

Insight Boost:

Making Sense Through Change



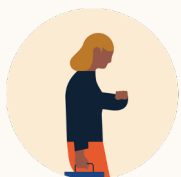
Melissa Furze

Global Director of Marketing Insights

Our goal today is –

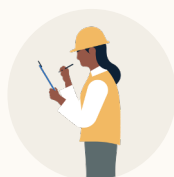
to share insights on how members,
advertisers and brands are engaging on the
LinkedIn platform and give you
the confidence to act in these
evolving times...

Our **Economic Graph** creates a powerful data ecosystem



675M+

Members



50M+

Companies



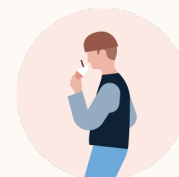
20M+

Open Jobs



36K+

Skills



90K+

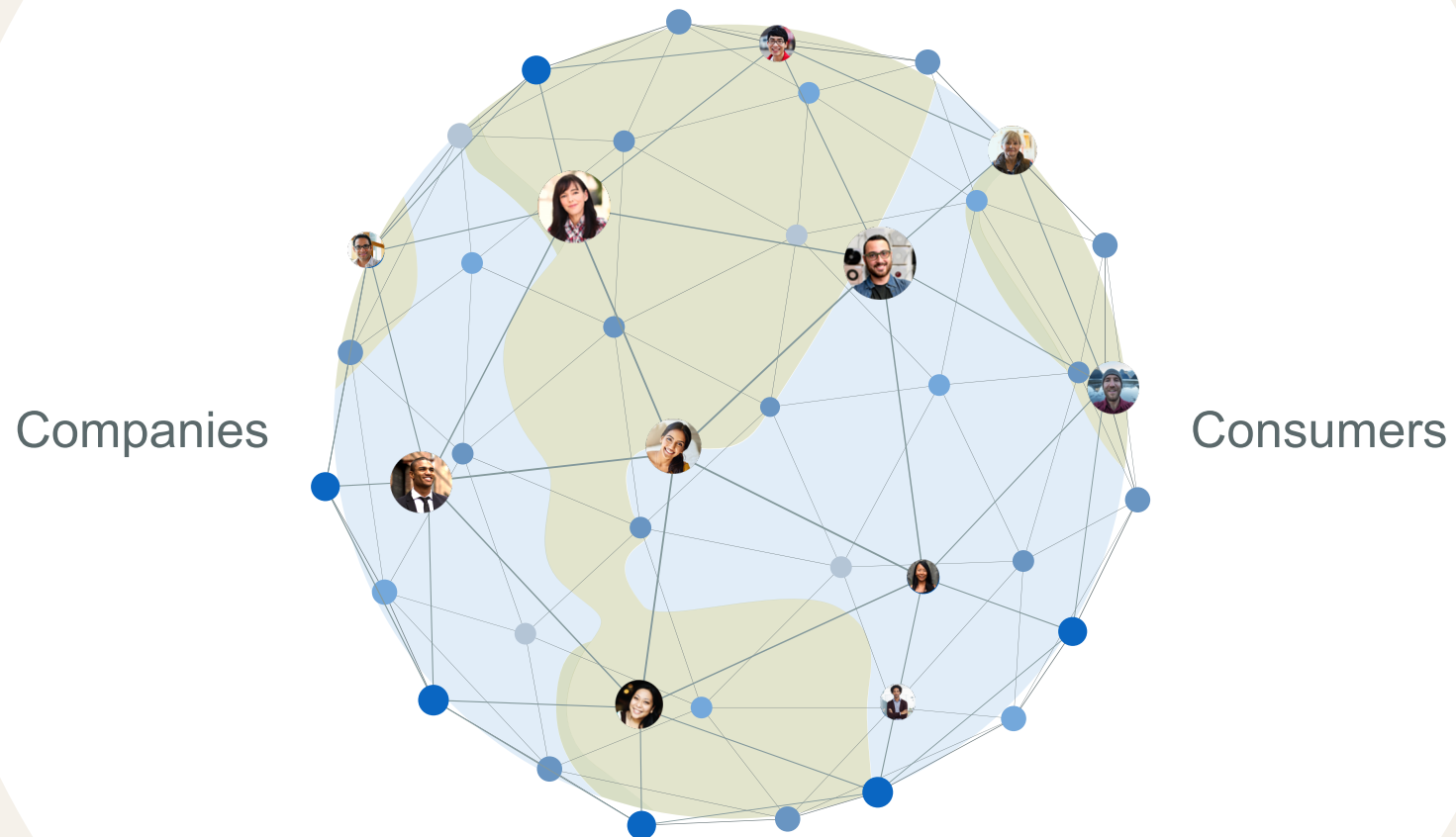
Schools



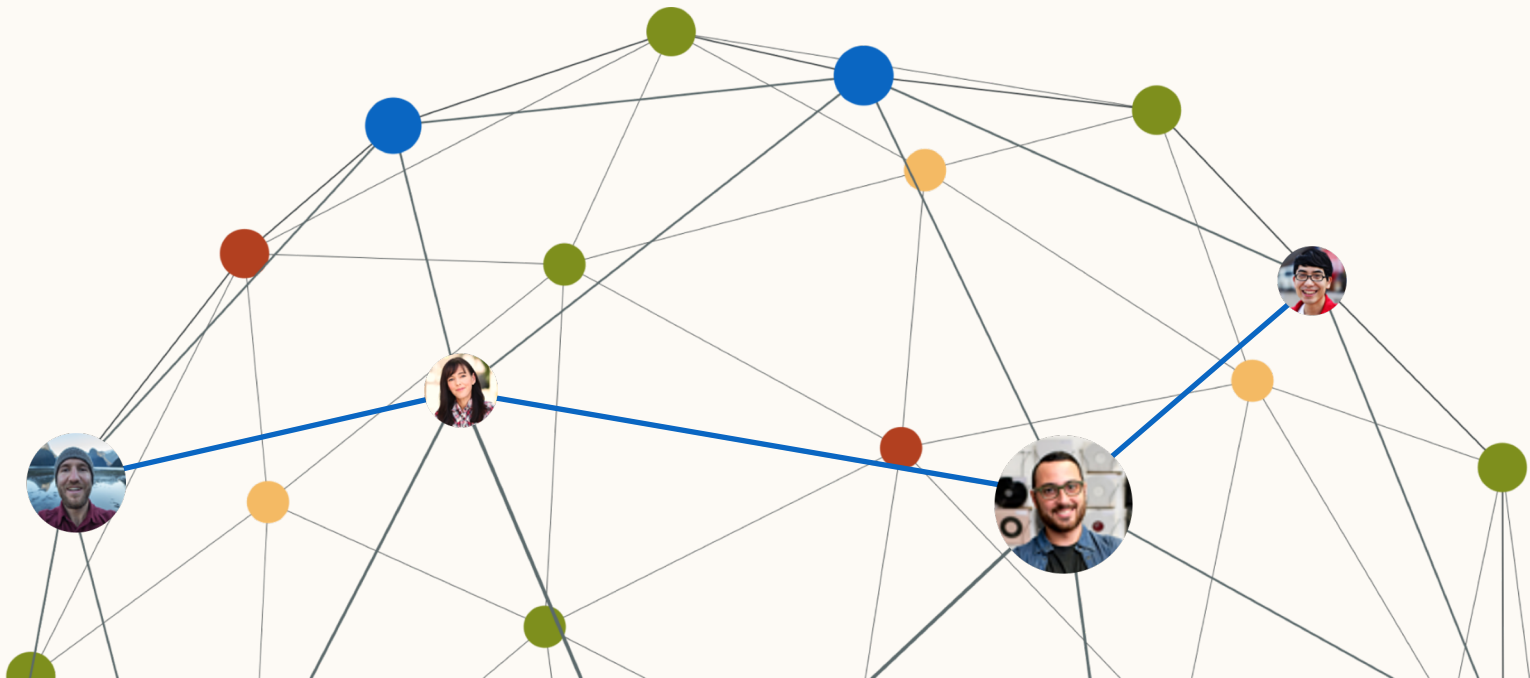
