

B2B Marketing Fundamentals

LinkedIn Marketing Solutions

The balancing act: A B2B marketer's unique challenge

In B2B, how (and where) you do business matters. Starting with a strong foundation is key.

To help our businesses accelerate even in tough times, we need to deliver leads today. But it takes time to build lasting impact.



By 2022, profitability will replace customer experience as the CMO's number 1 strategic priority.[1]

2x

Successful B2B marketers are 2X as likely to think long term.[2]



B2B brand building should account for 46% of marketing spend, and lead generation 54%.[3]

Successful marketers operate off a simple playbook. They focus on 3 things:

Getting in touch with professional audiences →

Driving engagement with those audiences →

Building trust along the way →



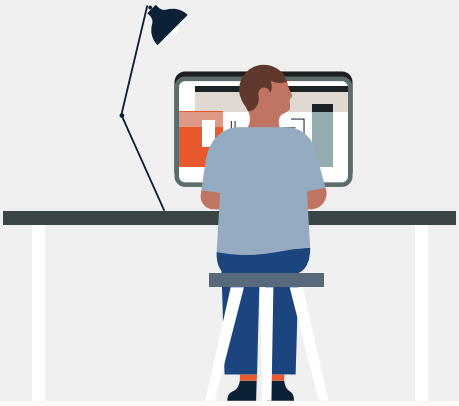
1 Gartner, "In Search of Balance in Marketing," 2019
2 MarketingWeek
3 The B2B Institute

Reaching buyers with the power to act

B2B buying cycles are long, emotion-driven and involve many stakeholders. Make sure you know who your marketing is reaching and how your buyers are reacting to it.

B2B buyers average 17 meaningful interactions when completing a purchase.[4]

The typical B2B buying group involves six to 10 stakeholders.[5]

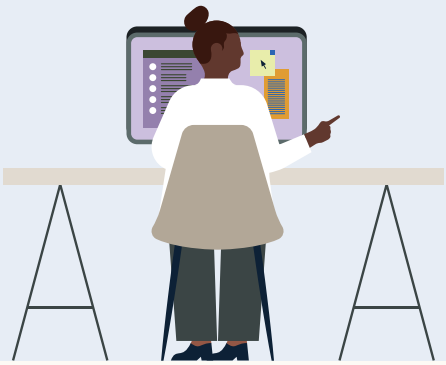


Navigating the B2B buying cycle can be complex, so reaching the right stakeholder group is key.

And it's clear that marketing can play a pivotal role in how that stakeholder group responds.

Considerations about whether a purchase can enhance the buyer's reputation or reduce anxiety play a large role in the B2B buying decision.[6]

95% of decision-makers state that, even before contacting a supplier, feeling a sense of connection to a supplier's brand is as important as feeling confident about what they do.[7]



Multiple stakeholders influence every sale.

Winning brands drive consensus and catalyze collective action across the buying committee.

"Too many B2B marketers underestimate the importance of branding to their success, focusing instead on a product-based appeal to buyers."

– **Forrester Research**, "What B2B Buyers Crave," 2020

4 Forrester SiriusDecisions blog, "Why Are Buyer Insights So Vital for Product, Marketing and Sales Leaders?" 2019
5 Gartner, "Buyer Enablement," 2019
6 Harvard Business Review
7 B2B International

Reaching everyone on the buying committee is one of the hardest parts of B2B marketing – and one of the most important when you're selling high-consideration products and services.

You succeed by reaching and building relationships with prospects who wield decision-making authority.

That's why it's essential to engage high-quality buyers in a professional context.



Reach your target audience on LinkedIn

690+ million

LinkedIn members around the world

65+ million

decision makers on LinkedIn

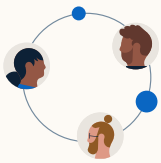
4 out of 5

members drive business decisions

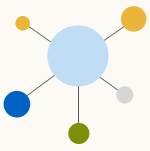
Marketers can tap into our powerful demographic data to:



Precisely target audiences



Zero in on intent, behavior, engagement, interests and more



Reach everyone involved in the buying decision

"With these campaigns, we can know exactly who this job title is that's in front of this ad, and what company they're at. And it makes our job of finding these people much easier."



Trey Buchanan
Senior Manager at Metric Theory (ServiceMax's agency)

Thanks to the quality of their content and precision of their targeting, ServiceMax and Metric Theory have seen strong overall results with their campaign. But the real breakthrough came from the decision to focus their efforts on LinkedIn Groups. The Groups campaign outperformed even Retargeting campaigns, producing an incremental surge in quality leads at a 16% lower cost per lead: 189 leads captured at a CPL lower than benchmark.

