

Reimagining LinkedIn

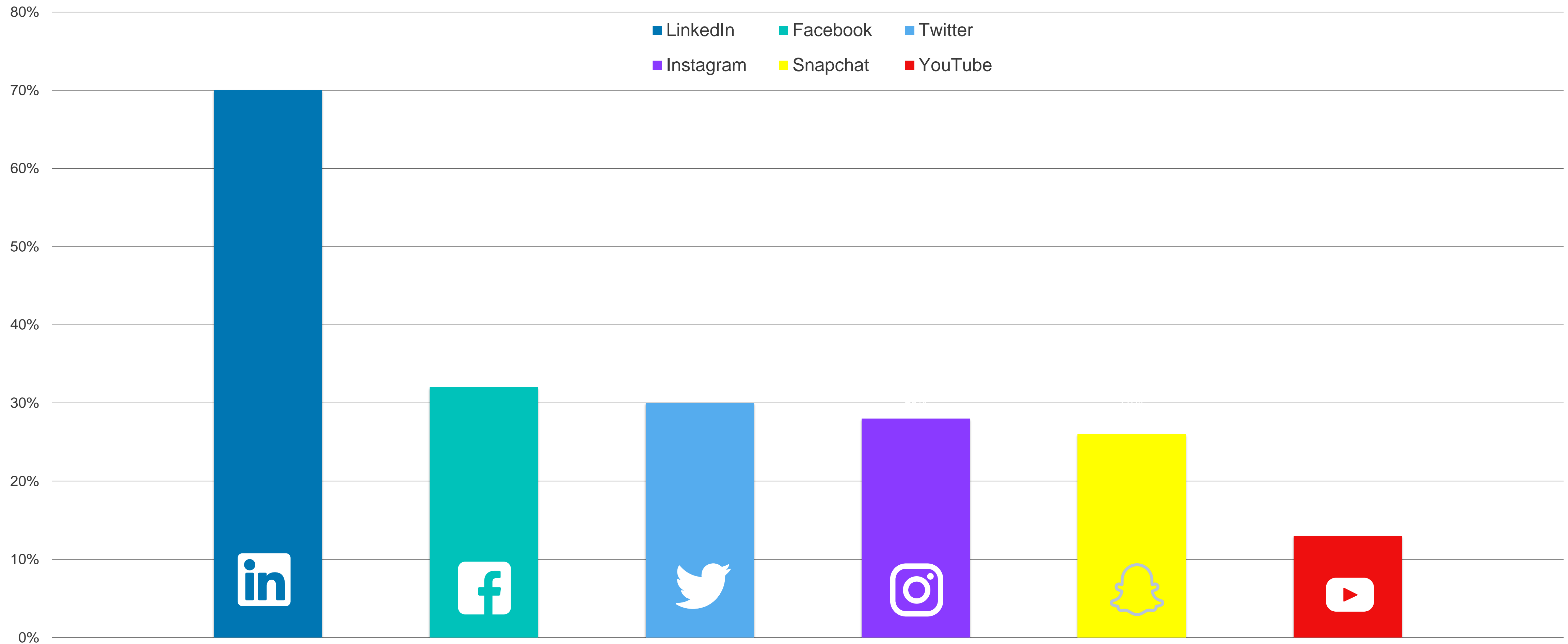


Dan Horowitz

Director – Advocacy &
Government

“Undisputedly the most trusted platform”

