most of all of them.

From our team to yours, it takes a village.
What are you waiting for?

Let's dive in!

Inside This 5th-Year Anniversary Edition You'll Find the Latest Tips On:

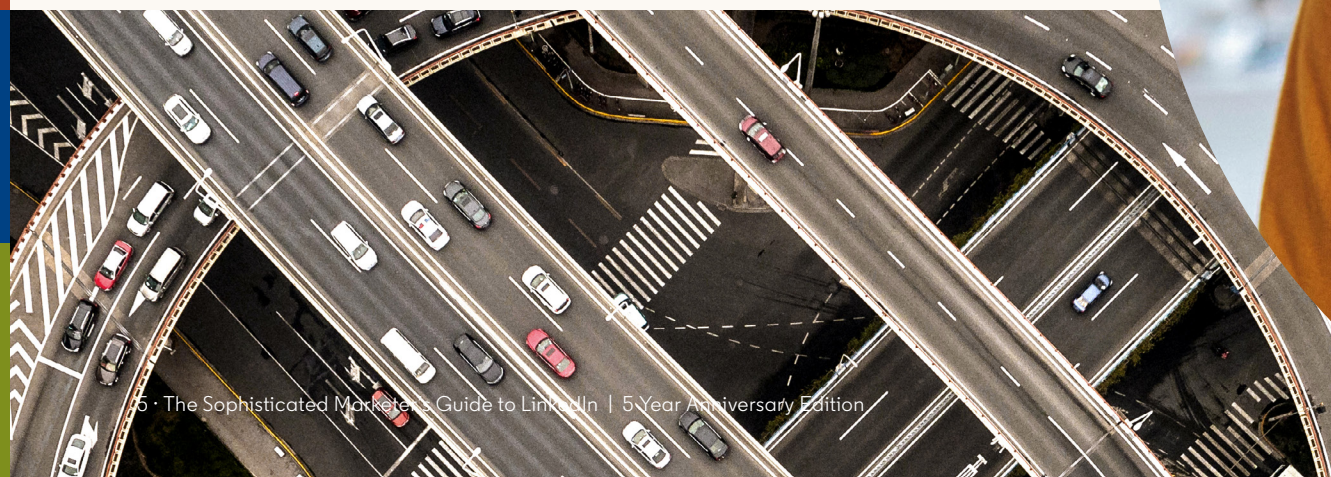
- Getting the most from your profile
- Engaging followers on LinkedIn
- Amplifying the reach of your brand through employee advocacy

You'll Also Find Information About the Newest Linkedin Marketing Solutions Products Including:

- LinkedIn Matched Audiences (Content, Website, and Account Targeting)
- LinkedIn Audience Network
- LinkedIn Programmatic Display Ads
- LinkedIn Sponsored Video and Carousel Ads
- LinkedIn Insights Tag
- LinkedIn Website Demographics
- LinkedIn Lead Gen Forms
- The new LinkedIn Groups experience

CHAPTER 01

You Can Market Yourself and Your Business On LinkedIn. Here's Why You Should.





01

You Can Market Yourself and Your Business On LinkedIn. Here's Why You Should.



These days in the business world, relationships matter more than ever. People tune out irrelevant or promotional messages. But they do want to engage with companies that focus on sharing useful and relevant information and content. The companies that inform and engage aren't just selling—they're building relationships.

LinkedIn is where, by far, the largest number of professionals gather to stay connected and informed, advance their careers, and work smarter. More than 610 million are on LinkedIn. These are the decision makers, influencers, and leaders of today and tomorrow—the people you want to target, all in one place. On LinkedIn, we have:

46M B2B decision makers

6M IT decision makers

40M mass affluent



17M opinion leaders

10M C-level execs

01

Professionals are not just coming to LinkedIn in huge numbers; they're engaging with a huge purpose.

They're coming specifically to connect to networks, brands and opportunities by engaging with high-quality content across the LinkedIn platform. This is a very different mindset and intent from other social media platforms; we're driven by our members' professional aspirations.

The world's professionals come to LinkedIn for:

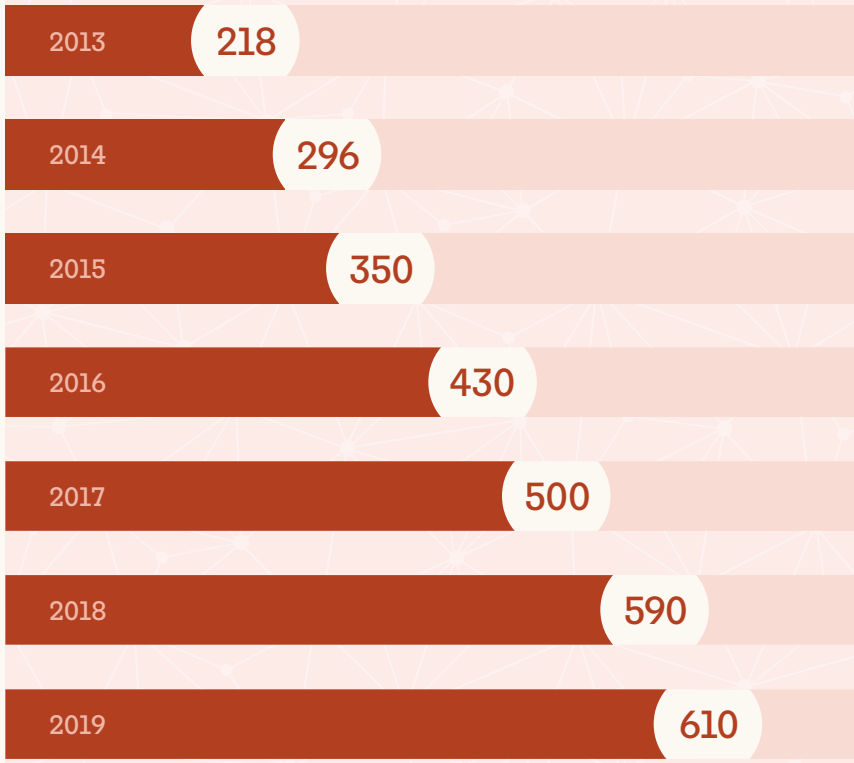
- INDUSTRY NEWS
- EXPERT ADVICE
- CAREER TRAINING
- PEER INSIGHTS AND RECOMMENDATIONS
- CONTENT PUBLISHED BY LINKEDIN'S 610M+ MEMBERS

The World's Professionals Come to LinkedIn for Knowledge

Every day, millions of posts, videos and articles course through the LinkedIn feed, generating tens of thousands of comments every hour—and tens of millions more shares and likes. LinkedIn is the definitive professional publishing platform, where our members come to learn, share and get inspired.

The World's Largest Professional Network

(in millions of members)



01

LinkedIn is a platform enabling sophisticated marketers to forge relationships with these professionals. In fact, this is the first time in the history of media you can engage with the world's professionals in one place. It's no wonder LinkedIn has quickly become the go-to content publishing platform for marketers.

Why are the world's professionals now gathering in this one place, on LinkedIn? Because the people you're looking to market to are just like you and me. We're all searching for the right destinations to find the best information, and there are actually fewer places where we're gathering in large numbers.

With LinkedIn, you're reaching a quality audience in a professional context. And, you can engage them in a very meaningful way: by sharing valuable content with products tailored to how professionals engage. By doing so, you become part of your audience's conversations and education on the platform. All it takes is a sophisticated marketer who seizes the opportunity to engage them.

What do we mean by a sophisticated marketer?

The idea of being a sophisticated marketer comes from the transition of social media marketing from pure theory to effective use. But marketers can't just "do" social. Now they need to produce results and actionable insights in order to prove the value of their efforts. Fortunately, we are no longer forced to take a spray-and-pray approach to getting our messages heard in the noisy world of social.

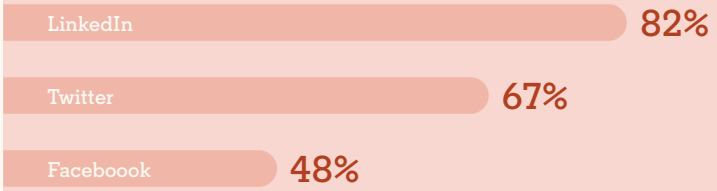
The technology is in place that allows us to adopt a much more refined approach—sophisticated if you will—to social media marketing, using the world's largest professional network.

LinkedIn is the Most Effective Channel for Achieving Content Marketing Objectives

82% **of B2B marketers realize their greatest success here**[1]

Top 3 Most Effective Social Media Platforms B2B Marketers Use for Content Marketing Purposes[2]

Most Successful



1. contentmarketinginstitute.com/wp-content/uploads/2017/09/2018-b2b-research-final.pdf
2. contentmarketinginstitute.com/wp-content/uploads/2017/09/2018-b2b-research-final.pdf

CHAPTER 02

MARKET YOURSELF

Optimize Your Profile



MARKET YOURSELF

Optimize Your Profile

Every day, we see millions of professionals find others and get found through LinkedIn search.

02

One of the first steps many members take when receiving content from a company or another member is clicking through to the personal profile or LinkedIn Page to learn about the sender. That's why it's critical for you and your company to maintain complete and optimized profiles.

Whether someone is searching for people, jobs, companies, or groups, we provide the most relevant results based on:



YOUR PROFESSIONAL IDENTITY



YOUR NETWORK



HOW THE PEOPLE IN YOUR NETWORK ENGAGE WITH LINKEDIN

If your company and its employees have optimized their profiles, you could gain an advantage when prospective customers are searching for companies, products and services like yours.

How You Can Benefit from an Optimized Profile

As a marketer, you can use LinkedIn for networking and to further your profession. Whether you're actively seeking a new position or maximizing the job you are already in:

- Make sure your profile is set up for maximum exposure and engagement
- Add rich media content—such as videos and infographics to your profile—as a fantastic way to showcase visual assets to profile visitors

How Your Company Can Benefit From An Optimized Profile

An optimized profile can boost the visibility of your company and its content in the search results—both on and off the network. Search engines like Google scour pages and URLs for keywords, and LinkedIn profiles offer many opportunities to embed keywords, such as:

- Within the LinkedIn URL and other URLs you list within your profile
- Job titles and descriptions
- Content links you include

02

Tips for Adding Punch to Your Profile

Get the most from your LinkedIn profile using these three expert tips:

> With nearly 100,000 followers now on LinkedIn, it's become an effective way for me to broaden awareness of issues I'm passionate about. As a freelance marketing consultant, it's great for new business, and as a speaker, it's great for securing opportunities.
>
> – Katie Martell, Marketing Consultant, On-Demand Marketing

