

Leveraging LinkedIn for Advocacy and Reputation Management



Dan Horowitz

Director, Advocacy & Campaigns



What I will cover

1. Understanding LinkedIn's Audience and Context
2. Advocacy & Association Examples

It's important to understand mindsets



Personal Networks

"Spend Time"

Friends
Personal
Entertainment updates



Professional Networks

"Invest Time"

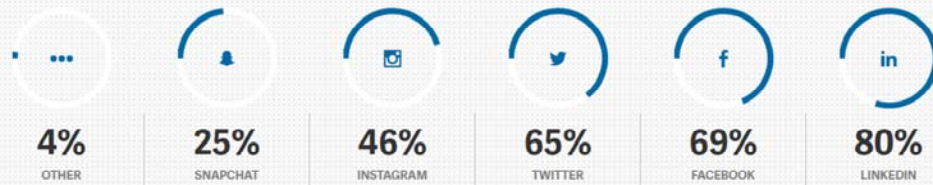
Aspire
Inform
Excel

Including Tech Execs

LinkedIn is the most used social platform among executives.

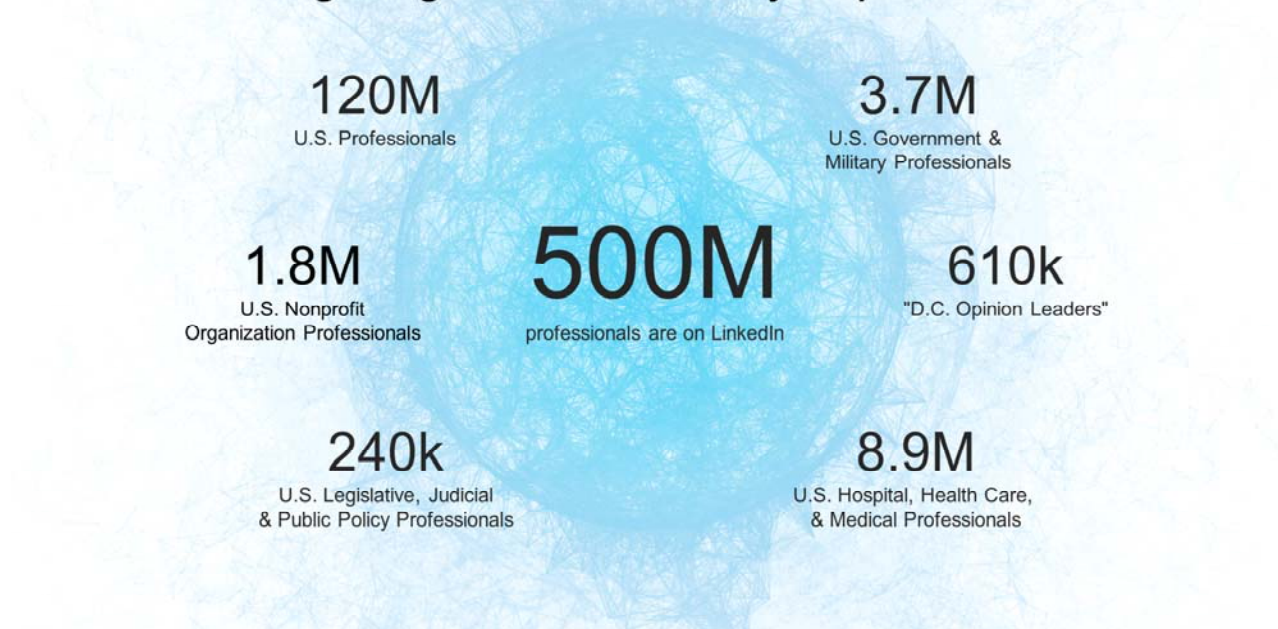
Which social media platforms do you use? (Sorted by industry)