358B+

Knowledge

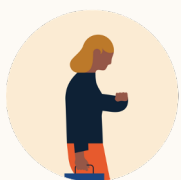
In a **two-sided** marketplace



Over time, our members & organizations create **digital footprints**

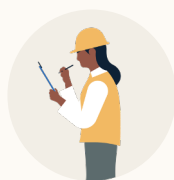


And allow us to unlock **powerful insights**



675M+

Members



50M+

Companies



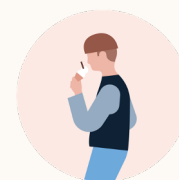
20M+

Open Jobs



36K+

Skills



90K+

Schools



358B+

Knowledge

Actionable Insights

Quality Reach

- Audience insights,
- B2B & B2C Consumer behavior

Right customers

- Emerging industries,
- Competitive intelligence
- Market dynamics
- Influencer analysis

Competitive intel

- Connections,
- Buying-audiences
- Brand health

Market Intel

- Emerging buying-audiences

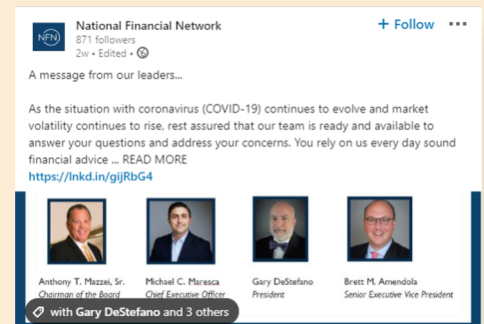
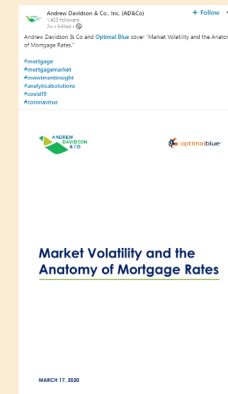
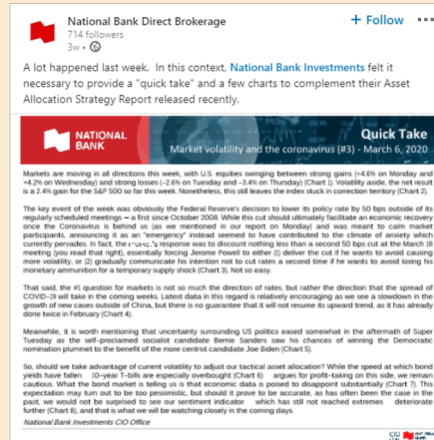
Networks


- Organizations
- Emerging sales areas

Knowledge Economy

- Interests
- Topic ownership
- Publisher insights
- Content marketing effectiveness

We are in a Volatile, Uncertain, Complex & Ambiguous (VUCA) world



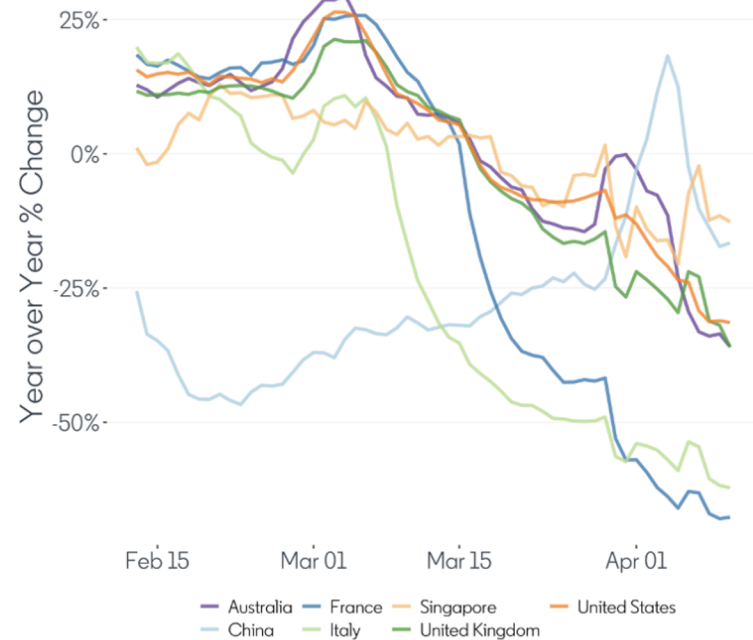


LinkedIn's hiring rate shows early insight into how the labor market is responding and what might lie ahead for those who are just beginning to feel the impact.

