



INTERNATIONAL ADVERTISING ASSOCIATION

Education Session | October 22nd, 2019





AG EN DA

1

LinkedIn Overview

2

Introduction to Pages

3

Pages Best Practices

4

Case Study & Exercise

LinkedIn Overview





The Power of LinkedIn



630M+
MEMBERS



30M+
COMPANIES



20M+
JOBS



35K+
SKILLS



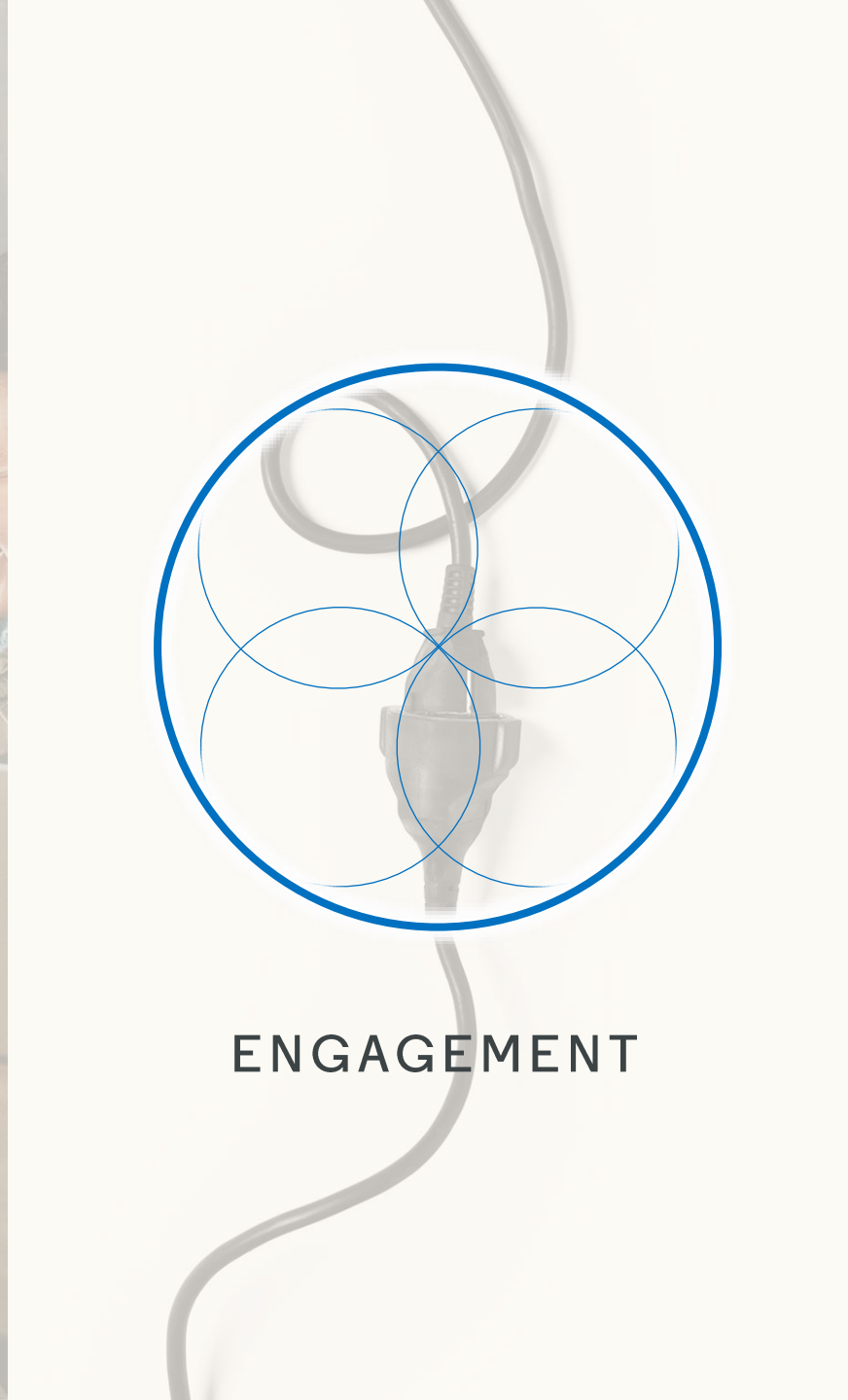
90K+
SCHOOLS



ENVIRONMENT



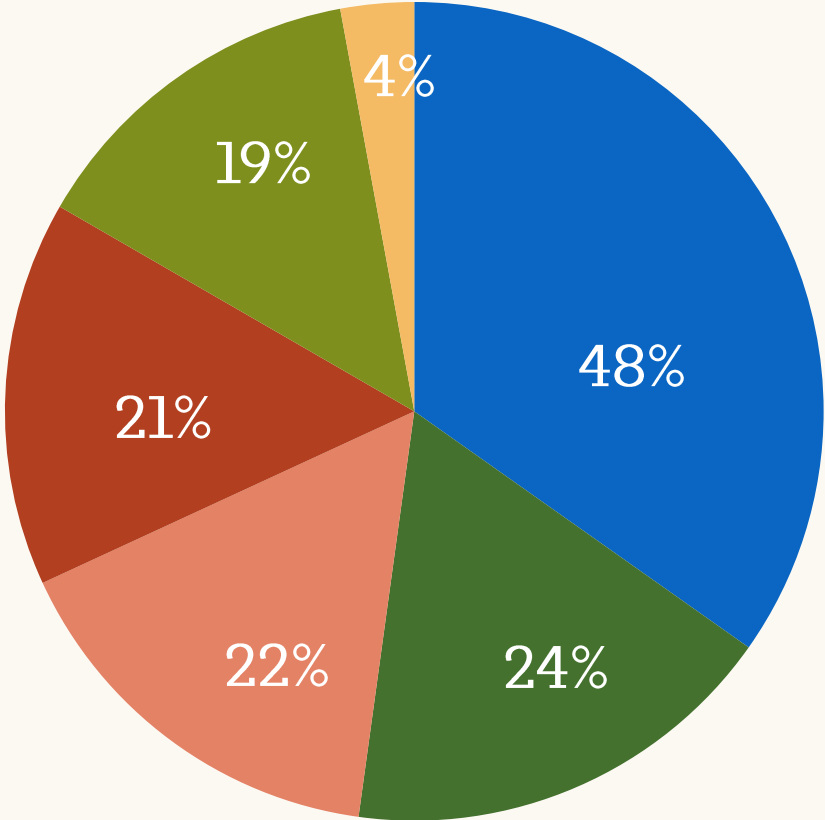
AUDIENCE



ENGAGEMENT

Our **Environment** Is More Trusted Than Other Social Platforms

People are more authentic on LinkedIn, because it is their digital resume



LINKEDIN IS THE MOST TRUSTED SOCIAL PLATFORM



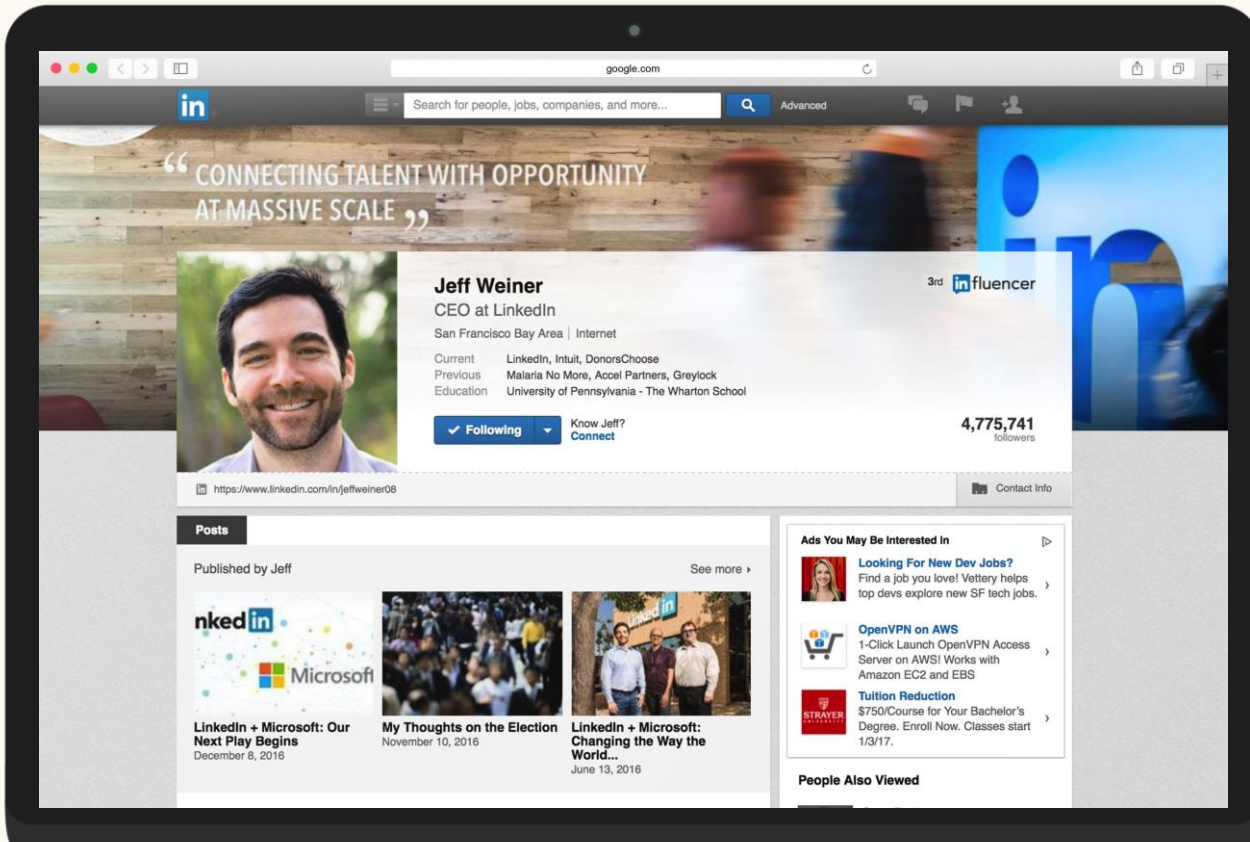
“Which of these platforms do you feel the safest participating in or posting on?”