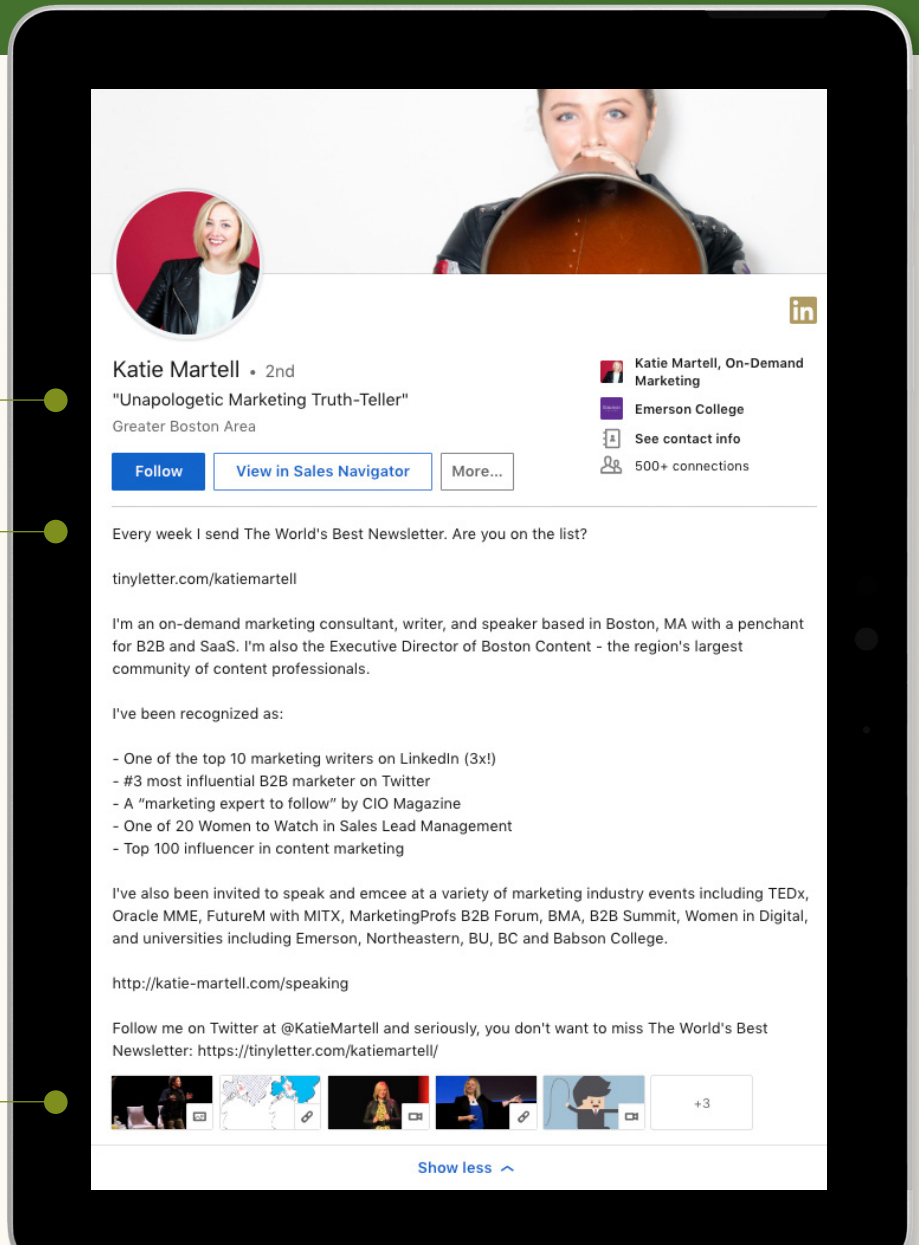
1 **Write a profile headline that's instantly recognizable.** Sum up your specialty or approach succinctly and support the professional brand you're cultivating. For example, Katie Martell touts the fact that she is an "Unapologetic Marketing Truth-Teller".

2 **Craft a profile summary that supports your objectives.** Think of the summary as your elevator pitch and use it to describe your professional purpose.

3 **Create a seamless discovery experience for those viewing your profile.** Use rich media—including your presentations, videos you helped create, web pages you authored, and campaigns you designed—as your professional proof.

Add punch to your profile using the examples found below as inspiration.

Get inspired



02

Take Advantage of Publishing on LinkedIn

Get noticed by your peers and engage with like-minded professionals by writing your own posts. Publishing on LinkedIn gives all professionals the ability to share their expertise with the world.

Make your content stand out with multimedia

Engaging content goes a long way in reaching the right audience, so we make it easy for you to create posts that catch readers' attention.

In addition to an interface that puts your content front and center, you can now more easily move, add, and resize multimedia with inline images, videos, slides, or podcasts. All you have to do is click on the **add multimedia icon** that looks like this:

Add hashtags to help your content get discovered

To help the people who matter most find your content in search, always add relevant hashtags. Using a hashtag will ensure that when members are looking for information on a certain topic or timely event, your article will come up as one of the options.

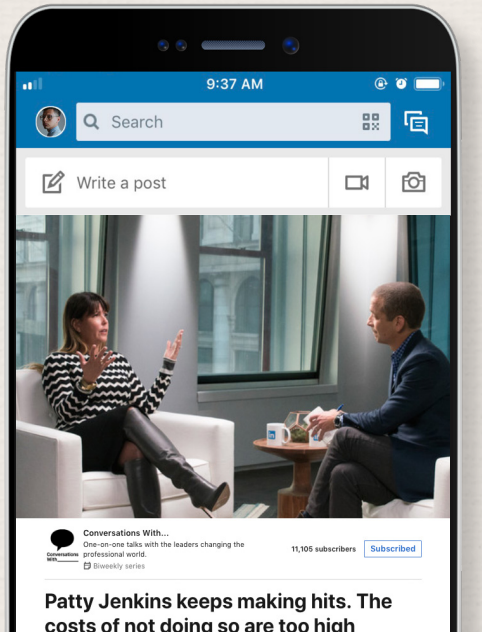
> **Research shows that when people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later."[3]**
>
> – Brain rules, by John Medina

3. brainrules.net/vision

> **In an era where anyone can post advice or tips on social media, it is important to establish credibility.**
>
> – Heidi Bullock, CMO, Engagio

3 Reasons to Go Long on LinkedIn:

1. The content you publish is attached to and becomes a part of your LinkedIn profile, positioning you as an expert and thought leader.
2. You can create an always-on strategy with your C-level team, subject-matter experts, and employees by delivering your message with credibility and authenticity.
3. Your posts have the potential to be distributed in our trending topics and recommended to a much broader group of members.



Get audience insights on the go

With our audience insights on mobile, we've made it easier for you to understand who's seeing the posts you've shared and the articles you've written.

To use the insights feature, simply tap on "Me" in the LinkedIn mobile app, and you will find real-time information on the posts you've shared and the articles you've written. Now you can better understand your audience:

- WHAT COMPANIES THEY WORK FOR
- THEIR JOB TITLES
- WHERE THEY LIVE
- HOW THEY FOUND YOUR POST

With these insights you can better understand if you were successful in optimizing your post to gain visibility with the right people. Plus, these insights give you a simple entry point for:

- Connecting with people that are relevant to your industry
- Starting conversations that can make you more productive and successful in your career

Every day, millions of posts, videos and articles course through the LinkedIn feed, generating tens of thousands of comments every hour—and tens of millions more shares and likes.



CHAPTER 03

MARKET YOUR COMPANY

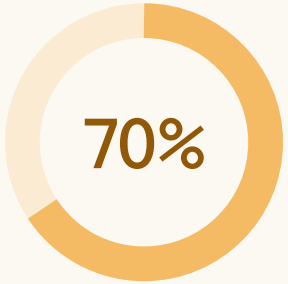
Achieve Your Marketing Goals



MARKET YOUR COMPANY

Achieve Your Marketing Goals

As a sophisticated marketer, grasp the reality of today's purchase process:



According to SiriusDecisions, 70% of the buyer's journey is complete before a buyer even reaches out to sales.

That means the onus is on you to attract and engage these buyers by delivering content that helps them narrow down their options. That's where the LinkedIn platform delivers value, by:

TARGETING
Creating awareness of your brand and products early in the purchase process

ENGAGING
Positioning your brand as a thought leader and engaging audiences more deeply with content as they're forming perceptions and decisions

OPTIMIZING
Driving the right audiences to take action, helping you generate quality leads and new business

Get To The Right Professional Audience

With your specific end goal now in mind, our targeting is the core of what enables your success on LinkedIn. The authentic member-generated, first-party data on LinkedIn is more accurate and highly differentiated in the market noise of audience data. We make it easy for you to segment and reach your audience by offering:

RICH DEMOGRAPHIC DATA
Job Function, Seniority, Company Name, Geo, Industry

INTEREST-BASED TARGETING
Group Membership, Skills, Field of Study

PERSONA TARGETING
Job Searchers, Opinion Leaders, Mass Affluent, Business Travelers

YOUR OWN AUDIENCE DATA
Account Lists, External Data Integrations

Our innovative products help marketers navigate the complex B2B buying process, where multiple touchpoints influence every sale.

For advertisers looking for additional targeting capabilities, the Private Auction–available through Programmatic Buying—is a great option.

We also offer tools and features to help you better reach LinkedIn members using your own data.

Through three targeting tools, LinkedIn Matched Audiences allows you to reach your target audiences throughout the entire customer lifecycle—from awareness to lead generation to customer retention and win-back:

WEBSITE RETARGETING
Create target audiences from your website visitors to nurture them with always-on campaigns

ACCOUNT TARGETING
Match your list of company names against the nearly 30 million LinkedIn Pages to support your account-based marketing programs

CONTACT TARGETING
Engage your prospects and contacts on LinkedIn

03

Engage Your Audience On LinkedIn And Beyond
Based on your goals and the metrics you'll use to grade the success of your programs—and given how members engage on the platform—you can take advantage of a mix of organic content and paid advertising opportunities.

With the LinkedIn Audience Network, you can increase your marketing footprint beyond the LinkedIn platform by placing your Sponsored Content on high-quality, third-party publishers across mobile and desktop. (More on Sponsored Content in a bit.)

Understand Your Audience
By adding the LinkedIn Insight Tag to your website, you can unlock robust campaign reporting, retargeting, and deeper insights about visitors. Pair that with LinkedIn Website Demographics and open a window to pertinent professional specs about who's visiting your pages. Through this feature, you can view a number of visitor details, such as:

- Job title
- Location
- Seniority
- Company
- Function
- Industry

With this information in hand, you'll be ready to greatly focus your marketing efforts and boost engagement.



"97% of B2B marketers use LinkedIn as part of their content marketing efforts."[4]

4. Content Marketing Institute, 2018 B2B Content Marketing Benchmarks, Budgets, and Trends

Build An Organic Presence

Take advantage of strategic marketing opportunities to better reach and nurture prospective buyers.

By delivering relevant, useful, engaging content, you can:

- Foster engagement
- Help your message spread faster
- Organically build your brand and company presence and your relationships with targets

You can build your brand and content presence organically through:

1 YOUR LINKEDIN PAGE

LinkedIn Pages have evolved from a nice-to-have to a need-to-have. With a LinkedIn Page, you can find your place in the world's professional community, telling your company's story and giving customers and prospects a place to learn about your business, your employees, and your brand.

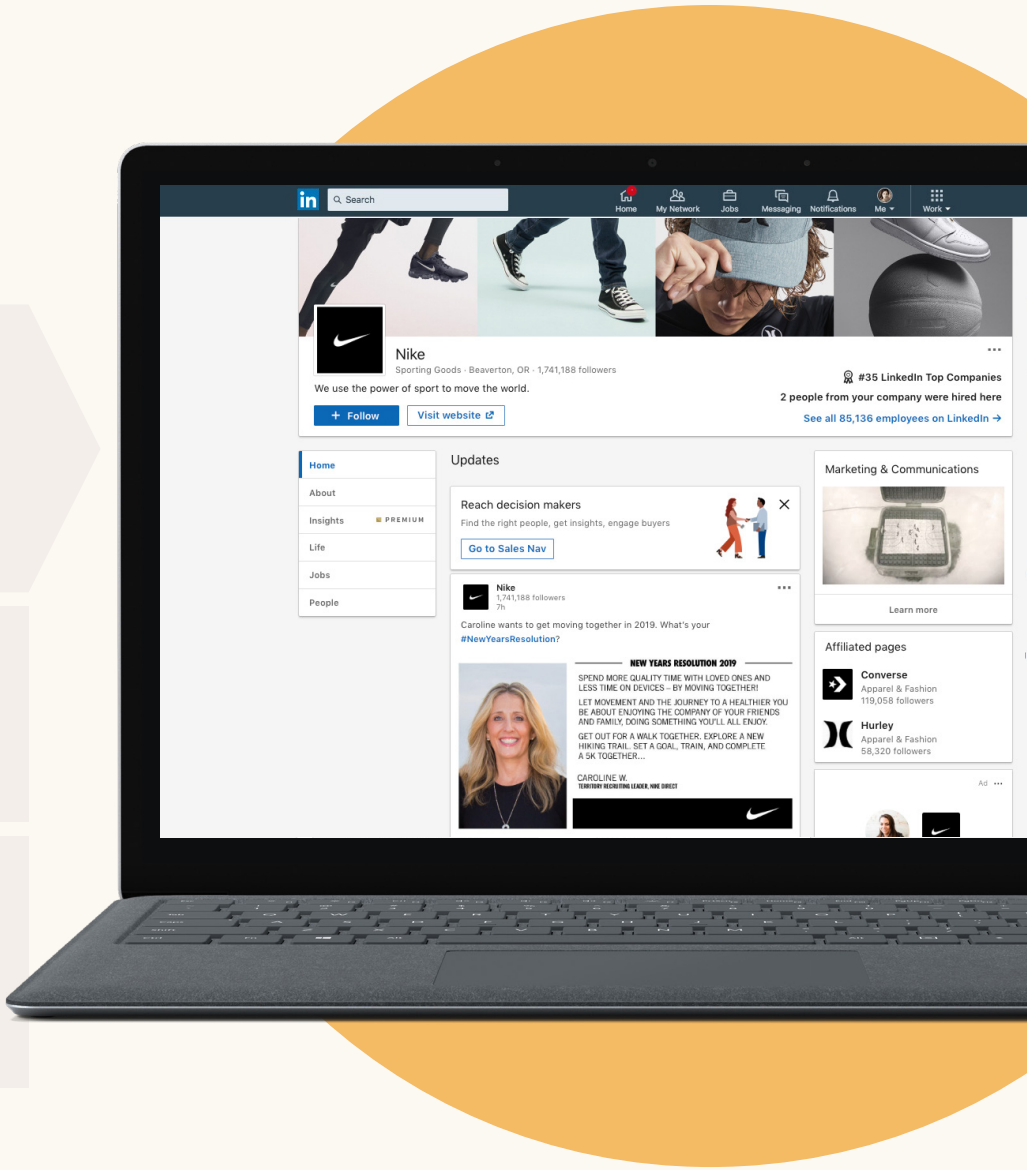
2 SHOWCASE PAGES

Use Showcase Pages to create dedicated pages for your more prominent brands, business lines, products, and initiatives so you can extend your LinkedIn presence.