Overall Finance Technology Media Consulting



Source: Quartz Global Executive Study

The largest global community of professionals

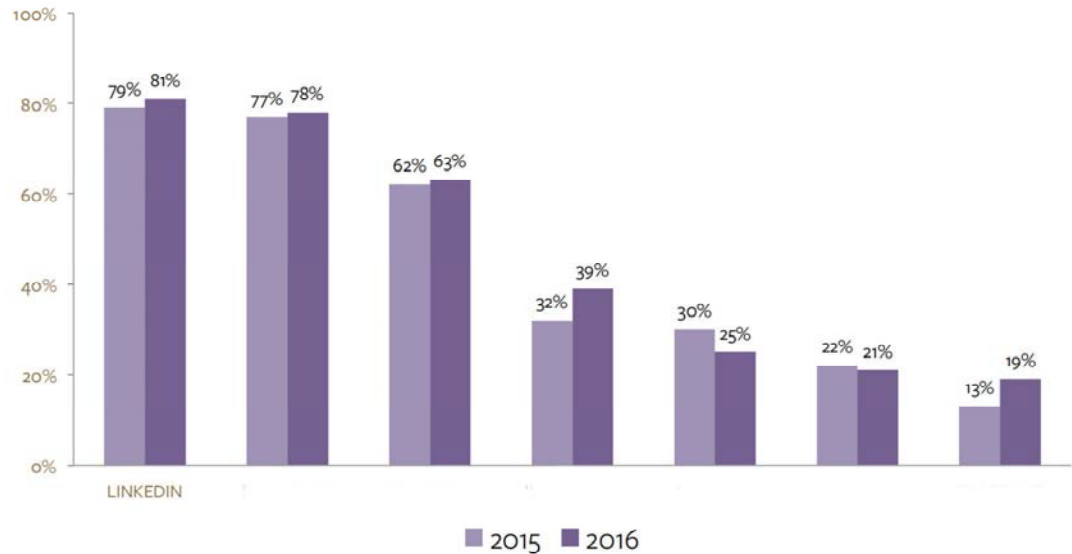


So, LinkedIn is where by far the largest number of professionals gather to stay connected and informed, advance their career and work smarter. Over **414 million professionals are on LinkedIn**. These are the decision makers, influencers, the leaders of today and tomorrow -- the people you want to target, all in one place.

On LinkedIn, we have <customize these stats to your audience>

- **61 million senior-level influencers**
- **40 millions decision makers**
- **10.7 million opinion leaders**
- **6.8 million C-level execs**
- **3 million MBA graduates**
- **22.8M Mass Affluent**
- **6.3M Small Business Owners**
- plus 1 customizable vertical-specific slides (e.g., **4.1 million IT decision makers**)

LinkedIn: Most Widely used Social Platform among DC Insiders

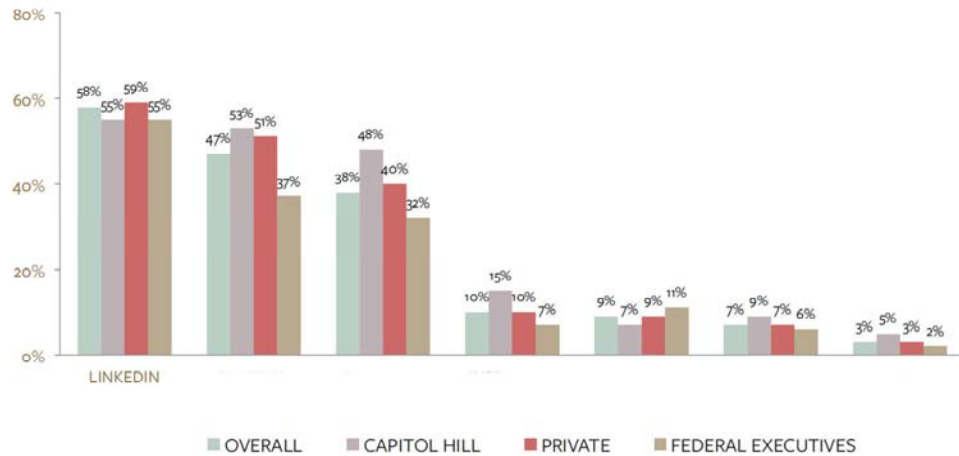


Source: National Journal research and analysis, Washington in the Information Age data