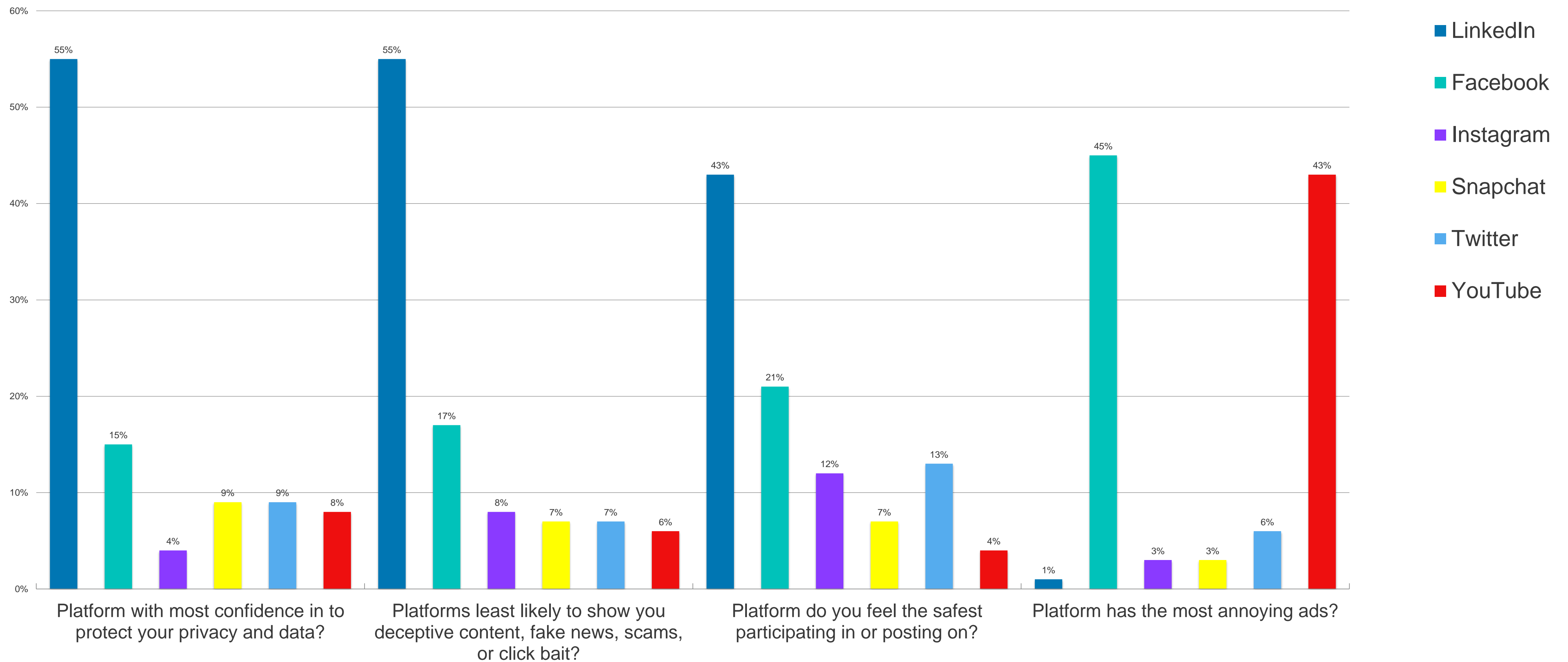
BUSINESS
INSIDER



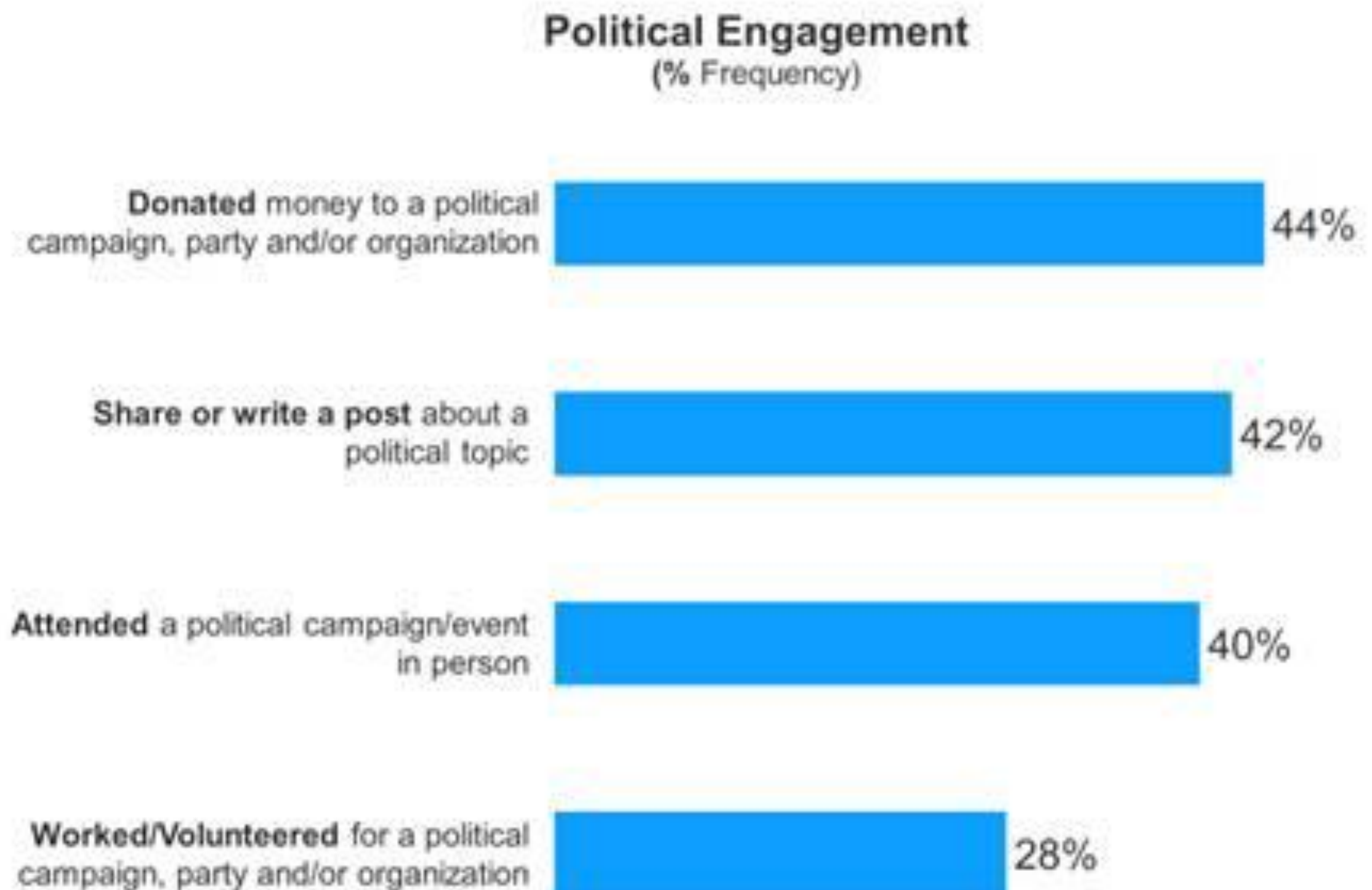
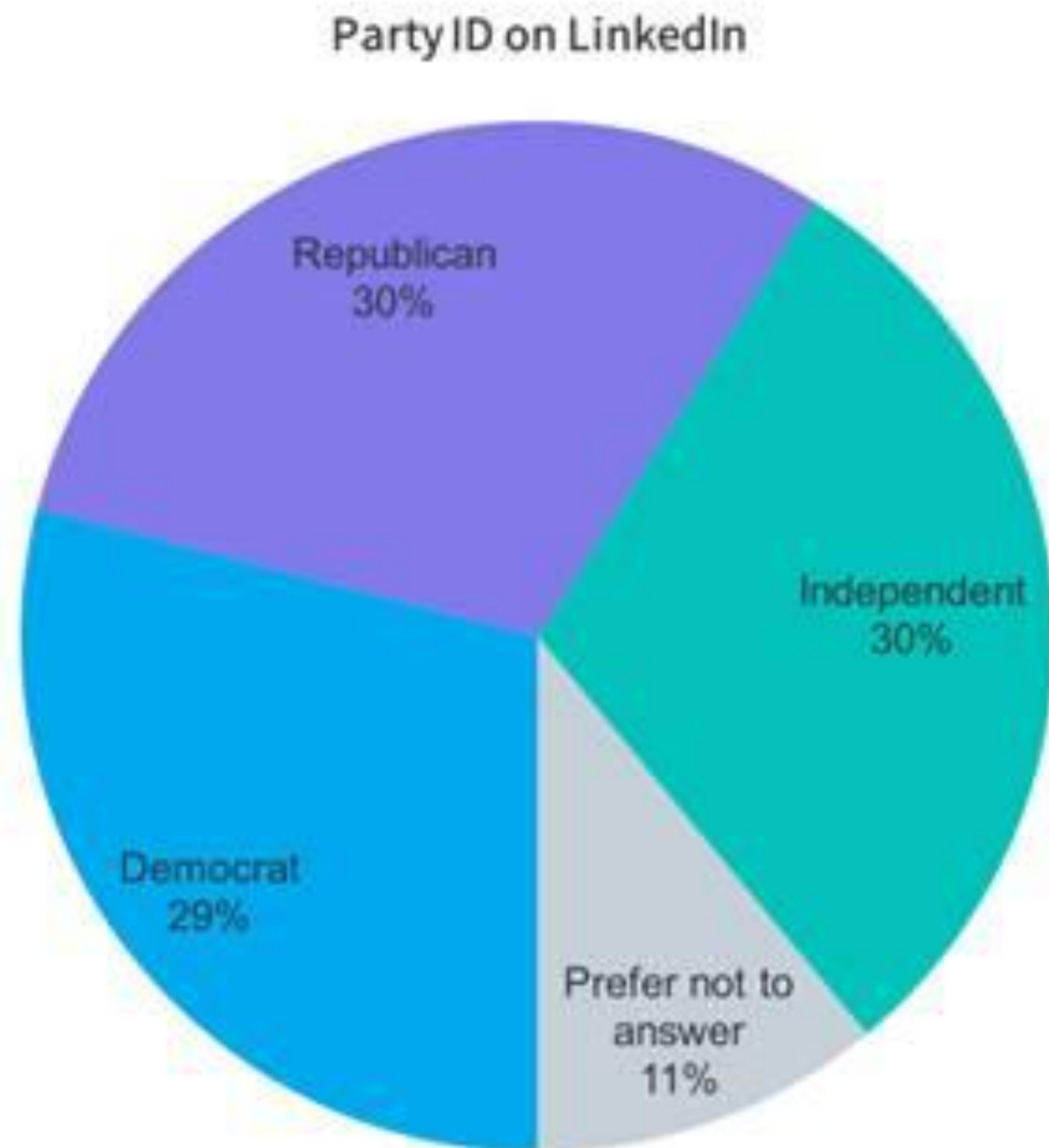
BUSINESS
INSIDER

Source: Business Insider Intelligence 'Digital Trust Report', June 2017

Trust for privacy, reliable content, safety and ads



LinkedIn Members are Extremely Civically Engaged



Q13: With which of the following major political parties are you registered to vote?
Sample: All Respondents (n=5005)

Targeting

—

The largest global community of professionals

120M

U.S. Professionals

3.7M

U.S. Government &
Military Professionals

1.8M

U.S. Nonprofit
Organization Professionals

500M

Professionals are on LinkedIn

610k

"D.C. Opinion Leaders"

240k

U.S. Legislative, Judicial
& Public Policy Professionals

8.9M

U.S. Hospital, Health Care,
& Medical Professionals

DC Opinion Leader Audience

Target by

DC Opinion Leaders

What location do you want to target? (required)

include

Start typing a country, state, city, or town...