3 LONG-FORM POSTS

Using an intuitive blogging tool that seamlessly integrates with your profile on LinkedIn, you can publish new and previously published content on LinkedIn to quickly grow your audience and network.

Give your customers and prospects a place to learn about your business, your employees, and your brand



4 NATIVE VIDEO

Native video show up directly in the LinkedIn Feed as standalone posts, letting you engage with business decision makers throughout the buyer's journey on LinkedIn.

5 LINKEDIN GROUPS

Groups provide a place for professionals in the same industry or with similar interests to share their insights and experiences, ask for guidance, and build valuable connections. And they offer a prime opportunity for your company to establish itself as a thought leader, whether you participate in discussions taking place in established LinkedIn Groups or create your company's own LinkedIn Group.

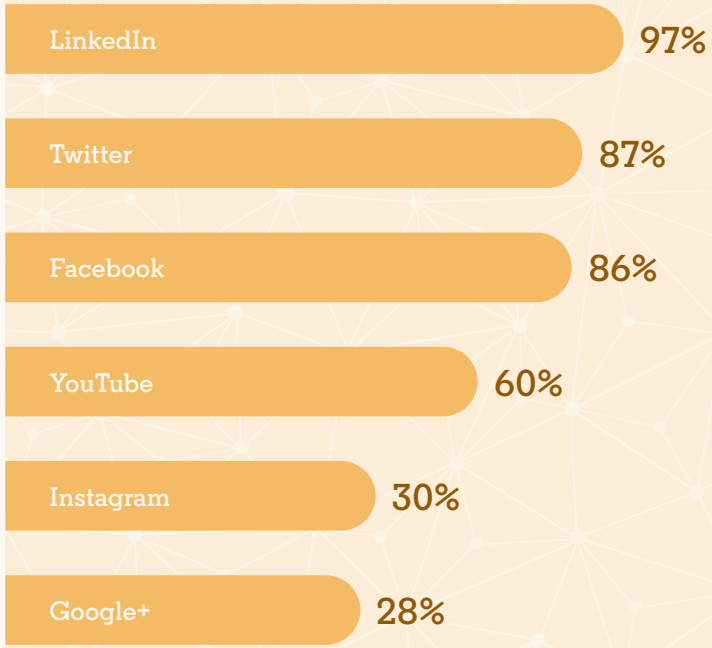
> Through the new Groups experience, you and the other professionals on LinkedIn can immerse yourself in more engaging conversations by posting original videos, multiple images, and even rich embedded media. Plus, you can start and join conversations in your groups right from your main feed, and even reply to comments and share an interesting article without navigating to your group. You'll be notified when someone comments on one of your posts in a group, and when new people request to join a group you manage. Your admins can even handle all group management actions from mobile, such as messaging group members, accepting requests to join, or removing any posts that break group rules.

5. contentmarketinginstitute.com/wp-content/uploads/2017/09/2018-b2b-research-final.pdf

LinkedIn Is the #1 Channel for Content Marketing

Nearly all B2B marketers use LinkedIn for content marketing

Social Media Platforms B2B Marketers Use for Content Marketing Purposes (Top 6)[5]



LinkedIn Pages: Your Place In the World's Professional Community

Pages empower organizations to authentically connect with members, grow their business and build lasting connections.

To achieve this goal, Pages are built atop three key pillars:



1 Join the conversations that matter

Pages give you the tools to:

- Foster daily interactions with your community
- Listen in and respond to conversations happening about your brand or relevant topics on LinkedIn

2 Know and grow your audience

The Content Suggestions feature:

- Surfaces the topics and content trending with your target audience on LinkedIn
- Empowers you to curate and create content that your audiences are sure to engage with

3 Engage your people

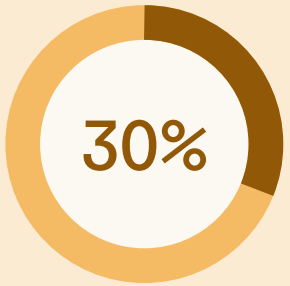
With LinkedIn Pages, you can:

- Discover and reshare your employees' public LinkedIn posts from your LinkedIn Page
- Respond to and re-share any posts on LinkedIn where your LinkedIn Page is mentioned, such as within customer testimonials and product reviews. Showcase conversations that people are having about your company.
- Help your brand stand out from the crowd

Steps to building a compelling organic presence:

- Make sure your LinkedIn Page is an optimal place to showcase your content by completing your Page
- Adopt an always-on approach by regularly posting relevant and interesting content. Share your story by repurposing infographics, blog posts, videos, links to events, case studies, eBooks, and webinars.

Integration with common social media management vendors—including Adobe, Hootsuite,™ Percolate, Salesforce, Shoutlet, Spredfast, and Sprinklr—makes it easier for you to manage your LinkedIn Page.



Pages with complete information (description, name, logo, company type, industry, employee size, and location) compared to those who do not, get 30% more weekly views.[6]

6. LinkedIn data

Showcase Pages: Demonstrate Thought Leadership With Specific Audiences

Like many companies, you likely consider many parts of your business important. And to give each its due attention, you likely have more than one "voice." With Showcase Pages, you can:

CREATE
Create a distinct platform for each aspect of your business that has its own message to share with its own target audience

EXTEND
Extend your LinkedIn presence by creating dedicated pages for your more prominent brands, businesses, and initiatives

It's a unique way to directly engage the right people in the right context. And just as with LinkedIn Pages, your administrators will be able to monitor performance through dedicated analytics tools within the Showcase Page experience.



Engage the right people in the right context.

VISUAL IS THE NEW HEADLINE

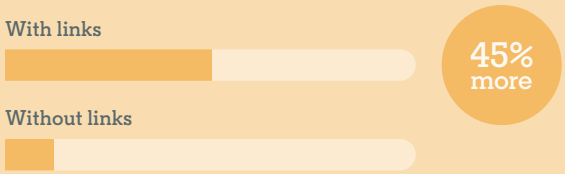
Post images, videos, PDFs, and other documents to your LinkedIn Page to compliment your brand's unique messaging.

Schneider Electric posts move beyond stock photos to post eye catching, nicely designed, branded imagery.

LINKS DRIVE ENGAGEMENT

Updates including links can have up to a **45%** higher follower engagement then updates without links.[7]

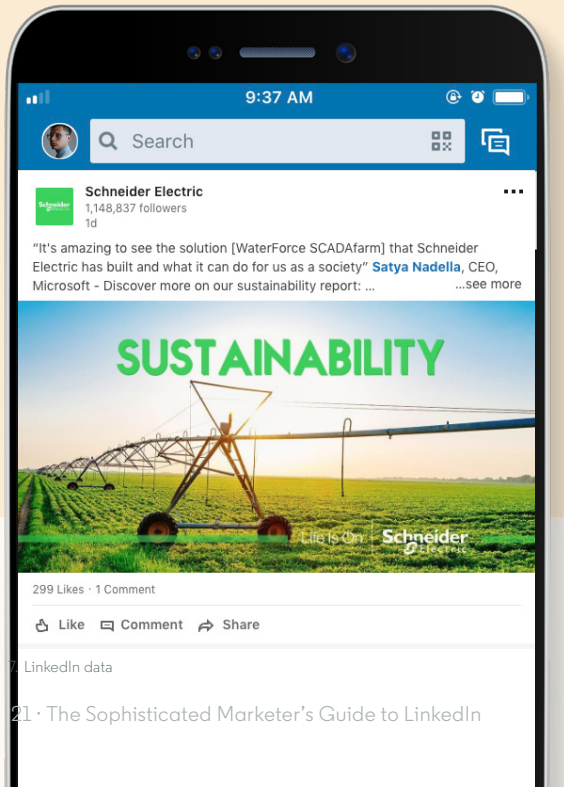
Hotmart's updates almost always include a call-to-action.

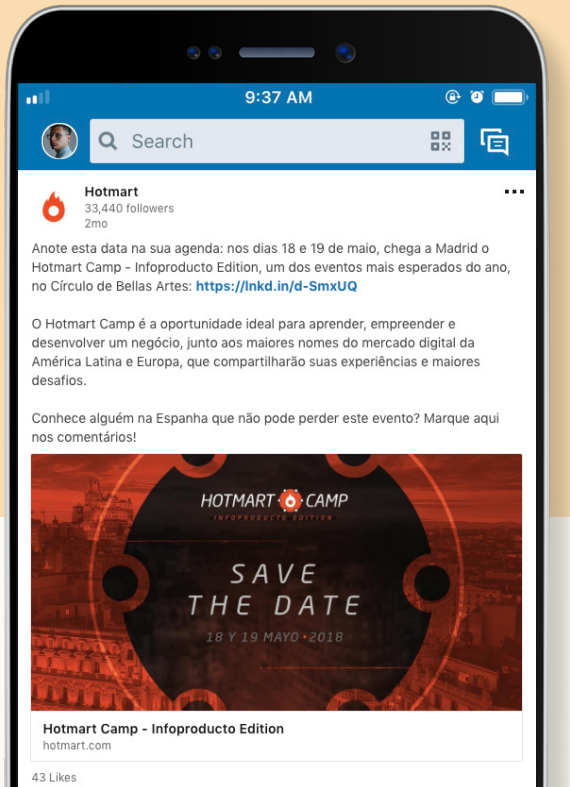


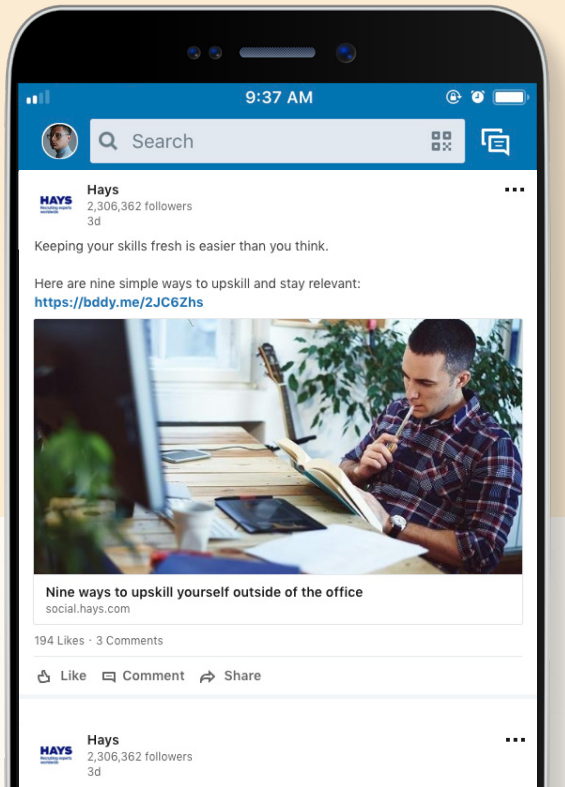
KNOW YOUR AUDIENCE

Use the Content Suggestions feature to understand the trending topics your audience cares most about.

Hays positions itself as an industry thought leader by continually adding value and offering tips to job seekers.







7 LinkedIn data

Follow the 4-1-1 Rule: Set a Cadence for Publishing Updates In the Feed

The 4-1-1 Rule was coined by Tippingpoint Labs and Joe Pulizzi, Founder of the Content Marketing Institute. While it was originally created with Twitter in mind, you can successfully apply it to your company's content marketing strategy using LinkedIn.[8]

The rule states:

For every **ONE** self-serving tweet, you should retweet **ONE** relevant tweet and most importantly share **FOUR** pieces of relevant content written by others.