And the Dominant Platform for Work

Social Media Platform Usage

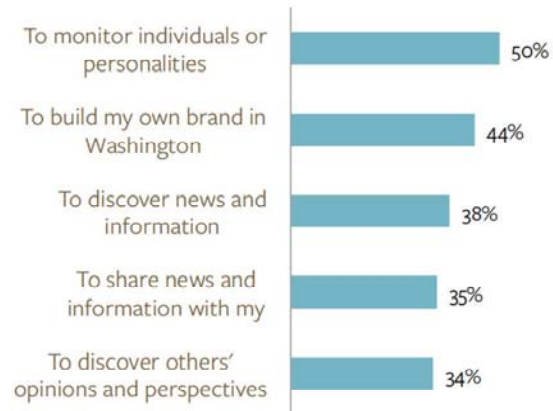
Percentage of Respondents Who Have Used Platform in Last 6 Months
as Part of Their Work in Washington by Workplace



Source: National Journal research and analysis, Washington in the Information Age data

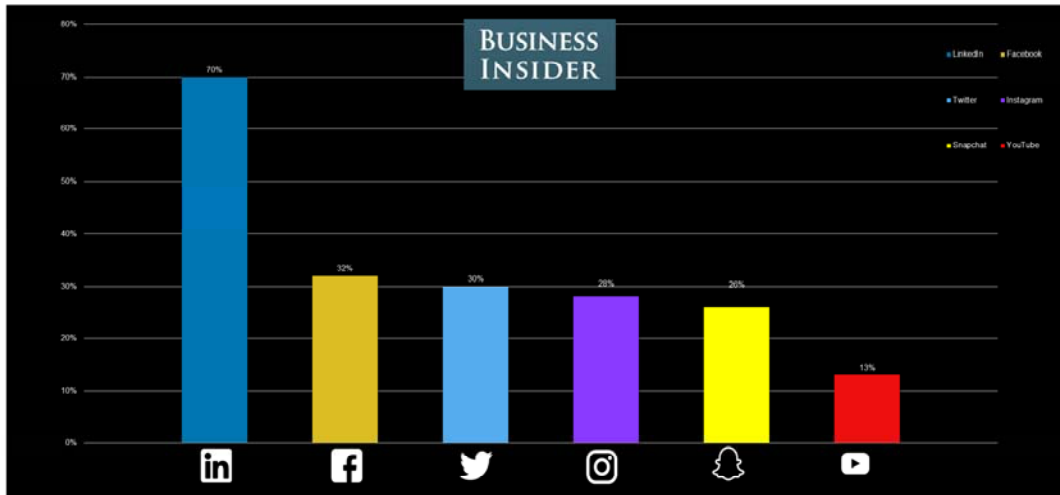
Primary Purpose of Use

LinkedIn *Monitoring & Personal Branding*



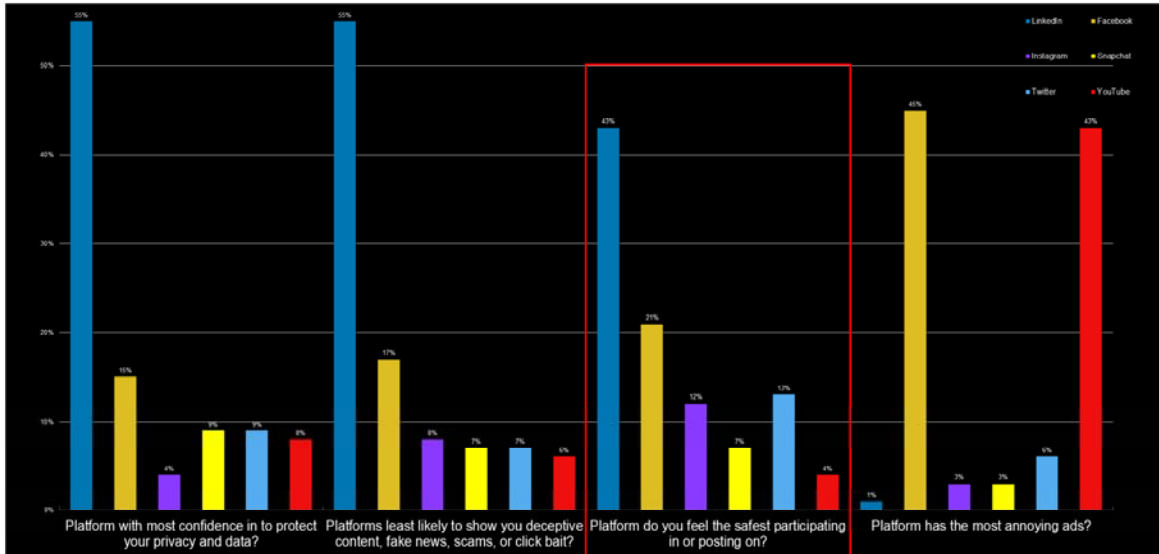
Source: National Journal research and analysis, *Washington in the Information Age* data