See full list

include

Washington D.C. Metro Area

What industries do you want to target?

include

Start typing an industry...

See full list

include

Broadcast Media

Research

Military

Legislative Office

Judiciary

Government Administration

Executive Office

Public Policy

Newspapers

Publishing

Public Relations and Communications

Nonprofit Organization Management

Writing and Editing

Political Organization

Online Media

Think Tanks

Government Relations

Your estimated target audience

610,000+ LinkedIn members

Learn more

Washington D.C. Metro Area

Military, Legislative Office, Public Policy, Judiciary, Government Administration, Executive Office, Political Organization, Government Relations, Think Tanks, Nonprofit Organization Management, Broadcast Media, Writing and Editing, Online Media, Newspapers, Publishing, Public Relations and Communications, Research

Audience expansion: Enabled

Your ad and campaign should not discriminate based on personal characteristics.

Learn more

Sponsored Content

Engage your target audiences with relevant content including images, infographics, video and more



Target your most valuable audiences



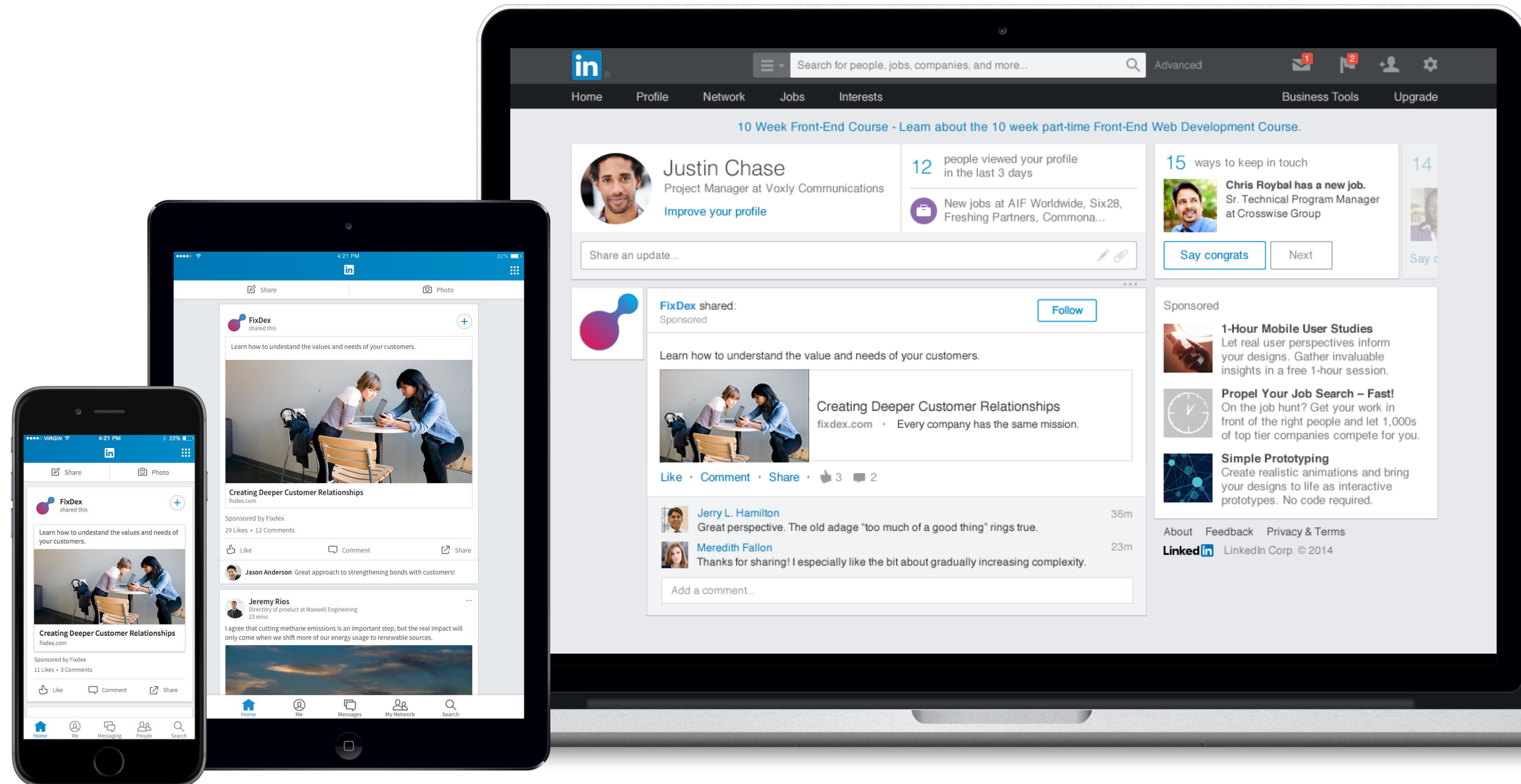
Reach your prospects across devices



Drive quality leads and engagement



Price Structure: CPC or CPM



Sponsored InMail

Deliver personalized, 1:1 messages at scale
and avoid the clutter of the email inbox



