

Leveraging **LinkedIn** for Professional Growth



Afiya Addison

Global Program Manager @
The B2B Institute

[@AfiyaAddison](#)

IAA YOUNG PROFESSIONALS

Our agenda

- 01 Get to Know LinkedIn
- 02 Marketing Solutions Overview
- 03 B2B Trends
- 04 Your Profile, Your Story
- 05 Beyond LinkedIn Profile
- 06 Q&A

Get to know LinkedIn



OUR VISION

Create economic opportunity
for every member of the
global workforce

OUR MISSION

Connect the world's professionals
to make them more productive
and successful

OUR VALUE PROPOSITION

Connect to opportunity



The Power of LinkedIn



650M+
MEMBERS



30M+
COMPANIES



20M+
JOBS



35K+
SKILLS



90K+
SCHOOLS

Marketing Solutions Overview

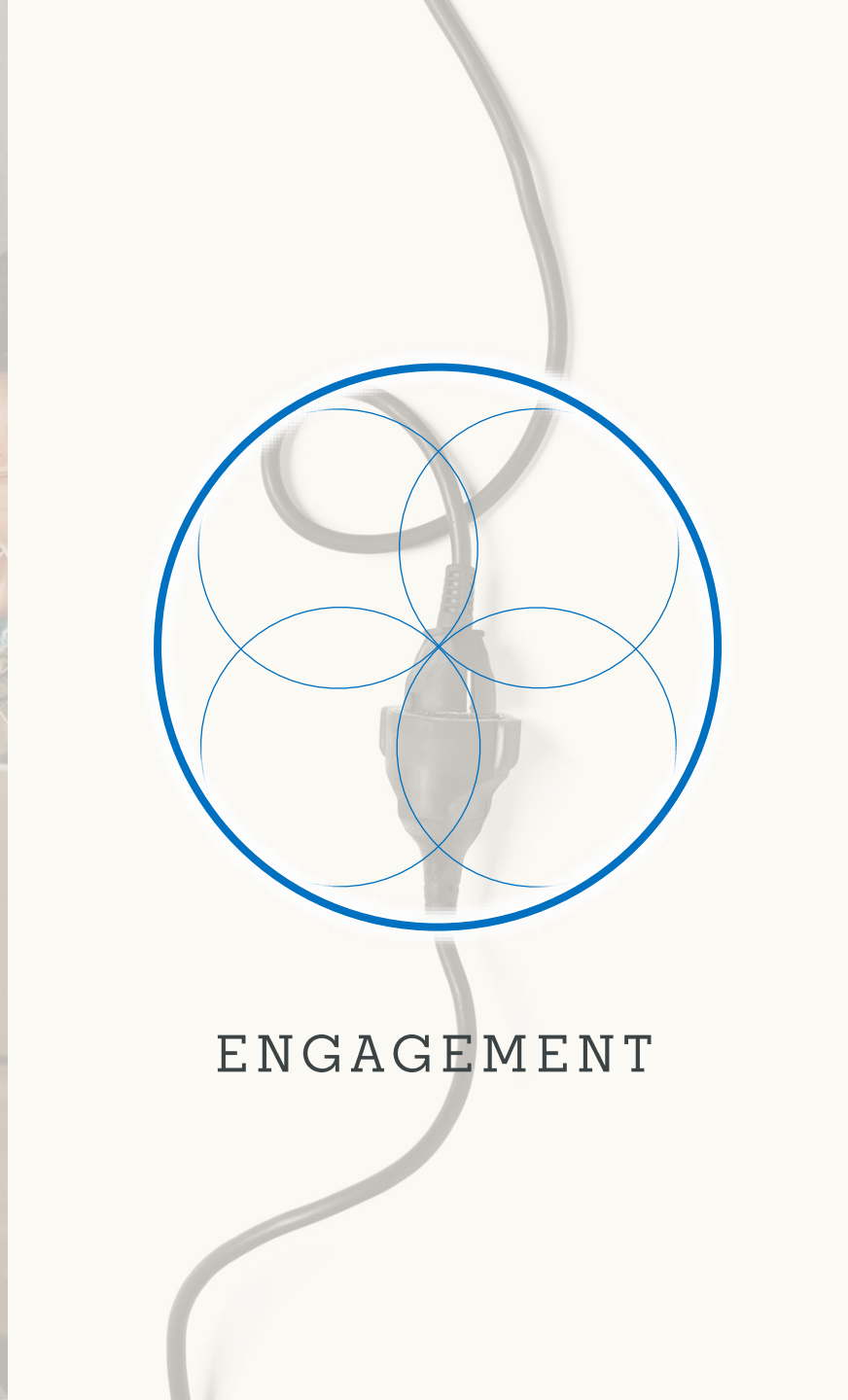




ENVIRONMENT



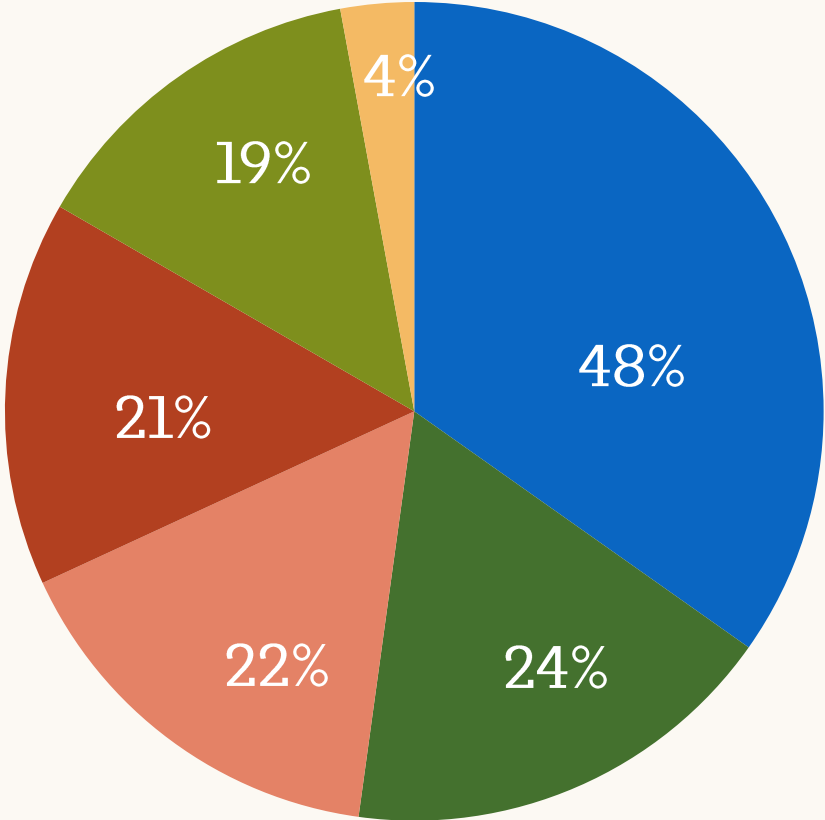
AUDIENCE



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

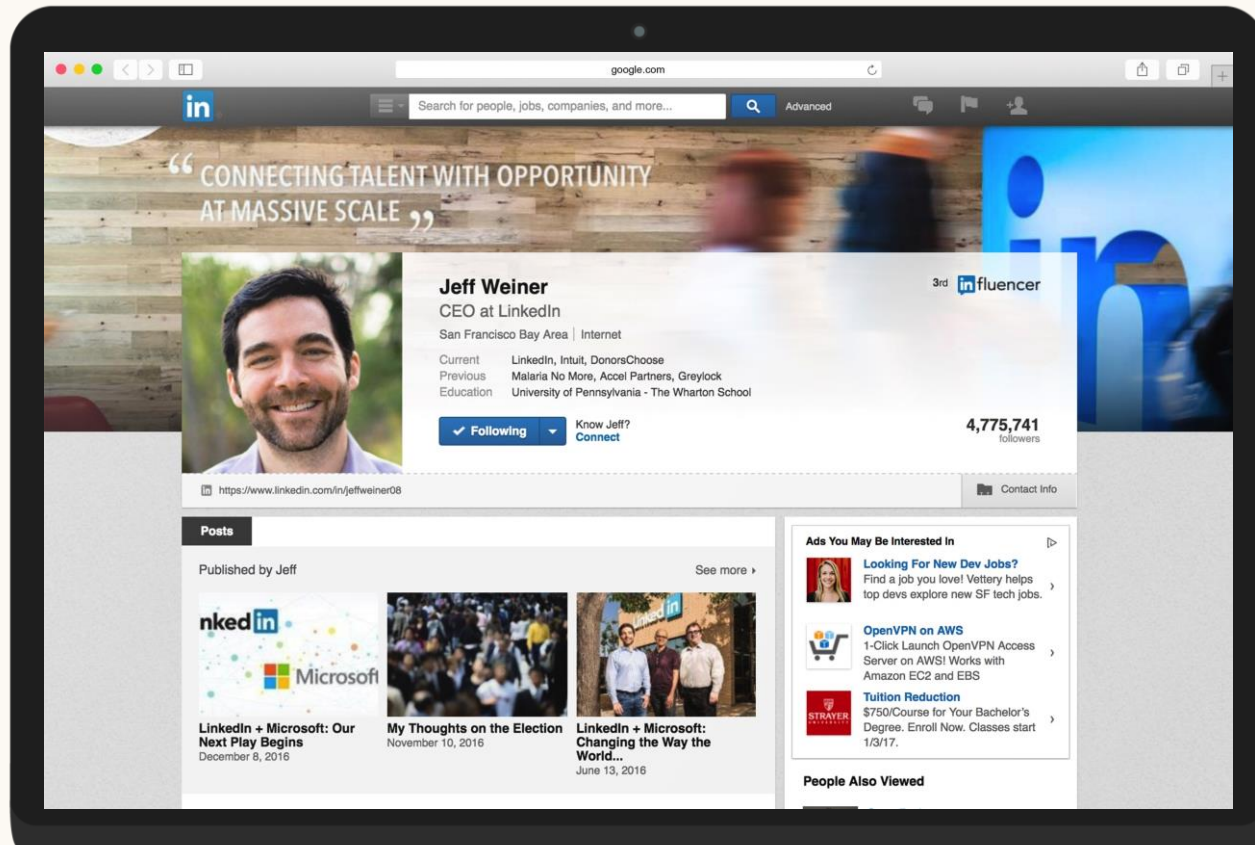


“Which of these platforms do you feel the safest participating in or posting on?”



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





LinkedIn Marketing Solutions

Reach the right professionals the right way

ENVIRONMENT

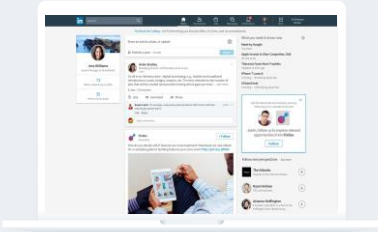
AUDIENCE

ENGAGEMENT

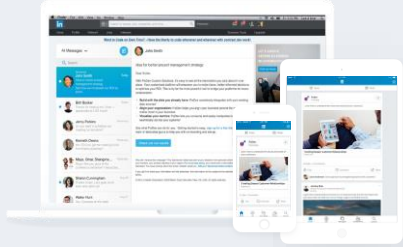
We help
businesses
grow



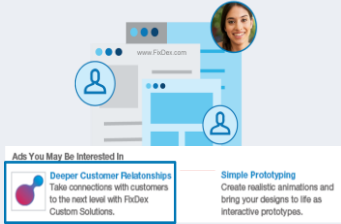
From brand awareness to lead generation, marketers can reach their audiences on the LinkedIn platform



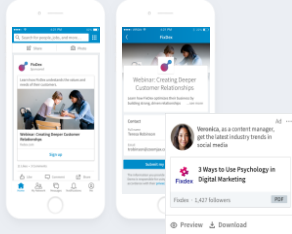
Pages,
Dynamic Ads



Single Image, Video, Carousel,
Message Ads



Text Ads,
Matched Audiences



Lead Gen Forms, Whitepaper
Dynamic Ads



Discover



Learn



Try



Buy

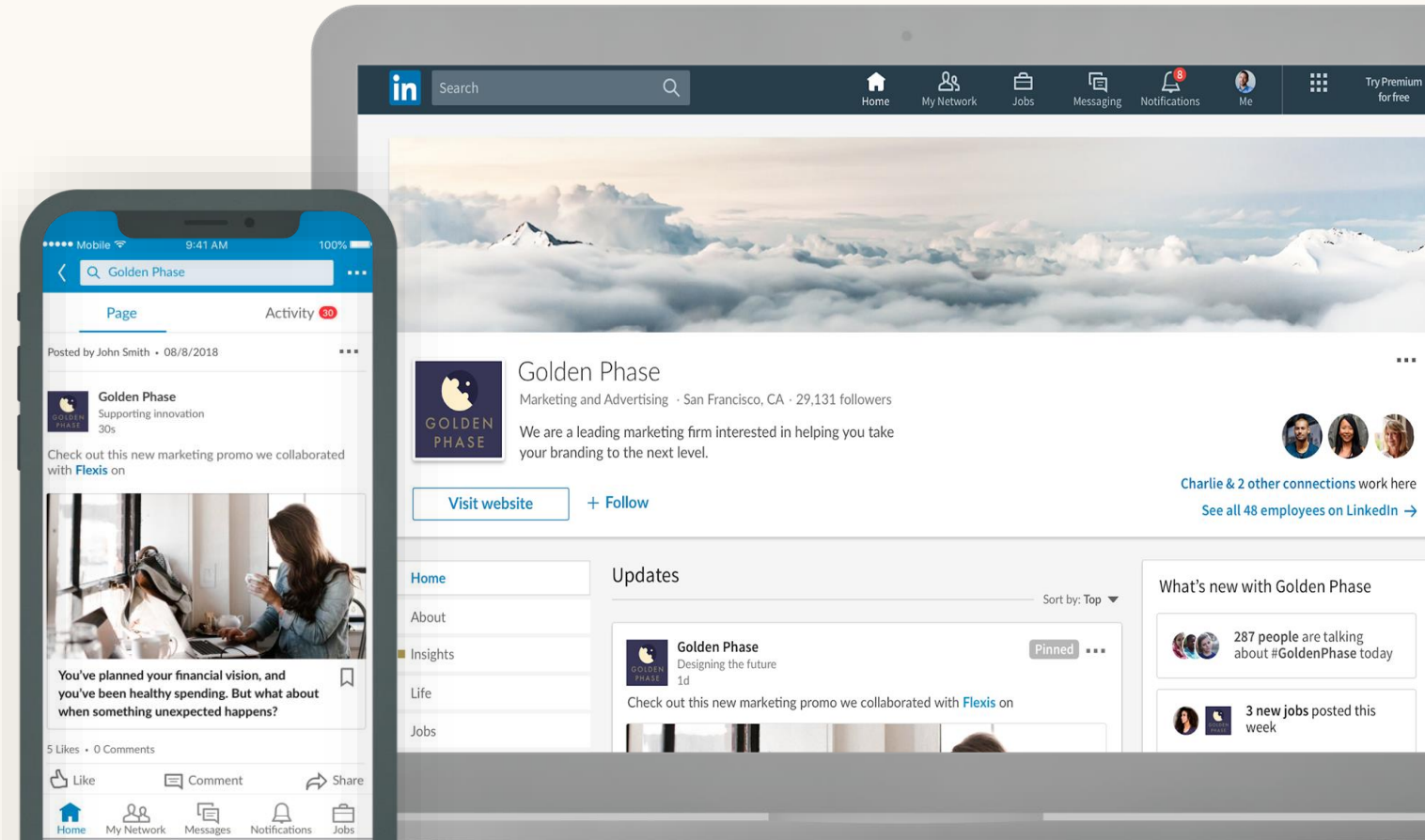
Build a compelling organic presence through your LinkedIn Page