“Undisputedly the Most Trusted Platform”



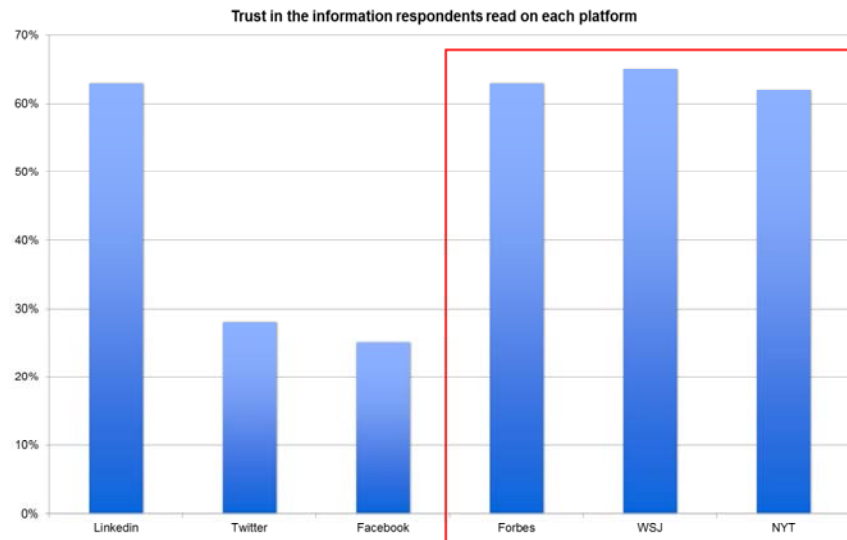
Source: Business Insider Intelligence 'Digital Trust Report', June 2017

Trusted for privacy, reliable content, safety and ads



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

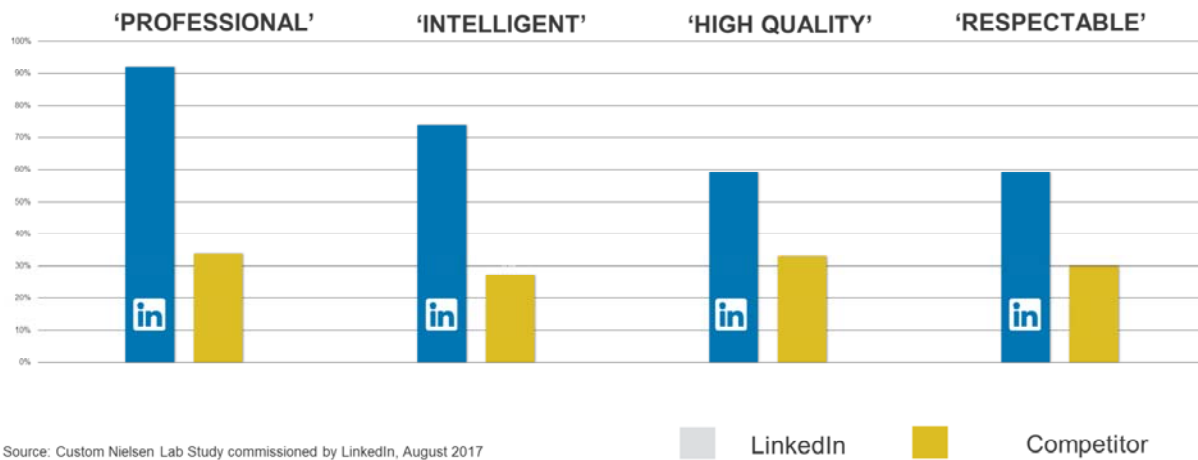
In a post-trust world, LinkedIn is as trusted as venerable media brands