Mobile-optimized design for easy clicks



Real-time delivery only when members are active on LinkedIn



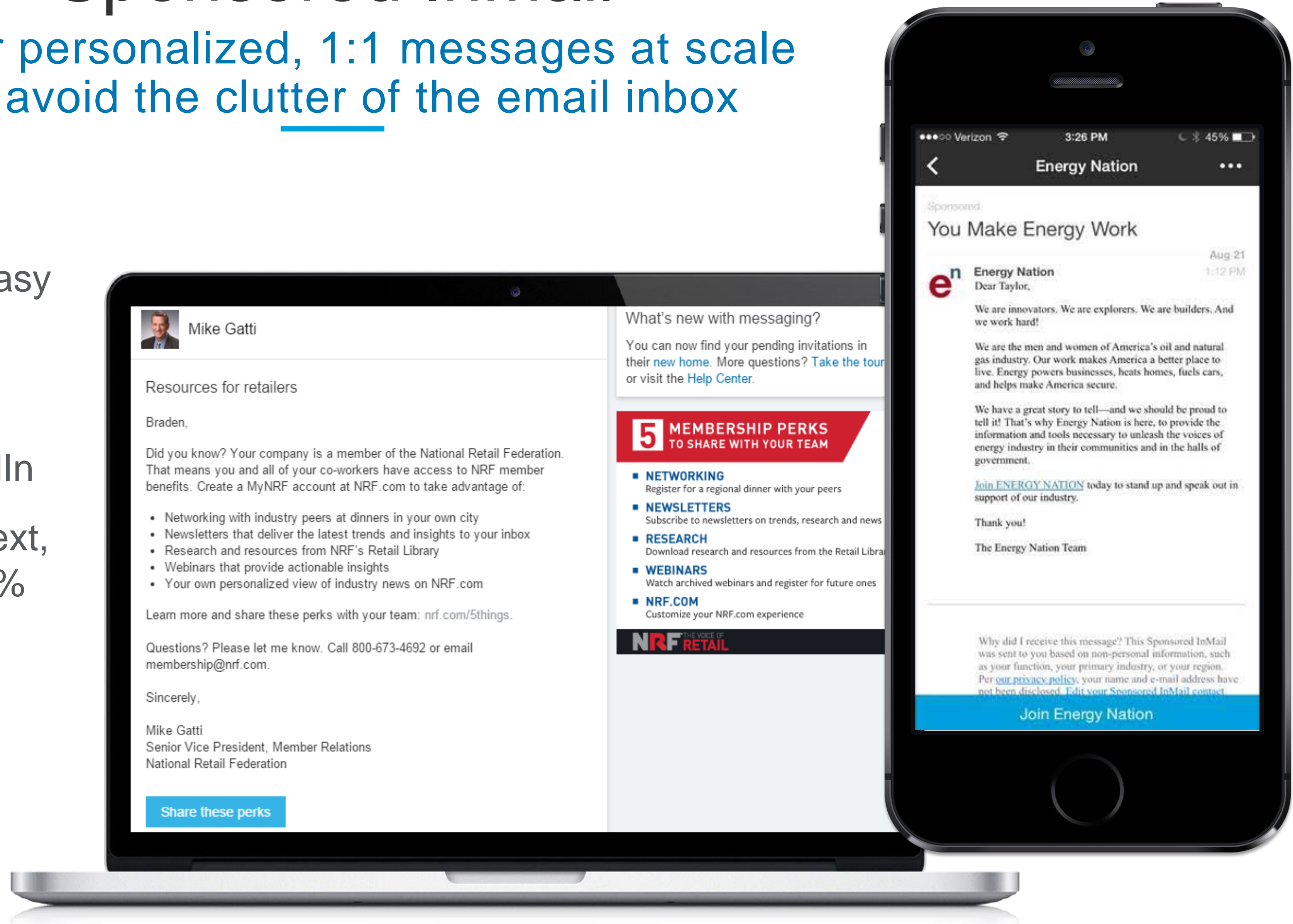
Uncluttered professional context, strict frequency caps and 100% deliverability