Our **Audience** Sets Us Apart With Marketers

Data is up to date, accurate & substantial, resulting in higher quality leads

LINKEDIN MEMBER DATA

Industry
Function
Company
Company Size
Occupation
Seniority
Title
Geo
Connections
Group Membership



Our Members **Engage** With An Investment Mindset

Professional network users connect with brands that align with drive for success



Personal Networks

“Spend Time”

Info on friends

Info on personal interests

Entertainment updates



Professional Networks

“Invest Time”

Career info

Updates on brands

Current affairs





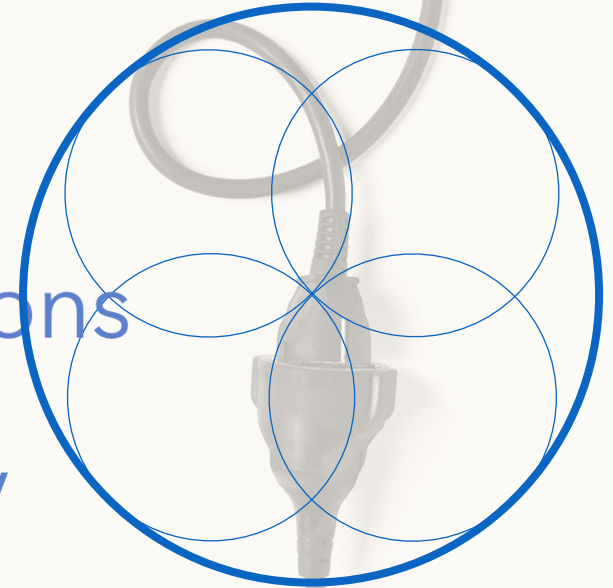
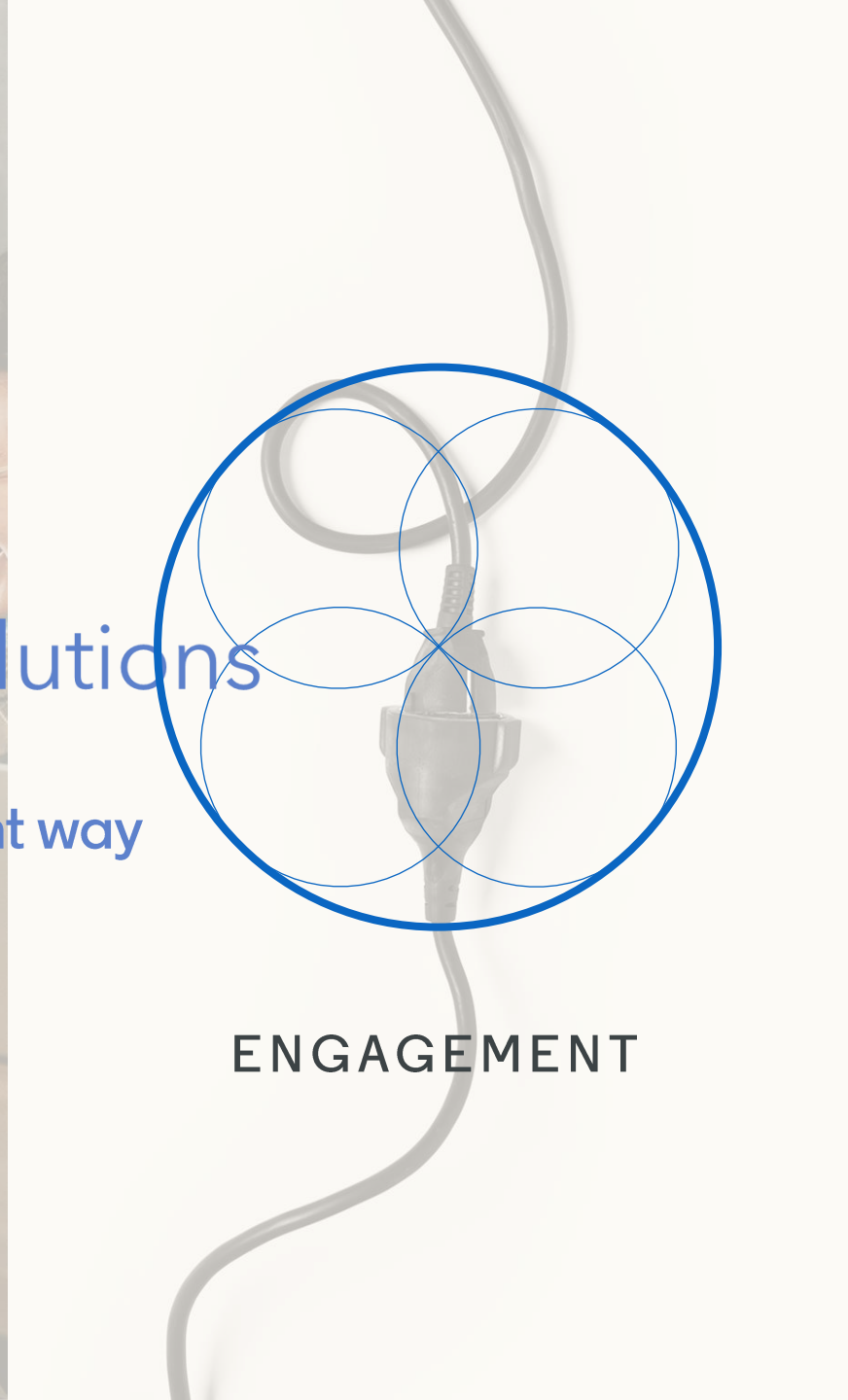
ENVIRONMENT

LinkedIn Marketing Solutions

Reach the right professionals the right way

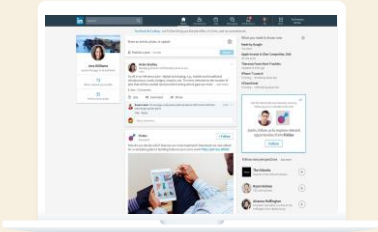


AUDIENCE

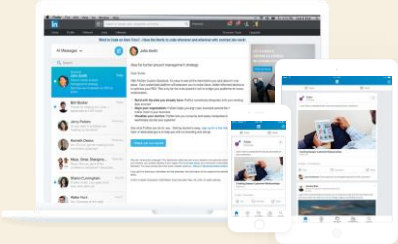


ENGAGEMENT

From brand awareness to lead generation, marketers can reach their audiences on the LinkedIn platform