Countries
around the
world **are in**
different
stages of
uncertainty

Source: LinkedIn Platform Data, February - April 20 2020

LinkedIn hiring rate year over year (in %)

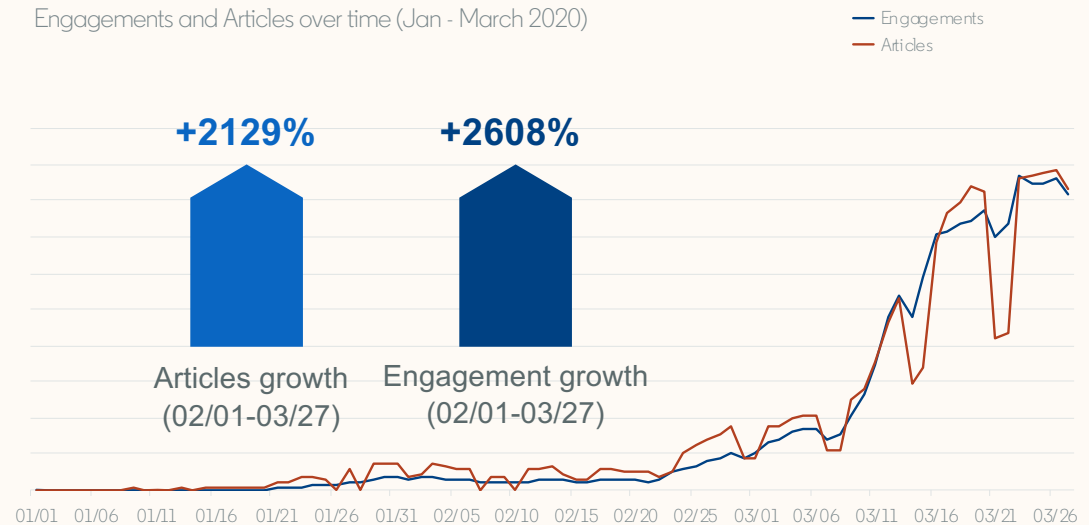


Source: Brian Xu, LinkedIn Economic Graph Research & Insights

Member Engagement on LinkedIn related to coronavirus has increased sharply in recent weeks

with the uptrend rapidly increasing toward the end of February

Engagements and Articles over time (Jan - March 2020)

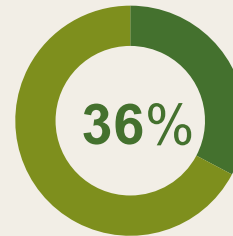


Companies are **posting more** with posts and shared content increasing

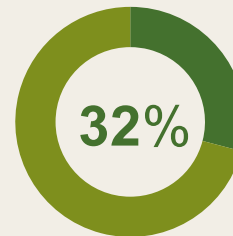
in comparison to weeks prior to the global onset of coronavirus



