Market to who matters
New Ways to Exceed Your Marketing Goals with LinkedIn

Keith Richey
Director, Global Marketing
Digital evolution

What success looks like now

Customer success stories

Our team’s approach
For the first time in the history of media you can engage with the world’s professionals in one place
Achieve your goals from awareness to engagement to new business

The most effective platform for marketers to engage professionals
Our digital lives converge on very few big destinations
The largest global community of professionals

- **61M** senior-level influencers
- **40M** decision makers
- **22M** Mass Affluent professionals
- **450M** professionals are on LinkedIn
- **6M** C-level execs
- **4M** IT decision makers
- **10M** opinion leaders
Always-on content is vital to influencing decisions

10 Pieces of content are consumed before a purchasing decision is made

Source: Zero Moment of Truth Study, Google
Engaging the right professionals gets results

94% of B2B Marketers use LinkedIn to distribute content ¹

#1 LinkedIn rated the top social network for lead generation ²

¹ B2B Content Marketing, 2016 Benchmarks, Content Marketing Institute/MarketingProfs;
² The State of B2B Digital Marketing, Fall 2015, Demandwave
150,000+ brands

trust LinkedIn to grow their businesses
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Our team’s approach
DEFINE your goal

TARGET the right people

ENGAGE them with content

OPTIMIZE your impact
Market to Who Matters:

Achieve Your Marketing Goals

- Create awareness early in the purchase process
- Engage audiences with content
- Generate quality leads and drive new business
Market to Who Matters:
Get to the Right Professional Audiences

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
Target Account Lists
Market to Who Matters:
Engage Them with Content

**Organic:**
Build your brand and content

- On your Company Page
- Showcase Pages
- Through long-form posts

**Paid:**
Reach a targeted, and broader audience

- In the LinkedIn Feed [Sponsored Content](https://lnkd.in/ads)
- Early in the purchase process [Text Ads](https://lnkd.in/ads)
Market to Who Matters:
Measure the Impact, and Optimize

Get clear visibility into the impact of your programs throughout the purchase process

- Are you reaching your target audiences?
- Are the right people engaging?
- Are they converting?
LinkedIn conversion tracking

Easily measure and optimize the business impact of your LinkedIn ads
Why conversion tracking for LinkedIn ads?

Track all of your conversions right in Campaign Manager
Record leads from your LinkedIn campaigns across desktop and mobile, whether members convert after clicking on—or even just viewing—your ads.

Understand your ROI
Measure the true value you’re getting from your Sponsored Content and Text Ads campaigns, including return on ad spend, conversion rate, cost per conversion, and more.

Optimize for the results that matter most
See which specific ads, audiences, and offers are driving conversions for your business. Use this data to improve your campaigns at every stage.
A **conversion** is an action that a member takes, like filling out a webinar registration form or downloading a white paper.

**Conversion tracking** is the ability to measure conversions and then attribute it back to the source that provided the initial click or view.

By tracking these conversions, you can more easily gauge the ROI of your campaigns.
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Customer success with key objectives

Create awareness early in the purchase process

Engage audiences with content

Generate quality leads and drive new business
LinkedIn Text Ads

Generate quality leads with an easy, self-serve solution

Easily create, manage and optimize well-targeted, customized campaigns in just minutes — on a budget that works for you.
Start advertising to a premium audience in just minutes
Get your business in front of the world’s largest professional network—fast

**Get started easily**
Build your own ads and advertise right away with no spend minimum commitments

**Target with precision**
Reach the people that matter most using accurate, profile-based, first-party data

**Generate quality leads**
Drive leads from a premium professional audience of decision-makers and influencers

[lnkd.in/ads]
Precisely target influential audiences

- 0.033% CTR on the best performing ad
- $3.74 CPC
- 2.3 million impressions
- 15% conversion rate

“LinkedIn Ads allow us to target exactly the people we need to reach, in an environment where they are focused on business and their careers. This combination of a professional, active community, and the ability to precisely target our messages, delivered unparalleled ROI at scale.”

Igor Belogolovsky, Co-founder, Clever Zebo
To learn more about Text Ads visit:

lnkd.in/ads
Customer success with key objectives

Create awareness early in the purchase process

Engage audiences with content

Generate quality leads and drive new business
Sharing thought leadership

- **320%+** increase in LinkedIn engagement
- **290%** increase in referral traffic to company blog
- **17%** increase in Company Page followers

“With LinkedIn Sponsored Content, we can amplify the reach of our content and bring a new audience to our website and blog to continue conversations – all while educating companies on how we help improve the customer experience.”

