



# Reimagining LinkedIn as an Advocacy & Thought Leadership Platform

Achieve your client's goals by creating, sharing, and promoting content to the right professional audiences

**LinkedIn**  
Marketing Solutions



# LinkedIn – Five Things

1. Audience – Reach the Professionals that Matter
2. Content – The Most Effective Content Delivery Platform
3. Data – Unique, powerful targeting options
4. Media – Simple, high impact advertising units
5. Tech Roadmap – Conversion tracking, audience matching, and more







For the first time in the history of media you can  
engage with the world's professionals in one place



# The largest global community of professionals

**120M**

US Professionals

**6.4M**

National Opinion Leaders

**3M**

MBA Graduates

**414M**

professionals are on LinkedIn

**450K**

DC Opinion Leaders

**6M**

C-level Execs

**6.3M**

Small Business Owners



# Breaking News from National Journal

- *50% more policy professionals report using LinkedIn than Facebook for their work, and it's not just for networking. The platform is quickly becoming a go-to destination for news content, as well.*
  - Early data from 2016 report Washington in the Information Age.




# **CONTENT : THE MOST EFFECTIVE CONTENT DELIVERY PLATFORM**






# LinkedIn's Content Ecosystem

## Curated Feed


 PREMIUM

Search for people, jobs, companies, and more...

**Joshua Cooper Ramo**  
International best-selling author, CEO, pilot 2d


Thank you [Reid Hoffman](#) for the recommendation for my new book *The Seventh Sense*.


"Ramo describes the power of networks with a statesman's feel for history and sense of the moment, and that's precisely what we need right now."



Extra Sensory Production  
[Reid Hoffman on LinkedIn](#) • The Seventh Sense will help you develop a feel for the Networked Age.

[Like](#) • [Comment](#) • [Share](#) • 2

**Meghan Brockmeyer**  
at LinkedIn 1d




After 11 years, Box's CEO understands the best way to sell to big companies

[businessinsider.com](#) • Box CEO Aaron Levie shares his thoughts on where the future of enterprise sales is headed.


[Like](#) • [Comment](#) • [Share](#)


## Publishing Platform

 PREMIUM

Search for people, jobs, companies, and more... Advanced


Home Profile My Network Jobs Interests Business Services Go to Sales Navigator


**NRF** NATIONAL RETAIL FEDERATION


**Matthew Shay**  
President and CEO at National Retail Federation  
Washington D.C. Metro Area | Nonprofit Organization Management  
Current National Retail Federation  
Previous International Franchise Association  
Education Georgetown University - The McDonough School of Business  
[Connect](#) [View in Sales Navigator](#) 500+ connections  
[LTS Futurama](#) | [LSS Futurama](#) | [Inspector](#) | [MID: 19236636]  
<https://www.linkedin.com/in/matthewshay>


Posts

Published by Matthew

**A Recipe for Effective Organizational Change**  
April 19, 2016

**For Retailers, Perpetual Disruption Leads to...**  
February 17, 2016

**What Most Open-Office Debates Get Wrong**  
November 5, 2015

**THE STATE OF SOCIAL MARKETING**  
2015 Report  
[Download the Report](#)  
How You're Connected



# Why Does Content Work on LinkedIn

- LinkedIn is the only platform where the audience you want to reach is waiting for you, and wants professional content.
- Other sites have content in search of an audience but LinkedIn has an audience in search of content.
- You have the ability to speak directly to the people you want to reach and engage them in an ongoing discussion.