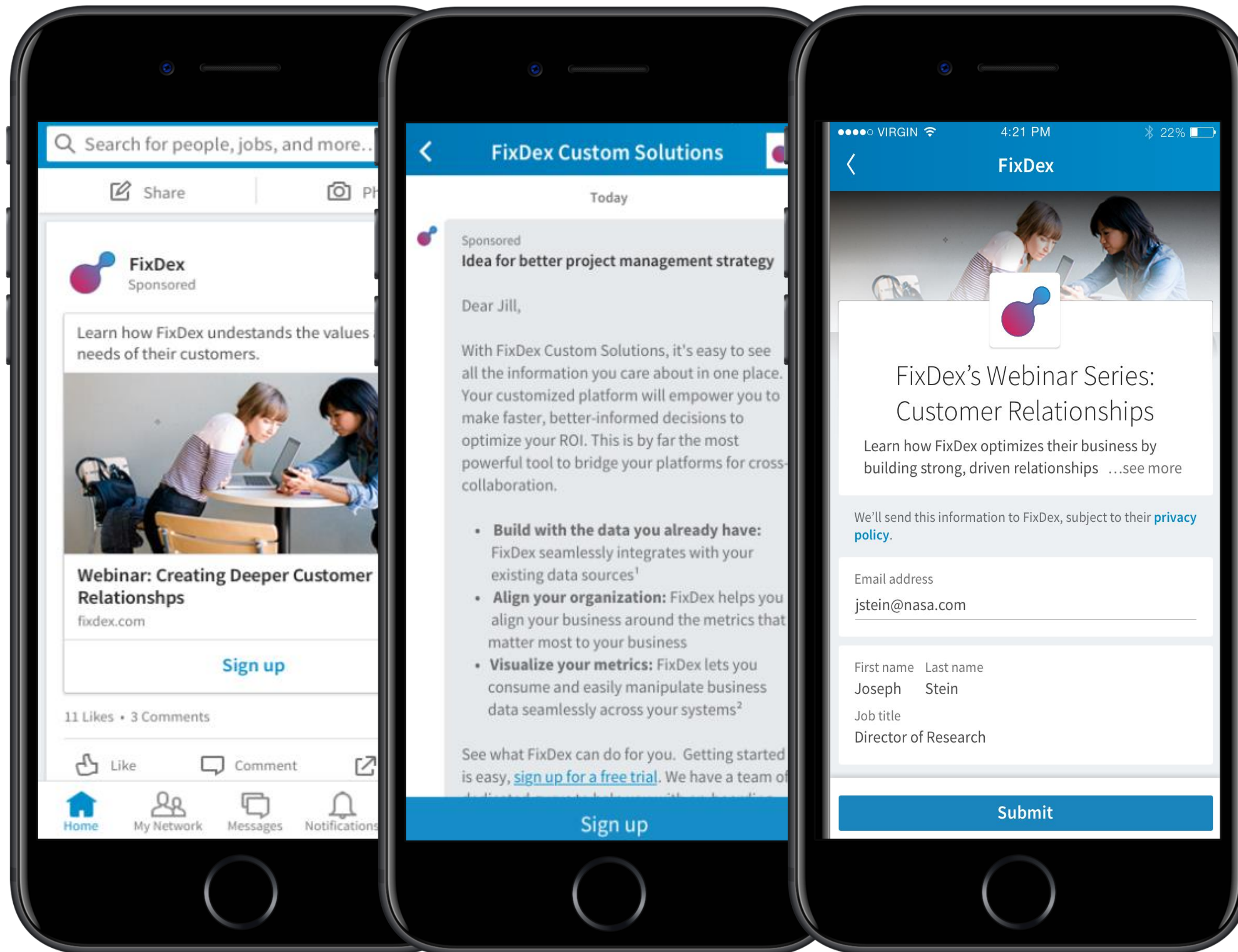
Flexibility to personalize your content



Price Structure: Cost per Send



Lead Gen Forms



Easily generate high-quality leads from your campaigns, based on a variety of calls-to-actions and objectives.

Lead forms are pre-populated with members' contact and professional demographic information.

Members can fill out a form with just a couple of clicks in the LinkedIn app.