Kim Martin, Director of Corporate Marketing, Aspect

[lnkd.in/ads]
Sponsored Content

Engage your prospects with relevant content in the world’s only professional feed

Build customer relationships at every stage of the buyer’s journey by targeting content to your most valuable audiences
Sponsored Content

Engage your prospects with relevant content in the world’s only professional feed

Target your most valuable audiences

Publis your content in a premium context

Grow your business at every stage

Reach the people that matter most using accurate, profile-based, first-party data

Sponsor content in the brand-friendly environment of the LinkedIn feed to an audience of influencers and business decision-makers

Drive quality leads, generate engagement, and raise brand awareness with a powerful advertising platform

lnkd.in/ads
Success with key objectives

Create awareness early in the purchase process

Engage audiences with content

Generate quality leads and drive new business
“LinkedIn’s Sponsored Updates are the perfect marriage between its professional audience and our promotional content. This tool doesn’t just deliver leads – it brings us quality prospects in our target B2B market.”

Kipp Bodnar, Chief Marketing Officer, HubSpot
**HubSpot** [New Report] The 2016 State of Inbound report is here! We asked 4,500 marketing and sales professionals how Inbound has evolved, and what’s coming next. Here’s what we learned:
http://hubs.ly/H04hBxZ0

**HubSpot** [Free Templates] Tired of struggling with spreadsheets? We’ve done the heavy lifting for you with budget templates, an SEO template, content calendar and more. Download here http://hubs.ly/H04w4880.

**HubSpot** A brand gives a business its unique identity – its look and feel, voice and personality. Learn how to build a brand that resonates with customers and stands out from the competition with this kit. Download here >> http://hubs.ly/H04chzT0

**HubSpot** [Free Template] Planning your blog takes time. From brainstorming topics to optimising posts and more, get everything done with our editorial calendar template: http://hubs.ly/H04shGY0
LinkedIn is Percolate’s top generator of leads from downloaded content

Percolate’s average click-through rate is more than 91% above LinkedIn benchmarks

More than 3x increase in Company Page followers

"LinkedIn is one of our most valuable channels for qualified leads. We can access the broadest possible community of professionals, and target them with precision – something we can’t do on other social platforms."

Chris Bolman, Director of Growth, Percolate
Attention Economics: What Brands Need to Do to Survive

Join Percolate for a webinar with Paris Yakob, author of Paid Attention on Thursday, June 2, to learn more about how brands are responding to the

Three New Strategies To Unlock More ROI From Your Marketing

Marketing remains the same mix of math and magic we know and love, but most of the core components and competencies have changed,
Generating leads

- 94% lead-to-demo ratio in the first week
- 85% overall lead-to-demo ratio
- 2X increase in CTR in the past three months

“It had been very complex for us to track performance. LinkedIn conversion tracking makes it easy.”

Priyank Savla, Digital Marketing Manager, NetBrain Technologies Inc.
Sponsored Content best practices

1. Include a visual
2. Keep it short & sweet
3. Snackable stats work wonders
4. Variety is the spice of life
Visual is the New Headline

- Utilize rich media with eye-catching imagery
- Ensure the image matches the messaging
- Get more creative with your photos
- People like images of people
- Make sure it’s the optimal size—800x400
Keep it Short & Sweet

- Minimal text performs better
- Remove unnecessary words for more concise writing
- Using words like ‘you’ and ‘your’ resonate with audiences
Snackable Stats Work Wonders

- Lift short statistics and quotes from your content to increase engagement.
- Stats outperform quotes.
- People are more likely to engage with and share content that makes them appear more knowledgeable.

#LinkedInMktg
Variety is the Spice of Life

- Create a variety of promotional social graphics to avoid creative fatigue

“Thought leadership consists of ideas that require attention, offer guidance and can lead people in unexpected directions.”

– Jon Miller, CEO and Co-Founder at Engagio

74% of buyers choose the company that was FIRST to add value as they are defining their buying vision.

Source: SAVO, Techniques of Social Selling: Just Do It!, 2014
To learn more about Sponsored Content visit:

lnkd.in/ads
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Our team’s approach
Our Marketing Goals

☑ Quality traffic to our properties
☑ MQLs for sales
☑ Bookings from new customers
Content is core

EVENTS
CAMPAIGNS
SOCIAL + ONLINE

CONTENT

lnkd.in/ads
Not more content, more relevant content
Big Rock content fuels performance
Extend the mileage with ‘turkey slices’
LinkedIn Showcase Page as key content hub
Sponsored Content drives results

- Customer engagement
- Quality traffic
- High quality leads – 30% of leads in any quarter
A/B test everything to optimize

Test headline copy

Test imagery
Reaching our goals

- Quality traffic to our properties – 72% Manager+
- MQLs for sales – 73% of MQLs from content
- Bookings from new customers – 30% of new biz sourced by marketing