Source: LinkedIn Omnibus Survey – February 2017
Q: On a scale of 0 to 100, where 0 is "the most untrustworthy source you can imagine" and 100 is "the most trusted source you can imagine", how much do you trust information you find on the following sites?

Positive Platform Perception=Positive Advertiser Perception

“Perception of Advertisers on each platform (Tech, FS, Edu sectors)”



SOLUTIONS & EXAMPLES

Sponsored Content

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



Target your most valuable audiences



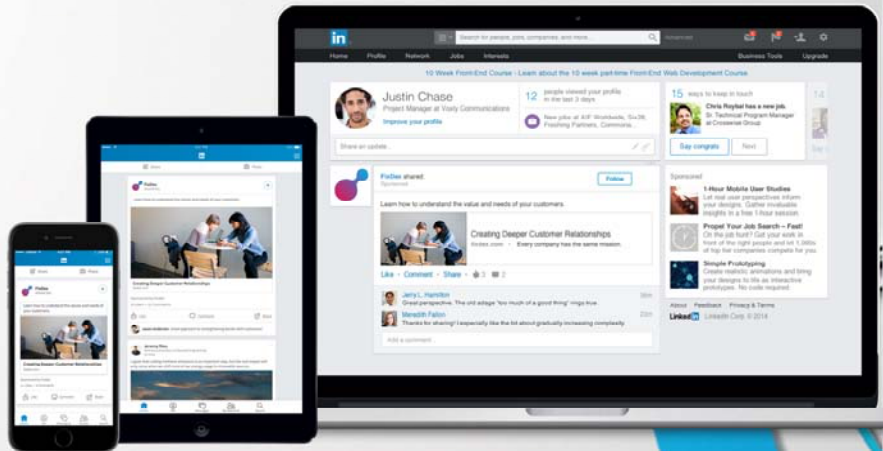
Reach your prospects across devices



Drive quality leads and engagement



Price Structure: CPC or CPM



Tips for Creating Great Sponsored Content

1. **Videos** are becoming a very popular content on LinkedIn. YouTube, Vimeo, and SlideShare videos all play natively within the LinkedIn newsfeed, which allows you to tell your story and engage your audience.
2. **Case Studies or Industry Reports** are a great way to establish your client as a leader in their space. Highlight the positive impact they have on their industry.
3. **“Show and Tell”** by using high-res photos, infographics, maps, or charts to show your audience your product and highlight key features.
4. **Leveraging Stats and Numbers** in your posts is a great way to grab the attention of your audience.
5. **Asking a Question** in your intro text is another interesting way to get a member’s attention.

Sponsored InMail

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



Mobile-optimized design
for easy clicks



Only delivered when members
are active on LinkedIn



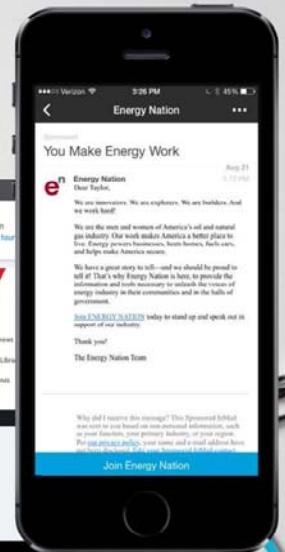
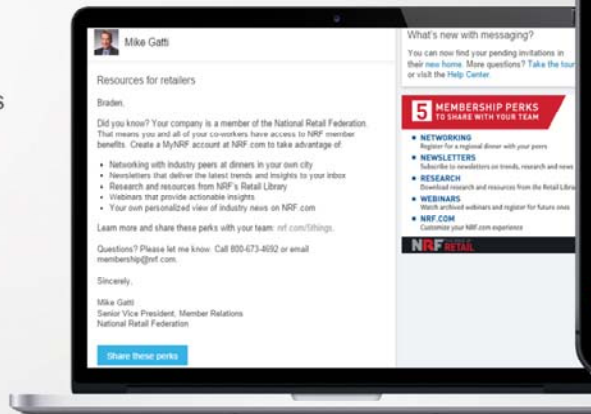
Uncluttered professional
context