Share the love

Instead of constantly bombarding your followers with demos, webinars and eBook downloads:

- Create a cadence of helpful insights relevant to your audience
- Mix in a bit of industry thought leader content; news and trends are a great way to build relationships with prospects while keeping current customers in the know

"Always Be Helping" has replaced "Always Be Selling"

Follow the 4-1-1 rule to:

- Authentically engage in conversations
- Build awareness
- Interact with LinkedIn members

"If you want to be viewed as authentic and trustworthy, spend **80%** of your time helping others solve their problems, and **20%** trying to solve your own."

—Jay Baer, Founder, Convince and Convert

Consistent posting

Create an editorial calendar of updates within your company, and highlight relevant third-party material. Thenshare it with company followers. Building a cadence aroundthe 4-1-1 rule will continually add value for your followers.

8. tippingpointlabs.com

4 relevant content shares



1 self-serving tweet



1 relevant retweet



5 Steps to Engaging Followers on LinkedIn:

1

OPTIMIZE

Optimize your LinkedIn Page with a header image, description and links

2

CREATE

Create a simple content calendar and plan to post helpful content daily

3

INCLUDE

Include a relevant visual and link with each post

4

EXPAND

Expand your reach with @mentions and #hashtags

5

ASK

Ask 3-5 executives or subject matter experts within your company to share your posts regularly and craft their own content that you can amplify in return



Keep Up With What Matters

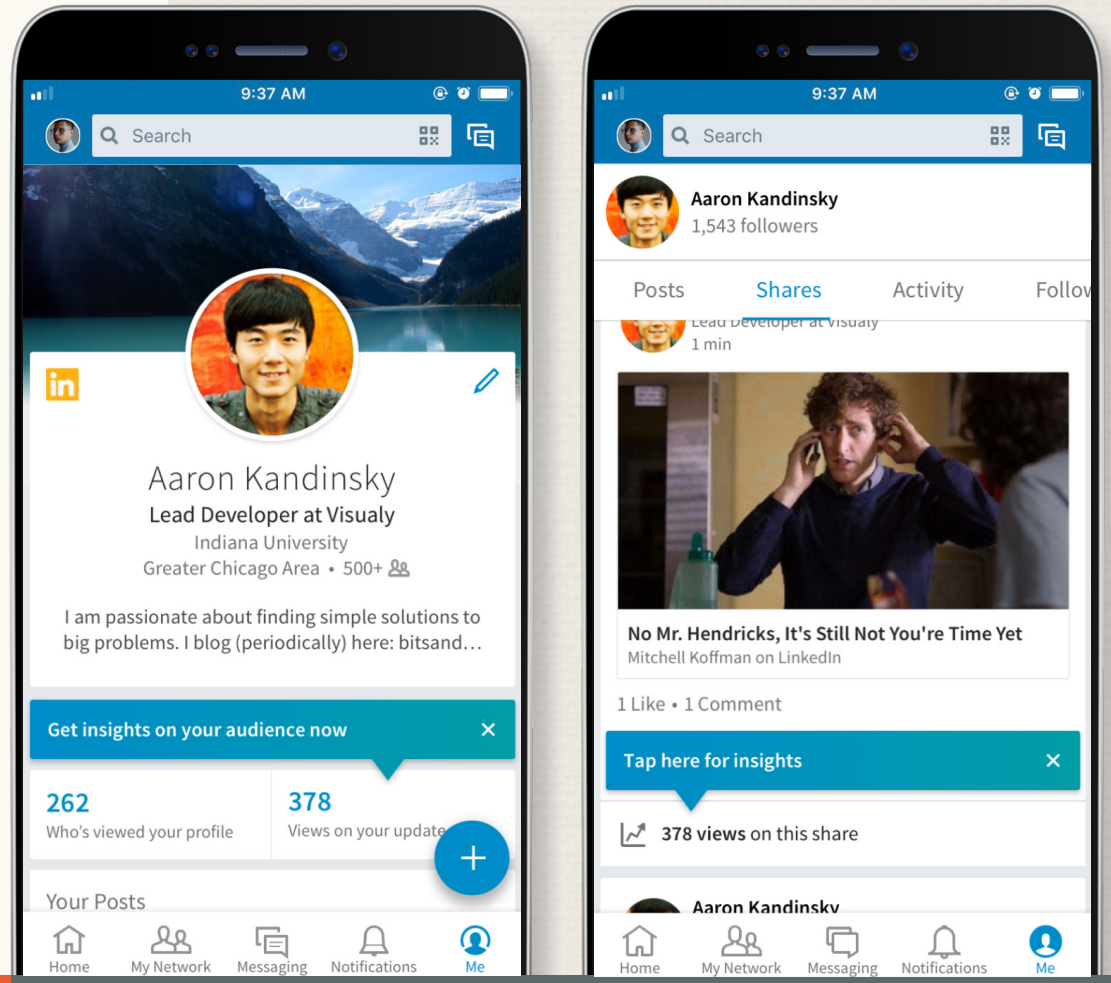
With all the news websites, blogs and newsletters out there, staying in the know can be time consuming.

In fact, like most marketers, you probably find it's increasingly difficult to figure out what matters most when reading news across multiple sources. Millions of professionals invest their time on LinkedIn, staying on top of industry news with the homepage feed.

Your LinkedIn Feed is designed to help you discover and discuss news and ideas to help you stay well informed so that you can be more successful every day. It is personalized for you based on your profile and relationships in order to surface topics you care about from people who matter in your professional world.

Discover New Professional Content

If you're an iPhone user, you can add our editorial content widget straight to your home screen. Swipe to your far left home screen, scroll all the way down, and hit 'Edit' to add the widget.





Millions of professionals invest their time on LinkedIn

Customize Your LinkedIn Feed to See the News and Content You Care About

On the LinkedIn mobile app, you can tailor the content in your feed by using these expert features:

CONTROL ICON

Tap on the **control icon** in the top right corner of any update [the three dots].

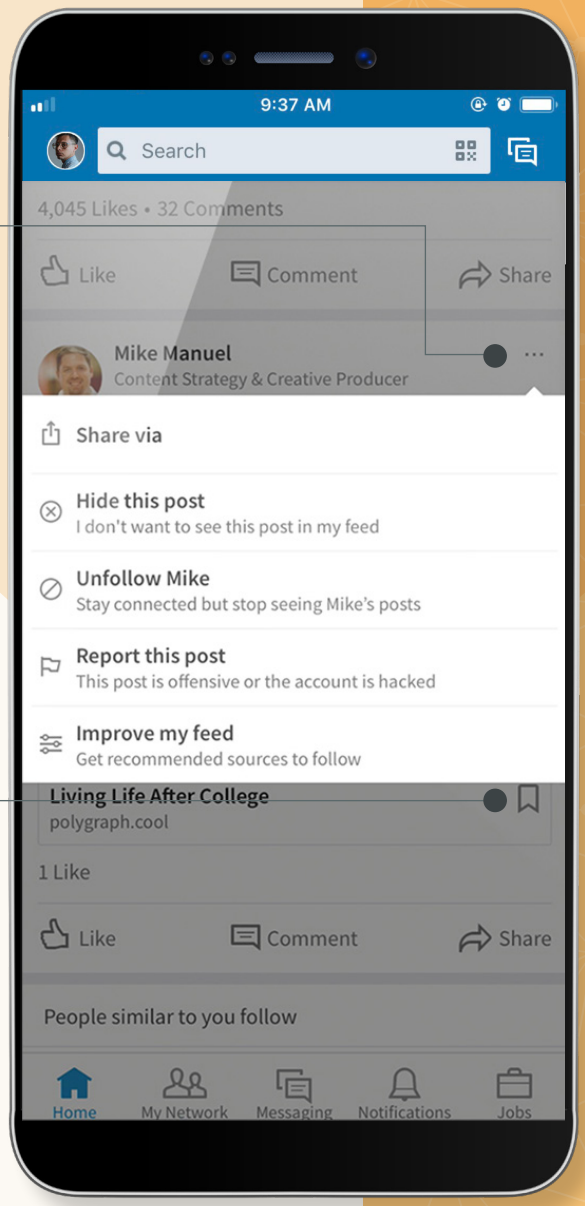
IMPROVE MY FEED

Go to **"Improve my feed"** to discover new industry leaders, publications, and companies to follow. We'll automatically deliver news and updates that you want to see. *This feature is now also available on desktop.*

SAVE FOR LATER

Never miss an interesting article again with "Save for Later." We know you're always on the move—running between meetings, waiting in line for coffee—and sometimes you just don't have time to delve into an interesting but lengthy article right then and there. As you scroll through your LinkedIn Feed, you'll notice a **bookmark icon** on the bottom right of every article; that allows you to save the article for later.

- **Tap the "Save for Later" icon** to ensure you'll never miss content that matters because you forget to revisit it later
- Everything you want to read will be neatly stored away, under the **"Me" tab**
- With a single tap **under saved articles**, you can view them at your convenience



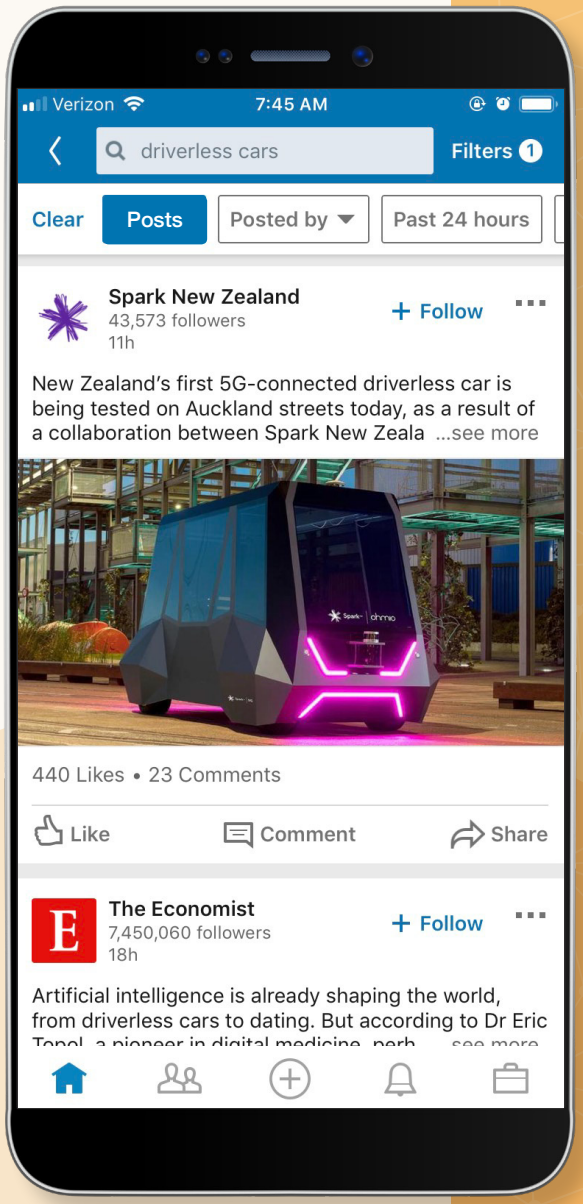
USE SEARCH

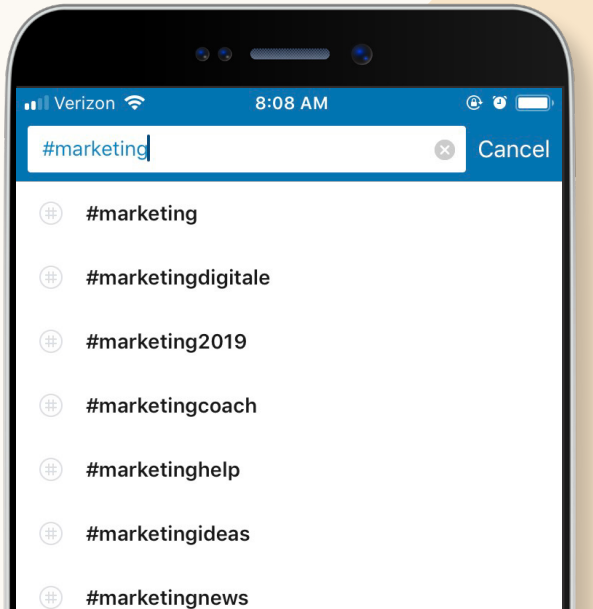
Type a topic into the search bar at the top of your feed and then use the "Posts" filter get the latest conversations, ideas, and diverse perspectives of your peers and other industry experts all in one place.

TAP INTO HASHTAGS

Hashtags included in posts are tappable and lead to search results so that you can discover other posts with the same hashtag.