# Professionals engage with purpose – and with content



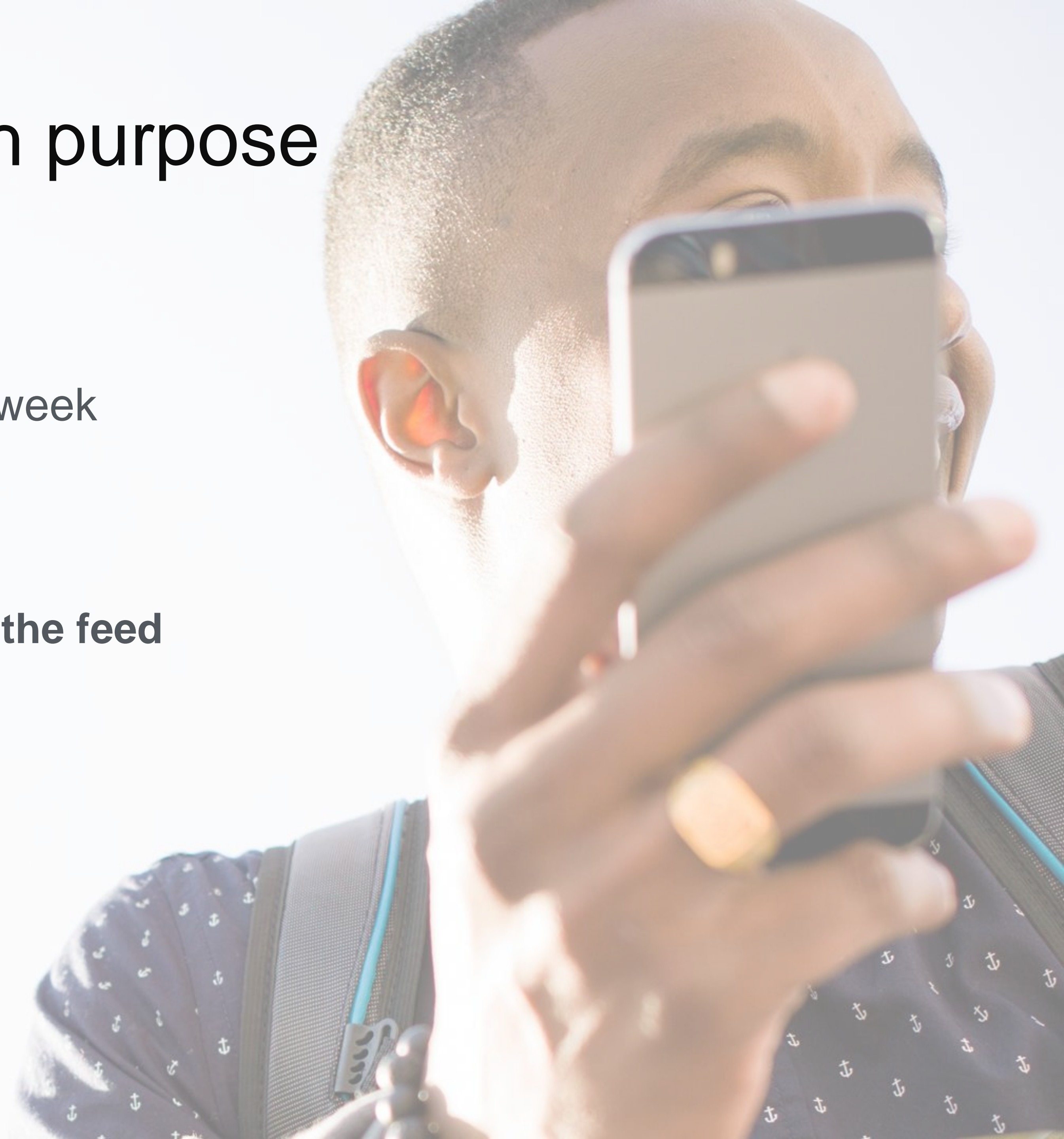
9 billion content impressions / week



15X content vs job postings in the feed



57% mobile

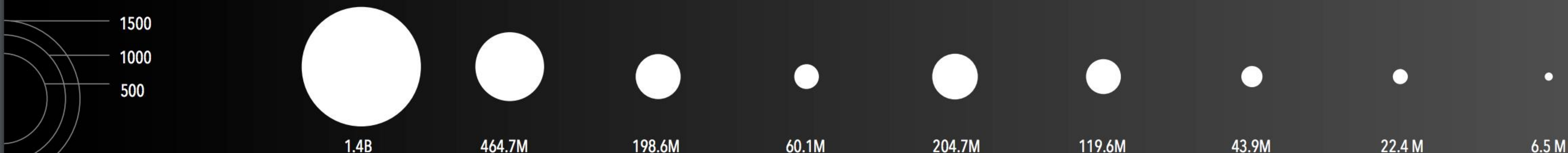




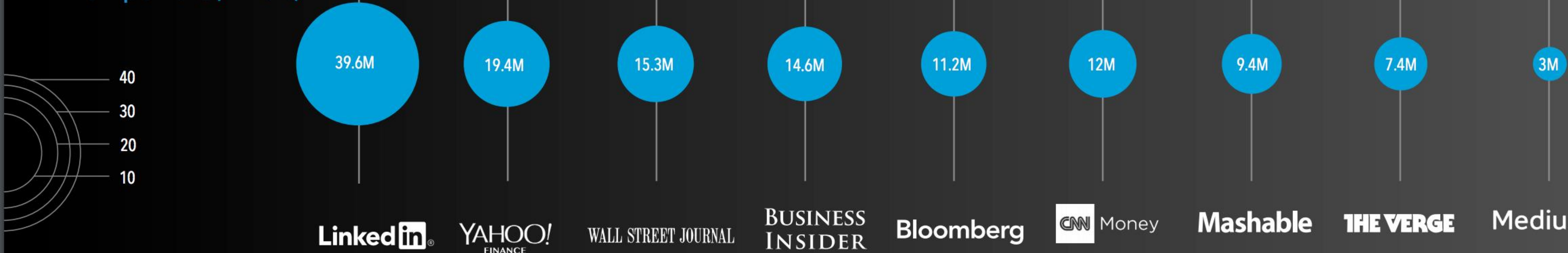
# LINKEDIN IS #1

in thought leadership, discussion and news.

Monthly Page Views (Millions)



Unique Views (Millions)



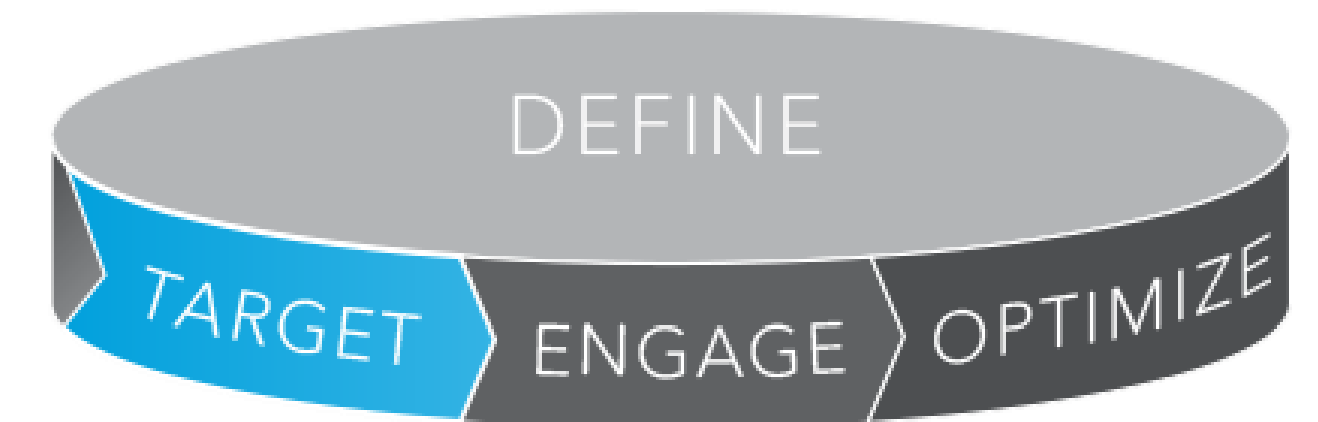


# **DATA : UNIQUE, POWERFUL TARGETING OPTIONS**



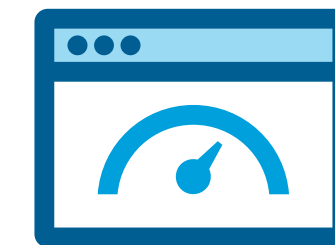


# Market to Who Matters: Get to the Right Professional Audiences



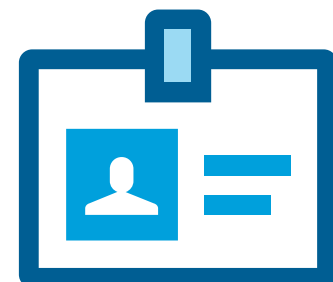
## Rich demographic data

Job Function, Seniority, Company Name,  
Geo, Industry



## Interest-based targeting

Group Membership, Skills, Companies Followed



## Persona targeting

Job Searchers, Opinion Leaders, Mass Affluent,  
Business Travelers




## Your own audience data

Target by Company




# Start with Campaign Manager Ads.Linkedin.Com



OK, now let's target your audience

Reach the right people by selecting specific targeting criteria like job title, location and more.