1 Publish and share content

2 Promote your brand

3 Attract followers



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



5X

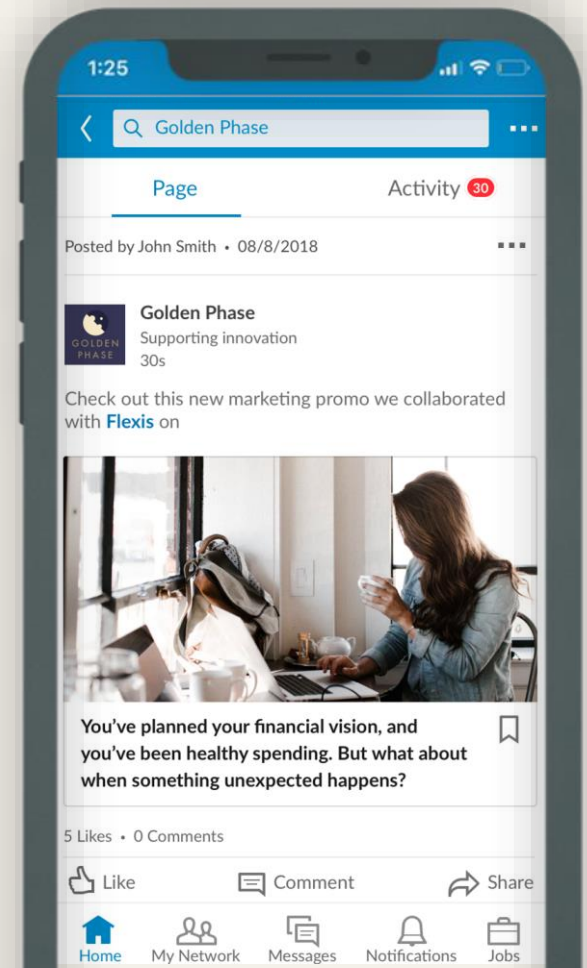
Lift in page views

11X

Lift in clicks per follower

7X

The average impressions per follower



Products & Targeting



Objectives

Ads formats

	Awareness	Consideration			Conversions		
	Brand Awareness	Website Visits	Video Views	Engagement	Website Conversions	Lead generation	Job applicants
Single Image Ad	✓	✓		✓	✓	✓	✓
Carousel Ad	✓	✓		✓	✓	✓	
Video Ad	✓	✓	✓	✓	✓	✓	
Text Ad	✓	✓			✓		
Dynamic Ad	✓	✓			✓	✓	✓
Message Ads		✓			✓	✓	

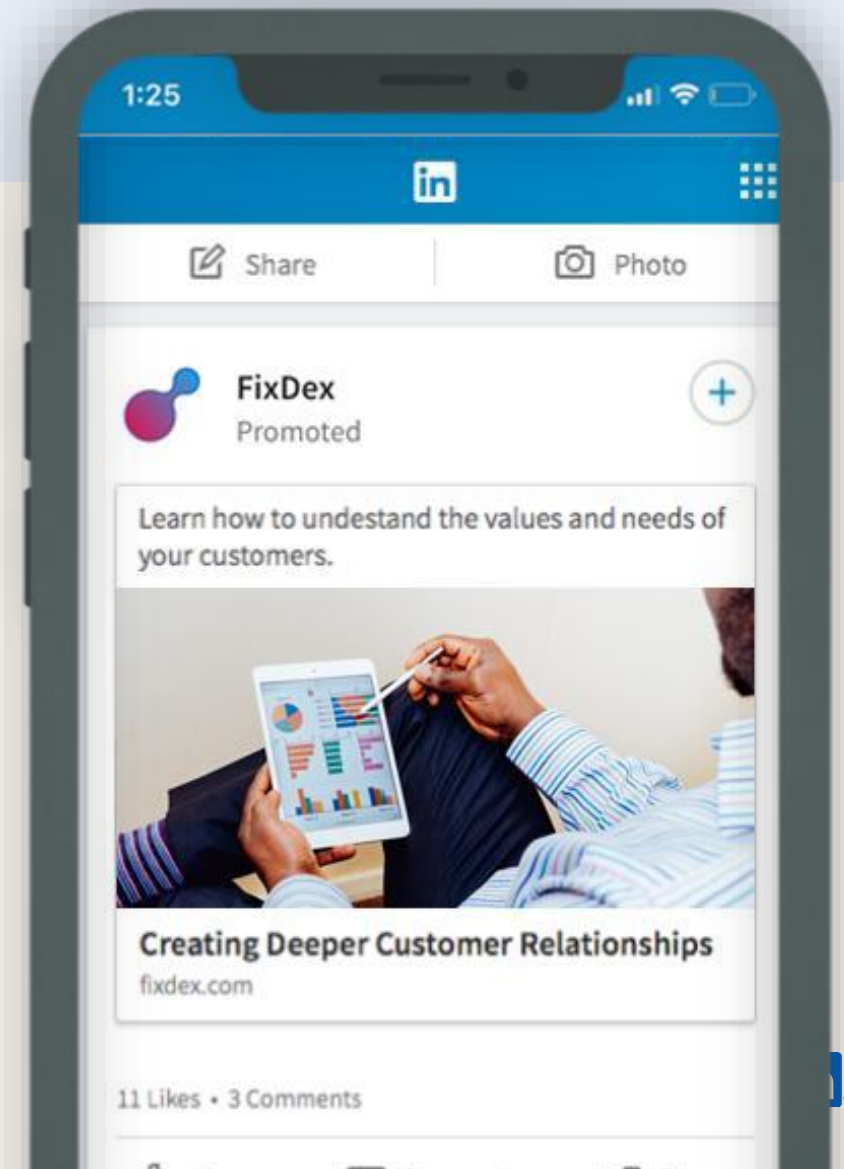
1

Single image ads

Formerly known as 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

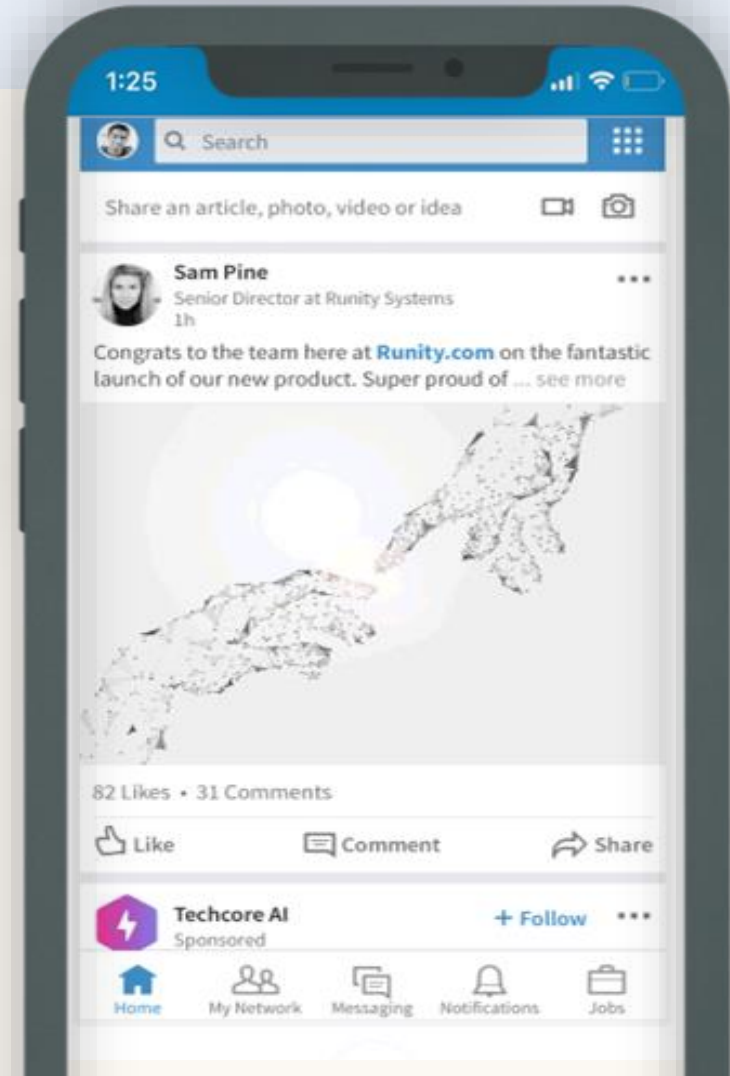


2

Native sponsored video format

Captivate a professional audience with native video at every stage of the buyer's journey

- Auto-play on mute
- Mobile and desktop bought on CPM CPC and CPV
- Lead gen form integration
- Benchmarks* – average VTR: 19-30%
average completion: 18-25%
- Coming soon: MOAT integration

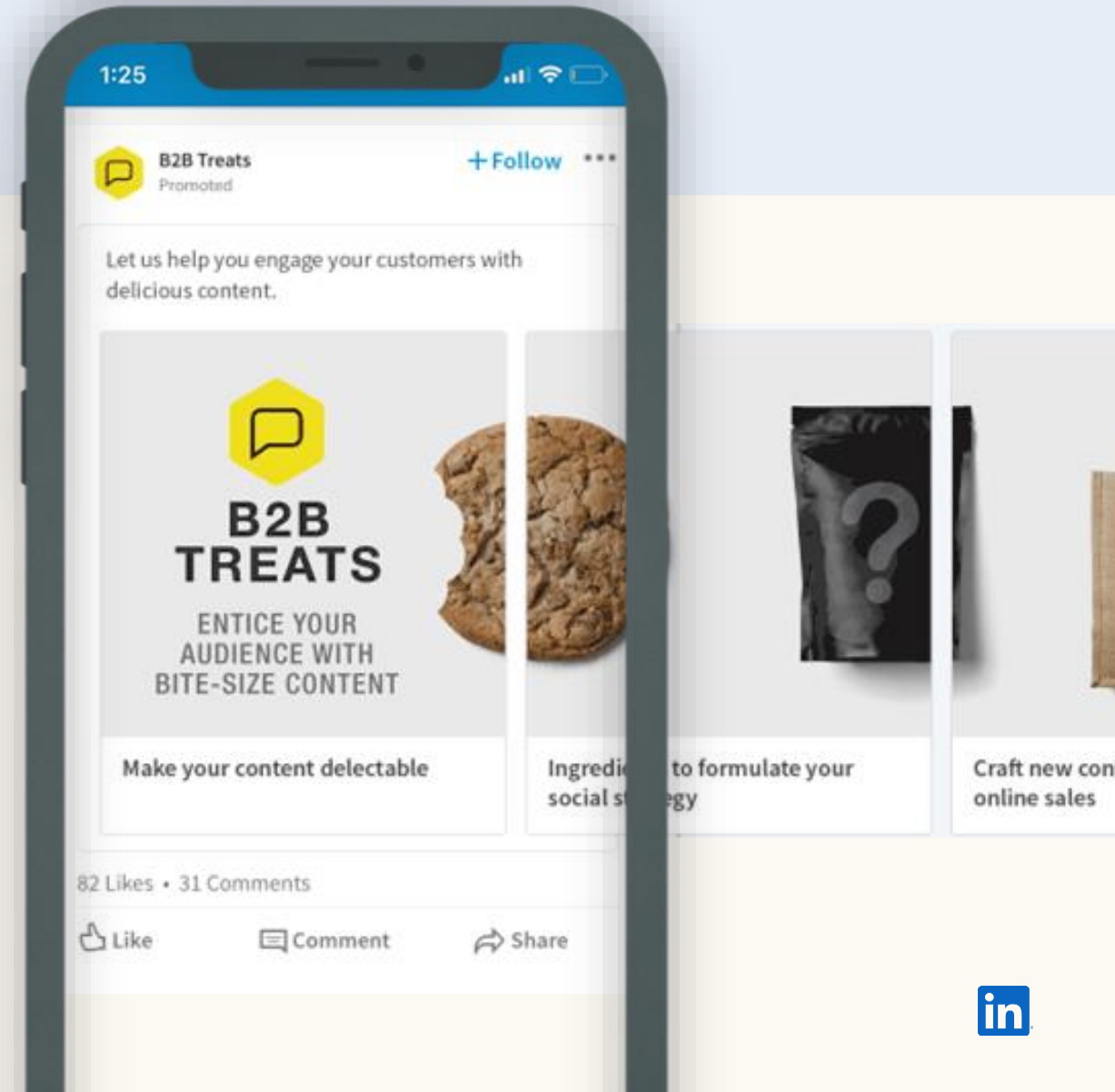


3

Carousel ad format

Tell a brand story, showcase multiple offerings at once or deep dive on one, **share insights and opportunities**