Two Clients, Three Campaigns
You Should Be Running Right
Now

Policy Thought Leadership

Audiences

DC Opinion
Leaders,
Member
Co. &
Email Lists

Performance

3x
benchmar
k



Four Policies to Watch for the Boating Industry in 2018

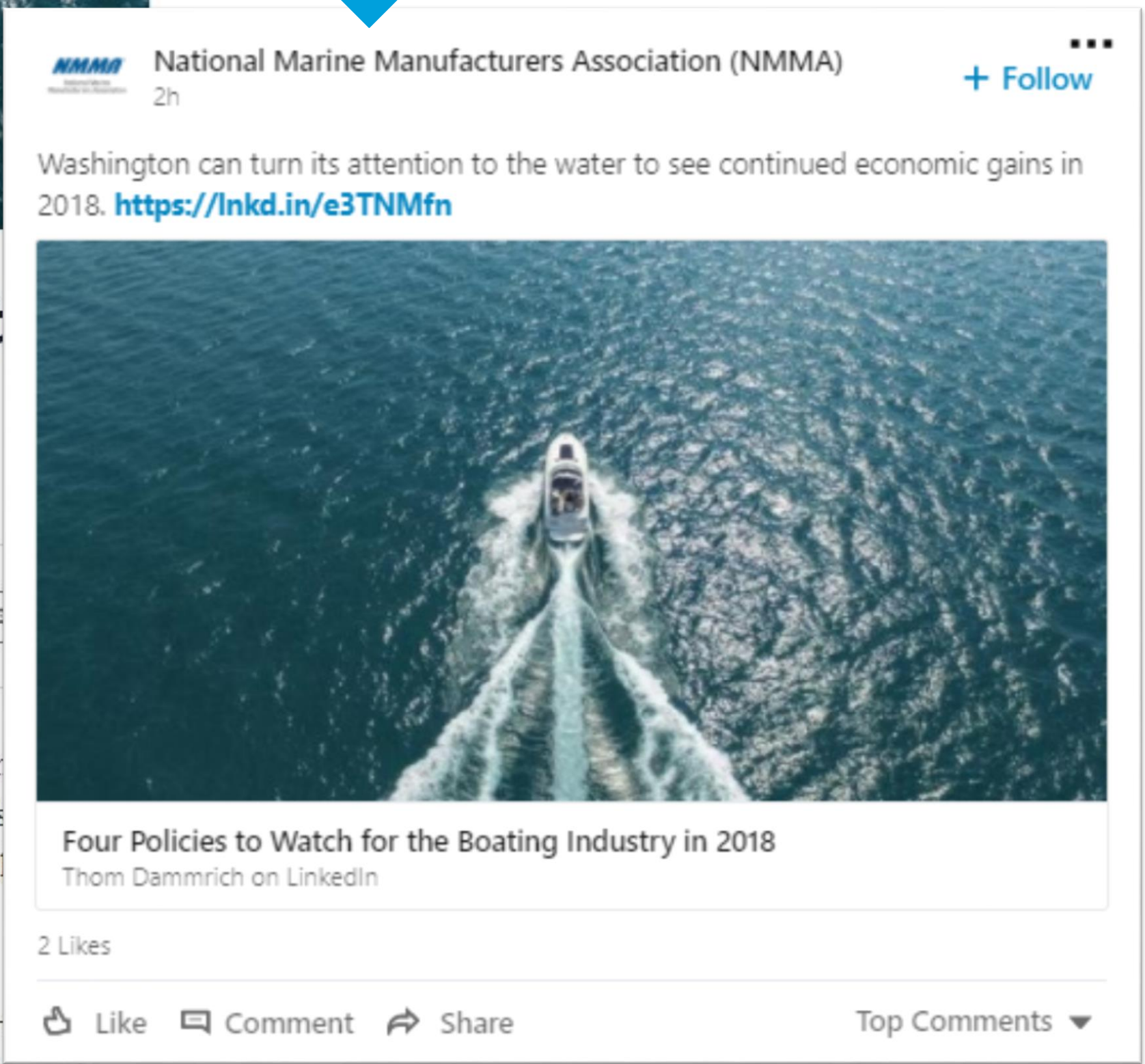
Published on January 24, 2018



Thom Dammrich + Follow
President of the National Marine Manufacturers Association
4 articles

With the pace of news and change in Washington, D.C. moving faster than ever, 2018 looks to be another important year for the recreational boating industry. This year also stands to be another busy year for our industry with a significant push for legislative achievements ahead of the mid-term election cycle.

In 2017, recreational boating saw an estimated \$37 billion in direct sales—support over 650,000 jobs. On behalf of these workers, the NMMA's government relations team ensures legislators know the issues most important to our industry.



