



Industry: All

Function: Information Technology, Operations, Purchasing

Seniority: Owner, Partner, CXO, VP, Director

Country: United States, Canada

## Decision Maker Insights

1.7M

Decision makers on LinkedIn

25%

percentage that have been saved as leads on LI

388K

Unique companies on LI

265%

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

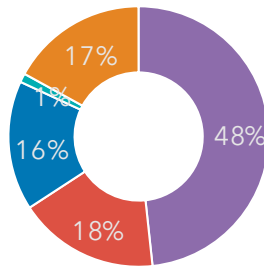
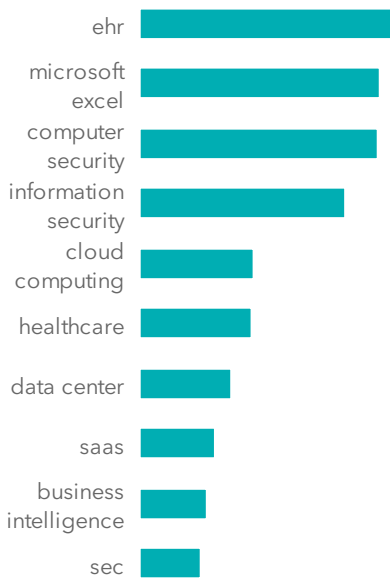
by index of shares, likes and comments

### SENIORITY

of decision-makers in this group

### COMPANY SIZE

of decision-maker employers



■ Director 
 ■ VP 
 ■ CXO 
 ■ Partner 
 ■ Owner

26% **Enterprise**  
10,000+ employees

27% **Mid-Market**  
500-9,999

47% **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)		1.7M	Moderate
Healthcare & Pharmaceutical	Purchasing	4K	High
Media & Entertainment	Purchasing	1.1K	High
Government/Education/Non-profit	Information Technology	37.3K	High
Retail & Consumer Products	Purchasing	10.5K	High

### 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.