16% better campaign performance when targeting LinkedIn Groups

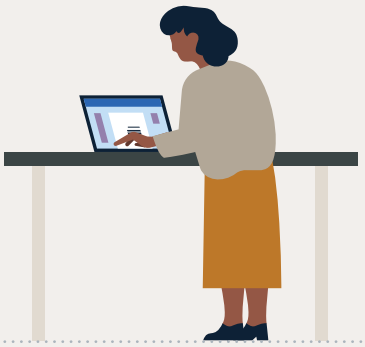
189 leads captured at a CPL lower than benchmark

Our solutions for reaching professional audiences

Ad Targeting	Reach professional audiences with Ad Targeting
Lookalike Targeting	Find professionals on LinkedIn who look, act, and behave like your top customers with Lookalike Targeting
Audience Expansion	Find similar professionals who might be interested in your offerings using Audience Expansion
Matched Audiences	Find the exact audience to match your target list with Matched Audiences
Audience Network	Serve ads beyond LinkedIn via the LinkedIn Audience Network

Driving meaningful engagement with business-minded buyers

Maximize your investment toward the engagements (and receptive audiences) that count.



Joining your audience's conversations is a proven way to connect with buyers. Gain mindshare and market share will follow.

Empowered B2B buyers consult many communities – including those on social media – to inform their purchase decision. They find most value in the ones geared toward their business needs and interests.

81%

of B2B buyers said they share business-related content with their LinkedIn network[8]

75%

of B2B buyers use social networks to learn about different vendors[9]



Your brand should be a part of those valuable engagements.

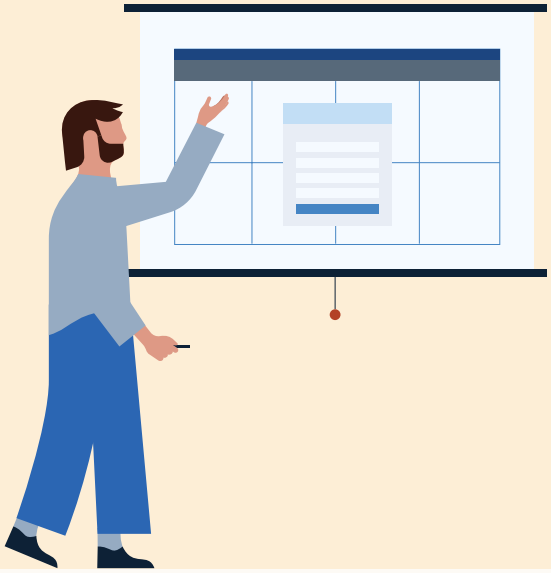
"Modern B2B buyers will expect providers to be present and proactive at every moment of their journeys, in all of their preferred channels and touchpoints."

– **Forrester Research,** "What B2B Buyers Crave," 2020

8 DemandGen

9 Forrester blog, "Welcome To The B2B Marketing Renaissance," 2019

How to take part on LinkedIn



82%

of B2B marketers realize their greatest success on LinkedIn compared to other social media channels[10]



LinkedIn members are purposeful.

They invest time on the platform to be more productive and successful, to learn and grow. That makes them more interested in learning about brands on LinkedIn.

LinkedIn is the most common social network used to research for buying decisions.

Brands on LinkedIn have seen 33% increase in purchase intent resulting from ad exposure on LinkedIn.[11]

Quality conversations and dialogues thrive in the feed on the trusted, professional LinkedIn platform. In 2019 on LinkedIn:

25%

more sessions year-over-year



Engagement reached record levels

358 billion

LinkedIn feed updates viewed

10 Content Marketing Institute
11 Heinz Marketing

"...by the end of the hour-long presentation we had one thousand comments. I was with the team in the campaign control room, and they couldn't believe the quality of the conversations we were having with viewers."



Julian Foster
Global Head of Paid Social Media
Automation Anywhere

When the big day arrived, and Automation Anywhere launched its LinkedIn Live broadcast, the response was immediate and immense. In addition to generating 1,000 comments by the end of the hour-long presentation, it drove 2,000 high-quality leads per month.