- Best practice **2-5 cards** – max 10 cards
- **Languages** – all languages supported on LI are available for carousel
- **Lead gen form integration**

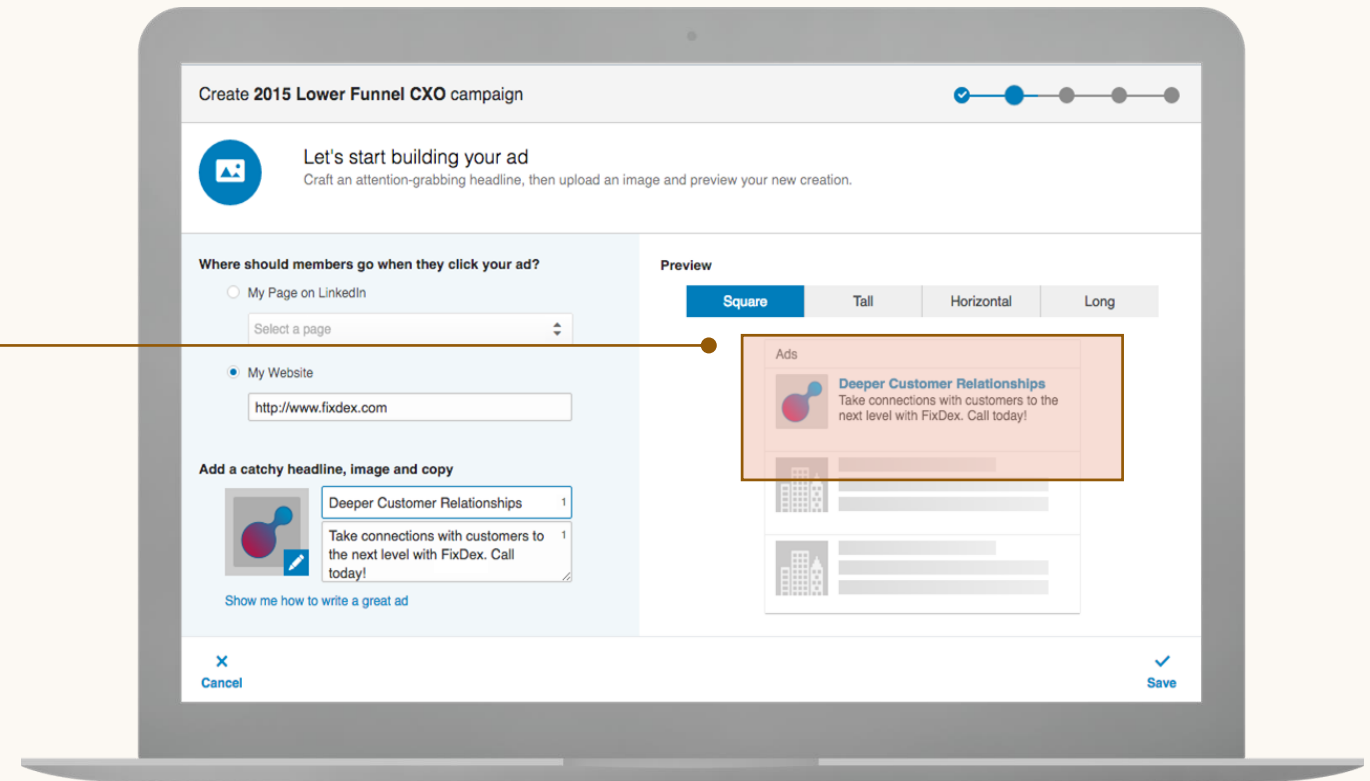


4

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**
- **Deeper customer relationships** – take connections to the next level with FixDex customer solutions – **call today!**

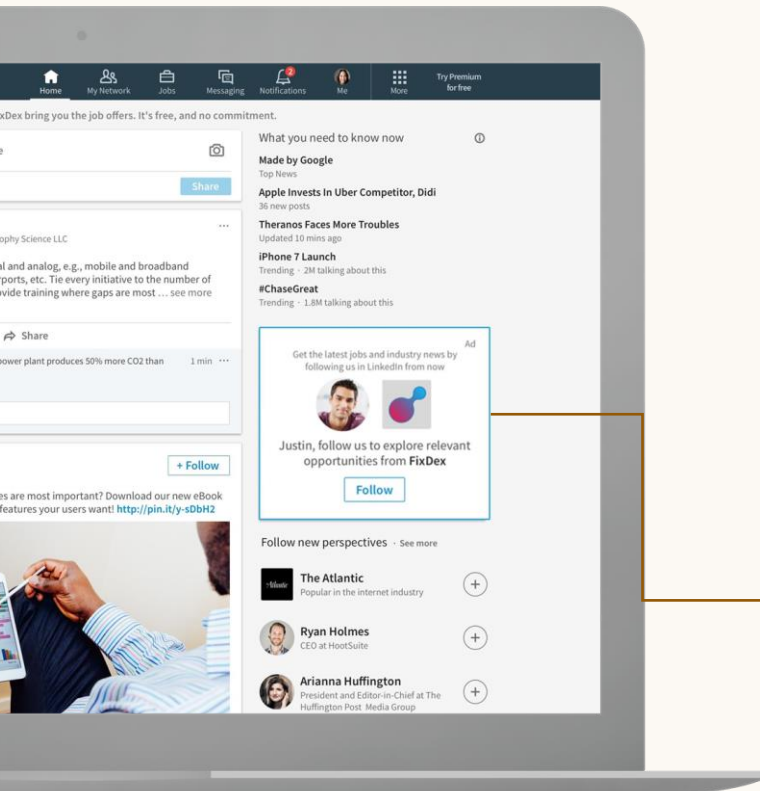


5

Dynamic ads

Personalize your creative to resonate with buyers

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



Drive conversions

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

Generate leads

by promoting your LinkedIn content

Build brand awareness

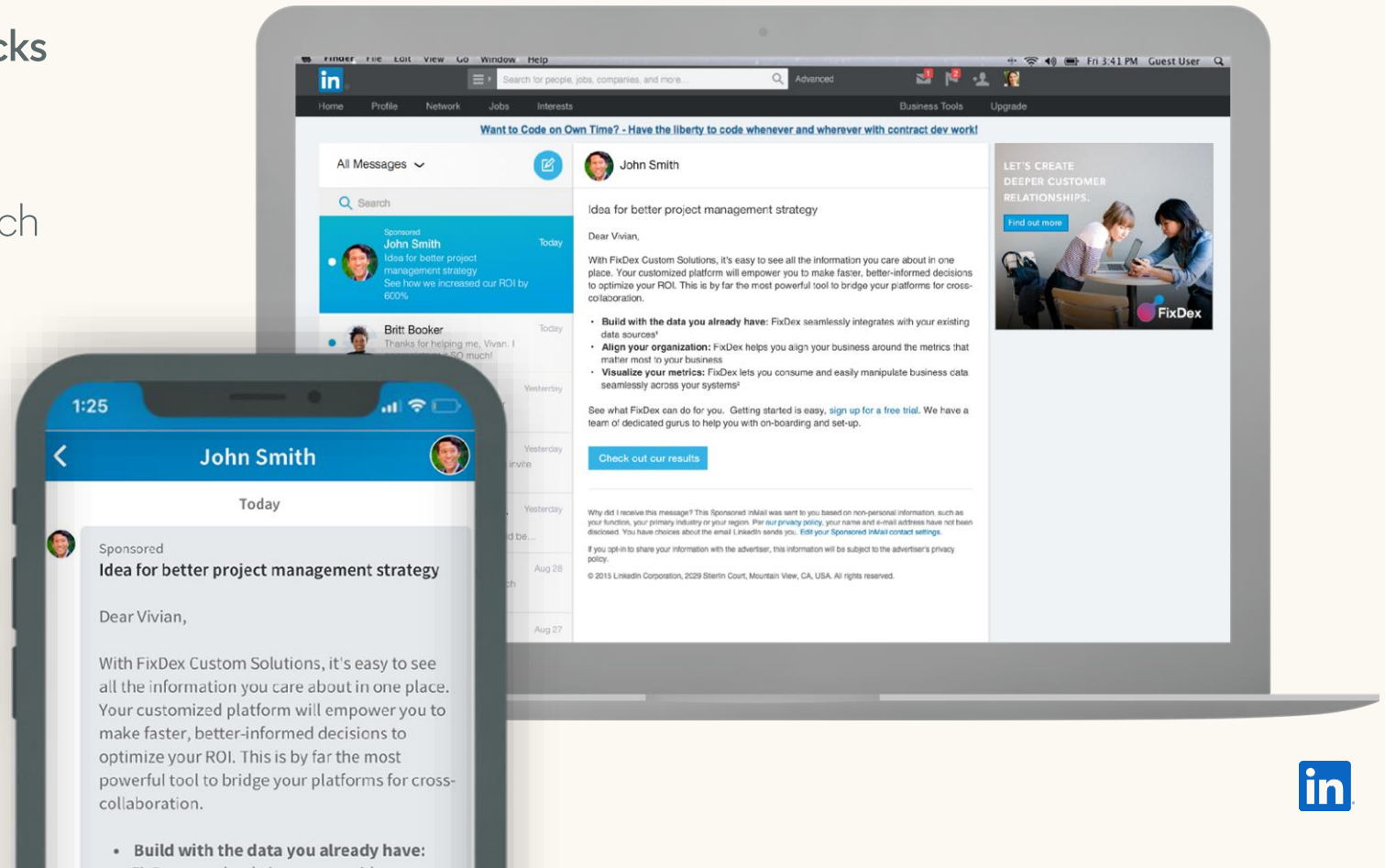
by increasing LinkedIn Page followers and engagement

6

Message ads





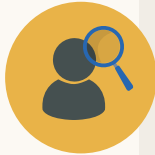
Send timely, convenient and relevant private messages to the people that matter most to your business

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







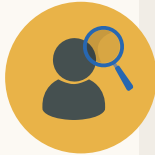
20 targeting dimensions to define your ideal personas on LinkedIn

First party data =
unique and
precise ad
targeting

	Company name	Company connections	Company followers	Company industry	Company size
	Member gender	Member age	Member interests	Member groups	
	Member schools	Fields of study	Degrees		
	Job title	Job function	Job seniority	Years of experience	Member skills
	Matched Audiences	Custom Segments	Lookalike Audience		

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Consider Tom

Senior Program Manager within Enterprise businesses



Targeting



Seniority: Senior IC+



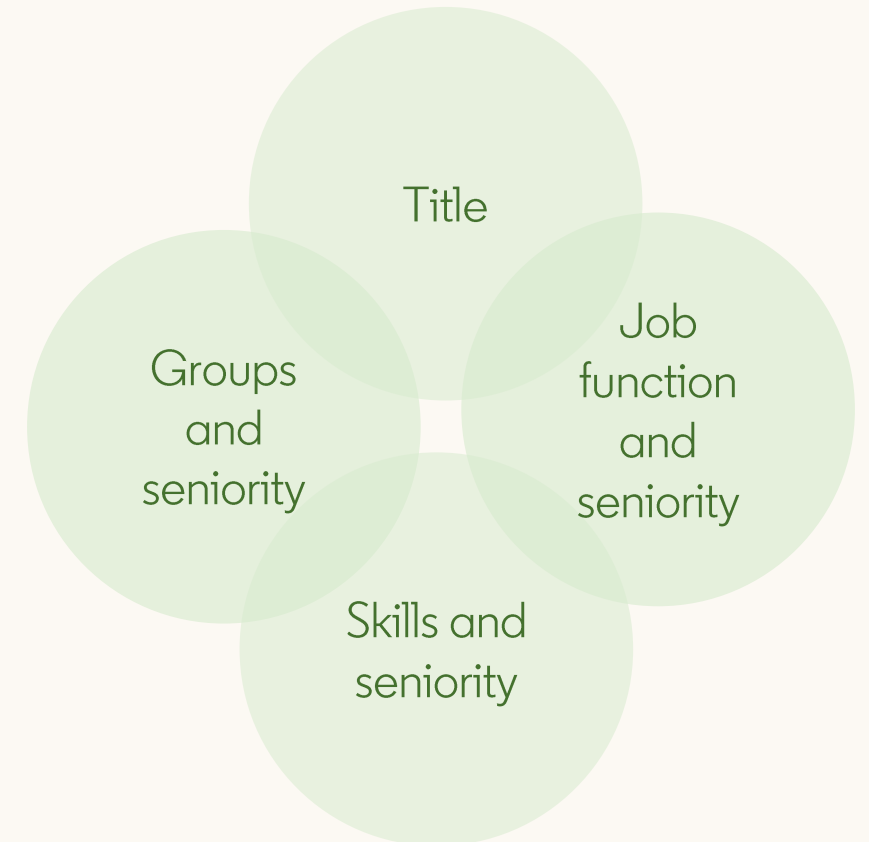
Function: IT, Engineering,
Program Management



Company Size: 500+





Geography: USA



Bids

CPC

Bid type  Cost per click (CPC) Cost per impressions (CPM)
Pay when someone clicks your ad.

Bid  Suggested bid to reach the majority of your audience is \$7.00.
(Other advertisers are bidding between \$7.00 – \$9.36)
Minimum bid: \$7.00.

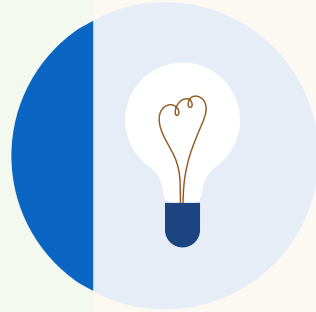
CPM

Bid type  Cost per click (CPC) Cost per impressions (CPM)
Pay when your ad is viewed – cost is per thousand impressions.

Bid  Suggested bid to reach the majority of your audience is \$30.50.
(Other advertisers are bidding between \$30.50 – \$41.49)
Minimum bid: \$30.50.

Automated bidding recently rolled out to advertisers – this allows for automated and dynamic bid changes without having to make manual adjustments

Bids



If your campaign is under pacing you should **review your bid** to confirm if it has been set high enough to be competitive in the auction.