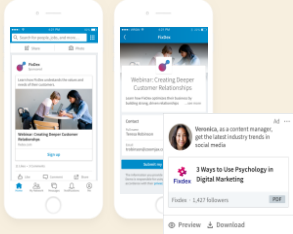
Pages,
Dynamic Ads



Sponsored Content,
Sponsored InMail



Text Ads,
Matched Audiences



Lead Gen Forms, Whitepaper
Dynamic Ads



Test different targeting combinations to reach your audience

LinkedIn ad targeting options



Company name



Company industry
derived from Company Page



Company size
derived from Company Page



Location



Job title



Job seniority*
derived from Job title



Job function*
derived from Job title



Years of experience*
derived from start year and
month of current roles



Member skills*
Based on skills, endorsements
and keywords in profile



Member groups



Member age*
Derived by using the
earliest degree



Member gender*
derived from Member name



Field of study



Degrees



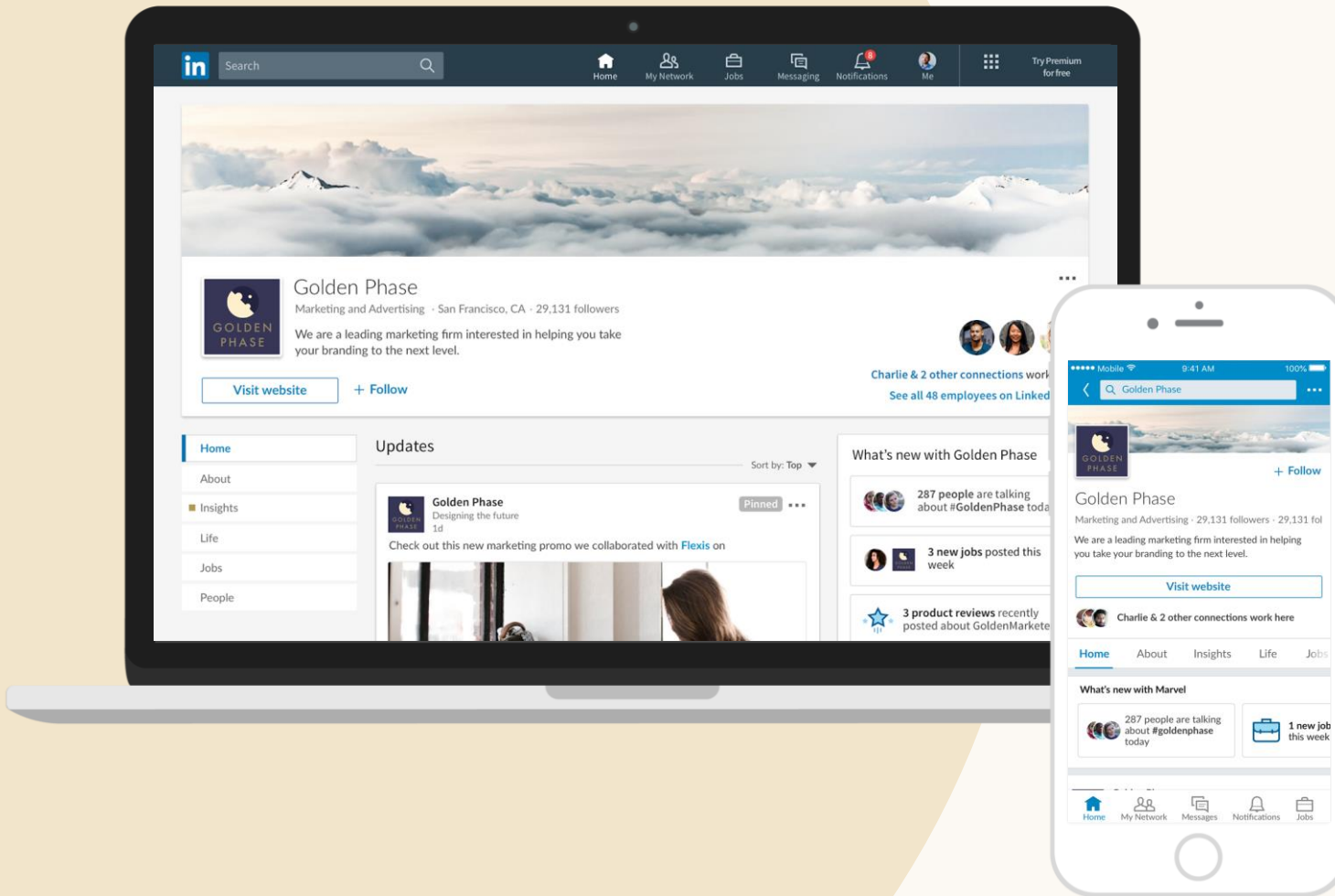
Member schools



Member interests

Introduction to Pages





Pages

Establish your brand's place in the world's professional community

- Manage your page on your mobile device
- Get alerts when your company or employees are mentioned
- Built in content suggestions
- Enhanced insights
- Two way communication with your followers
- Both organic and paid

 **buffer**

 **Hootsuite™**

 **salesforce**

 **HubSpot**

 **sproutsocial**

 **Spredfast**

 **sprinklr®**

Showcase Pages

A Showcase Page can be utilized by a Page admin to represent a brand, business unit, or organization initiative.

Showcase Pages are intended to develop a long-term relationship with a specific audience and shouldn't be used for short-term marketing campaigns.

Affiliated Pages

? An affiliated LinkedIn Page is linked to another LinkedIn Page by the LinkedIn Support team and represents a related or subsidiary organization. The Affiliated pages section on a LinkedIn Page will reflect all affiliations.

Examples of when an affiliated Page may be necessary include, but aren't limited to when:

- An organization wants their affiliations or initiatives to be more visible to their followers.
- An organization is acquired, but remains a separate working entity.
- An organization is acquired and its products continue to function under the acquired brand.

Complete reimagination

- Know and grow your audience
- Join the conversations that matter most
- Engage your people

The collage features several key LinkedIn interface components:

- Notification:** A notification from Becca Williams stating "Becca Williams mentioned your company" with a link to a post titled "I founded Ignite in 2017, and there have b...".
- Company Profile:** The Ignite profile page, showing it is an Educational Technology company in San Francisco, CA, with 191,131 followers. The bio reads: "At Ignite, we believe in building educational and collaborative tools to empower the future generations."
- Visitor Analytics:** A detailed analytics dashboard for the period of Dec 1, 2017 - Feb 23, 2018. It includes:
 - Visitor highlights:** 349 Page views (down 16%) and 86 Unique visitors (up 51%).
 - Visitor metrics:** A line chart comparing Desktop and Mobile traffic. For the week of December 29, Desktop had 235 views (up 2% last week) and Mobile had 193 views (down 5% last week).
- Post:** A pinned post from Ignite about a marketing collaboration with Flexis, featuring an image of a woman working at a desk.
- Employee Insights:** A section titled "38 Employees at Ignite" showing where they studied and what they do. For example, 12 employees studied at the University of Oxford and 12 are Marketers.
- Hashtags:** A list of associated hashtags: #ignite (613,615 followers), #igniteapp (543,122 followers), and #edtech (4,204,121 followers).

Know and grow audiences with Content Suggestions

Filter by

- All LinkedIn members
- Page followers
- Employees

Location

- San Francisco
- Los Angeles
- Seattle
- Denver

Job Function

- Human Resources
- Engineering
- Finance
- Information Technology

Seniority

- CXO
- Director
- Manager
- Entry

Compensation **Remote Working** **Leadership Development** **Mindfulness**

NOVEMBER 13, 2018

Remote Workers Are Outperforming Office Workers--Here's Why [Share](#)

Research shows that office workers cannot concentrate at their desks.

INC INC Magazine
18% Engagement rate

Remote Working

NOVEMBER 13, 2018

My "work from home" job is studying how to keep other remote workers engaged [Share](#)

Here's what I've learned.

Quartz Quartz at Work
17% Engagement rate

Remote Working **Compensation**

NOVEMBER 13, 2018

How these professionals get everything done in a 4-day workweek [Share](#)

Studies have shown working fewer hours can make you more productive. We t...

Fast Company Fast Company
16% Engagement rate

Remote Working

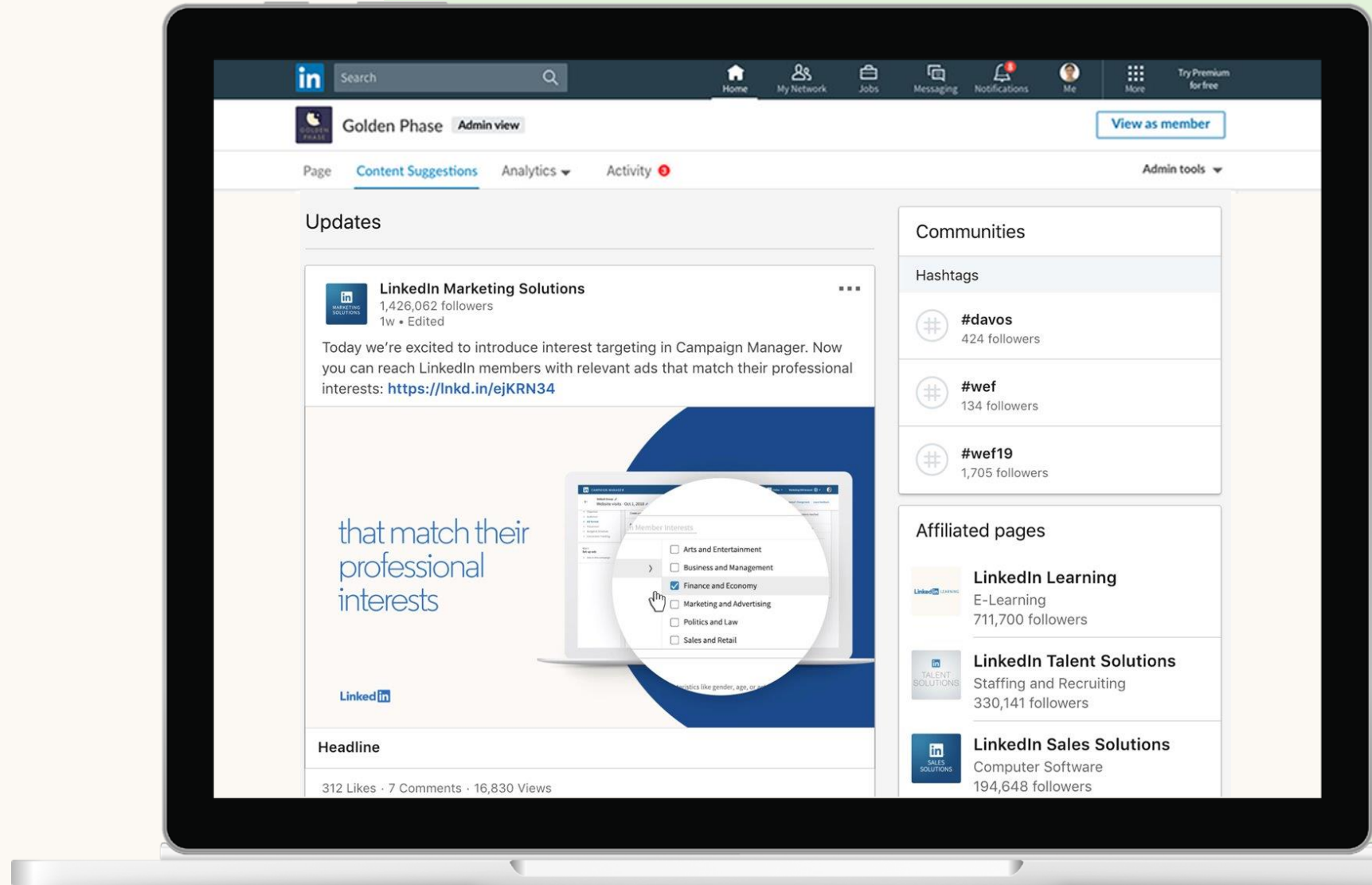
NOVEMBER 13, 2018

The lost art of concentration: being distracted in a digital world [Share](#)