Flexibility to tailor your
content



Price Structure: Cost per
Send



Sponsored InMail – Best Practices

1. Create helpful, informative and entertaining content

2. Keep subject lines short and impactful

Best performing subject lines often use some of these key words: Exclusive, Invitation, Connect, Opportunity, Join Us

3. Address your target audience directly

To increase relevance, customize the greeting with the member's name, refer to their job title, try using the word "you"

4. Give your message a unique voice

Use visuals to enhance your message, be concise, personal and relevant, keep copy under 1,000 characters and include a link

5. Use clear "Calls To Action" (CTA Button)

Top InMail CTA keywords: Register, Reserve, Join, Confirm, Download

6. Select a sender who's credible and relevant to your audience

7. Optimize the content for mobile

Make sure landing pages are optimized for the smaller mobile screens

8. Set up A/B tests to learn what resonates

Test a single variable at a time, use new and fresh creative, refine copy, and choose a clear objective

Awareness & Education



Environmental Defense Fund

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How a disconnect between energy markets gives some large companies excess leverage.



Consumers pay for the cost of outdated energy rules
edf.org

3 Likes

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Build With Strength

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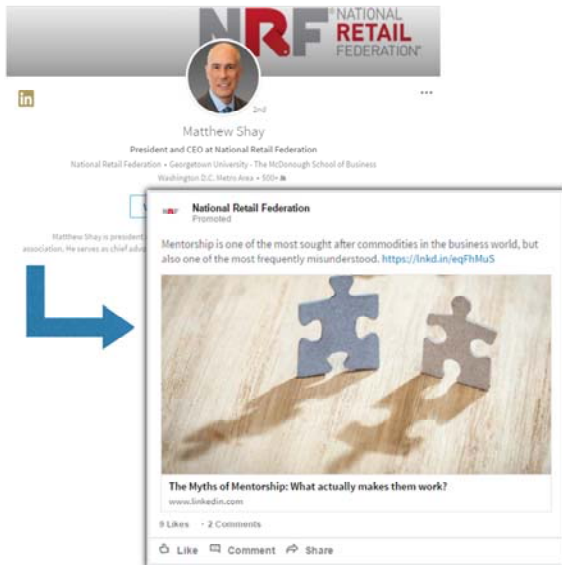
How did builders of the Denver International Hotel & Transit Center achieve such a dramatic design feat without sacrificing the strength and durability of the structure? They built with concrete. Check it out! <http://bit.ly/2nh5bi5>



9 Likes · 2 Comments

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Executive Thought Leadership




Matthew Shay

President and CEO at National Retail Federation

National Retail Federation • Georgetown University - The McDonough School of Business
Washington D.C. Metro Area • 500+

National Retail Federation
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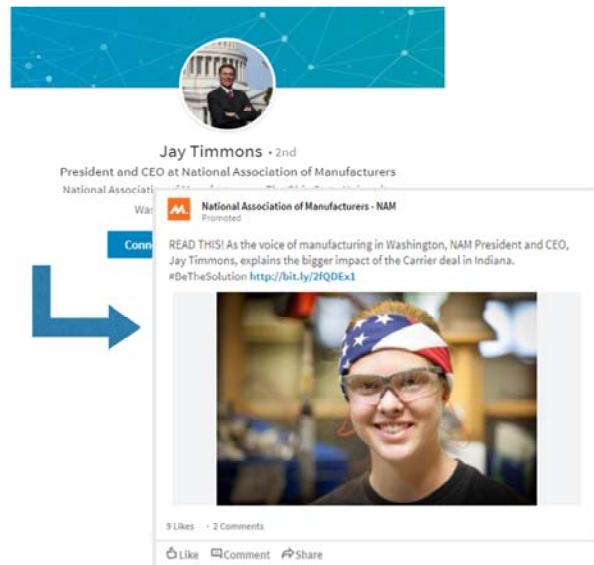
Mentorship is one of the most sought after commodities in the business world, but also one of the most frequently misunderstood. <https://lnkd.in/eqFhMuS>