Best practice is to set your bid rate \$1 above the top bid range. **Bid prices can fluctuate several times** throughout the day so this will enable you to consistently stay competitive.

Remember **the bid you enter is not always the price you pay** – 2nd price auction.

If you find your average price is too high **you can always go back & reduce** this.

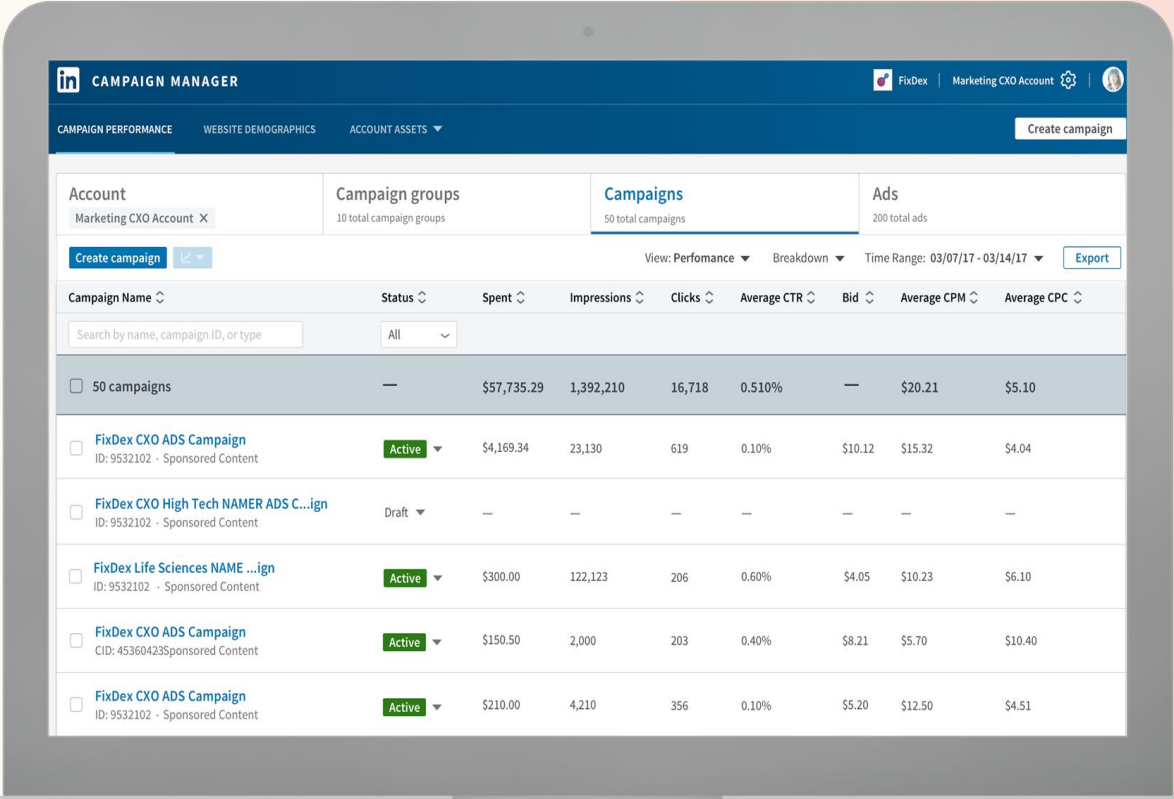
In addition to bidding, your **Relevancy Score is important to help you win the auction** - which is based on engagements on the platform. See here for more details on the Auction and Relevancy Score.

Monitoring your campaign – high level

Compare metrics, like clicks, impressions and social actions, to learn which campaigns and ad creatives are most effective

Measure important campaigns performance metrics like

- Impressions
- Clicks
- CTR
- Social actions
- Spend
- CPC



The screenshot displays the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with the LinkedIn logo, 'CAMPAIGN MANAGER', and user information 'FixDex | Marketing CXO Account'. Below this, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create campaign' button is visible in the top right.

The main content area shows a summary for 'Marketing CXO Account' with '10 total campaign groups', '50 total campaigns', and '200 total ads'. Below this is a table with columns for 'Campaign Name', 'Status', 'Spent', 'Impressions', 'Clicks', 'Average CTR', 'Bid', 'Average CPM', and 'Average CPC'. The table lists several campaigns, including 'FixDex CXO ADS Campaign' and 'FixDex Life Sciences NAME ...ign', with their respective metrics.

Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
50 campaigns	—	\$57,735.29	1,392,210	16,718	0.510%	—	\$20.21	\$5.10
FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$4,169.34	23,130	619	0.10%	\$10.12	\$15.32	\$4.04
FixDex CXO High Tech NAMED ADS Campaign ID: 9532102 · Sponsored Content	Draft	—	—	—	—	—	—	—
FixDex Life Sciences NAME ...ign ID: 9532102 · Sponsored Content	Active	\$300.00	122,123	206	0.60%	\$4.05	\$10.23	\$6.10
FixDex CXO ADS Campaign CID: 453604235 Sponsored Content	Active	\$150.50	2,000	203	0.40%	\$8.21	\$5.70	\$10.40
FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$210.00	4,210	356	0.10%	\$5.20	\$12.50	\$4.51

Monitoring your campaign

demographics and downloadable reports

Demographics reports are available for –

- Job title
- Company industry
- Job seniority
- Job function
- Company size
- Location
- Country
- Company

Downloadable reports include –

- Campaign performance
- Ad performance
- Demographics



Questions?

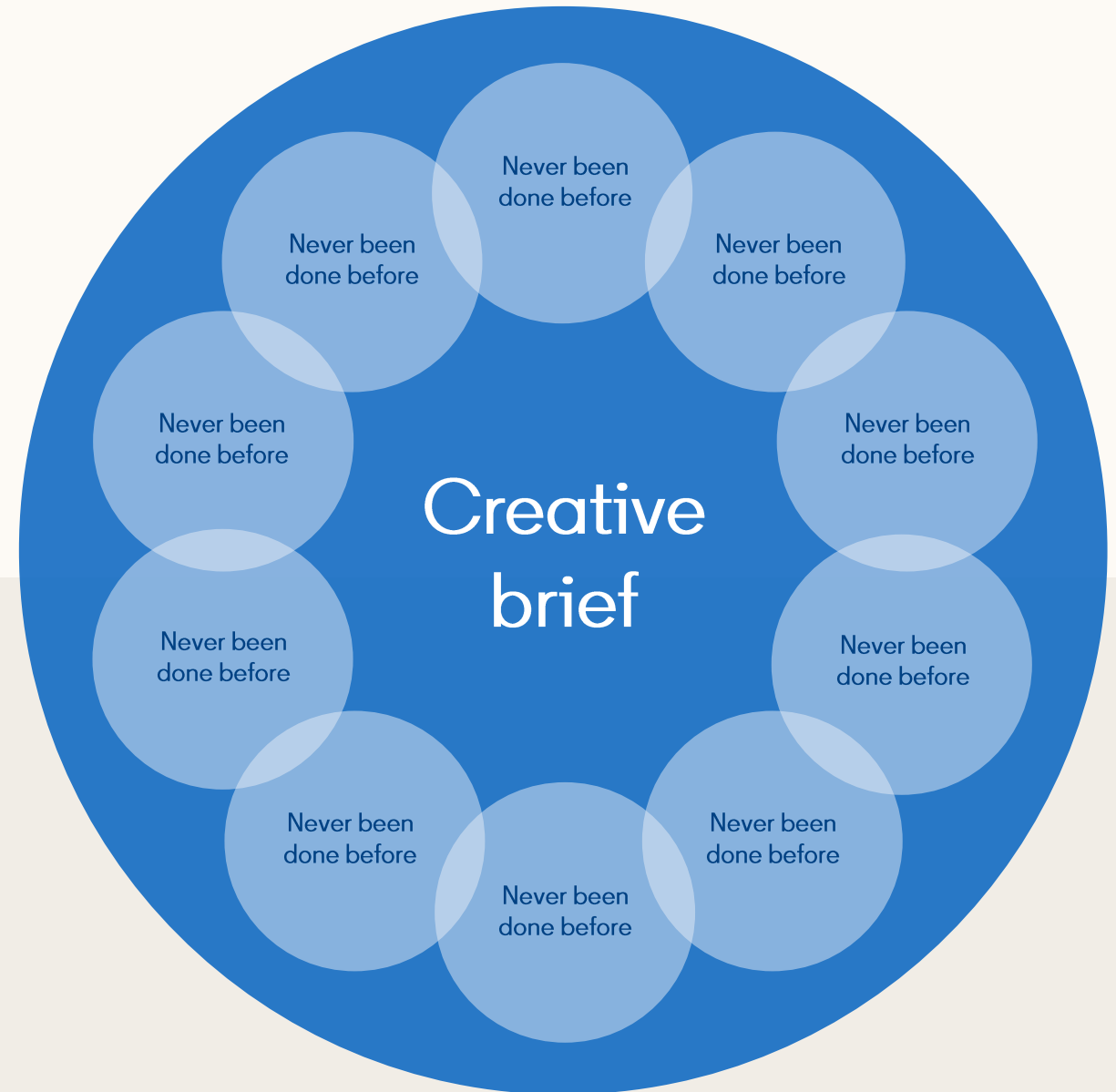
B2B Trends



The originality delusion



Marketers are
obsessed with
newness



But new isn't what sells



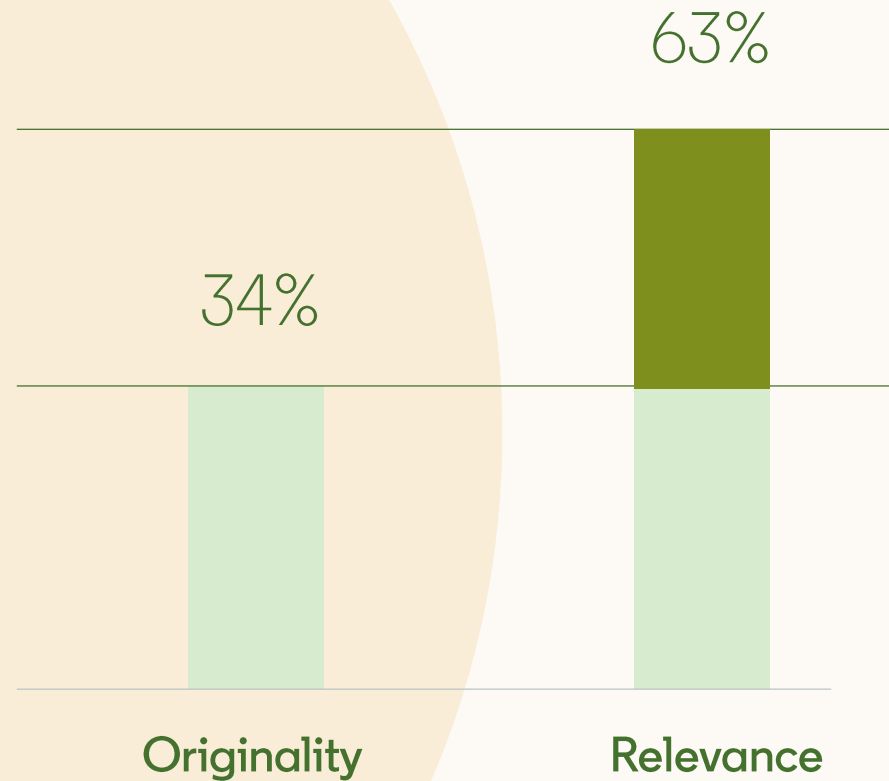
2009



new ad campaigns
outperform old
campaigns

What sells is relevance + familiarity

What do CXOs want from
thought leadership?



2X

Don't Sell "Original," Sell "MAYA"



Most Advanced, Yet Acceptable



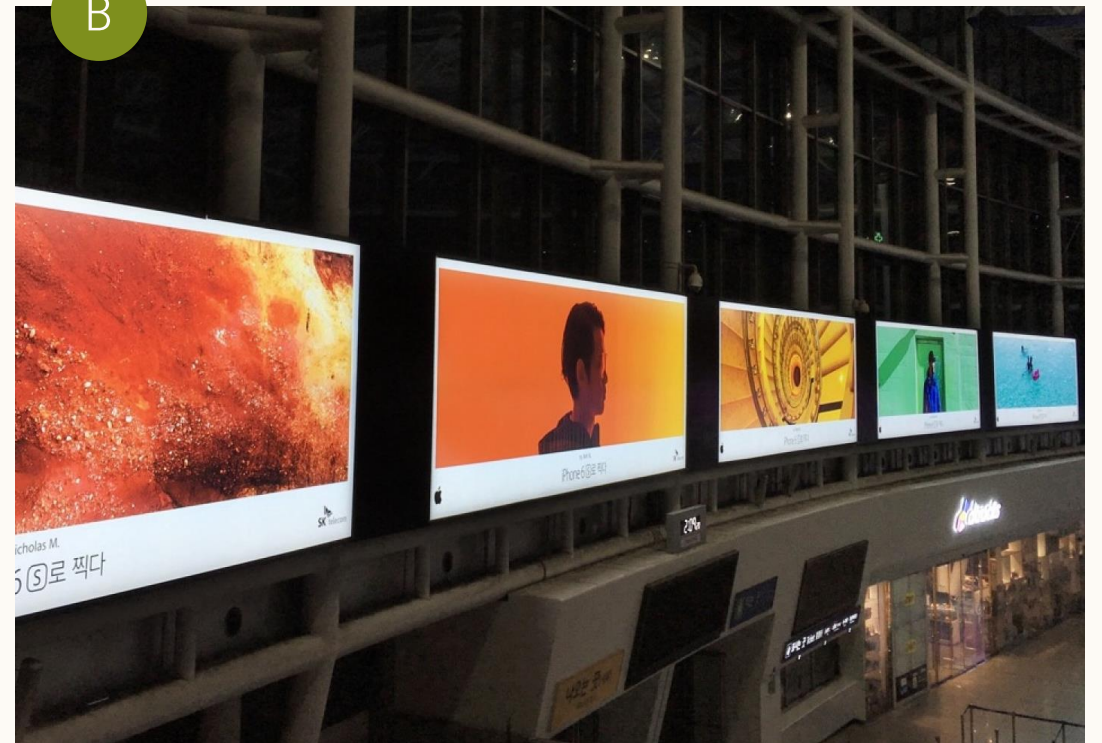
In B2B, that means investing in a familiar franchise