What members and companies are discussing



of COVID related
page posts

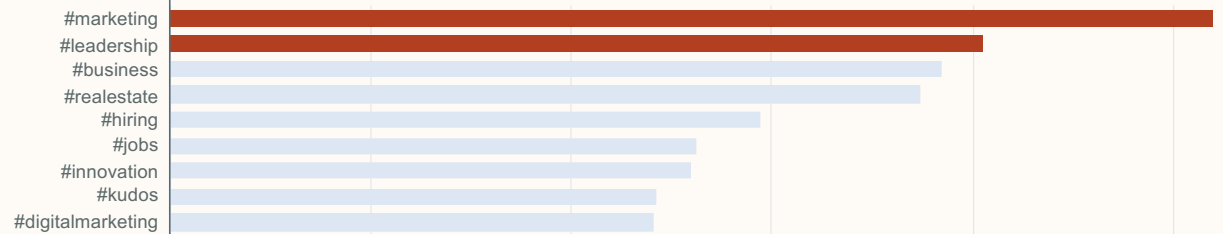


of COVID related
member posts

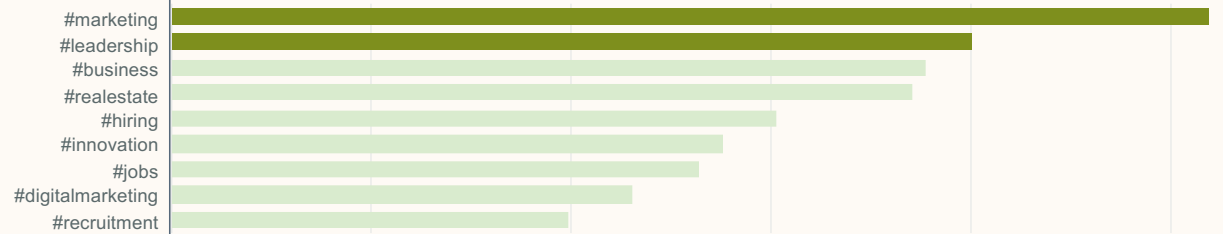
Conversations on LinkedIn are shifting in relation to today's environment

Source : Source: LinkedIn Platform Data,
March 2020

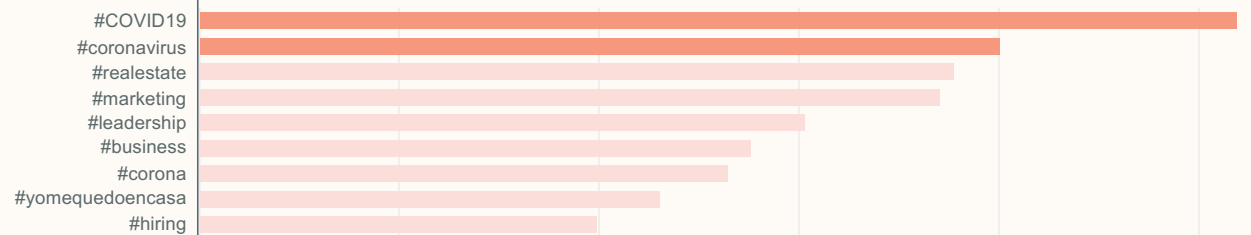
Top Ten Trending #Hashtags Jan 2020



Top Ten Trending #Hashtags Feb 2020



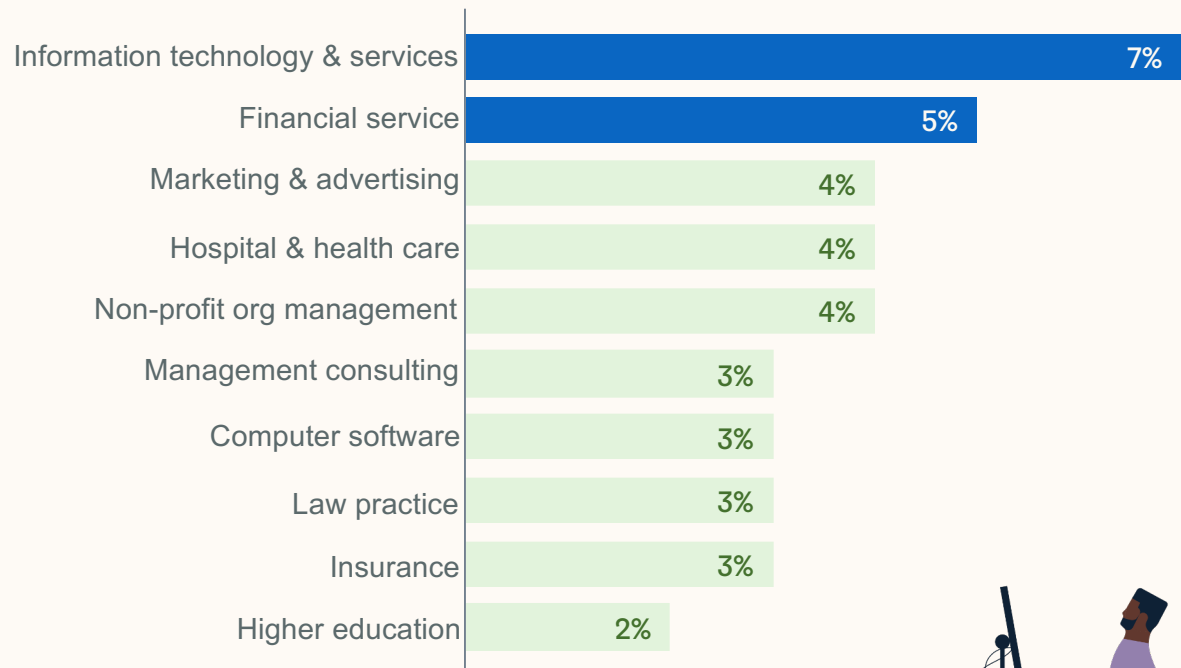
Top Ten Trending #Hashtags 1-31 Mar 2020