 What **location** do you want to target? (required)


include ▾

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


See full list

Select specific targeting criteria to zero in on your ideal audience:

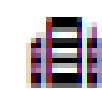
Company name




Company industry




Company size




Job title




Job function



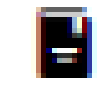
Job seniority




Member schools




Fields of study




Degrees




Member skills




Member groups



Member gender





Member age



Your estimated audience

400,000,000+ LinkedIn members

 Audience expansion

 Deliver beyond the target audience (Beta) Enabled

13



# **MEDIA – SIMPLE, HIGH IMPACT ADVERTISING UNITS**



# Sponsored Content

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



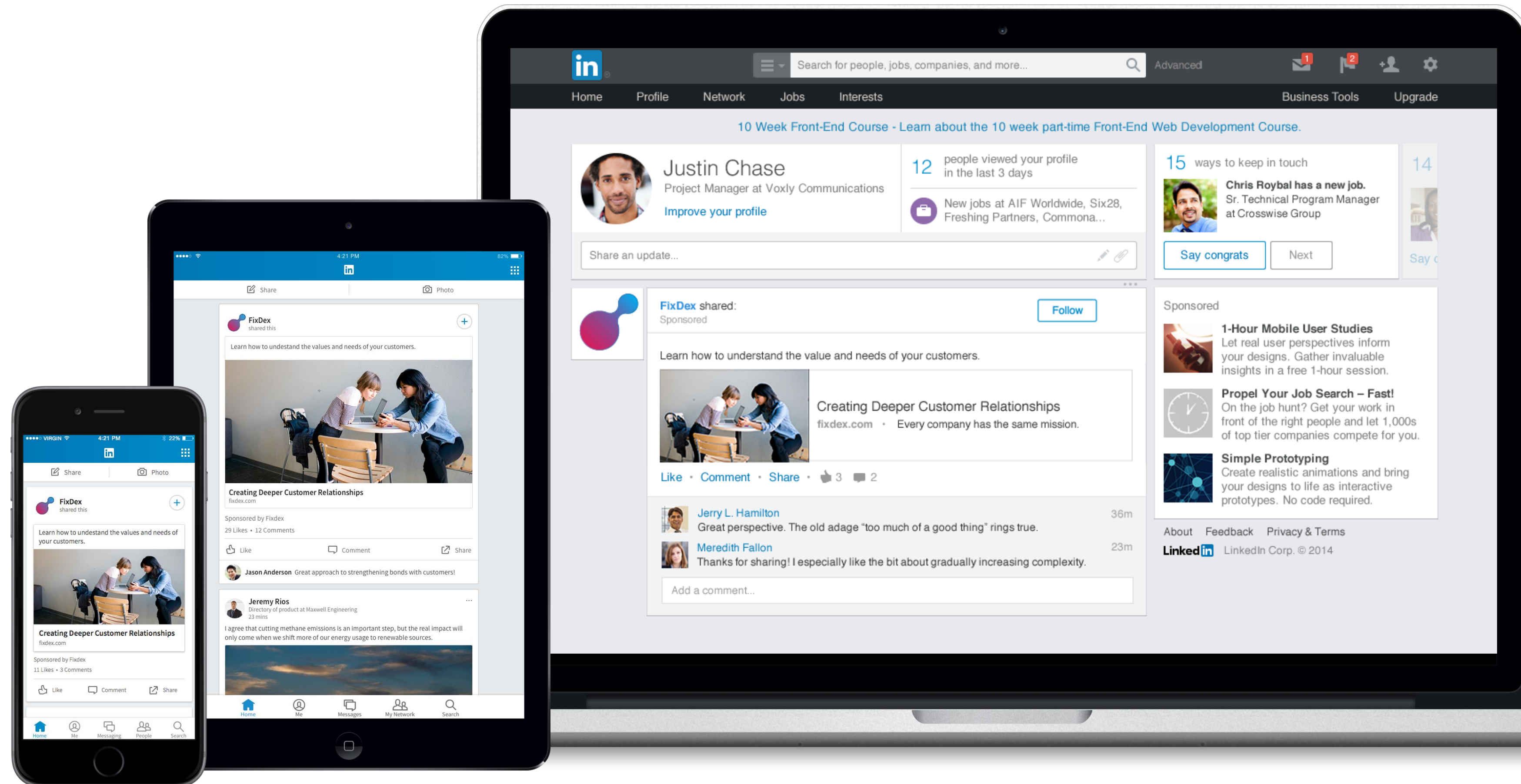
**Target your most valuable audiences**



**Reach your prospects anywhere**



**Drive quality engagement and leads**





# InMail - Unique product, uncluttered