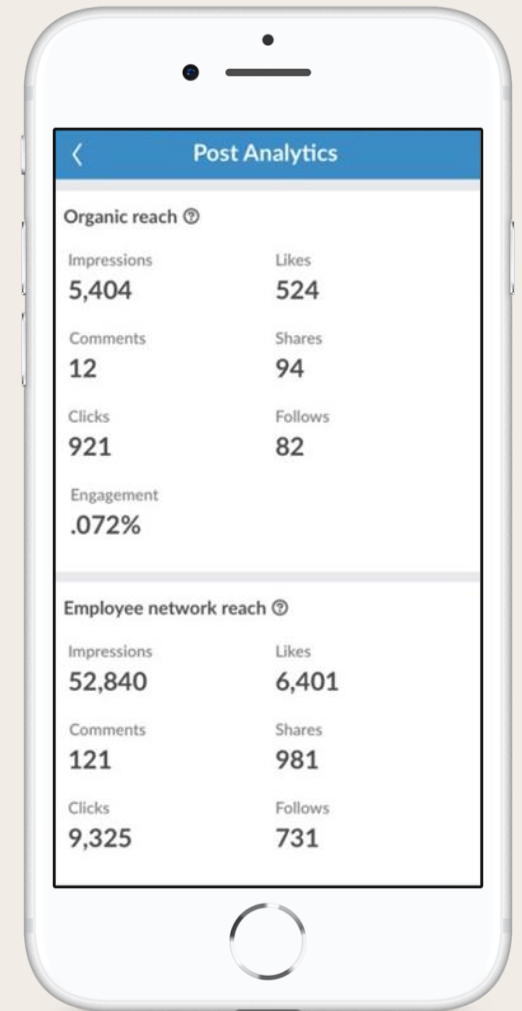
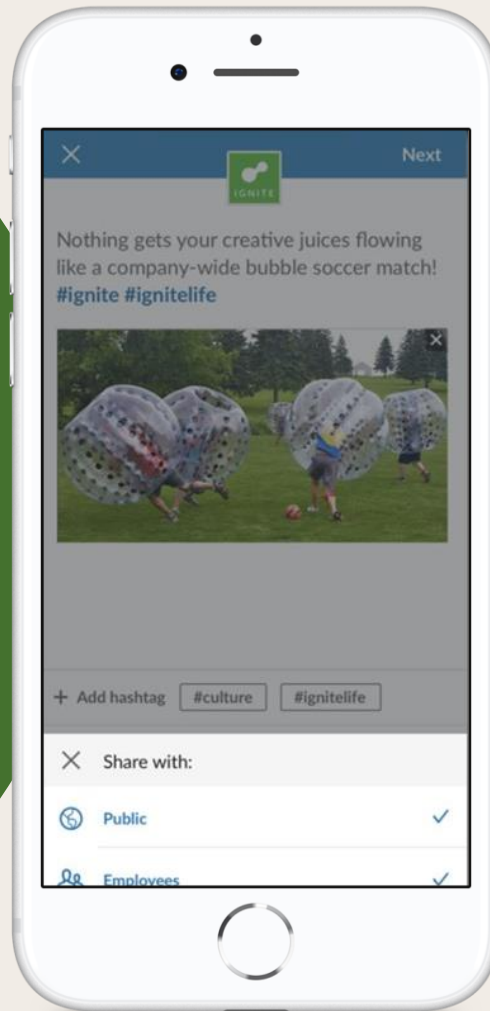
It is difficult to imagine life before our personal and professional worlds were so dominated...

eMedia.com eMedia.com
15% Engagement rate

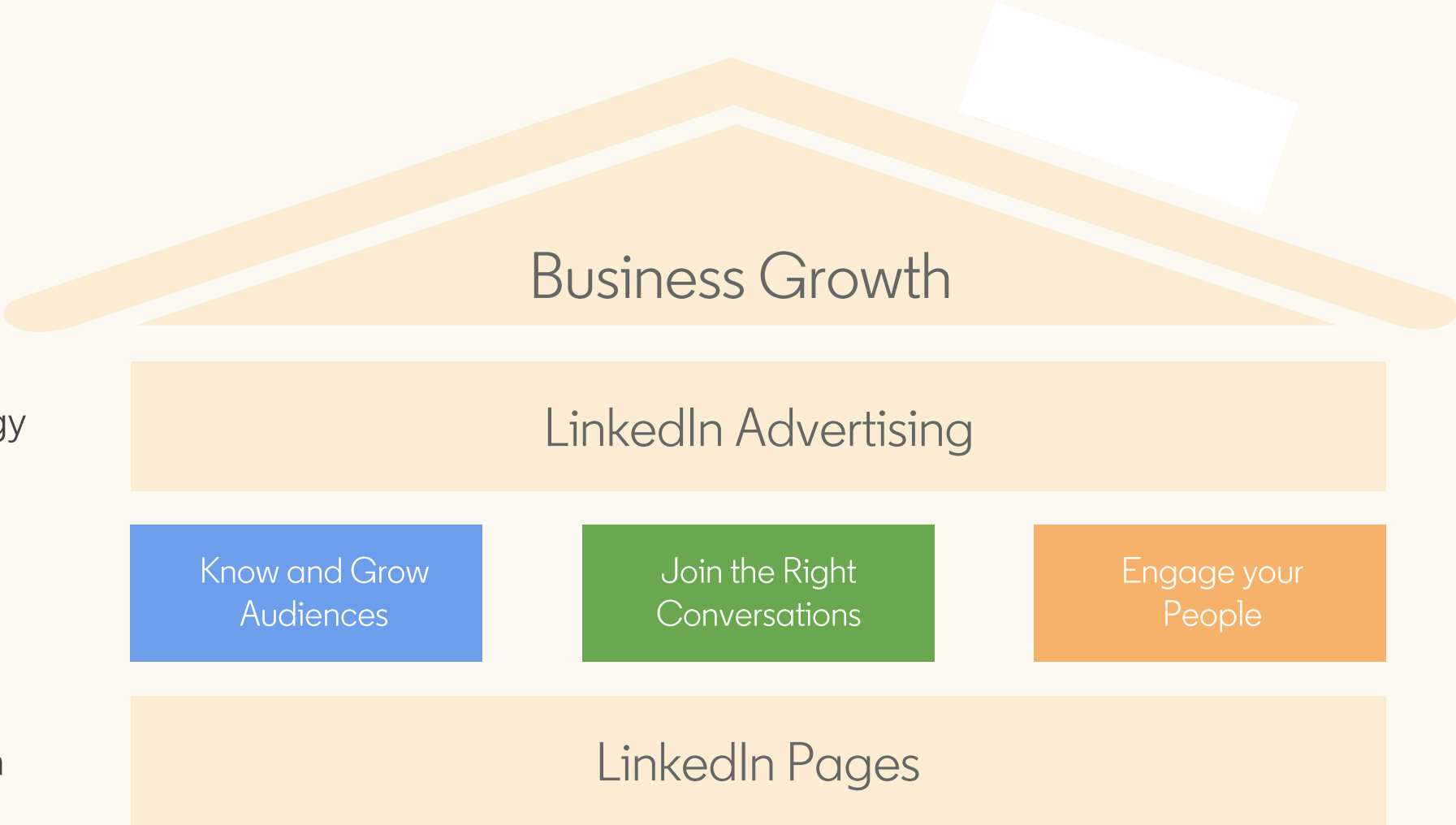
Join the right
conversations with
Communities
Hashtags



Engage your employees with in-product notifications



Accelerate growth with our portfolio of solutions



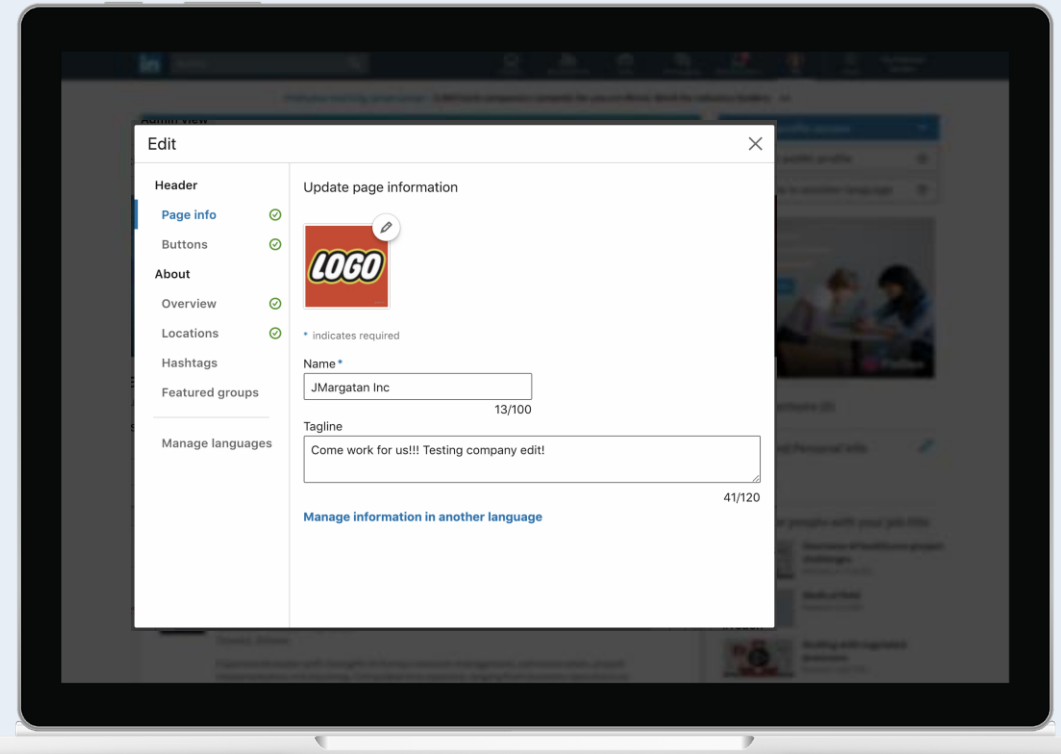
Pages Best Practices



Companies with completed and active Pages are more successful at achieving growth objectives

You'll need to add the following:

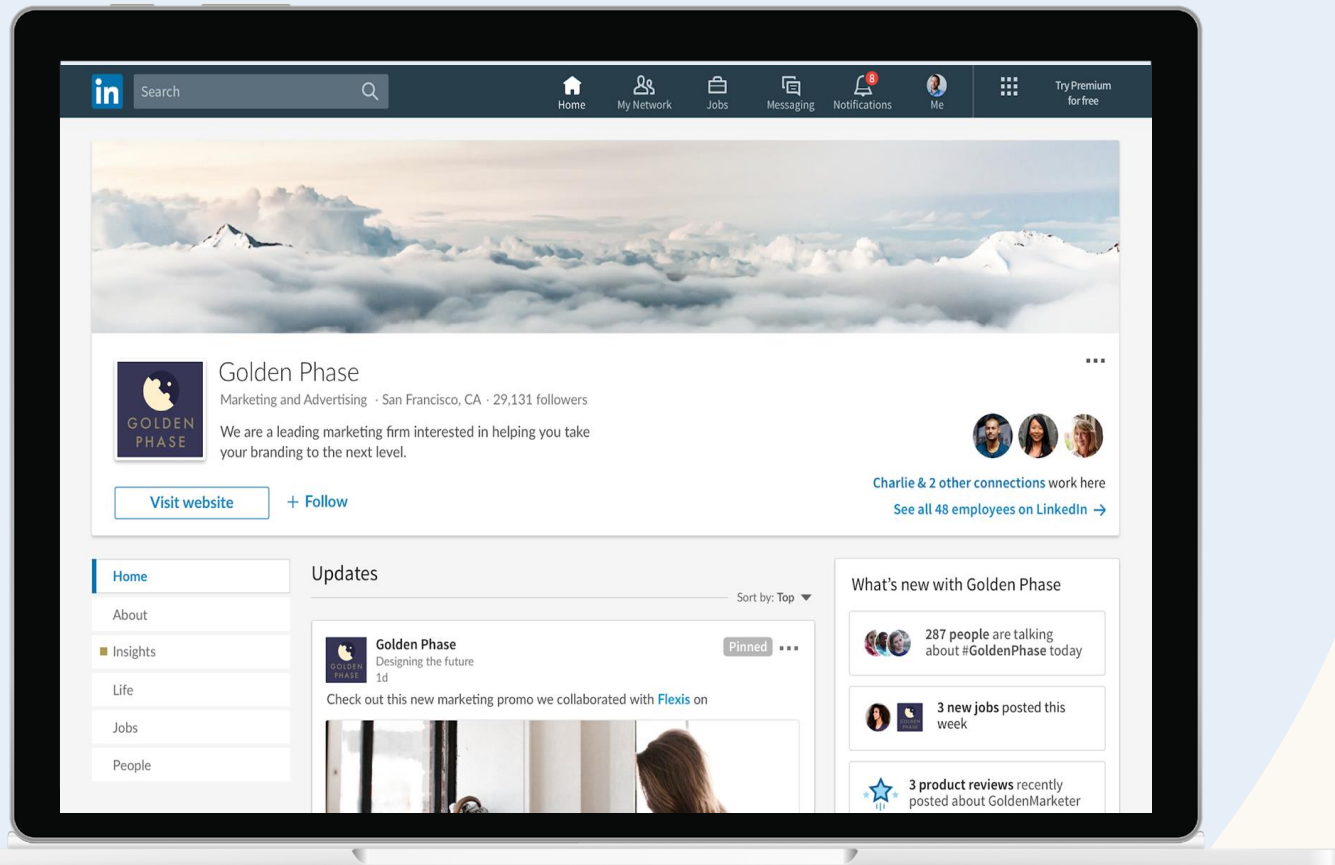
- Logo
- Industry
- Description
- Organization Type
- Location (city + country)
- Website URL (if you have one)



Build a compelling presence through your LinkedIn Page

LinkedIn Pages is your place in the world's professional community

- Complete your Page
- Publish & share content (at least monthly)
- Attract followers (+150)



Post Engaging Content

 When to Post

 What to Post

 How to Post





Pages that post daily get 2x the member engagement

45%

Of all social media traffic to a company's homepage comes from LinkedIn

100M

of members visit LinkedIn monthly.

Comments, likes and shares are up

30%

year-over year.

About

45%

Of LinkedIn articles readers are in upper-level positions (managers, VPs, Directors, C-level)

Executives from all

Fortune 500

Companies are members

1-2 times/day

To capture mindshare, organizations should post daily, 1-2 times/ day. Overtime, this will establish your brand as a trusted voice.

61M

LinkedIn Users are senior-level influencers



40M

Are in decision-making positions

Using Content Suggestions to Discover Trending Topics & Articles

Refine insights by job function, industry, seniority, and more.

Location

Add a location

- Greater San Francisco Area
- Greater Seattle Area
- Greater New York Area
- Greater Chicago Area

Industry

Add a location

- Information Technology and Services
- Engineering
- Gaming
- Manufacturing

Job function

Add a location

- Design
- Engineering
- Product Management
- Product Marketing

Topics by audience size

TRENDING TOPICS

- Video Games (7,000)
- Microsoft (3,235)
- Blockchain (925)
- Coding (464)
- Digital Reality (212)

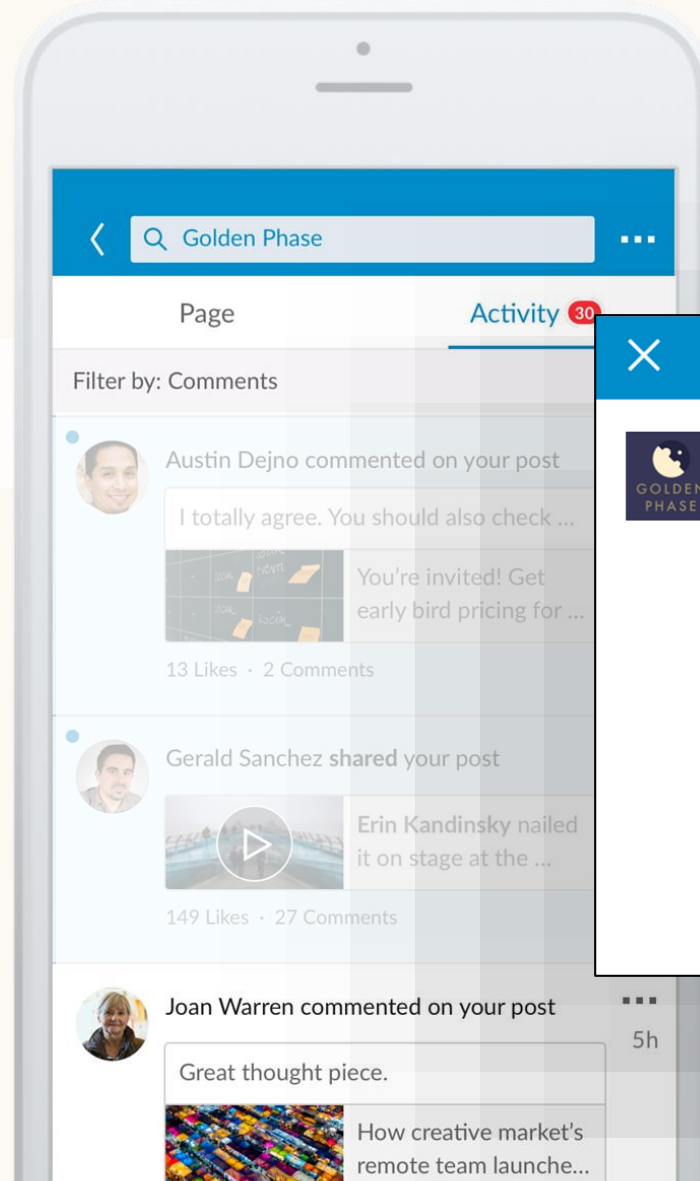
Amazon (25) + Add topic

The screenshot shows the LinkedIn analytics interface. At the top, there's a search bar and navigation tabs for 'Questions', 'Analytics', and 'Activity'. Below this, the 'Topics by audience size' section is visible, showing trending topics like Video Games, Microsoft, Blockchain, Coding, and Digital Reality. Below the topics, there's an 'Articles' section with a 'Sort by Most recent' dropdown. Three articles are listed, each with a date, title, description, and engagement metrics (likes, comments, shares). The first article is from August 13, 2018, titled 'Helping employ the next generation of gamers' by MIT Technology Review. The second is from August 3, 2018, titled 'The newest technologies in gaming' by Ernest Duncan on LinkedIn. The third is from July 26, 2018, titled 'Gaming industry takes digital currency to another level with blockcha...' by Wall Street Journal.


See content and topics your followers/audiences are engaging with, across LinkedIn.


Leverage the voice of your customers or employees to highlight the best of your brand

Keep it authentic by re-sharing your best customer testimonials or employee shout-outs



Share to feed

 Thank you for the kind words!! We can't wait to collaborate with you some more in the future.

 **Rose Reynolds**
Managing Director at Philosophy Science

Golden Phase has been a pleasure to work with. I've worked with multiple firms before, but they will be memorable because of how they handled our challenges and necessary accomodations in our product launch.