- Simply **add a hashtag** to your post and it will be automatically available publicly
- If you want it to be only visible to your connections, you can **easily change your sharing settings**
- You can also **search for a hashtag** to see all public posts tagged with it





Be Trendy (With Your Content)

Your target audience is on LinkedIn. Now it's just a matter of delivering the content that attracts and engages them.

But how do you know just which topics will catch—and keep—their attention? And how do you know which members will be most interested in your content?

Whether you're new to content marketing or looking to drive even more engagement with your existing content, Trending Content from LinkedIn can help you focus on the topics that matter.

On a daily basis, LinkedIn members actively engage with content from four primary sources of inspiration, insights, and information on our network:

- News from publishers
- Peers on LinkedIn Groups
- Thought leaders
- Brands

Align Your Content Calendar With Your Audience

With LinkedIn, you can see trending topics across all those sources:

- LinkedIn Groups
- News posts
- Thought leadership posts and discussions
- LinkedIn Pages

Some of the Top Trending Topics:

1. Technology
2. Health
3. Lifestyle and Leisure
4. Markets
5. Electronics
6. Personal Growth
7. Marketing and Advertising
8. Innovation
9. Economy
10. Software Engineering

I use newsletter and social analytics to see what resonates with readers, and I map trends over time. So a year into this, I can usually predict what's going to be the most-clicked article.

– Ann Handley, Chief Content Officer, MarketingProfs

You'll see which topics matter and which members are sharing the most content on any given subject. You'll even be able to pinpoint which topics are going viral.

How do we deliver this invaluable data?

We evaluate influencer articles, network updates, and Sponsored Content to understand which content members are sharing. Using a complex algorithm built by our data science team, we put each piece of content into one or more of our topic categories. We then layer on member profile attributes to understand who is sharing the content.

With all that insight, you can fine-tune your strategy to align with the latest trends. That means you can increase the likelihood of your own content going viral and reach and engage more members on LinkedIn. To receive your custom Trending Content analysis, please contact your LinkedIn account executive or account manager.

These tools are currently available for LinkedIn Marketing Solutions customers with an Account Executive. You can contact your Account Executive for your score.

03





Boost Your Organic Strategy With Paid

As you start building your organic presence, in parallel, you can begin investing in a range of paid opportunities to reach the right people on LinkedIn and engage them at scale on mobile and desktop:

1 In the LinkedIn Feed and beyond (Sponsored Content)

2 In the LinkedIn Inbox (Sponsored InMail)

3 Through other native ad formats (Dynamic Ads)

By combining mass reach with accurate targeting, LinkedIn advertising solutions enable you to:

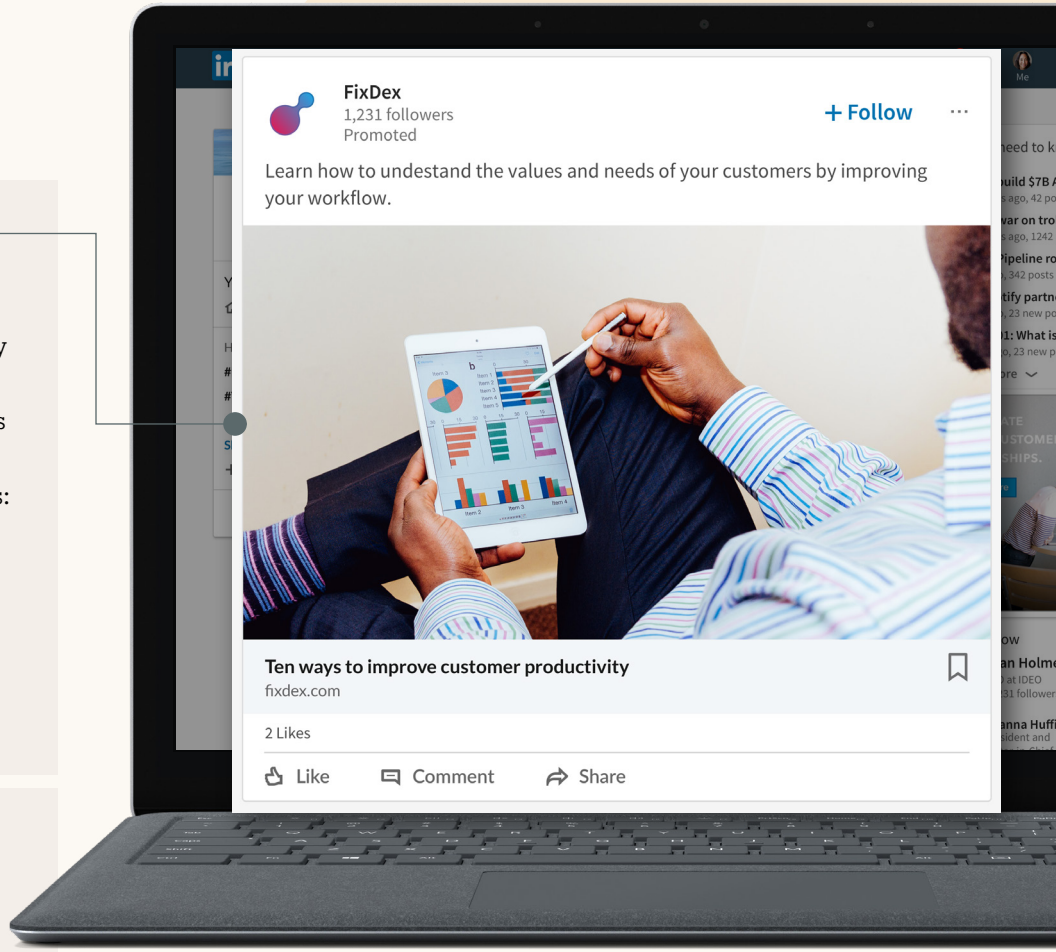
- Engage your target from among the most affluent, influential, and educated audience on social media
- Increase awareness, credibility and impact through the power of social proof
- Drive traffic and leads to your site

Here are the LinkedIn advertising solutions at your disposal to help you achieve those results:

- Sponsored Content, including Video and Carousel Ads
- Dynamic Ads
- Text Ads
- Sponsored InMail
- Programmatic Buying
- Programmatic Buying
- Programmatic Display Ads
- Lead Gen Forms
- Audience Network
- Elevate



Through the objective-based campaign advertising experience on LinkedIn, you can achieve your awareness and lead gen goals. We surface only those ad formats and Campaign Manager features that support your objective.



1 SPONSORED CONTENT

Delivering your content directly into the LinkedIn Feed allows you to capture people's attention where they're most engaged: while consuming information shared with them by their professional network. Sponsored Content—including Direct Sponsored Content, and Video Ads & Carousel Ads—is foundational and arguably LinkedIn's most versatile product. You can design your program to serve any of these objectives:

- Awareness, including brand awareness
- Consideration, including website visits, engagement, and video views
- Conversion, including lead generation, website conversions, job applicants and talent leads

2 DYNAMIC ADS

Dynamic Ads (e.g., Follow Company, Spotlight) empower you to accurately target your audience with highly relevant and customizable creative on LinkedIn.com. Because this dynamically generated ad format leverages information from LinkedIn member profiles, it is highly engaging and very effective at driving traffic to your website or LinkedIn Page.

Extend the quality traffic of LinkedIn professionals to your own branded sites. Embedding calls-to-action in your creative on LinkedIn ensures the flow of influential, affluent and educated professionals to your own online properties.

3 TEXT ADS

These are a powerful way to make sure you get on the radar early and build your brand with the right audiences—in the premium context of the world's largest professional network.

4 SPONSORED INMAIL

The most direct way to engage your prospects on LinkedIn, Sponsored InMail is a game-changer in terms of taking email marketing effectiveness to the next level. With it, you:

- Deliver targeted, personalized messages and content right into prospective customers' LinkedIn inboxes
- Drive tangible metrics including leads, cost-per- lead, and pipeline

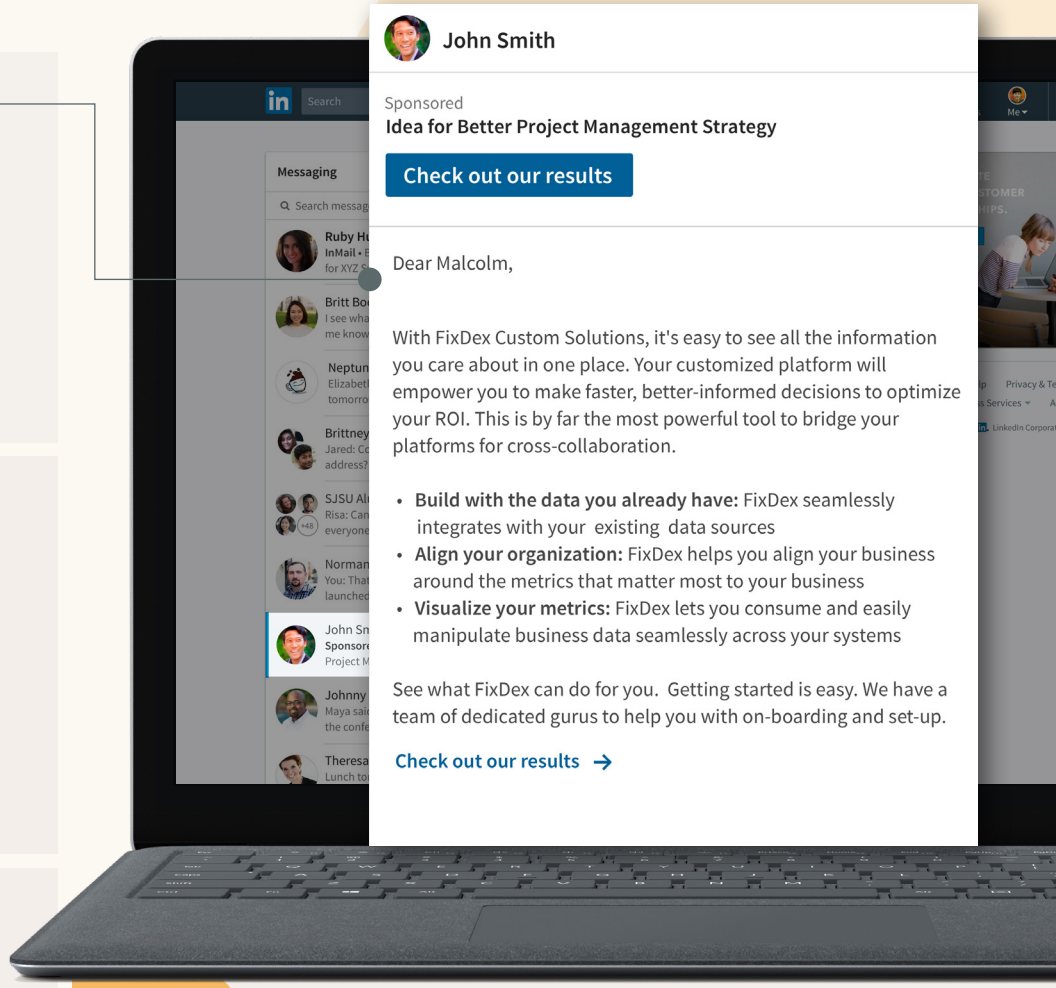
5 PROGRAMMATIC DISPLAY ADS

The LinkedIn Display Ads programmatic buying option helps you confidently get in front of a quality audience at scale.

- Purchase through your preferred advertising buying platform—whether that's a demand-side platform (DSP) or agency trading desk (ATD)
- Reach the right audience in a brand-safe environment with highly visible ads and accurate targeting

6 LEAD GEN FORMS

Lead Gen Forms make it easy to collect leads from the more than 610 million professionals, influencers, and business decision makers who use LinkedIn. When members click on one of your Sponsored InMail and Sponsored Content ads, their LinkedIn profile information automatically populates an in-app form that they can submit instantly—without having to type their info by hand.



7 ELEVATE

Your engaged employees want to advocate for your company; they often just need a little help. Elevate is our own employee advocacy tool, making it easy for your employees to share your content with their networks on LinkedIn, Twitter, Facebook, and Weibo.