**IT companies
and financial
services
sector are
most actively
discussing
coronavirus**

Source : LinkedIn internal Data, Dec 19 – Mar 20

Top ten industries mentioning coronavirus during company updates



Members
are flocking
to trusted
sources
seeking the
latest
information

*Source (top2): Coronavirus Professional
Impact survey fielded March 11-17, 2020
among 2455 LinkedIn members in the US in a
Vision Critical Insights Community*

*Source (Bottom2): LinkedIn Platform data
March 2019 vs. Mar 2020)*



40%

of LinkedIn
Members report
reading the news
more frequently



30%

are checking social
media more often to
stay up-to-date with
the result of
coronavirus outbreak



55%

year-over-year increase
in conversations among
connections on LinkedIn
as people look to
reconnect
with their network



60%

year-over-year
increase in content
creation on
LinkedIn



Brands' organic activity on LinkedIn has increased in the last week, specifically around coronavirus



Source: LinkedIn Platform Data

+8%

increase in weekly posting Pages

+10%

increase in content Shared by Pages

+16%

increase in Lead Gen or Brand Awareness campaigns

+78%

increase in coronavirus-related videos

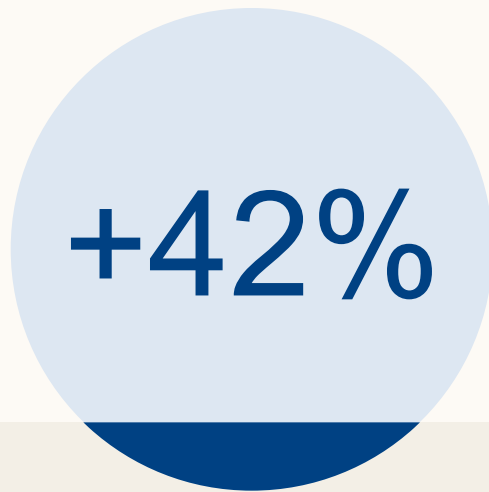
+20%

weekly increase in original posts with native video

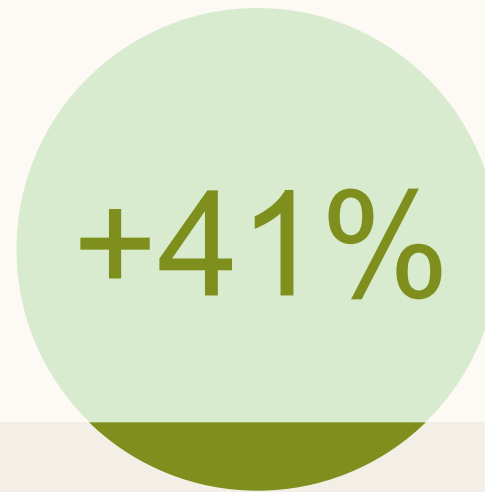
+13%

increase in thought leadership by sharing industry news or third-party articles

Majority of marketers (63%) are adjusting messaging and advertising today



Mission-based
marketing

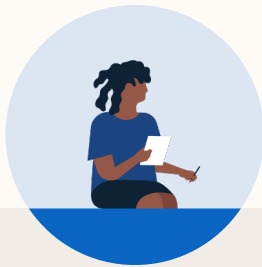


Cause-related
marketing

Source: IAB Coronavirus Ad Spent Impact: Buy Side (3-27-20)