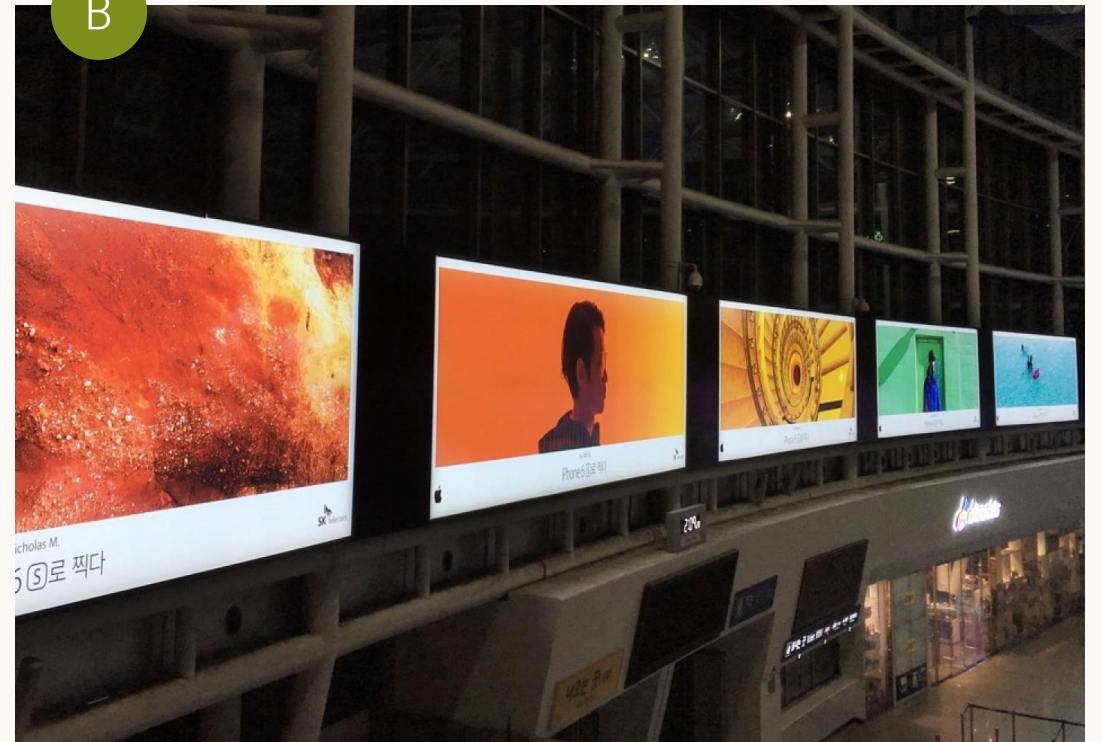
You are
where you
advertise



Which ad looks more expensive?



Which product looks more expensive?

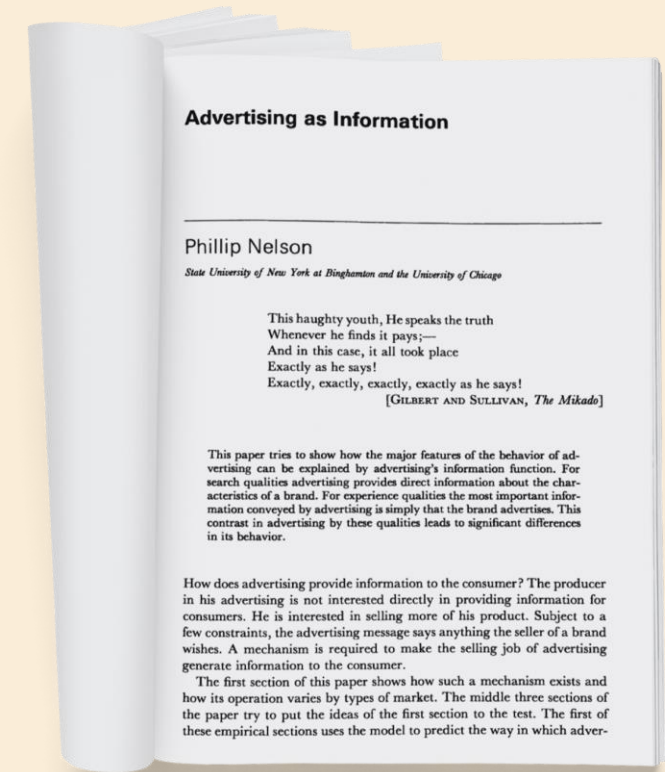


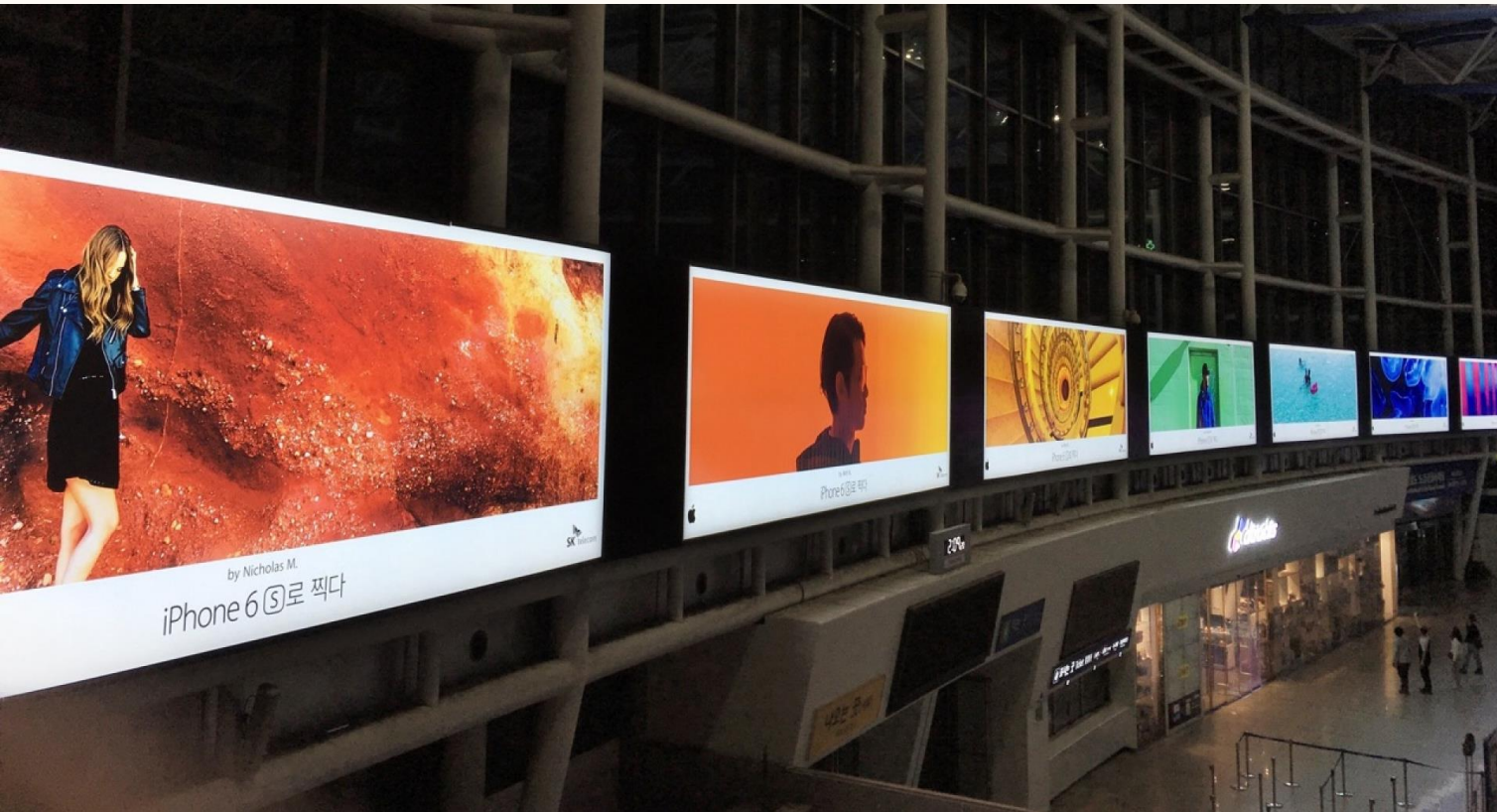
Signaling explains why expensive advertising works

“

The fact that a product is heavily advertised - regardless of its message - is evidence to the consumer that the quality of the product is high.

”





That's why companies like apple only buy the most expensive inventory

And yet, most
media buyers want
the cheapest
inventory possible

THE CONFESSIONS

Confessions of a media buyer: 'It's a game right now of how cheap you can be'

MARCH 13, 2018 by [Shareen Pathak](#)



So are your ads
reassuringly expensive,
or worryingly cheap?

Chase Had Ads on 400,000 Sites. Then on Just 5,000. Same Results.

By SAPNA MAHESHWARI MARCH 29, 2017



RELATED COVERAGE



YouTube Advertiser Exodus Highlights Perils of Online Ads MARCH 23, 2017



Brands Try to Blacklist Breitbart, but Ads Slip Through Anyway MARCH 26, 2017



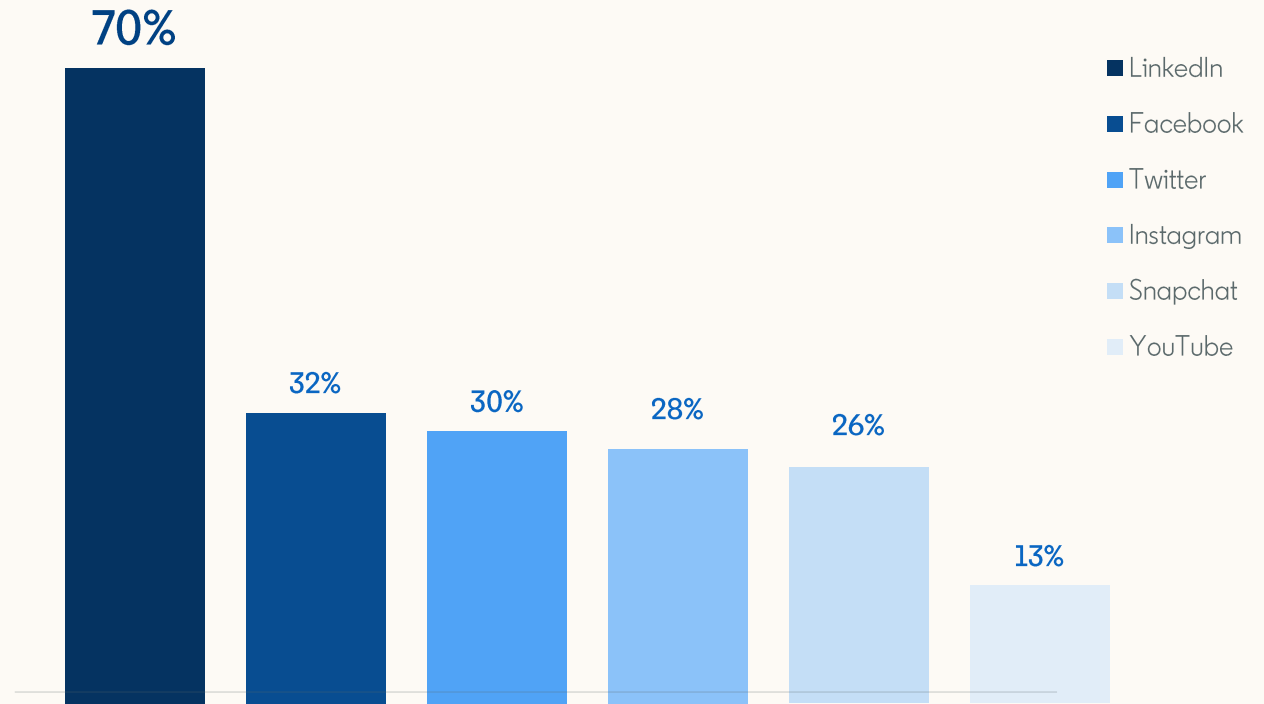
Advertising's Moral Struggle: Is Online Reach Worth the Hurt? DEC. 26, 2016



ADVERTISING Publishers Retreat From the Risks of



“LinkedIn is undisputedly the most trusted platform”



For the second year in a row, LinkedIn was cited as the most trusted social platform across nearly every factor.