Sponsored Content: Appear in the LinkedIn Feed and Beyond

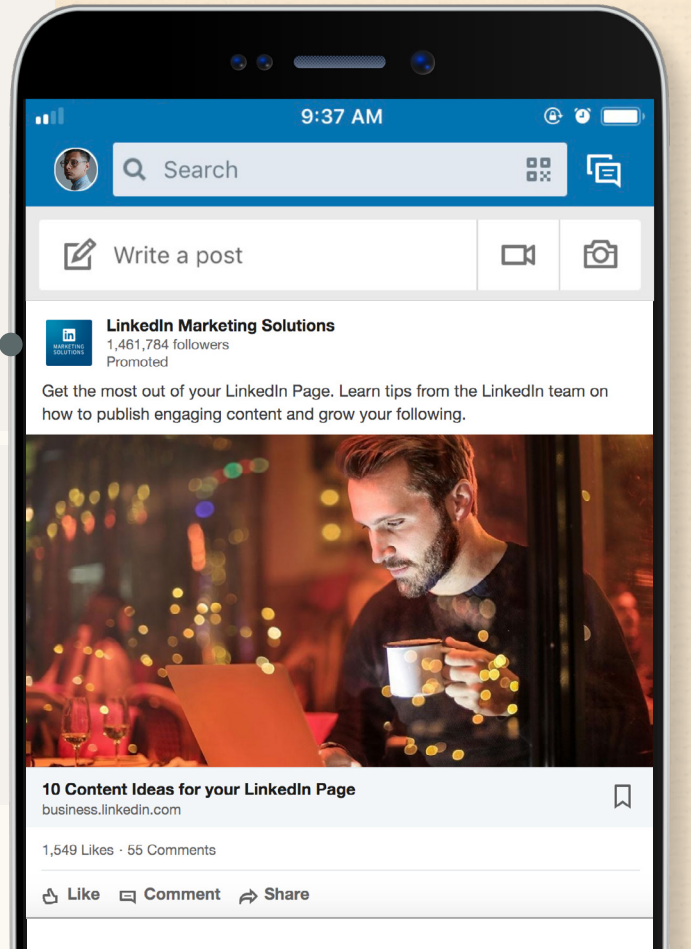
Our members are already engaging with high-quality content from news sites, thought leaders, their connections, and brands.

With Sponsored Content, you can join the conversation and appear along with that content. You can publish Sponsored Content with rich media and ensure relevance with robust targeting functionality. And that means you can reach the right people at the right time with your best articles, images, infographics, PDFs, presentations, and videos. With Sponsored Content, you can reach LinkedIn's mobile users at scale, since they appear in the feed on desktop, tablet, and smartphone.

Reach the right people at the right time

SPONSORED CONTENT IS A POWERFUL TOOL TO:

- Raise awareness and shape perception. Promote Sponsored Content to your target audience to rapidly increase awareness and shape the perception of your brand, products, and services.
- Drive quality leads. Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn.
- Build relationships with the world's professionals. Publish your content with Sponsored Content to create value and establish trust that sparks ongoing conversations and deeper customer relationships.



DIRECT SPONSORED CONTENT

Unlike Sponsored Content, Direct Sponsored Content does not appear on your LinkedIn Page or Showcase Page. This allows you to share content to the LinkedIn homepage newsfeed without first publishing it. You can personalize your message, test variations of your content, and control the content that shows up on your LinkedIn Page. When members see Direct Sponsored Content in their feed, it looks the same as Sponsored Content, but they won't see it on your LinkedIn or Showcase Pages and It won't be promoted to your followers but rather beyond your current followers.

CAROUSEL ADS FOR SPONSORED CONTENT

This is a way to tell your brand story and interact with your target audience on LinkedIn, inspiring them to take action. With it, you can add texture to your stories by featuring multiple visuals that people can horizontally swipe through while on the LinkedIn Feed. Native carousel ads are the next step in the continued evolution of Sponsored Content to help you humanize your B2B marketing efforts and foster a deeper connection with your audience.

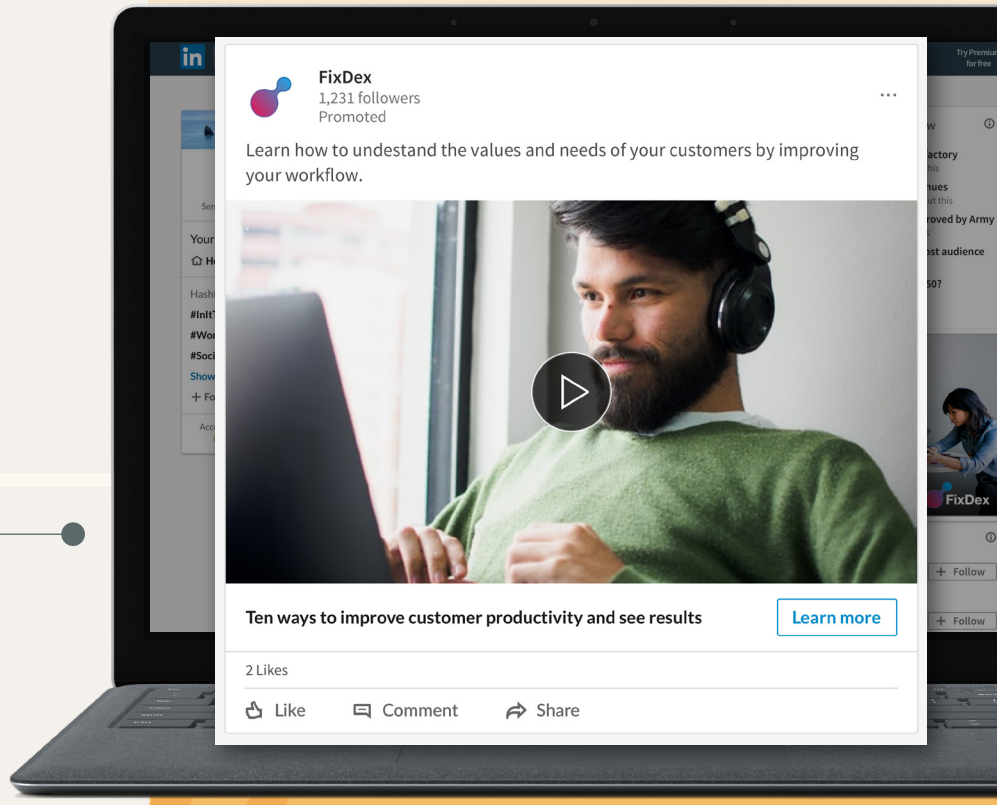
- Tell a complete brand story: In a single carousel ad, you can feature a swipeable series of up to 10 cards, and you can customize each card
- Command the attention of a professional audience: Because carousel ads are interactive and have eye-catching visuals, they stand out in the newsfeed
- Drive results for all your business goals: Carousel ads make every stage of the buyer's journey count by adapting to your marketing objectives and allowing you to raise brand awareness and consideration, send traffic to multiple landing pages, or seamlessly generate quality leads with Lead Gen Forms

VIDEO ADS FOR SPONSORED CONTENT

These ads enable your brand to use sight, sound, and motion to tell more compelling stories and drive deeper engagement on feeds. Video ads let you engage with business decision-makers throughout the buyer's journey on LinkedIn. Unlike pre- or post-roll video ads, video for Sponsored Content lives directly in the newsfeed as a standalone post, and can help you achieve your marketing objectives across the funnel:

- Driving qualified traffic to your desktop or mobile website
- Instantly collect complete, accurate leads with **pre-filled forms**, or convert prospects on your website
- Understand how your videos are performing and the kinds of professionals acting on your video content

Engage with sight, sound and motion



"When you're starting out with LinkedIn video, the first thing you should do is create an appointment with your audience. Set a time and day every single week that you are going to deliver valuable content via video to your audience and deliver on it religiously."

– Andrew Davis, Keynote Speaker & Best-selling Author

TARGETING OPTIONS

Sponsored Content allows you to reach a targeted audience beyond your Page followers. You can define your audience using criteria such as:

Location	Company size	Industry	Job function	Seniority

Remember, there's always a tradeoff between targeting and audience size. If you target too specifically, your content may reach a very small audience.

PERFORMANCE TRACKING

You can promote content in 24 languages across the 200 countries and territories where we have members. Within a minute or two of publishing your update, you'll see impression and engagement metrics—and reporting on your post will be updated in near real time. That means you can track how well your posts hit the mark and fine-tune your strategy instantly.

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Think of Targeted and Sponsored Content as Native Advertising

Sponsored Content is native to the browsing experience, incorporated directly into the member's feed so as not to interrupt the stream of content.

That said, be sure to keep two to four Sponsored Content campaigns live at all times—that way you can appeal to members who are in the evaluation stage and still interested in high-level content, as well as those that are closer to a purchase decision.

LinkedSelling is an agency that helps B2B companies generate high-quality leads and appointments through social media and email.

Seeking to align its LinkedIn marketing strategy with the sales funnel, LinkedSelling started using different products for different stages of the buying cycle.

"LinkedIn typically generates high-value, high-qualified leads for us. The leads we've generated through LinkedIn have cut our closing time almost in half and generated a 7:1 return in the past few months."

– Pat Henseler, Director of Product, LinkedSelling

Read the case study



Sponsored InMail: Deliver Directly to Members' Inboxes

Using Sponsored InMail, you can reach high-value, targeted prospects on LinkedIn with attention-grabbing messages that speak directly to their interests.

You can designate recipients by geography, job role, group membership, company size, and other criteria.

These notifications are prominently displayed on the LinkedIn homepage and in members' LinkedIn Messaging for high visibility that cuts through the clutter. Reach members only when they are active on the LinkedIn site to boost engagement.

> **Ask for a relationship, not a sale. For B2B marketers, it's time to put less emphasis on product features and price, and more on building a relationship between the customer and product.**
>
> – Carla Johnson, Global Keynote Speaker, Best-Selling Author, Storyteller

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Sponsored InMail is Ideal For:

- Boosting conversions with targeted product and service promotions
- Promoting content your audience wants to see, such as infographics, whitepapers, and reports
- Personalizing invitations to events and conferences

The flexible format makes it simple to integrate content and messaging from across your LinkedIn ecosystem. Accurate targeting ensures you reach the members that matter most, from across our network of over 610 million professionals.

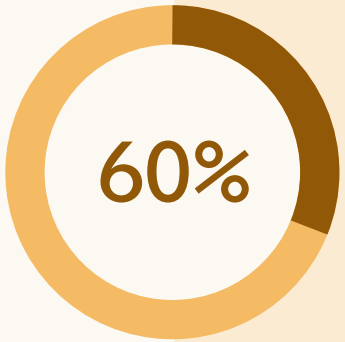
A Unique Product in an Uncluttered Environment

- Mobile-optimized design for easy clicks: Persistent call-to-action button remains on top of content while user scrolls
- Real-time delivery ensures timely reach: Sponsored InMail messages are only delivered when members are on LinkedIn
- Uncluttered professional context: Strict delivery frequency caps ensure your message gets maximum mindshare
- Flexibility to tailor your content: Send a personalized message that will resonate most with your target audience



InMail is only sent to a member when they are online and actively engaged with the LinkedIn platform, so they are more likely to be opened, read, and acted on.

BlackLine, a leading provider of cloud-based accounting and financial software was looking for the perfect way to drive registrants for a webinar by sending them personalized, relevant content.



For our webinar featuring our client PepsiCo, LinkedIn drove 60% of all registrations. More importantly, with LinkedIn, we're getting higher-quality leads than with any other channel."

– Brandee Sanders, Director, Digital Marketing, BlackLine

Drive conversations by delivering personalized messages within the uncluttered LinkedIn inbox environment.

Read the case study



Programmatic Buying

We've also launched programmatic buying as a way to access Display Ads.

This means you can now work with your preferred buying platform to buy highly visible ads that help you reach and engage the right buyers and build your brand in the premium context of LinkedIn.

Our goal with programmatic buying is to give you more flexibility in how you work with us, and expand the ways we can partner to meet your marketing goals.

How It Works

You have the option to purchase our Display Ads programmatically either through an Open Auction or via LinkedIn Private Auctions. Both give you the flexibility and control to reach your target audiences on LinkedIn. If you're already buying programmatically, Open Auction is the fastest way to buy Display Ads programmatically. For advertisers looking for additional targeting capabilities, the Private Auction is a great option.

When using your own first- or third-party data like website visitors and CRM contacts, our Private Auction offers the ability to explicitly target the LinkedIn.com homepage as a placement. As another benefit, our Private Auction purchasing option allows advertisers to target select LinkedIn audience segments (e.g., target "IT decision makers") if you don't want to use your own first- or third party-data.