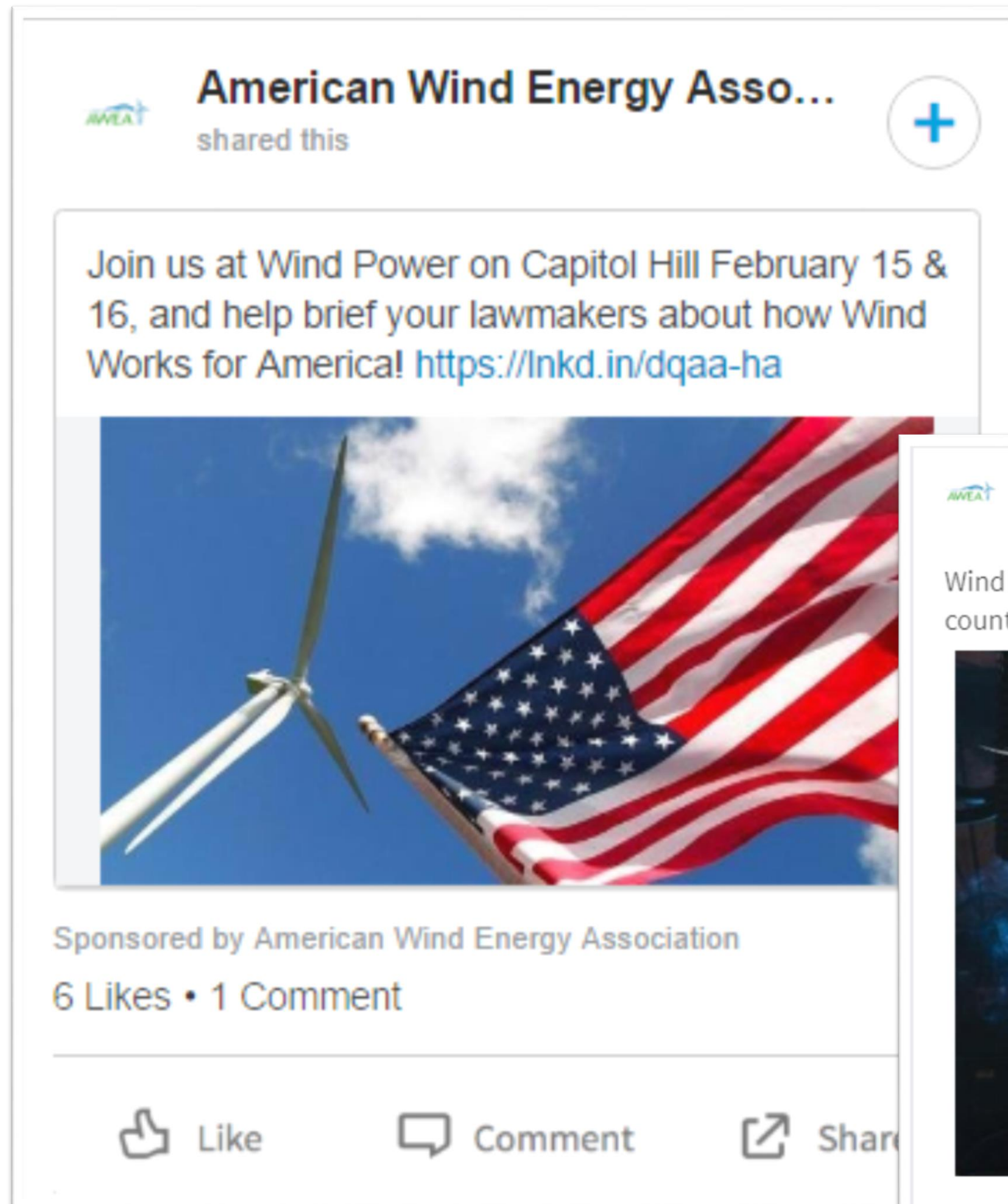
Lobby & Hill Days

Audiences

Member
Co.
Employees,
DC Opinion
Leaders

Performance

3x
Lobby
Day
attendanc
e



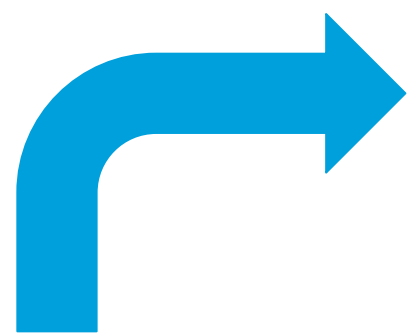
Activate Advocates

Audiences

Wind
Energy
Skills

Performance

2.5x
benchmark




**American Wind Energy Association**
9,714 followers
27m

Tell Congress to not put U.S. factory jobs at risk by retroactively taxing wind power.



Tell House members to not increase taxes on wind power.
cqrcengage.com



Members to not increase taxes on wind power.

Tax Reform would have a chilling effect on private investment in U.S. infrastructure.

Congress can change the terms of business contracts years after agreements are signed and changing the rules in the middle of the game would be disastrous for American workers building wind turbines and farmers and ranchers harvesting the wind.

House representative and demanding they keep the wind energy tax reform deal that was already agreed to in 2015.

Activate Advocates

Audiences

Member
Co. &
Email
Lists

Performance

2x
benchmark

The image shows a screenshot of the National Marine Manufacturers Association (NMMA) website and a social media post. The website header features the NMMA logo, which includes a stylized boat and the text "BOATING UNITED" and "Because Boating Matters". The navigation bar includes links for Home, Take Action!, Find Your Officials, Bills, Sign Up, and NMMA.org. The main content area displays a large image of a boat with the text "Action now: Protect American built boats!" and a "Subscribe" button. Below this, there is a section titled "Boating Matters" with a description of the industry and its importance. A social media post from the NMMA is overlaid on the left side of the website screenshot. The post, dated 17h, contains the text "NMMA needs YOU to send a letter now to your legislator and tell them to stop the unnecessary burden that they would be placing on marine manufacturers across the U.S. https://lnkd.in/e_pZK3k". The post includes a video thumbnail with the text "SEND A LETTER NOW" and "TELL CONGRESS TO PROTECT AMERICAN BOATS". The post has 8 Likes and a "Top Comments" dropdown menu.

Marine manufacturers rely on aluminum sheet for boat construction, trailers, engines, and component parts and