Leveraging LinkedIn for Professional Growth

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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
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
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?”

Business Insider Intelligence, Digital Surveys, n=1,528, 2017; n=1,350, 2018
Our Audience Sets Us Apart With Marketers
Data is up to date, accurate & substantial, resulting in higher quality leads
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

1 – The Mindset Divide research study, TNS, September 2012
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.
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

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<th>Ads Formats</th>
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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
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
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

Want to fast track an international career?
FixDex - 1 year program in 2 countries

Veronica, as a content manager, get the latest industry trends in social media

3 Ways to Use Psychology in Digital Marketing

FixDex - 1,427 followers

Grow your business with news and insights from FixDex

Follow
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

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<th>Company size</th>
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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
10.36

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
42.49

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
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?
The originality delusion
Marketers are obsessed with newness
But new isn’t what sells

Source: The Branding Journal, “What To Learn From Tropicana’s Redesign Failure”
What sells is relevance + familiarity

What do CXOs want from thought leadership?

Source: LinkedIn + Edelman Research, “How Thought Leadership Impacts B2B Demand Generation”
Don’t Sell “Original,” Sell “MAYA”

Source: Raymond Loewy, “MAYA Principle”

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
So are your ads reassuringly expensive, or worryingly cheap?
LinkedIn is undoubtedly 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

Source: Custom Nielsen Lab Study commissioned by LinkedIn, August 2017
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

24% of impressions reach individual contributors
This ignored audience influences buying decisions today. 55% 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

- Up to 17 people now influence major enterprise technology purchases, compared to just 10 in 2011.
- 45% of technology decision-makers work outside of IT, in finance, sales, facilities, and marketing.
- There are now 4 or more functions involved in the purchase decision.

LinkedIn: The Tech Purchase Journey, 2015
Reach a larger audience with decision power

**Your estimated target audience:** 620,000 LinkedIn members

**Includ**

- **Locations**
  - United States

**AND who meet ANY of the following criteria:**

- **Job Seniorities**
  - VP, CXO, and Director

- **Company Industries**
  - Information Technology & Services

**Includ**

- **Locations**
  - United States

**AND who meet ANY of the following criteria:**

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

- **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 connected leader and adds credibility to your profile.

2. LOCATION
Location will allow your potential partners to find you. Additionally, you will stand out in searches up to 73%.

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

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.

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

Review your summary

- 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
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?
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.

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.

LinkedIn Sponsored Content Ad Specs [here]
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.

3-4 ads live at all times
Replace under-performing ads with new content about 1x/month
3 main levers for optimization

1. Targeting
2. Bids & Budget
3. Content