environment, and effective results



**Mobile-optimized design for easy clicks**



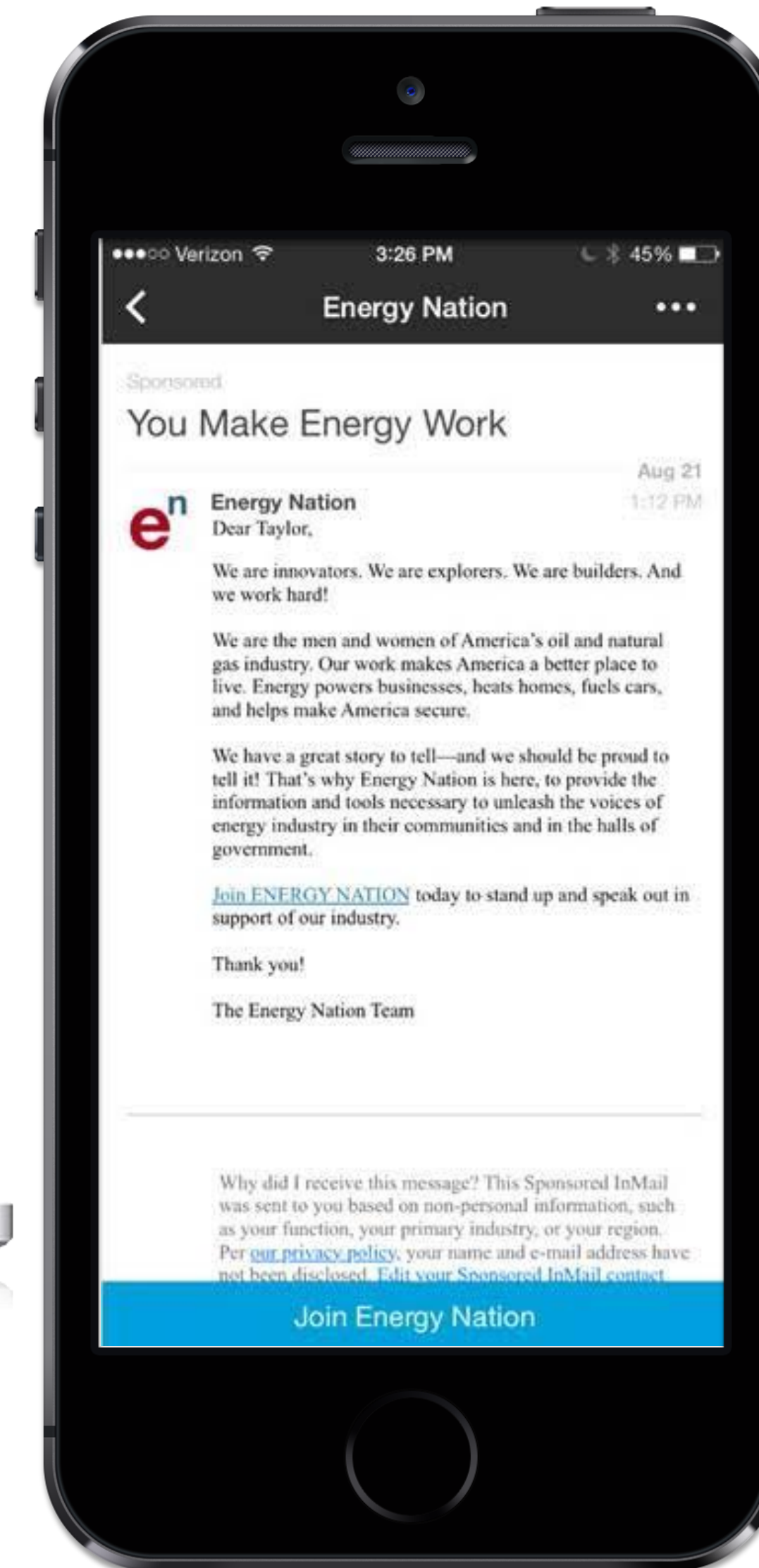
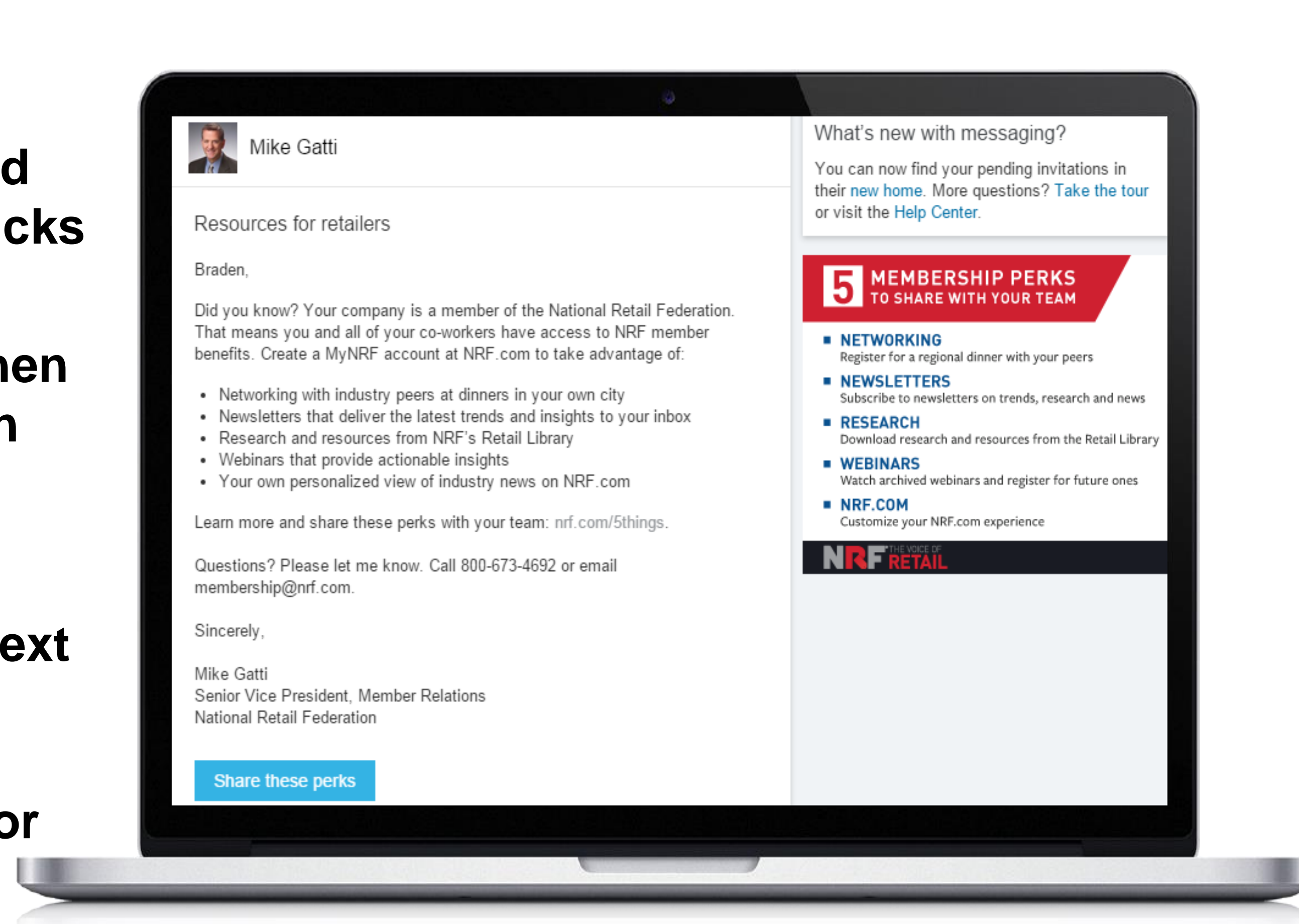
**Only delivered when members are on LinkedIn**



**Uncluttered professional context**



**Flexibility to tailor your content**





# **TECH ROADMAP : CONVERSION TRACKING, AUDIENCE MATCHING, AND MORE**





## LinkedIn Targeting Roadmap - Coming Soon

1. Audience Match
2. Conversion Tracking
3. Retargeting
4. Past Companies