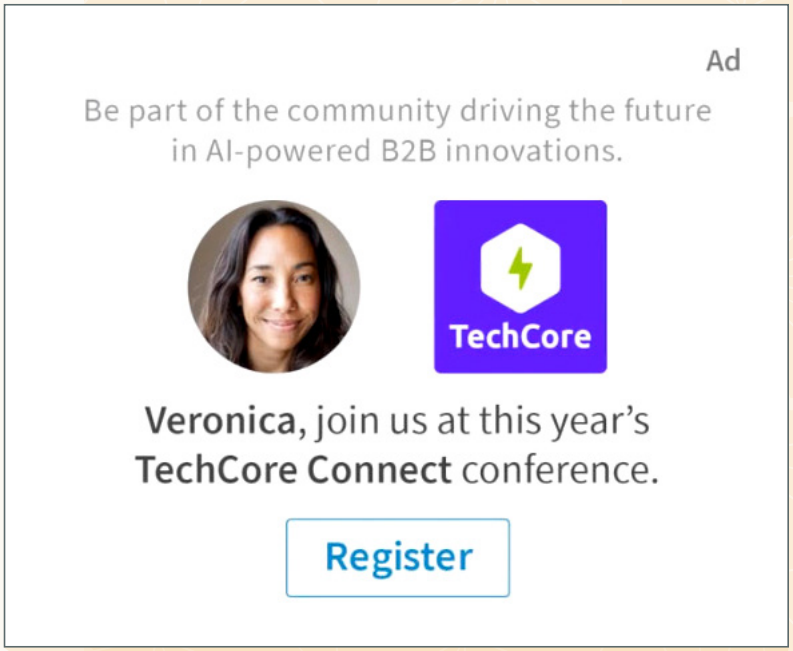




Dynamic Ads for Personalized Targeting

As a sophisticated marketer, you know that message relevancy is critical to successfully connecting with target audiences and driving desired actions.

And Dynamic Ads makes it possible to accurately target decision makers and deal influencers with highly relevant, dynamically generated, customizable creative on LinkedIn.com. **Using Dynamic Ads, you can:**



TARGET

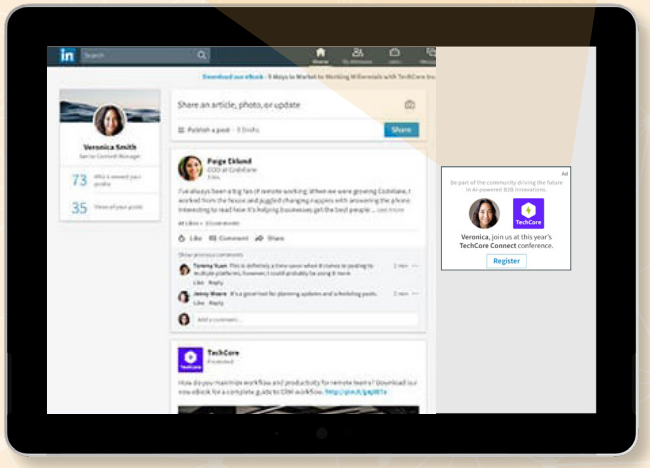
Target the audiences that matter. Select the audiences you want to reach based on a wide range of professional targeting options, including company, work experience, groups, and interests.

CUSTOMIZE

Customize your creative; personalize your message. Craft your ad copy, choose your call to action, and leverage dynamically generated images from each member's own LinkedIn profile data, like photo, company name, job title, and more.

GROW

Grow your company follower count. Encourage LinkedIn members to follow your company and build better relationships with your target audience with one-click "Follow Company" calls to action.



98% of marketers agree that personalization helps advance customer relationships.[9]

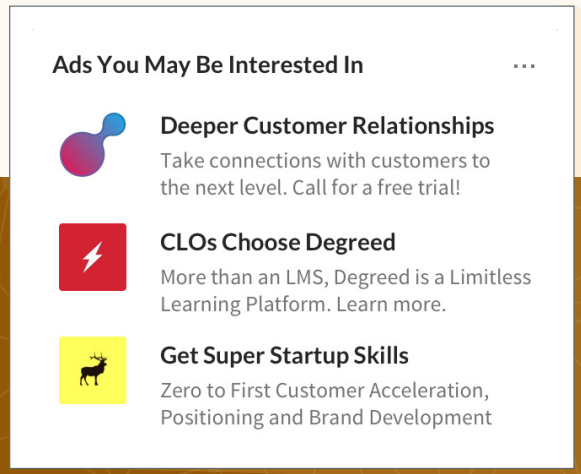
9. evergage.com/wp-content/uploads/2018/04/Evergage-2018-Trends-in-Personalization-Survey.pdf

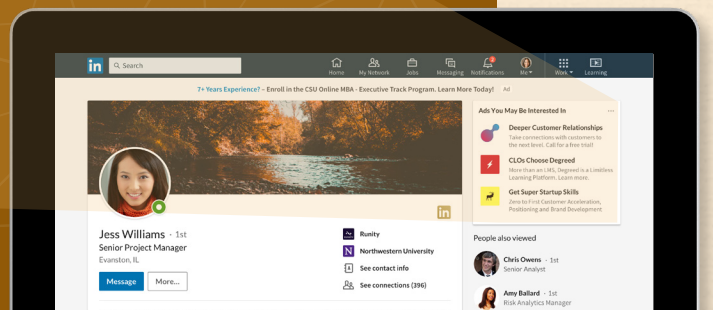
Text Ads: Generate Quality Leads Quickly

An intuitive, advertising solution that enables you to create easily (in minutes), then manage and optimize customized campaigns targeting a premium professional audience and drive high-quality leads to your business on a budget that works for you.

With Text Ads, you have at your fingertips the ability to:

- Easily create and launch well-targeted campaigns with customized creative in just minutes
- Fine-tune your target audience based on location, demographics, skills, interests and work history to achieve the right mix of volume and precision
- Gain meaningful insights into your campaign and creative performance with powerful audience segmentation analytics and social engagement measurement tools
- Intelligently optimize your budgets, bids and creative to achieve your branding and customer acquisition objectives





For colder prospects who were actively seeking out lead gen solutions or were not yet familiar with their brand, LinkedSelling ran Sponsored Content to drive awareness and engagement.

With warmer audiences, the team would reach out directly through Sponsored InMail to spark conversations, or with highly targeted follow-up messaging via Text Ads and Dynamic Ads.

"We just want to be in every location... collaborating with sales reps to identify their most desirable audiences and building custom follow-up campaigns for new leads have been key to this fruitful approach."

– Pat Henseler, LinkedSelling's Director of Products

Read the case study

Matched Audiences Targeting: Engage the Audiences that Matter Most to Your Business

Close the gap to deliver true full-funnel marketing, leading to greater ROI.

Matched Audiences provides three new targeting tools to connect with your audiences on LinkedIn, giving you the unique ability to combine LinkedIn's powerful professional data with your own first-party data.

Engage key accounts, prospects, and audiences that matter most to your business with three new capabilities:



WEBSITE RETARGETING

Website Retargeting lets you re-engage your web visitors. Create target audiences from your website visitors to nurture them with always-on campaigns.

ACCOUNT TARGETING

Market to influencers and decision makers at your target accounts. Securely upload a CSV list of company names and match that against the more than 30 million LinkedIn Pages. This lets you support your account-based marketing programs by reaching decision makers at your target companies.

CONTACT TARGETING

Contact Targeting lets you engage prospects and contacts on LinkedIn. You can securely upload a CSV list of email addresses or connect directly to Marketo, Oracle Eloqua or LiveRamp platforms, to import lists of contacts. These platforms are the beginning of our integration efforts and we are exploring integrations with additional platforms to create even more flexibility for our clients.

Personalization means getting the right content, to the right person, at the right time. Most brands have not considered the true breadth of content required by their customers."

– Michael Brenner, CEO, Marketing Insider Group

Match your target companies with more than

30M

LinkedIn pages

3 Characteristics of a Top-Notch Account Based Marketing Strategy

1 SALES AND MARKETING ARE IN SYNC

In ABM, marketing focuses on the accounts that matter most to the sales team, instead of casting a wide net with lead generation. So it's useful to think of sales and marketing working together as parts of an "account team."

Marketing focuses its budget on the accounts that sales deems most important, creating content specifically for these key accounts. Sales and marketing agree on a shared vocabulary, common goals, and metrics used to evaluate success.

2 MARKETING REACHES VERTICALLY AND HORIZONTALLY ACROSS TARGET ACCOUNTS

The Harvard Business Review recently reported, "The number of people involved in B2B solutions purchases has climbed from an average of 5.4 two years ago to 6.8 today." As the B2B buying process becomes more collaborative, it's less effective to focus on a few key decision makers.

For ABM, the goal is to target multiple departments and individuals with personalized content but in the context of the entire account. ABM drives brand awareness within accounts by targeting a message at scale to the broader buying group.

3 CONTENT DEVELOPS TRUST AND SHARES KNOWLEDGE

Ideally, you should have a unique value proposition and relevant content for each department that influences a buying decision. Our research shows that buyers are more likely to form a relationship with vendors who provide valuable consultation, education, and tools.

So it's important that your content plan has ample thought leadership content. Here's how to make sure your content demonstrates subject matter expertise:

1. Understand what stakeholders believe. Research the existing state of the conversation so you can meet your reader where they are.
2. Develop and articulate a well-informed point of view. Make a strong case for your position by taking a definitive stand.
3. Frame your story in terms of value delivered. Back up your viewpoint with real-world examples that demonstrate your ideas in action.

LinkedIn Elevate: Amplify Your Brand Reach With the Network Effect of Employee Advocacy

The most effective marketers are putting marketing messages into the hands of their employees for distribution.

Elevate enables your brand to harness the power of your workforce. Sharing is simple for employees and you can access data from the LinkedIn network to drive optimal employee advocacy program success. **Here's how:**



MAXIMIZE EMPLOYEE ENGAGEMENT

Identify your social stars upfront and drive ongoing employee engagement with personalized user insights

DELIVER THE RIGHT CONTENT

Know what content resonates with employees and your target audience based on data from over **610M** professionals

OPTIMIZE YOUR RESULTS

Measure and optimize program performance at every stage of the funnel—from impressions to leads

A typical company's employee base has 10x the social reach of the company itself.[10] Take advantage of that by:

- Identifying 3-5 top voices inside your company
- Asking them to share strong authentic posts and publish long-form articles regularly
- Amplify these articles on your LinkedIn Page and publish them to Elevate, so that your employees can amplify even further. Leverage Elevate to curate quality content, suggest relevant content to employees to share on LinkedIn, Facebook and Twitter and track the impact on KPIs like traffic to your site, leads and new hires.

Mobilize Your Employees to Amplify Your Message

Best-in-class companies encourage their own employees to share content on LinkedIn with their networks, significantly increasing content reach. This is especially powerful for companies whose sales reps are connected to the right decision makers.



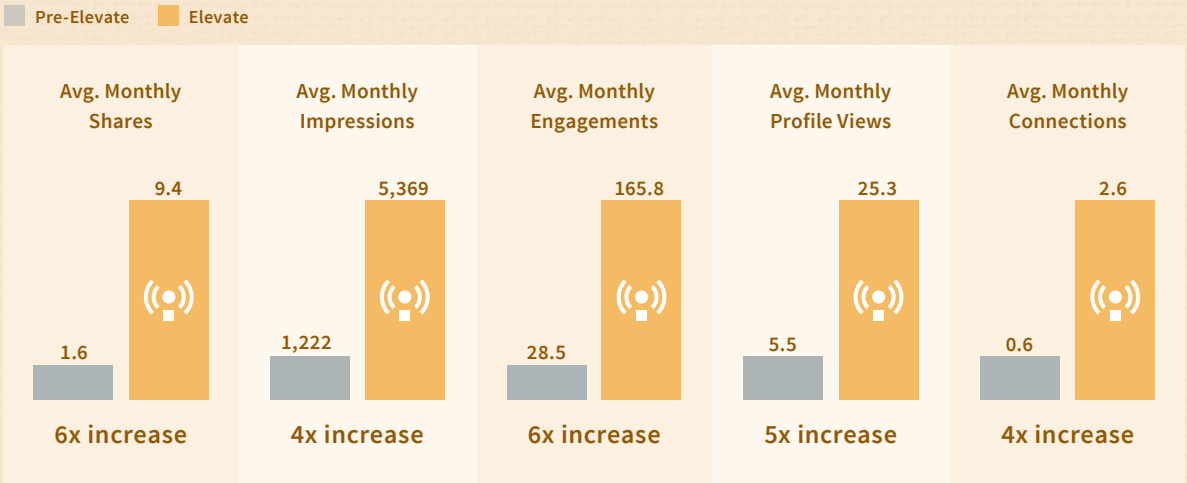
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Pro Tip

A study by BrightEdge found that 9 of the top 10 brands with the most followers on LinkedIn have at least 60% of their employees on LinkedIn.