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

Our quality context has a 2-3x halo effect for brands

“How do you perceive Advertisers on each platform”

‘More Professional’



92% > 34%

‘More Intelligent’



74% > 27%

‘Higher Quality’



59% > 33%

‘More Respectable’



59% > 30%

■ LinkedIn ■ Competitor Platform

Media Value Investing



The most savvy investors look for undervalued assets

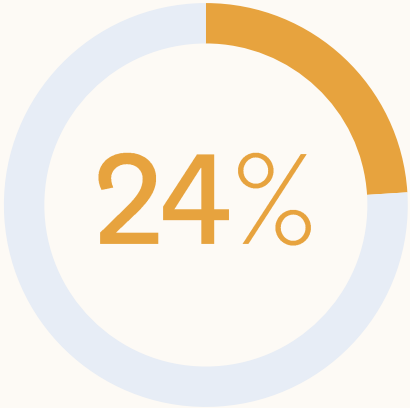
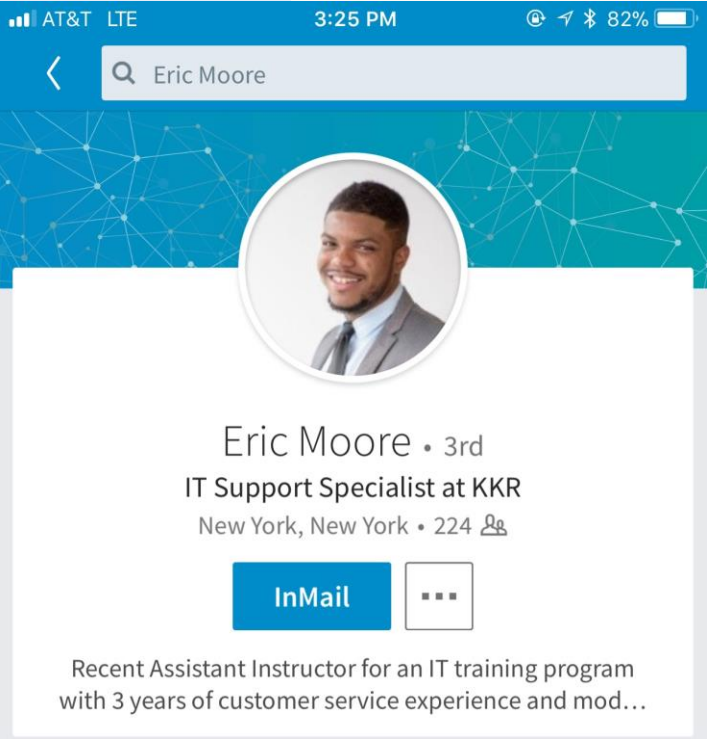
“

Price is what you pay; value is what you get. Whether we're talking about socks or stocks, I like buying quality merchandise when it is marked down ”

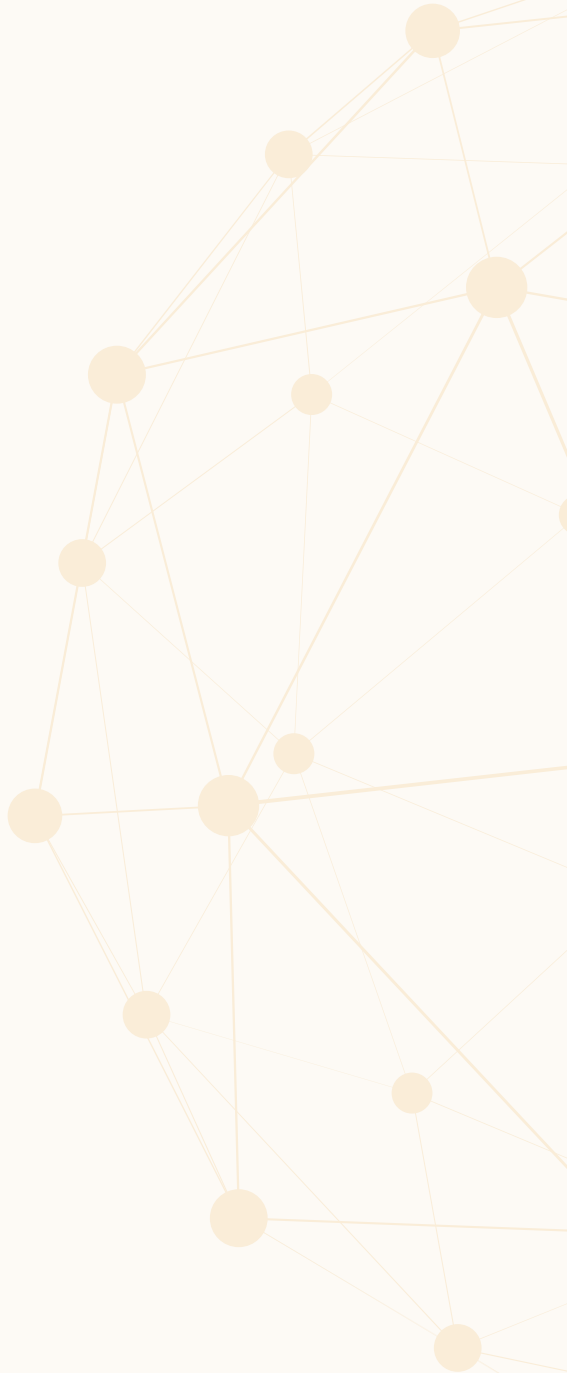
Warren Buffett



Individual contributors (ICs) are an undervalued audience

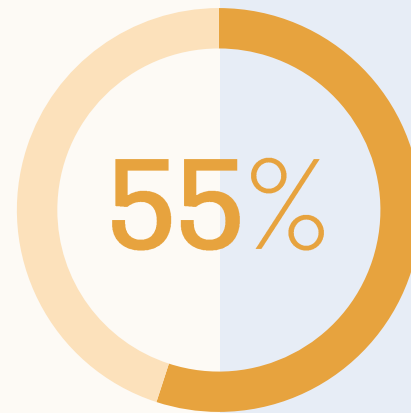


of impressions reach individual contributors



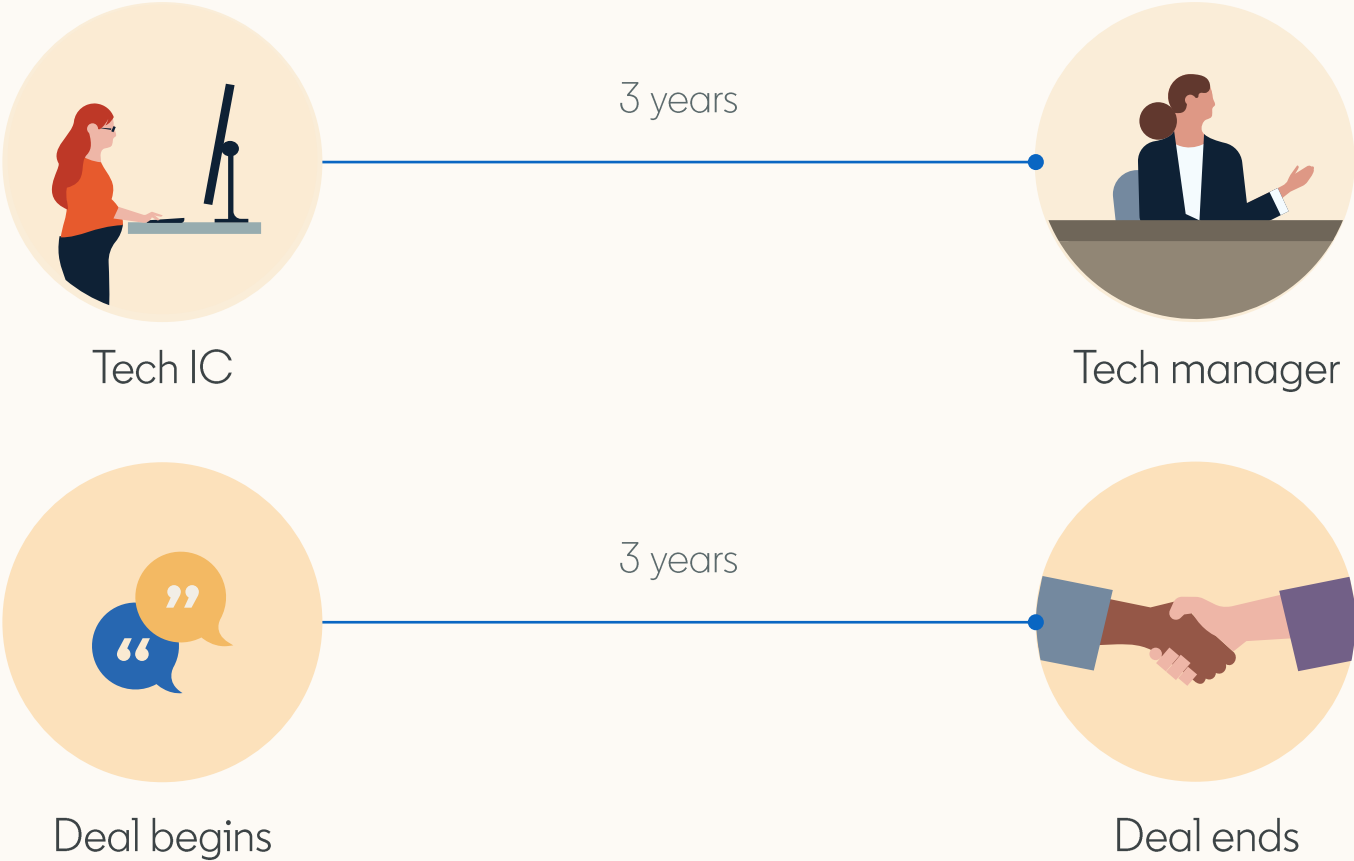
A network diagram consisting of numerous light orange circular nodes connected by thin, light orange lines, forming a complex web-like structure. The nodes are of varying sizes and are distributed across the left and center portions of the slide.

This ignored audience influences buying decisions today



of current tech buyers are ICs

And ICs will be making the buying decision tomorrow



So broaden your
investing horizon
and target beyond
the c-suite



Leverage the Buying Committee



17

Up to 17 people now influence major enterprise technology purchases, compared to just 10 in 2011



45%

45% of technology decision-makers work outside of IT, in finance, sales, facilities, and marketing



4+

There are now 4 or more functions involved in the purchase decision

Reach a larger audience with decision power

INCLUDE
People with **English** as their profile language in:

Locations
United States

AND who meet ANY of the following criteria:

Job Seniorities
VP, CXO, and Director

AND who meet ANY of the following criteria:

Company Industries
Information Technology & Services

Your estimated target audience
620,000
LinkedIn members

INCLUDE
People with **English** as their profile language in:

Locations
United States

AND who meet ANY of the following criteria:

Job Seniorities
VP, CXO, Director, Manager, Senior, and Entry

AND who meet ANY of the following criteria:

Company Industries
Information Technology & Services

Your estimated target audience
4,000,000
LinkedIn members

Questions?

Your profile,
your story



YOUR JOURNEY STARTS WITH A GREAT PROFILE

- ✓ Add your photo
- ✓ Choose meaningful background image
- ✓ Craft compelling tagline
- ✓ Write summary that embodies your message - make it SEO friendly
- ✓ Create a vanity URL
- ✓ Add video and content assets
- ✓ Get recommended
- ✓ Highlight awards and accomplishments



1. PHOTO

An up-to-date and good quality picture helps to establish yourself as an open and connect leader and adds credibility to your profile.



3. SUMMARY

The summary is a more personal overview of your career and an opportunity to highlight any areas of expertise.



5. PICTURES & VIDEOS

Using photos, presentations and other rich media is a helpful tool in demonstrating your thought leadership and promoting your company.

CONNECTING TALENT WITH OPPORTUNITY AT MASSIVE SCALE

fluencer

Jeff Weiner • 3rd
CEO at LinkedIn
LinkedIn • The Wharton School
San Francisco Bay Area

Follow

Internet executive with over 20 years of experience, including general management of mid to large size organizations, corporate development, product development, business operations, ...

See more



2. LOCATION

Location will allow your potential partners to find you. Additionally, you will stand out in searches up to 23X.*



4. EXPERIENCE

The experience section allows you to highlight your work history and key positions you held. It is also an opportunity to include any Board or Chair experience that illustrates your leadership.

Experience

CEO
LinkedIn
Dec 2008 - Present • 9 yrs

Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global platform to 23 languages and more than 30 offices around the world, grown its membership base from 33M to more than 500M, and increased its revenue from \$78M to over \$4B in 2017.

Media (8) < Previous Next >

Bay Area Council 2012: The Next Human Leap

The Art of Conscious Leadership, Wisdom 2.0 2013

Member, Board of Directors
Intuit

EXERCISE

Review your summary

Summary

As a sales leader with over 25 years of experience, I'm passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

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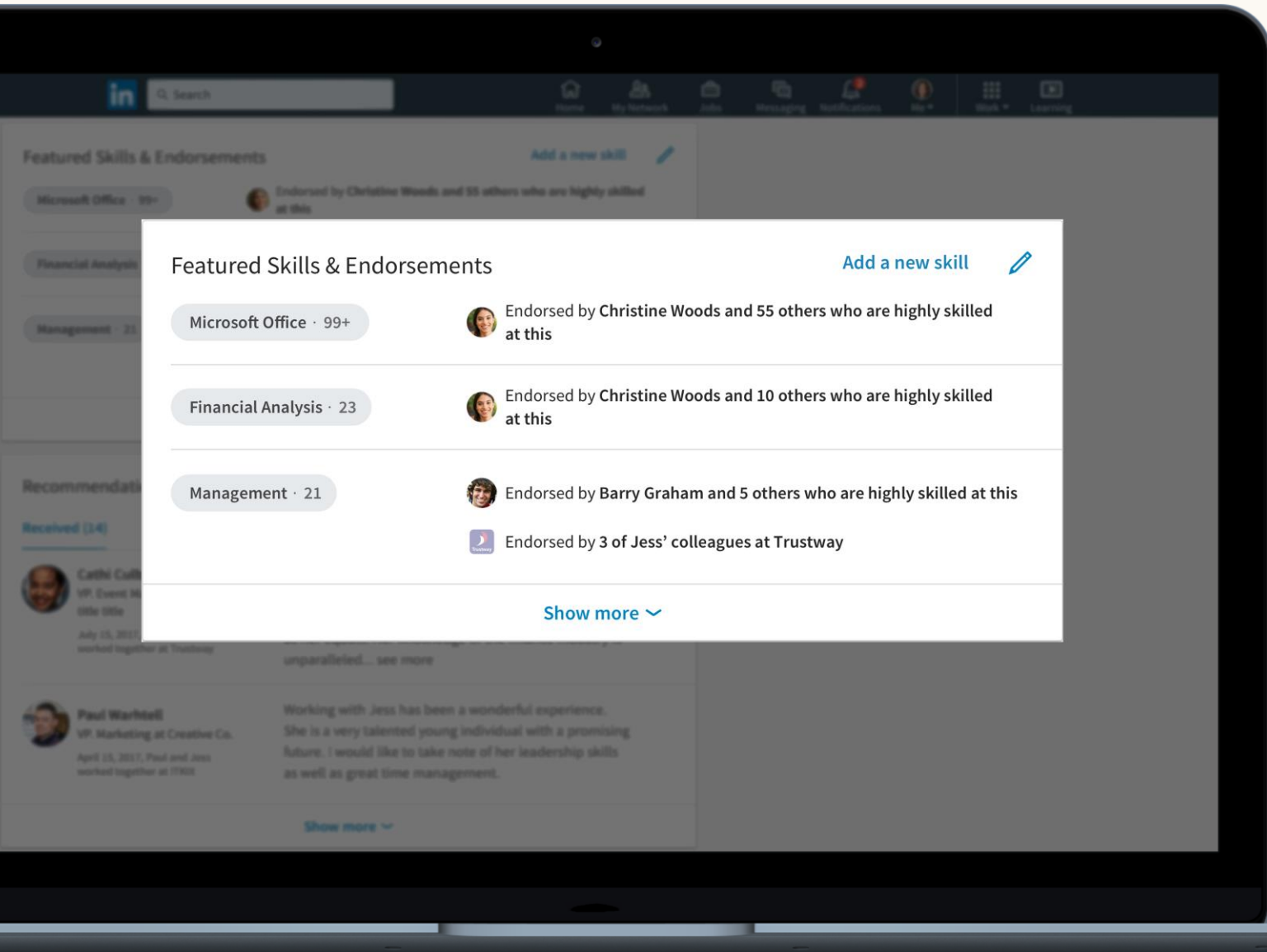
Media



Yes, update my network

Your connections may see this change in their feed or email.