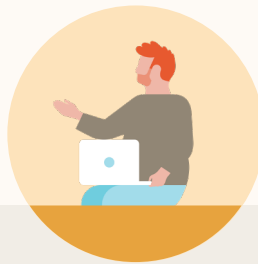
As a brand, what does this mean for you?

Three principles to consider in times of uncertainty



1

**Manage employees
through change**



2

**Lead
with trust**

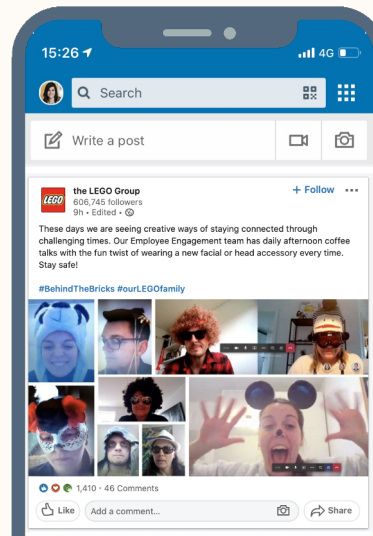


3

**Adapt to drive
business continuity**

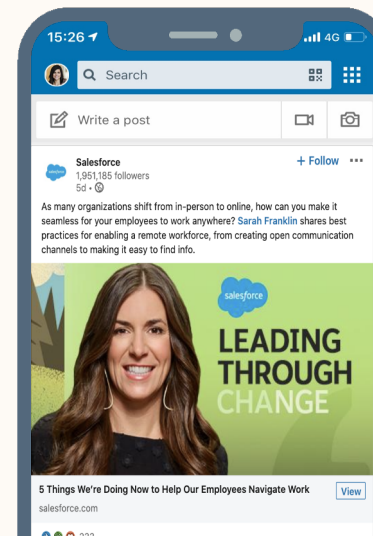
Manage employees through change

Culture



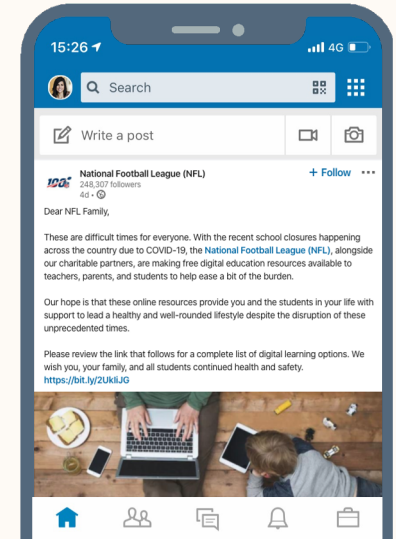
The LEGO Group exhibited its company culture through fun virtual communications and activities.

Productivity



Salesforce shared best practices for enabling a remote workforce.

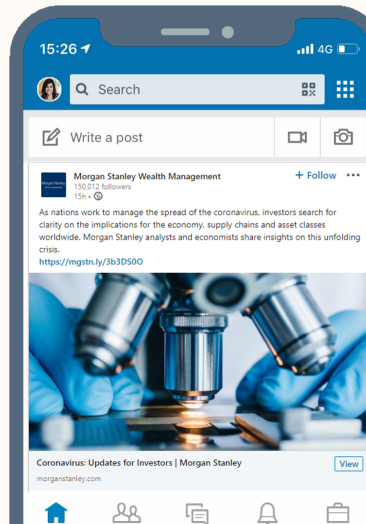
Learning



The **NFL** made free digital education resources available to their followers to help support a healthy lifestyle amid ongoing disruption.