Elevate helps GE empower their employees and optimize program performance. The proof is in the numbers.

Content shared by employees sees **2x higher** engagement than when shared by a company.



10. LinkedIn data

Measure the Impact and Optimize

Depending on your goals and the KPIs you use to measure performance, LinkedIn gives you clear visibility into your programs' impact throughout the purchase process.

- From the reach and share of voice as you look to create awareness, shape key LinkedIn audiences' perception (targeted impressions, percentage share of voice)
- Are the right people engaging with your content (social actions, click intelligence by audience, content marketing score, click-through rate, cost per click, cost per thousand)?
- Are you prompting them to take action (cost per lead, actions by audience)?

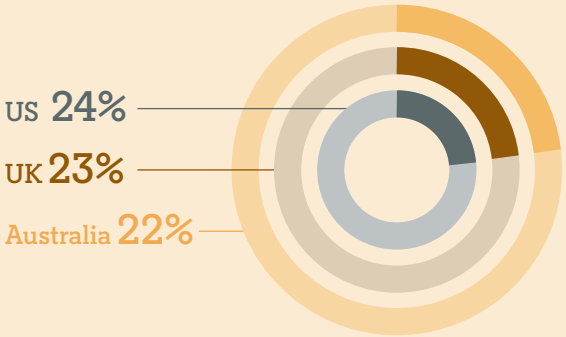
> **"Targeted content that helps, vs. sells ultimately drives more sales and better ROI."**
>
> – Lee Odden, CEO, TopRank Marketing

03

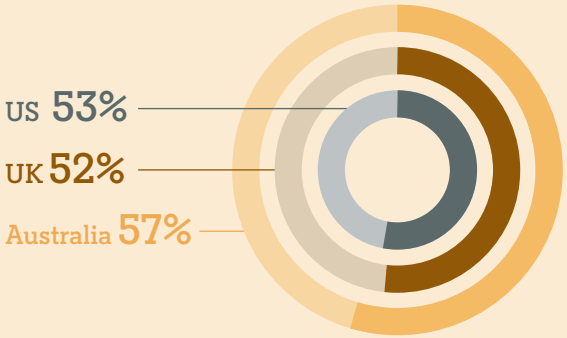
Closing the Content Marketing Gap[10]

B2B Marketers Rate the Success of Their Overall Content Marketing Approach

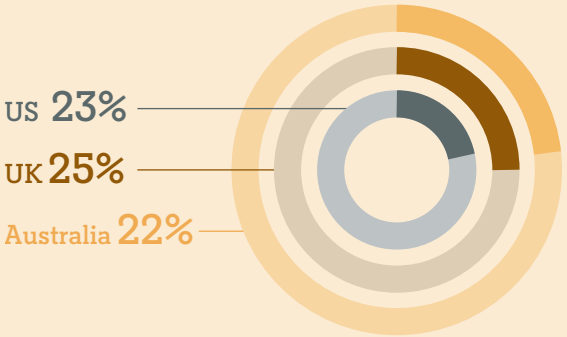
Extremely/Very Successful



Moderately Successful



Minimally/Not at all Successful



11. contentmarketinginstitute.com/wp-content/uploads/2017/09/2018-b2b-research-final.pdf
slideshare.net/CMI/2018-content-marketing-in-australia-benchmarks-budgets-and-trends-81982220
slideshare.net/CMI/content-marketing-in-the-uk-2018-benchmarks-budgets-and-trends-86087445/1

LinkedIn Conversion Tracking:
Capture the Full Value of Your LinkedIn Ads

Conversion Tracking—a set of capabilities built directly into Campaign Manager—enables you to easily measure leads, sign-ups, content downloads, purchases, and other desired actions on your Sponsored Content, InMail, and Text Ads campaigns.

With Conversion Tracking, you can understand more about the ads and even the unique LinkedIn audiences driving your conversions. Once you see what ads are driving real business impact using advanced tools like automated bidding, you can further optimize your campaigns to reach people more likely to convert.

With Conversion Tracking, you can:

03

TRACK THE METRICS THAT MATTER MOST

Track website conversions from your LinkedIn programs directly in Campaign Manager. At a glance, you can understand your:

- LinkedIn advertising ROI
- Conversion count
- Cost-per-conversion
- Conversion rate
- Return on ad spend

You can even track which audience segments are driving the most conversions

RECORD EVERY CONVERSION, EVERY TIME

Track conversions on your website from desktop and mobile, whether members converted after clicking on—or even after just viewing—one of your ads.



OPTIMIZE YOUR CAMPAIGNS TO DRIVE EVEN BETTER PERFORMANCE

Monitor the campaigns, ads, and audiences that are driving conversions. Then use this information to:

- Improve the targeting and creative for your Sponsored Content and Text Ads
- Maximize the downstream impact of lead and opportunity pipeline goals
- Feed the AI and machine learning in our automated bidding so you can reach members more likely to convert

GET INSIGHTS ON WHAT TO DO NEXT WITH EASY-TO-USE ANALYTICS

Measure the true value you're getting from your LinkedIn ads on desktop and mobile. Then fine-tune your audience targeting based on exclusive demographic data tied to who's converting—like job titles, companies, and industries.

> **While LinkedIn has a longer buying time than other platforms, it is by far the best way to reach the more qualified buyer. With its B2B targeting capabilities, conversion tracking tool, and insightful account management team, LinkedIn acts more like an extension of our team."**
>
> – Sean Brennan, Paid Social Campaign Manager, Just Media

03

With Conversion Tracking, You Can:

1. **Track leads from your LinkedIn ad campaigns**
2. **Understand the ROI of your spend**
3. **Optimize for the results that matter most**

Conversion Tracking gives you access to professional demographics and allows you to identify the seniority, industry, job function, location, company and company size of the people who are converting.



Quantify Your Content Marketing Efforts On LinkedIn

As a sophisticated marketer, you know you need to prove your content marketing initiatives' impact. Ideally you want to:

Understand the content and topics that resonate with your audience

Measure the effectiveness of your content-based campaigns

Benchmark your program success

See how you stack up against your competition

Rank your brand with a comprehensive score

03

Like the most effective content marketers, you probably reach your audience in multiple ways across LinkedIn, via employee posts, Sponsored Content, and influencer posts. LinkedIn's Content Marketing Score ties all of this outreach together so you get an integrated view of how your efforts are paying off.

TRACK CONVERSIONS

With LinkedIn Conversion Tracking, a feature available in LinkedIn Campaign Manager, you can easily assess your progress toward achieving your goal—whatever the objective of your campaign. No matter what tangible step a user takes to move forward in your funnel as a result of clicking your LinkedIn ad, you can measure it. You can even adjust your conversion window for both view-through and click-conversion to 1 day, 7 days or 30 days to match your goals and buying cycle.

UNDERSTAND YOUR AUDIENCE

With built-in LinkedIn Page Analytics, you can easily and visually understand the professional characteristics of your followers and visitors. You'll see their title, role, seniority, industry, geography and more. By staying up to speed on what interests your audience, you naturally keep them engaged.

Get an integrated view of how your efforts are paying off



BENCHMARK YOUR CONTENT PERFORMANCE

Think of the Content Marketing Score as a barometer that helps your company, product, and brand understand the impact of its content marketing efforts on LinkedIn. By attributing a Content Marketing Score to your content, it quantifies the influence of your company, product, and brand on LinkedIn.

The Content Marketing Score provides this insight by:

- Highlighting the audience(s) consuming your content on LinkedIn
- Quantifying your company's content presence and engagement on LinkedIn

In other words, it tells you if members within your target audience are engaging with your content. And it can show you how you stack up against your competitors. You can even see a breakdown of how you're performing across the different areas of LinkedIn—whether by Groups, updates, or posts.

TURN INSIGHTS INTO CONTENT GOLD

All that information is valuable, but we know insights are useless unless you can act upon them. The Content Marketing Score makes that possible by providing specific recommendations on defining and adjusting your content strategy to achieve the best results possible.

These may include suggestions to experiment with new ways to increase your follower base by:

- Utilizing Sponsored Content
- Encouraging employees to publish more posts
- Focusing on your content relevance

In a nutshell, the Content Marketing Score from LinkedIn:

- ANALYZES WHO ENGAGES WITH YOUR CONTENT
- COMPARES YOU TO YOUR PEERS
- SUGGESTS HOW TO IMPROVE YOUR SCORE

To receive your custom Content Marketing Score, please contact your LinkedIn account executive or account manager.





CHAPTER 04

PLUG INTO YOUR EXISTING PLATFORMS

Unlock the Power of LinkedIn's Partner Programs

PLUG INTO YOUR EXISTING PLATFORMS

Unlock the Power of LinkedIn's Partner Programs

LinkedIn's Partner Programs are designed to work with companies that share our goal of serving our members' needs.

From entertaining promotions to targeted multi-channel messages, LinkedIn's platform can significantly increase your consumer engagement beyond LinkedIn.com. Strengthen your customer relationships, campaign performance, and company presence using the powerful technology and expertise of our partners.

ADS PARTNERS
Manage and optimize your advertising campaigns leveraging industry-leading technology and expert strategists

CONTENT PARTNERS
Access high-quality professional content to power your content marketing

LINKEDIN PAGE PARTNERS
Easily manage your LinkedIn Pages and other social properties using one unified dashboard

CUSTOM APPS PARTNERS
Boost brand engagement and create unique experiences through custom-built marketing solutions

COMPLIANCE PARTNERS
Leverage trusted technology to keep your LinkedIn marketing compliant with regulations in financial services and other industries

ANALYTICS PARTNERS
Get marketing insights that help you build better LinkedIn campaigns and plan your media strategies

> **"Partnering with LinkedIn has enabled us to deliver robust audience demographics, content analytics, and publishing capabilities to today's biggest brands across every industry. Brands are using this context and capability to deliver great experiences that make professionals more productive and successful, and as a result, are building valuable and lasting relationships."**
>
> – Jim Rudden, CMO Spredfast Inc.

4C · a2Linked · ADSTAGE · Hootsuite · Microsoft · SCORCH

Find a Partner

24 B2B Marketers You Need to Know

CHAPTER 05



CHAPTER 5

24 B2B Marketers You Need to Know



ROBERT ROSE
The Content Advisory



CARLA JOHNSON
Type A Communications



ANN HANDLEY
MarketingProfs



MICHAEL BRENNER
Marketing Insider Group



JAY BAER
Convince & Convert



ANDREW DAVIS
Monumental Shift



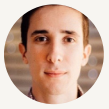
DOUG KESSLER
Velocity Partners



JOANNA PENN
The Creative Penn



AARON ORENDORFF
Shopify Plus



ALLEN GANNETT
Skyword



KATIE MARTELL
On-Demand Marketing



LEE ODDEN
TopRank Marketing



JASON MILLER
Bing



HEIDI BULLOCK
Engagio



GABE VILLAMIZAR
Lucid



JANET MURRAY
Marketing & PR Expert



RYAN ROBINSON
Content Marketing Consultant



SHANE BARKER
Content Solutions



MANDY MCEWEN
Mod Girl Marketing



NANCY BADILLO
nancybadillo.com



VIN CLANCY
Founder



GINA SCHRECK
SocialKNX



SUZANNE NGUYEN
StringStory Media



JULIA MCCOY
Express Writers

CONCLUSION

Always Be Learning

You're a sophisticated marketer.

But that doesn't mean you can't keep expanding your knowledge and gaining more expertise. Stay in the know and grow with this wealth of resources.

- **Subscribe to the LinkedIn Marketing Solutions Blog**
- **Bookmark the LinkedIn Marketing Success Hub.** Visit frequently for inspiration, ideas, and education tailored to you
- **Find information in our Help Center on any LinkedIn Marketing Solutions topic**, everything from getting started with a campaign and setting up your LinkedIn Page to reporting on performance and understanding billing and payment options
- **Join our LinkedIn experts in the LinkedIn Marketing Labs** as they share savvy tips on how to get more from your LinkedIn campaigns, covering topics ranging from content marketing to sales and marketing alignment



CONCLUSION

Ready to Advertise on Linkedin?

Reach your ideal customers on the world's largest professional network.

Create Ad

RELATIONSHIPS MATTER

For the first time in the history of media, you can reach the world's professionals all in one place. More than 610 million 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**



The Sophisticated Marketer's Guide to LinkedIn