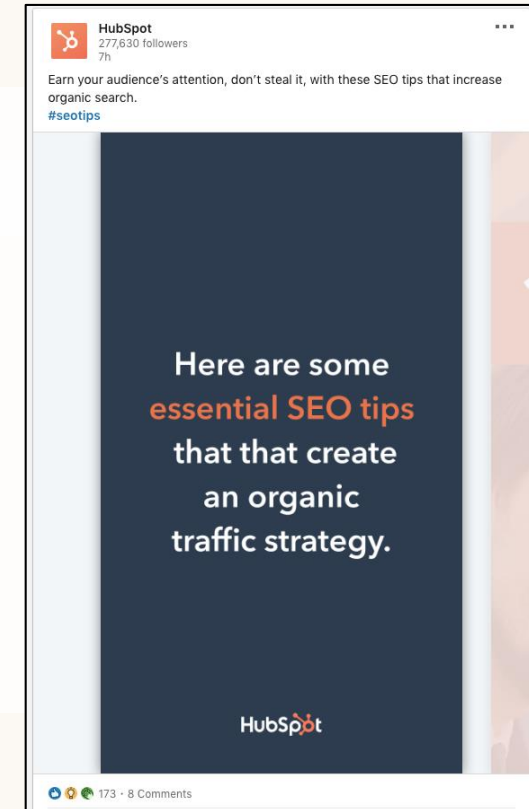
Include videos, custom images or documents to bring your brand to life



Video



Custom Images



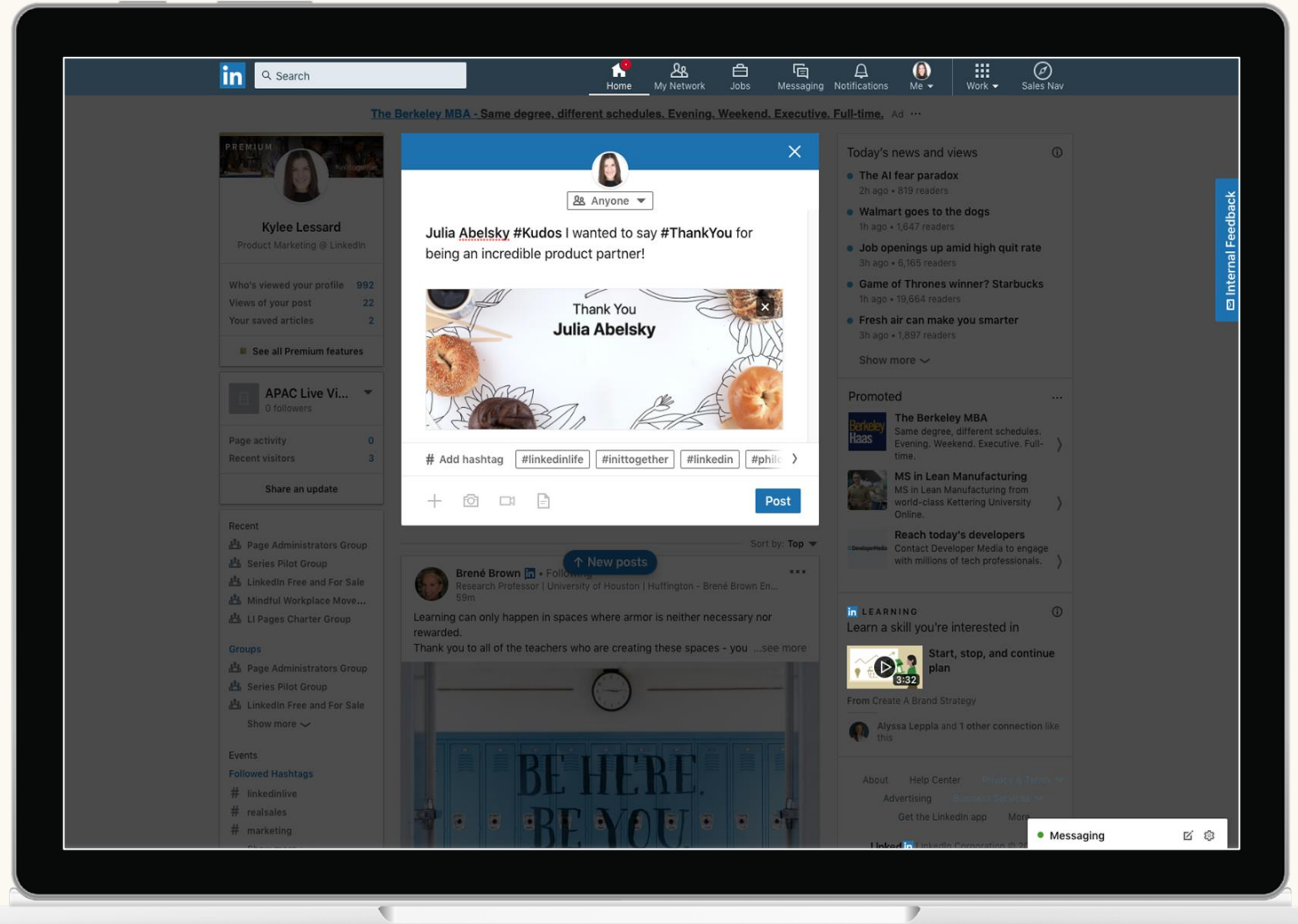
Documents

Coming soon, brands can give Kudos on LinkedIn

Send a thank you

Recognize impact

Spotlight an inspirational
leader



Include Community Hashtags with each post

Tell a stronger brand story, by keeping members up-to-date on what matters most to your brand

Updates

LinkedIn Marketing Solutions
1,426,062 followers
1w • Edited

Today we're excited to introduce interest targeting in Campaign Manager. Now you can reach LinkedIn members with relevant ads that match their professional interests: <https://lnkd.in/ejKRN34>

that match their professional interests

Member Interests

- Arts and Entertainment
- Business and Management
- Finance and Economy
- Marketing and Advertising
- Politics and Law
- Sales and Retail

Headline

Communities

Hashtags

- #davos
424 followers
- #wef
134 followers
- #wef19
1,705 followers

Affiliated pages

- LinkedIn Learning**
E-Learning
711,700 followers
- LinkedIn Talent Solutions**
Staffing and Recruiting
330,141 followers
- LinkedIn Sales Solutions**
Computer Software

Expand your professional community and grow followers by clicking into the hashtag feed and joining in on conversations with members who may not be currently following your Page



Posting Tips Let's Review!



When to Post

- Post daily, 1-2 times per day, to establish a trust cadence with your audience
- Test to figure out your sweet spot



What to Post

- Use Content Suggestions to identify what's top of mind
- Reshare @mentions from employees & customers
- Include images or videos
- Make it a two-sided conversation
- Test your messages & broaden your content mix



How to Post

- Use Communities Hashtags to track member engagement and join conversations
- Post and respond on the go with Mobile Admin
- Schedule out your posts to make your life easier!

Case Study & Exercise



Lemonade Finds Its Sweet Spot by Developing a Community on LinkedIn

Challenge:

Lemonade prides itself on being a very different kind of insurance company. Through machine learning and AI, the licensed carrier offers a simple quote and claims process by replacing brokers with bots and paperwork with algorithms. They also take a flat fee and don't profit by denying claims, removing the conflict of interest that has sewn consumer distrust.

Lemonade takes pride in their social initiatives, giving back to nonprofits as a Certified B-Corp. But getting their message out, in an industry occupied by several entrenched global corporations, isn't easy. This innovative business needed innovative marketing methods, so they turned to LinkedIn.



“Professionals are humans, first and foremost, so our content has to be valuable to them and tap into their personal interests.”

Yael Wissner-Levy
Head of Communications and Content, Lemonade



Solution:

The team at Lemonade knew their product was having the desired impact when they started seeing more and more customers writing about their experiences with it on social media. Seeing this, Lemonade made a commitment to interact with these people – as well as non-policyholders – and foster genuine online conversations. “We were surprised by the good karma that we were getting from people - who thought insurance would be such a social media worthy subject- and that kind of led us to engage with them even more so,” says Yael Wissner-Levy, Head of Communications and Content. This strategy goes beyond the Lemonade brand itself; the company’s CEO and cofounder Daniel Schreiber, and cofounder and COO Shai Wininger, engage with members and share thought leadership content from their personal profile, which expands organic reach and adds a distinct human element.

“We aim to answer everyone that writes to us on LinkedIn, and love to watch and participate in the conversations that develop around us.”

Yael Wissner-Levy
Head of Communications and Content, Lemonade



Results

Customers + Employees Company Values = Growth

Lemonade has quickly grown its presence on LinkedIn by carving out a unique niche and staying true to it. Rather than aligning with the traditional “all business” context often associated with the platform, the disruptive tech-driven insurance provider moves in the opposite direction by orienting content toward customers, employees, and company values. “Professionals want to read stuff that goes beyond another productivity hack,” asserts Wissner-Levy. “LinkedIn is a community of humans that want to connect to each other through stories, and people connect through all kinds of stories.” One of Lemonade’s most successful campaigns is called “The Transparency Chronicles,” in which they share very candid, behind-the-scenes stories about their business, reflecting on missteps rather than running away from them. As Lemonade has learned, this kind of content can really stand out and gain traction in feeds full of corporate messaging, especially when contrasted against many competitors in the insurance industry.

Exercise

How would you leverage your LinkedIn Page to solve for the two initiatives below?

1. You just launched your business in Toronto, Canada and you need to grow awareness and engagement in that region.
2. A new product launched at your company and you need to spread awareness.

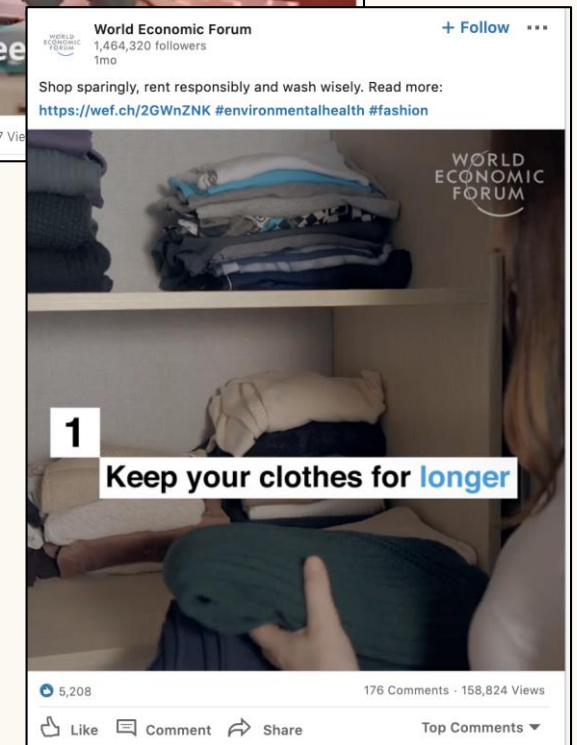
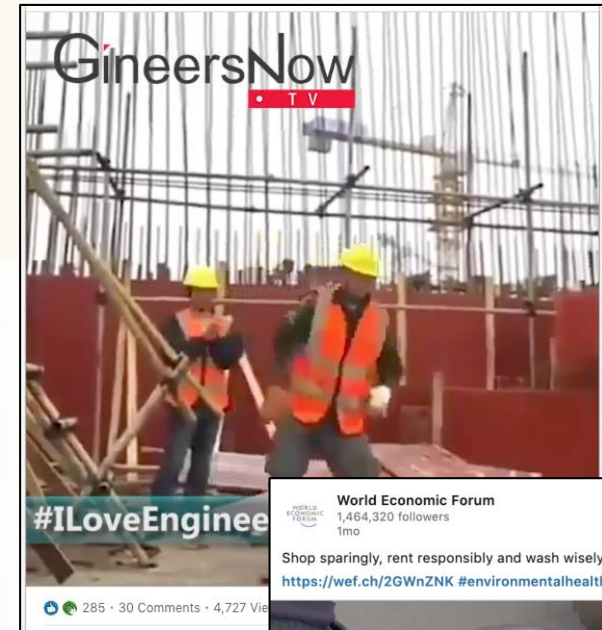