- Quantify and use keywords
- Your “elevator pitch”
- Focus on career accomplishments and aspirations
- Use “STAR” format
- Look at peer profiles
- **40+** words



EXERCISE

Add skills & get endorsed

Members who add **5** or more skills receive up to **17x** more Profile views

Build Thought Leadership

Your Voice on LinkedIn



Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



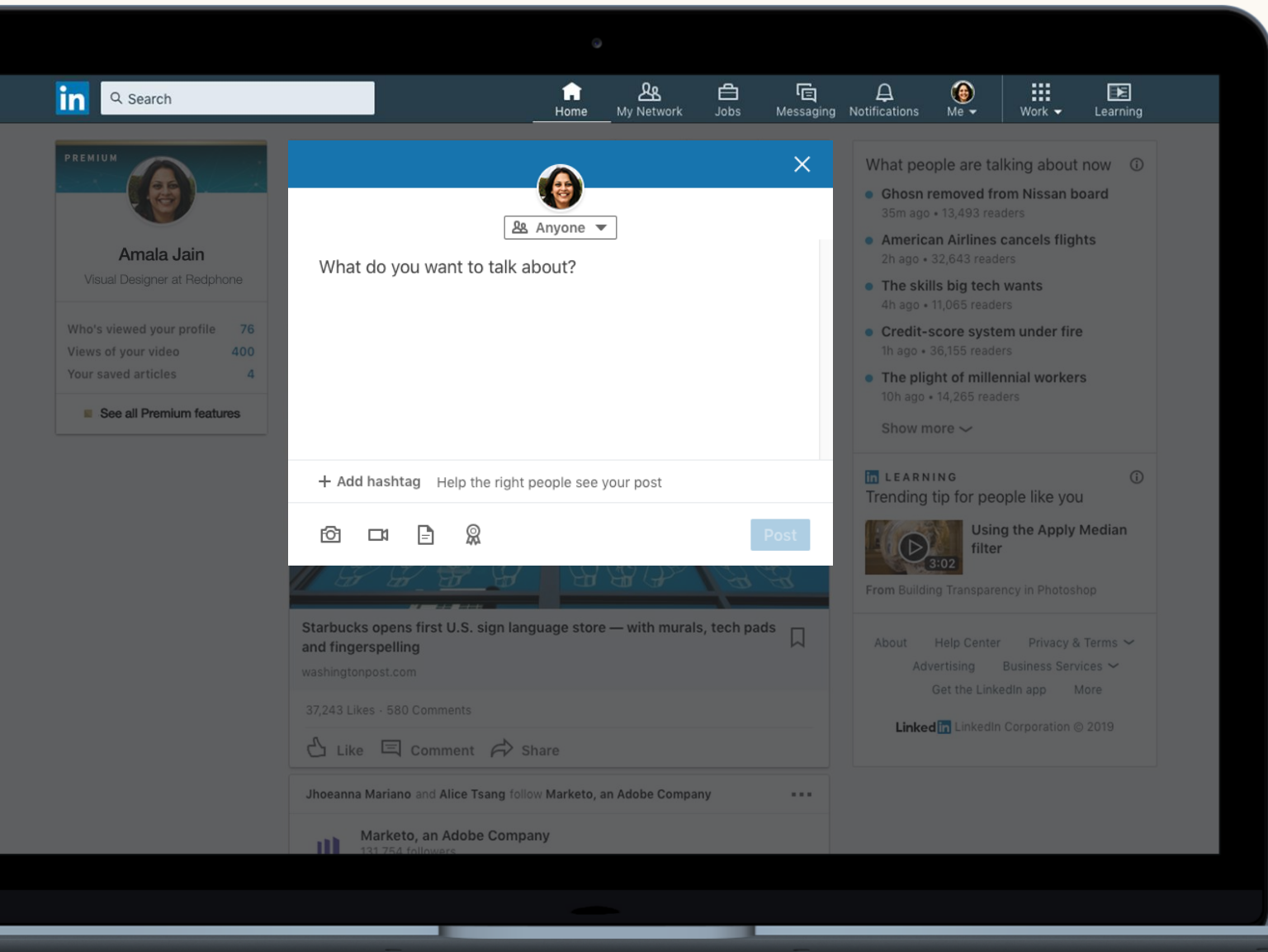
Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

Share status updates

Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity



Gain
Knowledge
and Insights



in it to do what I love



LinkedIn

Internet • Sunnyvale, CA • 2,668,372 followers

[View in Sales Navigator](#)

[See jobs](#)



540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments
3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?



Skip

Your response is private and will not be shared with your company or shown on your profile.

GAIN KNOWLEDGE

Follow
companies

GAIN INSIGHTS

Follow
influencers

The screenshot shows a LinkedIn profile for Bill Gates on the Fluencer platform. The profile header includes the Fluencer logo, a circular profile picture of Bill Gates, and his name "Bill Gates". Below the name, it lists his roles: "Co-chair, Bill & Melinda Gates Foundation", "Bill & Melinda Gates Foundation • Harvard University", and "Greater Seattle Area". There is an "Unfollow" button and a "See more" link. A bio snippet reads: "Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger." To the right, there is a "Contact and Personal Info" section with a "Show more" link. Below that is a job advertisement for "Irene, explore jobs at The Gates Foundation that match your skills" with a "See jobs" button. The main content area is titled "Bill's Articles & Activity" with 6,932,276 followers. It features a featured article "Warren Buffett's Best Investment" from February 14, 2017, and a list of three activity posts: "One of the greatest values of our nation is the belief that the best investment any of us can", "I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of", and "In 2006, Warren Buffett donated the majority of his wealth to our foundation to help reduce". There are "See 60 more articles" and "See all activity" links. The "Experience" section is partially visible at the bottom.

fluencer

Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Bill & Melinda Gates Foundation • Harvard University
Greater Seattle Area

[Unfollow](#)

Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.

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Bill's Profile and Websites
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Ad

Irene, explore jobs at The Gates Foundation that match your skills

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Bill's Articles & Activity
6,932,276 followers

Warren Buffett's Best Investment
Bill Gates on LinkedIn
February 14, 2017

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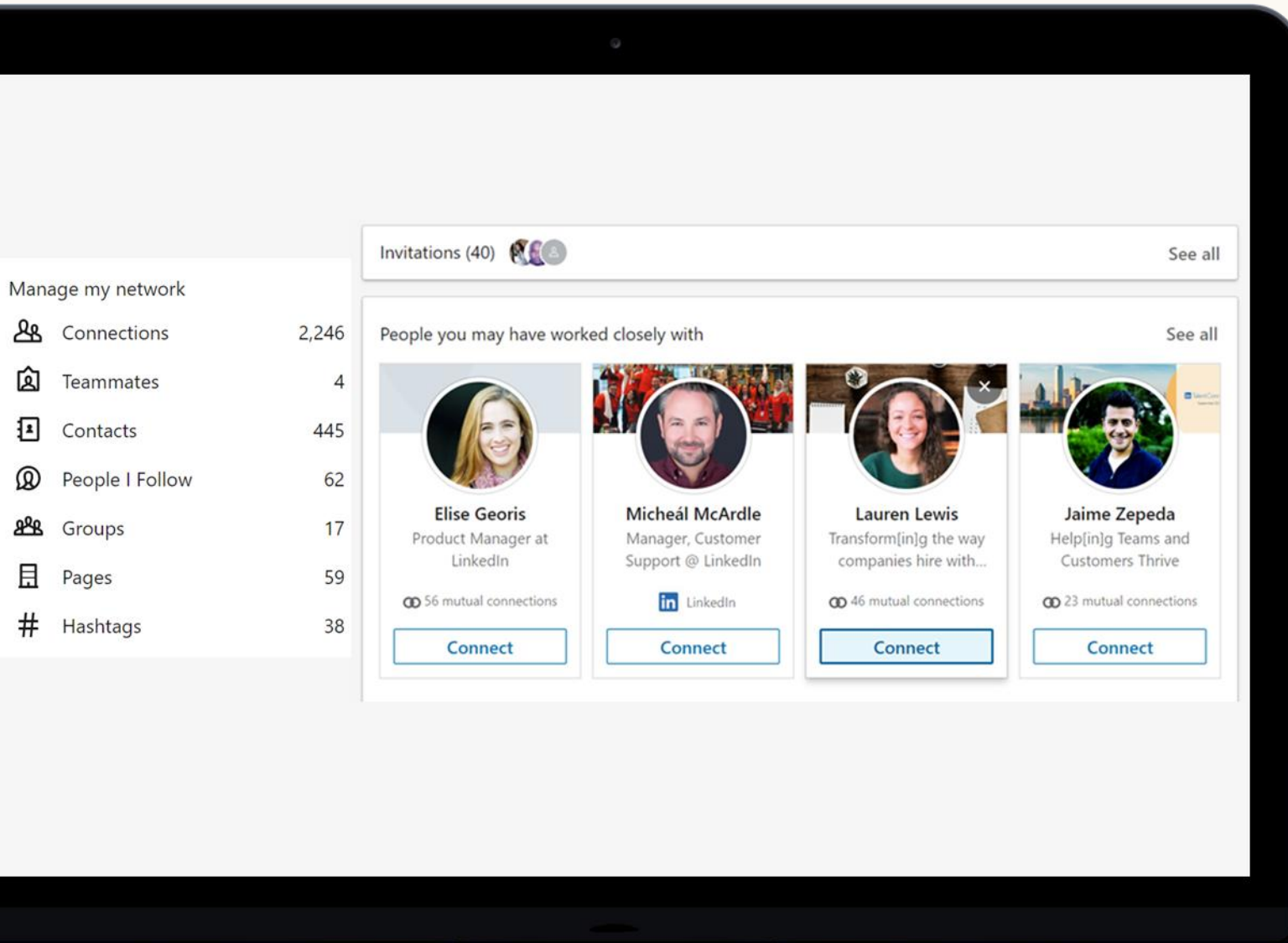
One of the greatest values of our nation is the belief that the best investment any of us can
Bill shared

I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of
Bill shared

In 2006, Warren Buffett donated the majority of his wealth to our foundation to help reduce
Bill shared

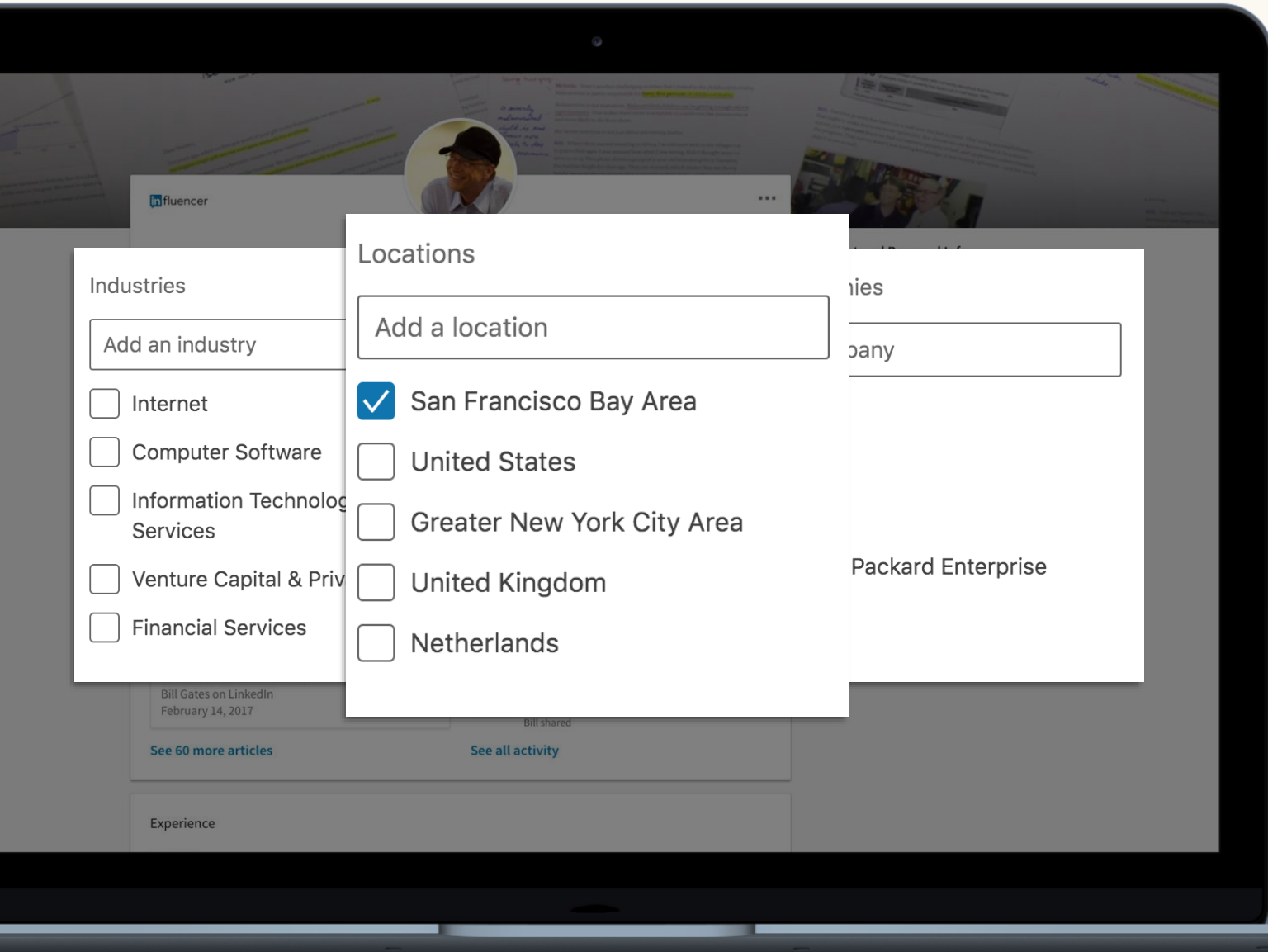
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Experience