The Myths of Mentorship: What actually makes them work?
www.linkedin.com

9 Likes • 2 Comments

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Jay Timmons • 2nd

President and CEO at National Association of Manufacturers

National Association of Manufacturers • Washington D.C. Metro Area • 500+

National Association of Manufacturers - NAM
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READ THIS! As the voice of manufacturing in Washington, NAM President and CEO, Jay Timmons, explains the bigger impact of the Carrier deal in Indiana. #DeTheSolution <http://bit.ly/2fQ0Ex1>




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Membership Recruitment

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Get access to the latest tech industry research.
Join CTA today. <https://lnkd.in/dP872Tf>



Need industry research to hone your business plan? Join CTA for free stats that will help get funding to grow your company.

[Learn More](#)

11 Likes • 3 Comments

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Dr. Celeste M. Rohlifing, AAAS COO

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Science Needs Your Voice

Hi, Braden:

Climate change is one of the defining issues of our time. Our response to the scientific facts will determine the future of our planet. Will you stand up for science and make a difference?

I'm asking you today to show your support for science by becoming a member of the American Association for the Advancement of Science (AAAS). Learn how your membership makes an impact.

Don't let science take a back seat. [Become a member](#) of AAAS by February 13 to receive a special membership rate and a subscription to Science, plus other valuable benefits.

Sincerely,

Celeste

Celeste M. Rohlifing, Ph.D.
Chief Operating Officer
AAAS

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Membership Engagement

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Dentists, are you inundated with countless decisions that affect your professional and personal future? Visit Success.ADA.org/finances



Free Financial Guides and Tips
success.ada.org

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Mike Gatti

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Resources for retailers

Braden,

Did you know? Your company is a member of the National Retail Federation. That means you and all of your co-workers have access to NRF member benefits. Create a MyNRF account at NRF.com to take advantage of:

- Networking with industry peers at dinners in your own city
- Newsletters that deliver the latest trends and insights to your inbox
- Research and resources from NRF's Retail Library
- Webinars that provide actionable insights
- Your own personalized view of industry news on NRF.com

Learn more and share these perks with your team: nrf.com/5things.

Questions? Please let me know. Call 800-673-4692 or email membership@nrf.com.

Sincerely,

Mike Gatti
Senior Vice President, Member Relations
National Retail Federation

[Share these perks](#)

5 MEMBERSHIP PERKS TO SHARE WITH YOUR TEAM


- **NETWORKING**
Register for a regional dinner with your peers
- **NEWSLETTERS**
Subscribe to newsletters on trends, research and news
- **RESEARCH**
Download research and resources from the Retail Library
- **WEBINARS**
Watch archived webinars and register for future ones
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Industry Events & Conferences




 **National Retail Federation**
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New at #shoporg17: The Global Ecommerce Leaders, where retailers from all over the world will be delving into the complex world of digital retail and marketing. Join us!
<http://ow.ly/Sa9230eoo4r>


LOS ANGELES • SEPTEMBER 25-27, 2017
#SHOPORG17
HOSTED BY **NRF**

Growing Digital Commerce in China
[ow.ly](#)

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Carolyn Cawley

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US Chamber Foundation MBA Case Competition: You're Invited!

Dear Braden,

The U.S. Chamber of Commerce Foundation is delighted to invite you to participate in our second annual **MBA Case Competition**. By competing, you'll have the opportunity to gain local and national recognition, and win up to \$12,000 in prizes.

In partnership with FedEx Freight, we're challenging MBA students to examine the public perception of business and recommend ways to reinforce the message that business is part of the solution. We're looking for sharp minds and leadership thinking.