2,000

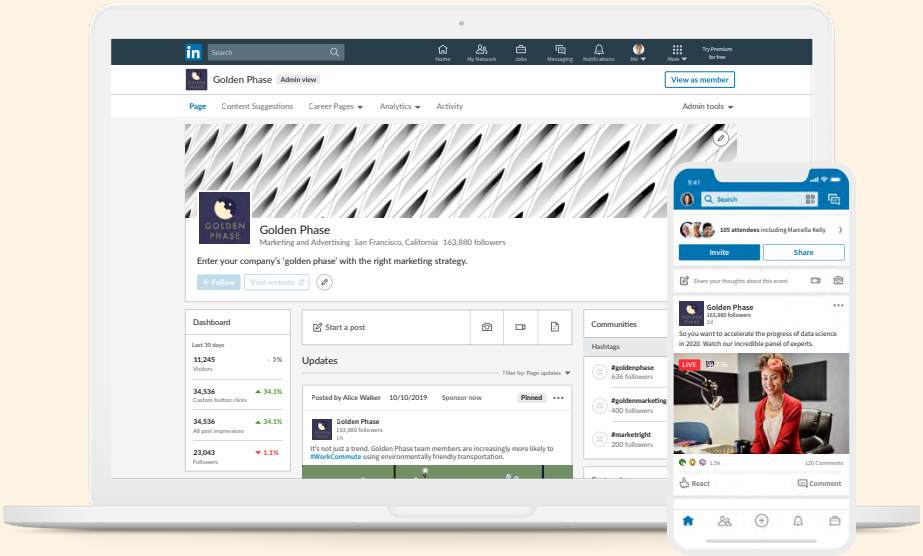
avg. high-quality leads per month from LinkedIn at > $30 avg. cost per lead

78%

of views across all platforms came from LinkedIn Live

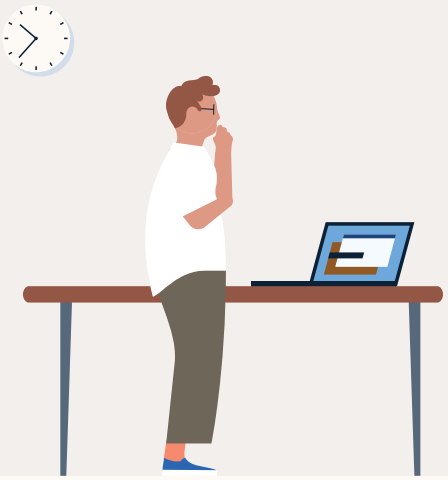
Our solutions for engaging your audience

- Bring your brand to life and build relationships using LinkedIn Pages
- Stream live video content to drive record engagement with your professional audience with LinkedIn Live



Advertising in trusted environments that deliver results

Trust is something that's hard won but easily lost. So is your brand's identity. Where your ad shows up matters. Context matters.



Brands must carefully choose where to establish their reputation. Doing so could mean the difference between winning and losing their biggest deals.

51% of B2B buyers place a higher emphasis on the trustworthiness of the source of the content they consume[12]

68% The majority of B2B buyers notice ads from the solution provider they chose during the research process[13]

That's why you should align your brand with trusted, recognizable sources. Establish a strong brand reputation by showcasing your value in trusted environments.

Perceptions of enterprise – who you are – drives two thirds of corporate reputation vs. what you sell which accounts for only a third.[14]



"Many companies focus on chasing down leads with a 'last-click' mindset. Fewer invest the effort to earn credibility in the minds of customers and create an environment that stimulates lasting demand."

– **Edelman**, "Beyond Conferences," 2020

12 DemandGen
13 DemandGen
14 Reputation Institute

The case for trusting LinkedIn

Trust is the foundation of meaningful relationships that convert prospects to customers. When you advertise on LinkedIn, you associate your brand with the world's most trusted social media platform.



For the third year in a row, LinkedIn is recognized globally as the

most trusted social platform[15]

LinkedIn ranks #1

for "least annoying ads," "confidence in data," "least deceptive content," and "feel safe participating"[15]

"We were able to find a lot of success on LinkedIn because LinkedIn gives us access to a very engaged and relevant audience. When a potential customer sees meaningful, relevant content, they'll view your company as a knowledge resource and as a partner. And in the future, once they build up that trust, they'll come to you with their business."



Joon Shin
Digital Marketing Manager,
Aha!

Trust is also the foundation for delivering both short- and long-term results. And our platform empowers you to deliver against any and all marketing objectives: brand building, engagement, lead generation, and conversions.