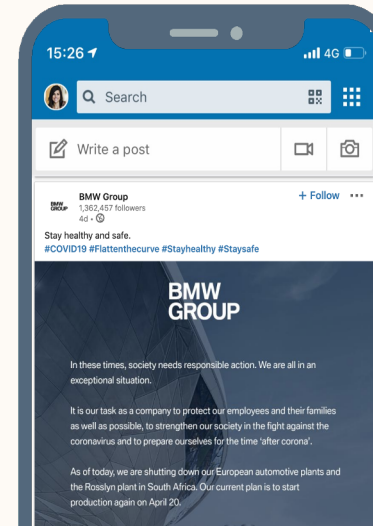
Lead with Trust

Reliability



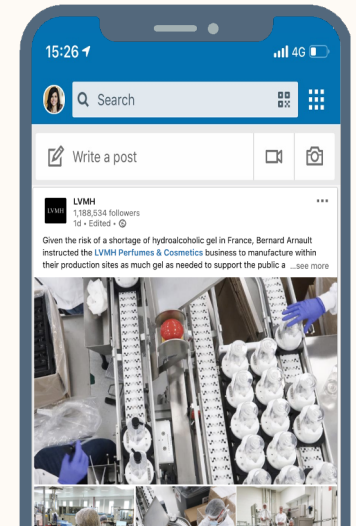
Morgan Stanley released insights for investors on the impact of COVID-19 on the economy, supply chains and global asset classes.

Transparency



BMW Group reaches out during an exceptional situation with an honest note about European automotive plants.

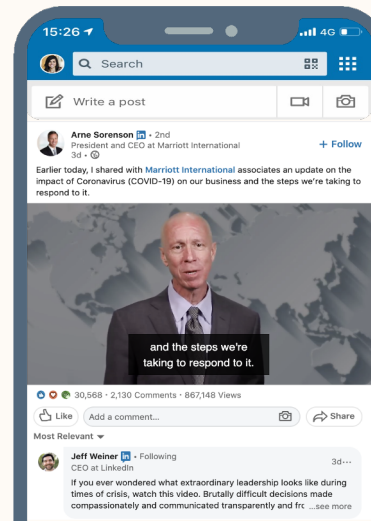
Corporate Responsibility



LVMH pivoted their production strategy to help meet increasing demands for medical supplies.

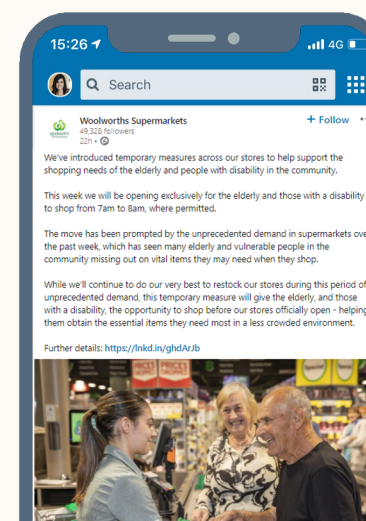
Adapt to drive business continuity

Executive Leadership



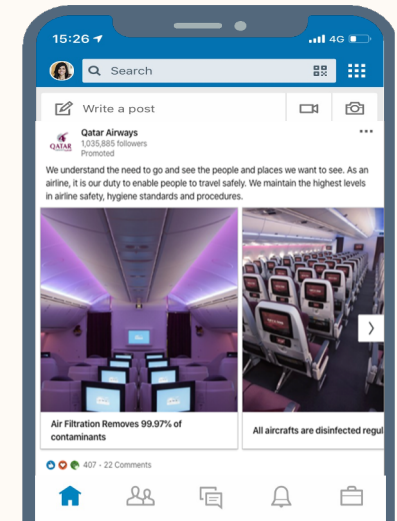
Arne Sorenson, CEO, **Marriott International** exhibited compassionate leadership with an emotive note to Marriott associates.

Customer Centricity



Australian grocery chain **Woolworths** updated store hours to support the needs of the elderly and disabled community

Safety & Reassurance



Qatar Airways outlined precautions the company is taking to ensure safety and hygiene standards are increased on flights to help passengers keep safe.

Thank you

Linked in