Appendix

Quick tips for Video

Strong opening	Opening shot of video should be compelling
Keep it casual	Authentic, not overly-produced content stands out in the feed
Keep it short	1-3 minutes
Add captioning	Optimize for mobile audiences (with volume on “mute”)



Make it a two-sided conversation, get creative, and ask questions!

Coursera 253,961 followers 7mo + Follow ...

We're continually inspired by learners from all over the world who master new skills on Coursera. What course are you taking right now?
<https://bit.ly/2O59H22>

David Ibanez @dibaiez
Today I completed the entire Deep Learning Specialization! Few months, a lot of awesome video lectures, very nice assignments, great mates and a lot of fun! Thanks to @AndrewYNg to share his knowledge!

Thomas Darimont @thomsgarimont
Almost finished with my "Machine Learning with TensorFlow on Google Cloud Platform" specialization on coursera - the course is very hands-on and I've learned a lot so far.

134 · 17 Comments

Netflix 1,692,832 followers 5mo + Follow ...

What are your burning questions about working at Netflix? We'll be responding to comments all day!

2,982 Likes · 1,226 Comments

Like Comment Share Top Comments ▾

Likes

Sadekul Islam · 3rd Senior Process Associate at Tata Consultancy Services
How do I get to work for Netflix?
Like Reply | 1 Like · 5 Replies

Load previous replies

Nagashree S · 3rd Marketing Manager
Veronique Bourdeau hi I have applied for two positions still haven't received any communication what could be the reason?
Like Reply | 2 Likes

Sadekul Islam · 3rd Senior Process Associate at Tata Consultancy Services
Veronique Bourdeau That's really kind. I found some on LinkedIn itself.
Like Reply | 1 Like

Amazon 6,958,817 followers 3w · Edited + Follow ...

We asked employees to share their Amazon resumes with us in three lines or less. Tom has been with Amazon for over 20 years. What's next?

Image reads:
"Started as temporary hourly associate when Amazon was a small startup selling books. Led Amazon Fresh for two years, expanding internationally. Became VP of Customer Service. My Amazon Resume: Tom Weiland"

Started as a temporary hourly associate when Amazon was a small startup selling books
Led Amazon Fresh for two years, expanding internationally
Became VP of Customer Service
MY AMAZON RESUME: TOM WEILAND

6,652 Likes · 168 Comments

How to Grow Followers



Your Game Plan for Growing Followers...



ONE TIME

Ask your employees to update their LinkedIn profile → this is newly important!

Add the LinkedIn “Follow” button to your website

Invite your first-degree profile connections to follow your Page



DAILY

Link to your Page in all of your marketing comms

Post daily to establish a trusted voice

Reply to comments & encourage further discussion

Interact on your Communities Hashtag feeds



WEEKLY

Review analytics weekly to identify which content performed best, and where there are visitor and follower opportunity gaps

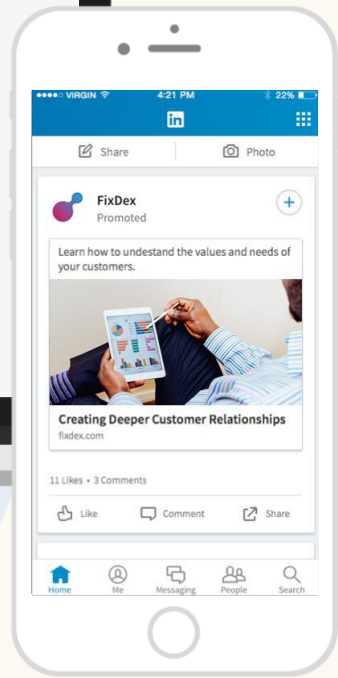
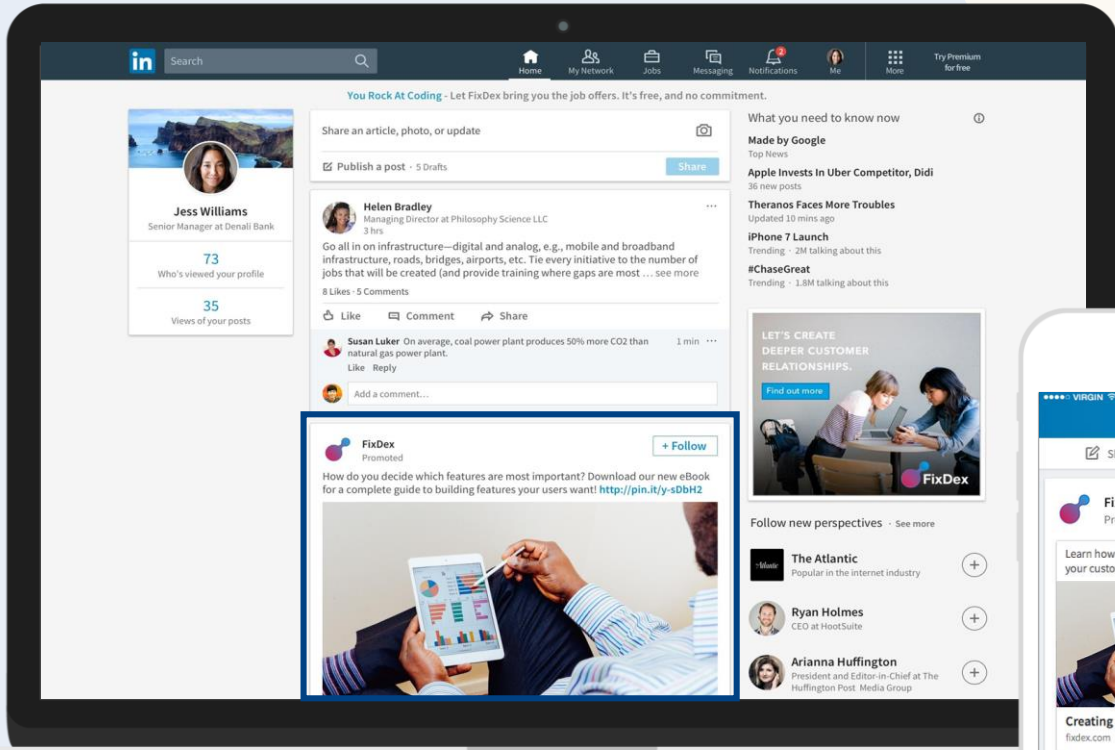
Ensure you are publishing a broad content mix to attract new audiences



MONTHLY

Encourage your employees to re-share your content with Employee Notifications (coming soon)

Switch up your Communities Hashtags to reach new, relevant audiences



Sponsored Content

Build customer relationships at every stage of the buyer's journey by targeting content to your most valuable audiences wherever they spend their time.

- Target your most valuable audiences using accurate, profile-based, first-party data
- Reach your prospects anywhere: Publish your content in the LinkedIn feed and in high-quality placements beyond, on mobile and desktop
- Grow your business at every stage: Drive quality leads, generate engagement, and raise brand awareness

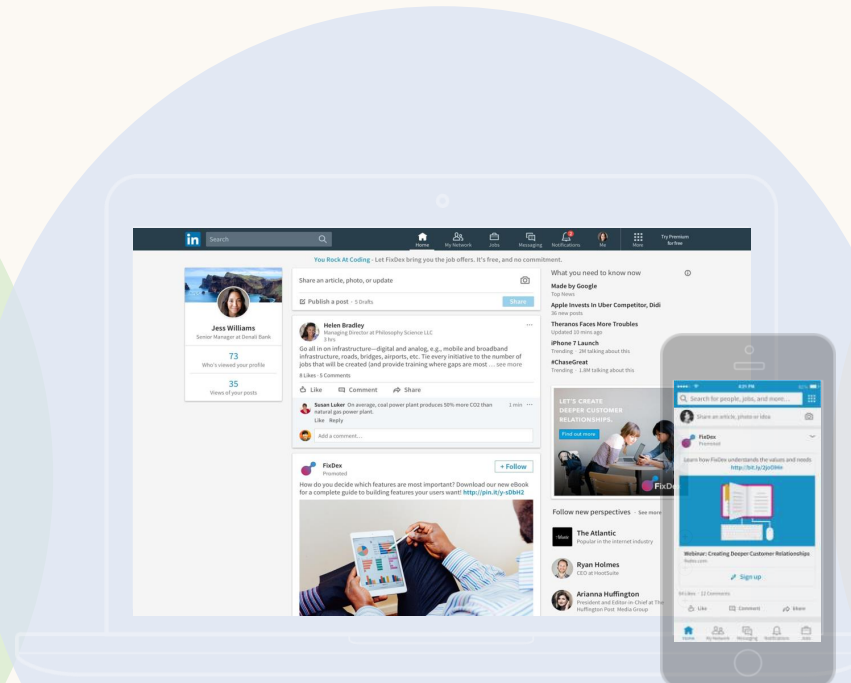


Sponsored Content

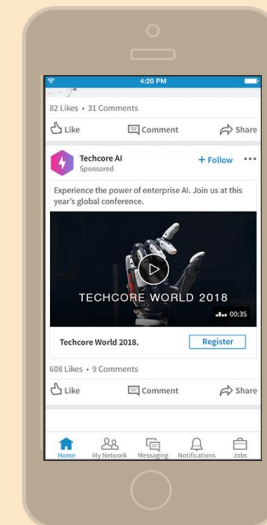
Target people in a professional mindset with native ads on LinkedIn



