



Industry: All

Function: Marketing

Seniority: CXO, VP, Director

Country: United States, Canada

Decision Maker Insights

301.1K
Decision makers on LinkedIn

35%
percentage that have been saved as leads on LI

122.4K
Unique companies on LI

491%
more connections than the average LI member

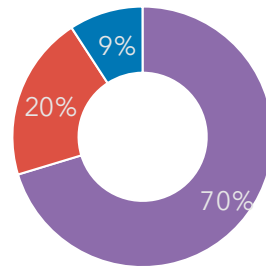
TOP SOCIAL SELLING TIPS TO ENGAGE THESE DECISION MAKERS

- ✓ Save decision-makers both in and out of your network as leads in Sales Navigator to stay updated on when your key contact or prospect leaves.
- ✓ Have a stellar LinkedIn profile. The #1 LinkedIn activity is viewing members' profiles, so ensure that you have one that appeals to your decision maker.
- ✓ Share relevant content around topics they are more likely to engage with and become a trusted source of insight.

TRENDING TOPICS
by index of shares, likes and comments

SENIORITY
of decision-makers in this group

COMPANY SIZE
of decision-maker employers



Director VP CXO

17% Enterprise
10,000+ employees

24% Mid-Market
500-9,999

59% SMB
Under 500

DEMAND
for decision maker time

Methodology

We measure the demand for decision makers based on interest levels of salespeople inferred from LinkedIn activity. Higher demand for a decision maker audience indicates that members are more sought-after and may require greater effort to engage.

Industry	Function	(#) Members	Demand
Target Group (defined above)		301.1K	High
Technology - Hardware	Marketing	6.4K	High
Telecommunications	Marketing	4.5K	High
Financial Services & Insurance	Marketing	28.4K	High
Professional Services	Marketing	72.4K	Moderate

SUGGESTIONS FOR OUTREACH

- ✓ Leverage a warm introduction over cold outreach to build trust.
- ✓ Connect or reach out to others that may influence the decision maker.
- ✓ Tailor the outreach to make it relevant to the target decision maker. Reaching out cold hurts your reputation.