Gather your smartest classmates, form a team, and register by September 29. The top four teams will travel to Washington, DC for the final round of competition on December 1, 2017. You'll compete in front of a live audience and a judges' panel comprising FedEx Freight executives, U.S. Chamber of Commerce leadership, and academics.


We would be honored to have you compete—and we know you'll learn a lot and gain valuable experience. We hope you'll join us!

Good luck,


Carolyn Cawley
President, U.S. Chamber of Commerce Foundation

[Register Your Team](#)


U.S. CHAMBER OF
COMMERCE FOUNDATION
**MBA CASE
COMPETITION**
DECEMBER 1, 2017 | WASHINGTON, DC
In partnership with
FedEx Freight
REGISTER BY
SEPTEMBER 29

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State Focused Initiatives



Airlines for America
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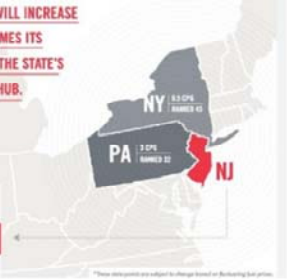
This game doesn't fly. Tell Trenton lawmakers: Stop the jet fuel tax hike. Learn more: www.stopjetfueltaxhike.com

CURRENT LEGISLATIVE PROPOSALS WILL INCREASE NEW JERSEY'S JET FUEL TAX TO 25 TIMES ITS CURRENT LEVEL. * THIS WILL ERODE THE STATE'S COMPETITIVE EDGE AS AN AVIATION HUB.



For example, neighboring states New York and Pennsylvania have low effective tax rates on fuel, which would put New Jersey at a **serious competitive disadvantage** in trying to expand air service.

CURRENT COMPETITIVE LANDSCAPE:
NEW YORK'S EFFECTIVE TAX RATE FOR JET FUEL TAX IS 0.5 CENTS, THAT MAKES IT AN IDEAL BUSINESS LOCATION. AMONG THE SIX STATES, PENNSYLVANIA IS 1.5 CENTS AND ZERO IN THE NATION.

IF NEW JERSEY'S EFFECTIVE TAX RATE FOR JET FUEL RAMPED FROM 0.4 TO 25 CENTS, THAT WOULD MAKE IT 15TH MOST EXPENSIVE STATE. *



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Consumer Technology Association
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More than just crab cakes and football, Maryland is a top state prioritizing tech. Check out CTA's 2017 Innovation Scorecard to learn more <https://lnkd.in/davp9C6>



STATES WITH MOST TECH WORKERS PER CAPITA

1	2	3	4	5	6
MASSACHUSETTS	VIRGINIA	COLORADO	WASHINGTON	MINNESOTA	MARYLAND
					

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Advocacy & Influence

**Coalition for Affordable Prescription Drugs**
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Pharmacy benefit managers and their partners leverage private sector competition to promote affordable access to medications. Learn more here: <https://lnkd.in/d3d5vg4>

COALITION FOR AFFORDABLE PRESCRIPTION DRUGS



PROMOTING COMPETITION TO REDUCE COSTS

Leveraging private sector competition to promote affordable access


DRUG A in the market at high cost




DRUGS B and C introduced as competitors




DRUG B



DRUG C


DRUG D

PURCHASING POWER helps reduce cost

9 Likes · 2 Comments


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**Alliance For Main Street Fairness**
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If Congress repeals swipe fee reform it will end competition in the debit card market and transfer millions of dollars from Main Street businesses and consumers to the biggest banks and card companies. <https://lnkd.in/dCBWuVy>

Visa and Mastercard's net profit is almost 15 times higher than average of top 10 retailers.





mastercard
45%


3%
Top 10 Retailers


VISA
47%

Protect Main Street
[bit.ly](#)

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Lobby & Hill Days

 **American Wind Energy Association**
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Join us at Wind Power on Capitol Hill February 15 & 16, and help brief your lawmakers about how Wind Works for America! <https://lnkd.in/dqaa-ha>



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 **API - American Petroleum Institute**
Promoted

Join API President and CEO Jack Gerard for coffee and breakfast as we announce a new API study that demonstrates how the natural gas and oil industry is powering past impossible.



You're Invited! API Hill Event
bit.ly

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