Carousel



Single Image

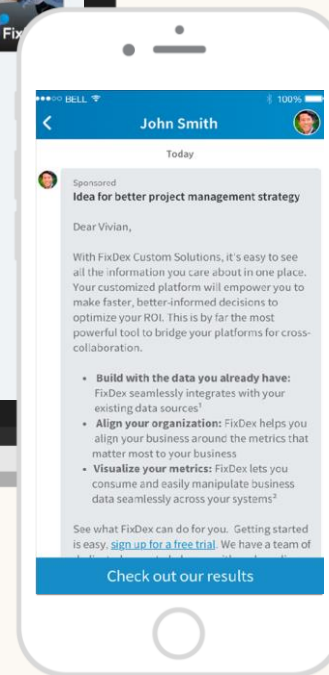
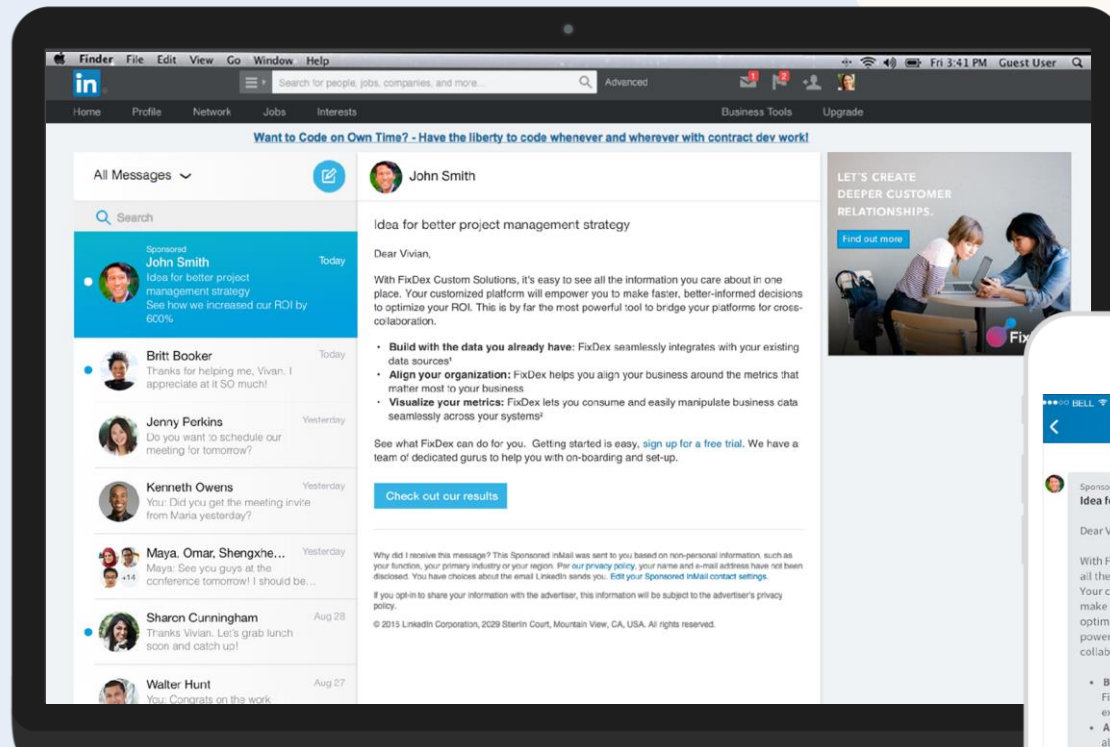


Video

Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business

- Mobile-optimized design for easy clicks
- Real-time delivery ensures timely reach
- Uncluttered professional context
- Flexibility to tailor your content



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.

Channel CXO campaign

Start building your ad
Attention-grabbing headline, then upload an image and preview your new creation.

When they click your ad?

Preview

Square Tall Horizontal Long

Ads

Deeper Customer Relationships
Take connections with customers to the next level with FixDex. Call today!

Save

Image and copy

Customer Relationships 1

connections with customers to the next level with FixDex. Call today!

You May Be Interested In

Deeper Customer Relationships
Take connections with customers to the next level with FixDex Custom Solutions.



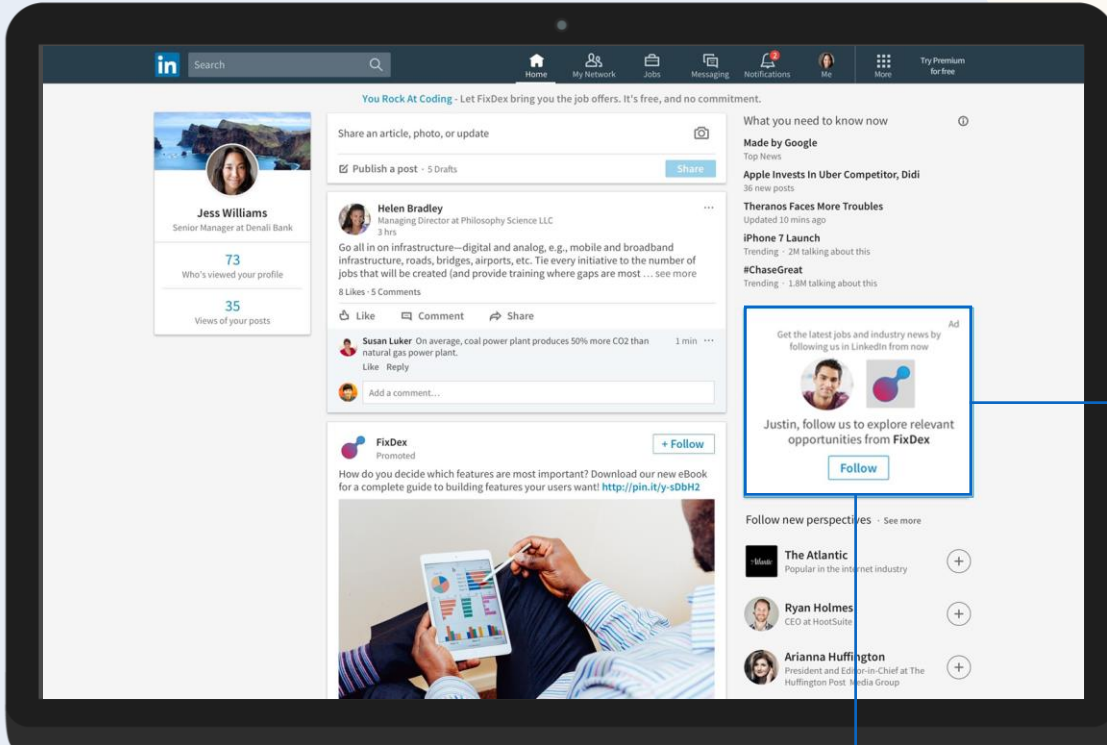
Deeper Customer Relationships
Take connections with customers to the next level with FixDex Custom Solutions.

Deeper Customer Relationships - Take connections with customers to the next level with FixDex Custom Solutions. Call today!

Dynamic Ads

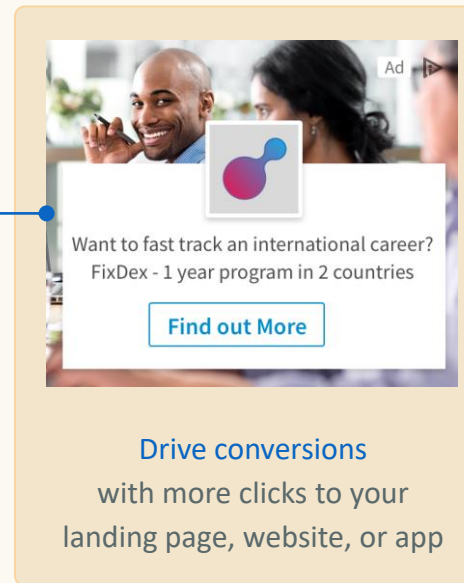
Engage prospects with ads automatically personalized to them

Drive engagement with premium audiences using dynamically generated ads, powered by profile data, customizable to meet your campaign objectives.



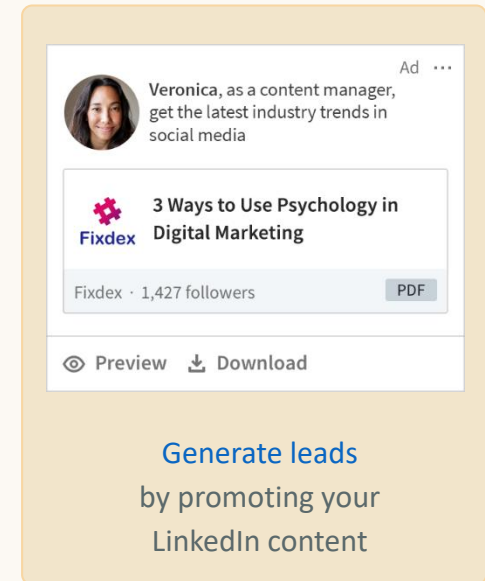
Build brand awareness
by increasing Company Page
followers and engagement

Follower Ad



Drive conversions
with more clicks to your
landing page, website, or app

Spotlight Ad



Generate leads
by promoting your
LinkedIn content

Content Ad



LinkedIn