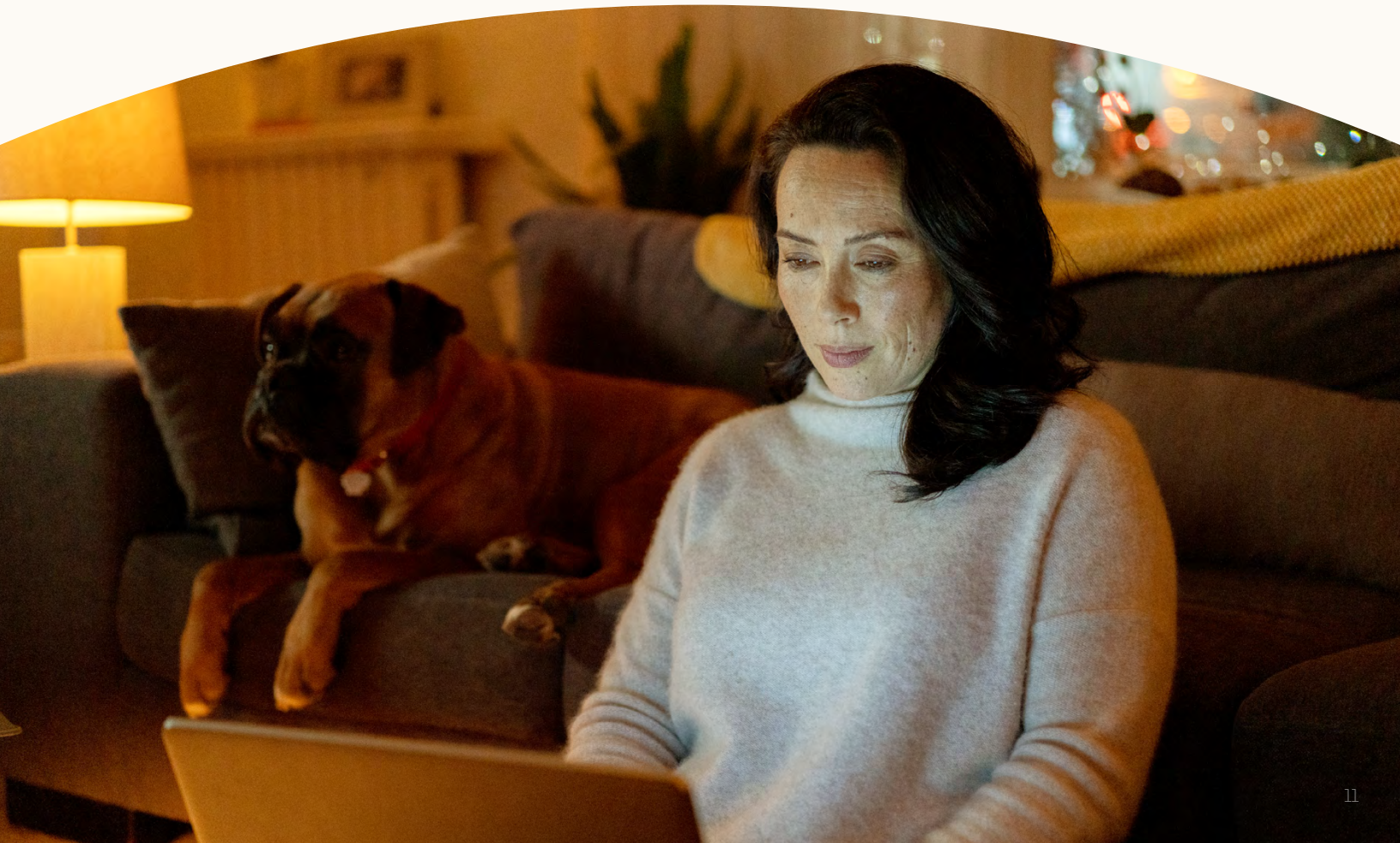
- As a source of leads, LinkedIn performs **above average** compared to other social networks[16]
- Brands see a **2-3x lift** in brand attributes when advertising on Linkedin
- Brands have seen **33% increase in purchase intent** resulting from ad exposure on LinkedIn[17]
- LinkedIn was named the **#1 rated platform** for B2B lead generation[18]
- **40% of B2B marketers** surveyed indicated LinkedIn the most effective channel for driving high quality leads[19]
- Marketers see up to **2X higher conversion rates** on LinkedIn[17]
- Audiences exposed to both brand and acquisition messages on LinkedIn are over **6x more likely to convert**[20]

15 Business Insider Intelligence
16 eMarketer
17 LinkedIn data
18 DemandWave
19 eMarketer
20 LinkedIn Marketing Solutions

Our solutions for building trust

Your ads – whether powerful videos, evocative images, or personalized messages – appear seamlessly in the LinkedIn feed and inboxes to become part of the member experience on LinkedIn.

- ✓ Easily create and launch LinkedIn ads aligned with your objectives using Campaign Manager
- ✓ Deliver powerful videos and evocative images directly to members' LinkedIn feeds using Sponsored Content
- ✓ Start a dialogue with professionals and business decision-makers with Conversation Ads
- ✓ Collect quality leads from your ads with our Lead Gen Forms, prefilled with accurate LinkedIn profile data



Do business where business is done

LinkedIn is the foundation for B2B marketing, a unique advertising platform where you can achieve your short- and long-term objectives.

Reach the people that matter to your business. Engage them against a backdrop of standup brands, professional insights and learning resources – in an environment where they're in a business mindset.

Create an ad



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