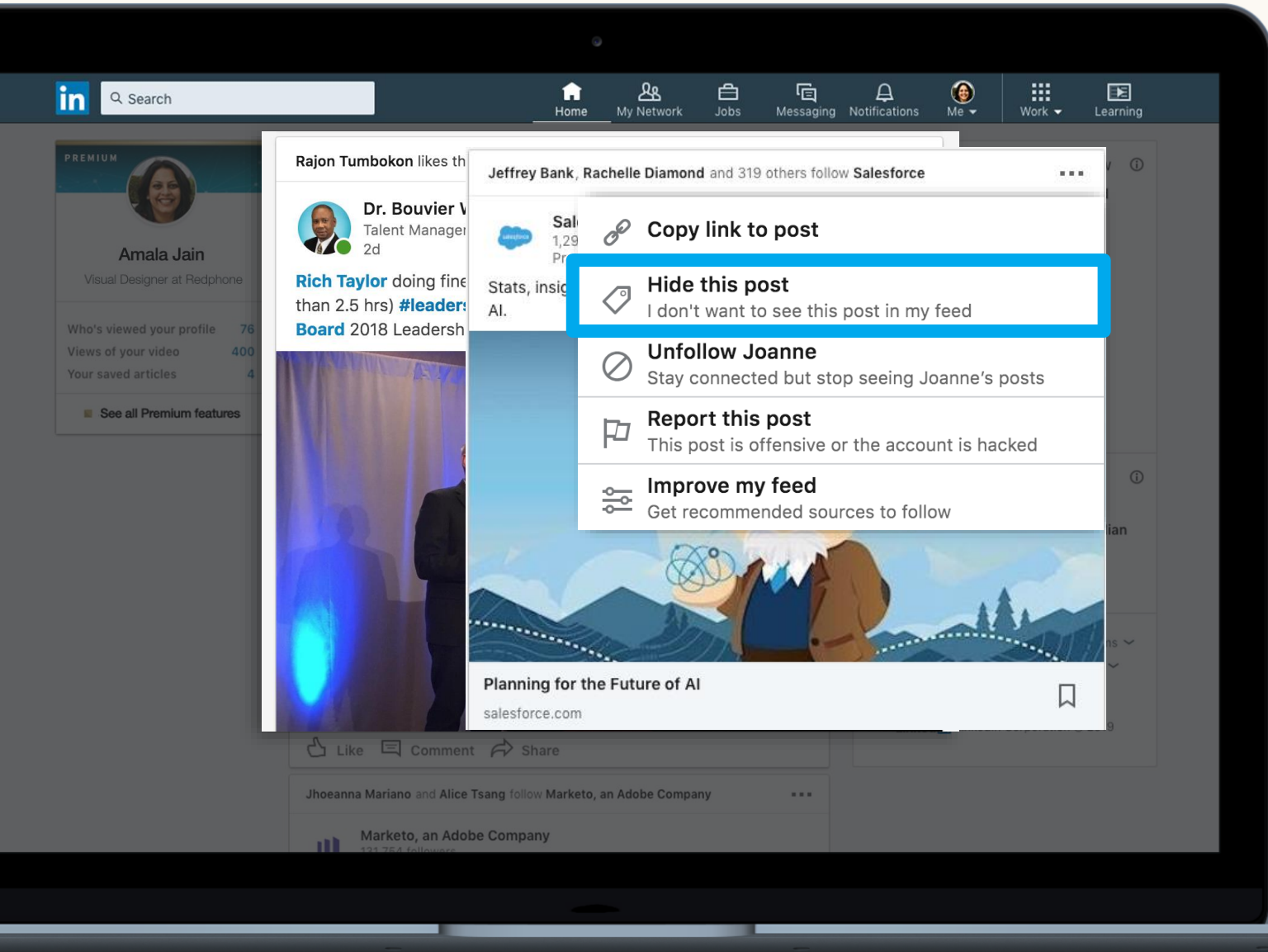
BUILD COMMUNITY

Grow your network



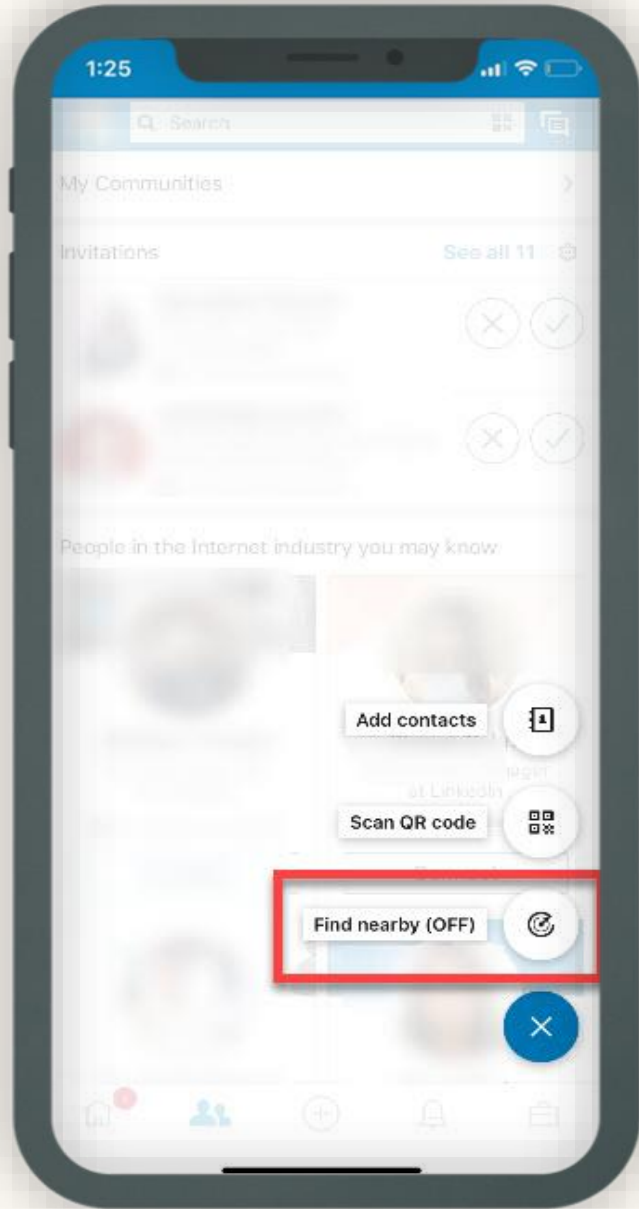
SEARCH AT SCALE

Advanced search filters help you find what's important



CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most



EXERCISE

Grow your network: Use “Find Nearby”

1. Activate Bluetooth on your mobile device.
2. Open your LinkedIn mobile app.
3. Tap “My Network” icon > “Connect” button > “Find nearby” button.

Questions?

LinkedIn

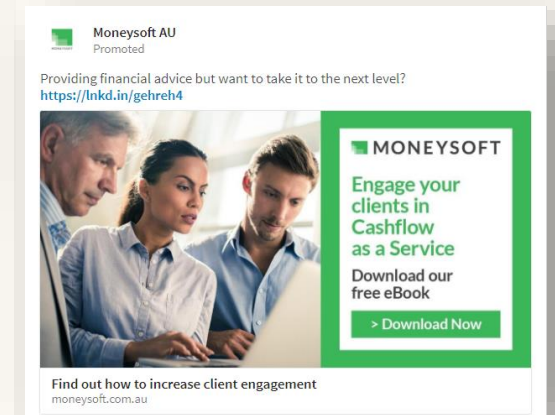
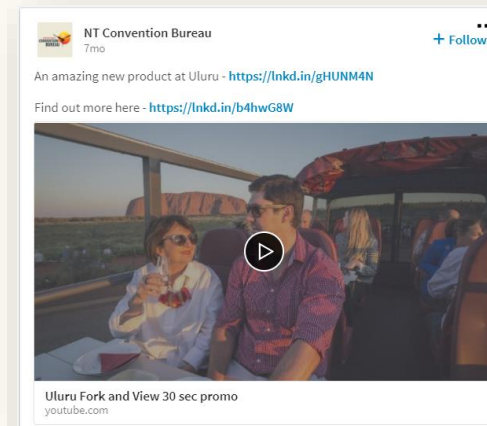
Sponsored Content Best Practices

Create content that is helpful, informative, and/or entertaining

- Make a bold statement or ask a question to spark a conversation and get your audience to react.
- Bring insights front and center – highlight interesting stats and quotes.
- Have a clear call to action – test different CTAs against each other (ex. “Register” vs “Join”).
- Address your audience and explain how your piece of content will help your target achieve professional success.
- Develop a consistent brand template - consistent, distinct branding helps break through in the feed.

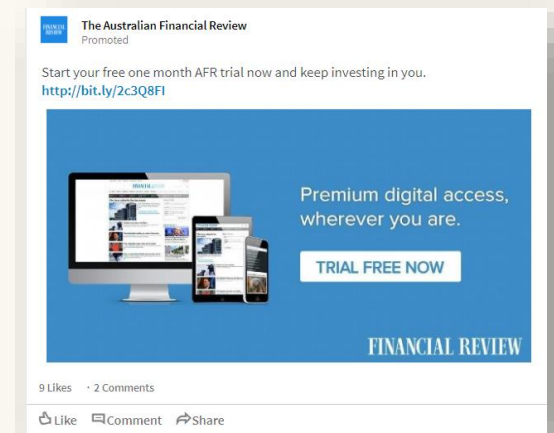


LinkedIn Sponsored Content Ad Specs [here](#)



Fun Facts:

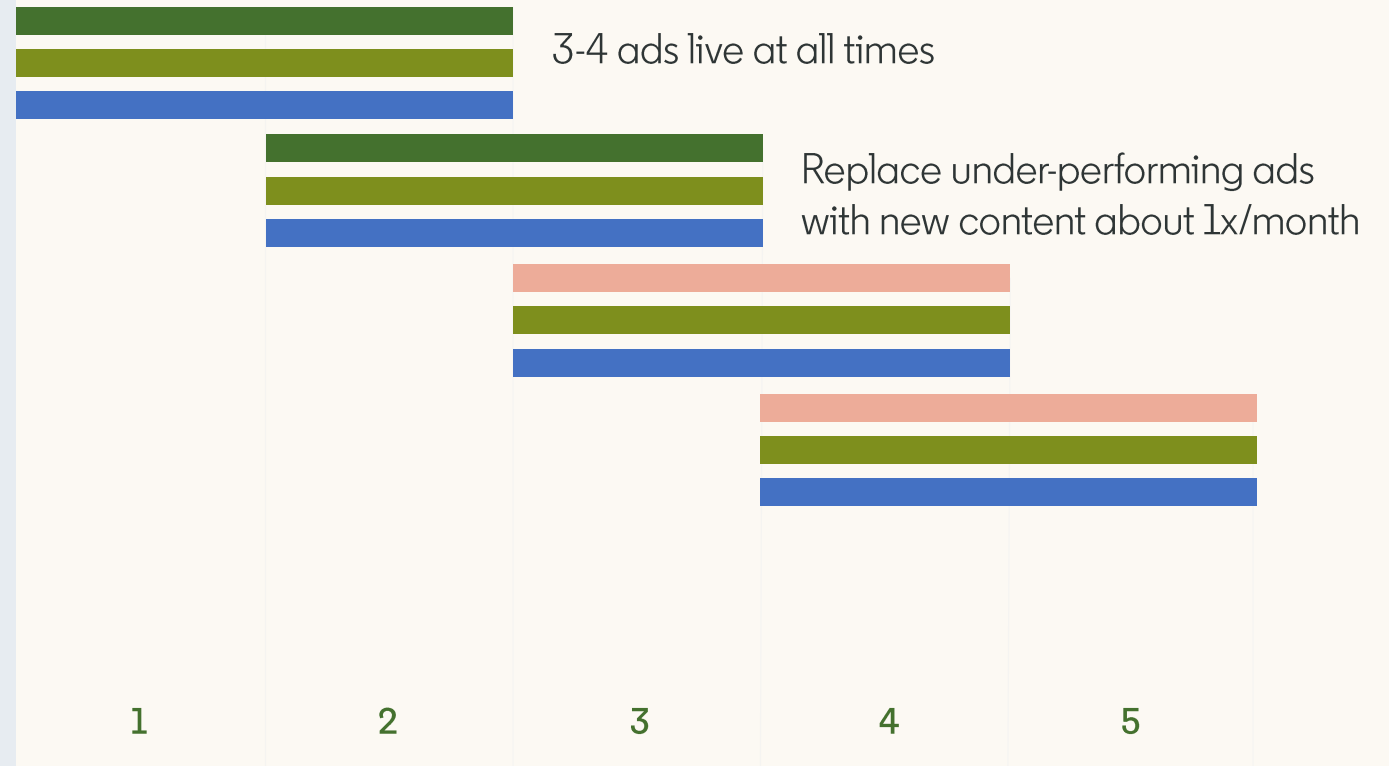
- Images with humans saw 160% greater CTR than images with objects
- Quotes outperformed stats, with a 30% increase in CTR
- Call to action “Register” outperformed “Join” on internal tests and generated 165% more clicks.



Program your content calendar

By posting several updates simultaneously, the algorithm will optimize the delivery of the content that performs best

Monitor for content fatigue, a decrease in CTR or conversion rate, signalling to swap out content



3 main levers for optimization

