LinkedIn Marketing Solutions

Australia:
Market and Audience Insights

- Economic overview
- Audience profile on LinkedIn
- SMBs on LinkedIn
- Top content interests
- Best performing ad formats

Economic overview

GDP	**Value**: USD 1.33 trillion (2020) **Growth:** -0.3% (2020)
Population	**Age 15-64**: 16.5 million (2020)
GNI per Capita	**Atlas Method**: USD 55,100
Inflation	**0.85%** (2020)
Unemployment	**6.6%** (modeled ILO) (2020)
Doing Business	**Ease of Doing Business:** 14 (Global Rank) **Ease of Trading Across Borders:** 106 (Global Rank)
Imports by Stage	**Raw Materials**: 6.04% (of total imports) **Intermediate Goods**: 13.9% (of total imports) **Consumer Goods**: 44.9% (of total imports) **Capital Goods**: 32.6% (of total imports)
Service Imports	**USD 72.02 billion (BoP)**

Top Imported Products

- Petroleum Oils
- Automobiles
- Transmission Apparatus
- Trucks

46% Others
25% China
12% US
7% Japan
5% Thailand
5% Germany

Top Exported Products

- Iron Ores & Concentrates
- Coal
- Gold
- Cooper Ores & Concentrates

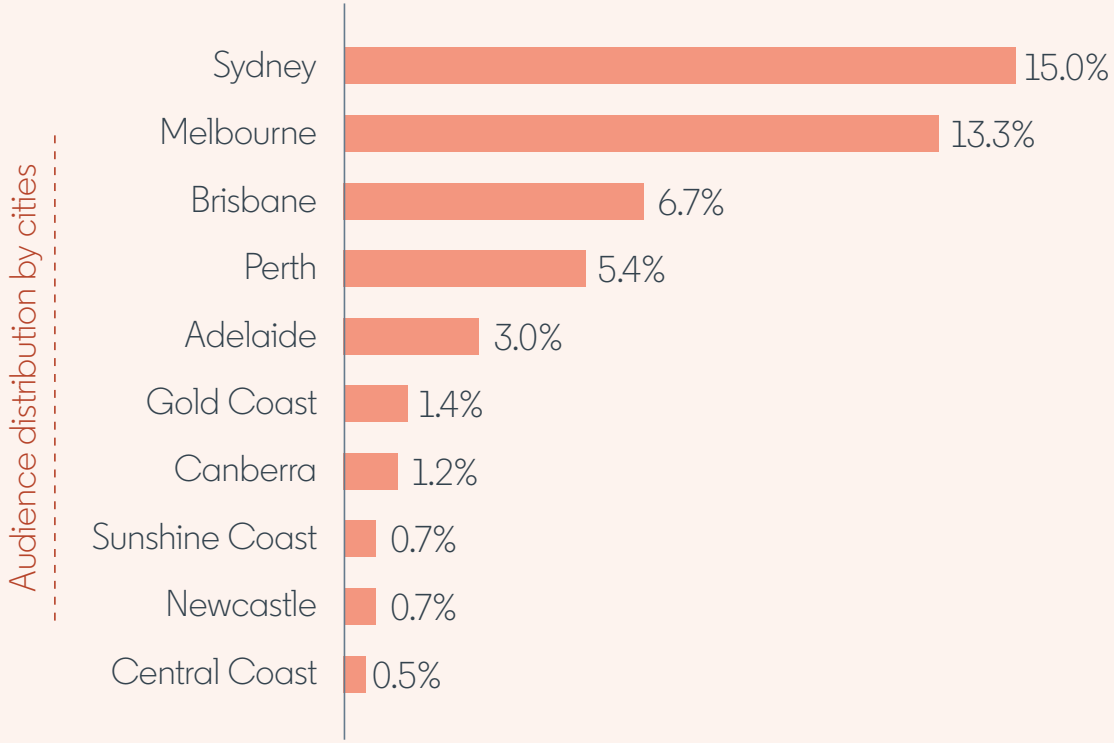
32% Others
39% China
15% Japan
6% South Korea
4% UK
4% US

Data for 2019, unless otherwise mentioned | Source: Macroeconomic indicators at WorldBank & WITS

Audience profile on LinkedIn

Where are they located?

Only 48% of Australian audiences on LinkedIn are located in the top 10 cities



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With 52% of audiences located outside the major cities, setting your location targeting to Australia as a country, rather than focusing on specific cities, can improve your reach.

This is especially true in a time when more people are working remotely.

Audience profile on LinkedIn

Where do they work?

32% of Australian audiences on LinkedIn work in

- Government
- Education
- Professional Services

Fastest-growing industries

01

Media/ Entertainment

02

Professional Services

03

Software Technology

04

Healthcare

05

Engineering/Architecture

Source: LinkedIn Internal Data Sep 2021 | Target Audience: LinkedIn Members in Australia region | Industry growth is based on the increase in count of companies on LinkedIn over L12M

Audience profile on LinkedIn

Decision making is now distributed and democratised

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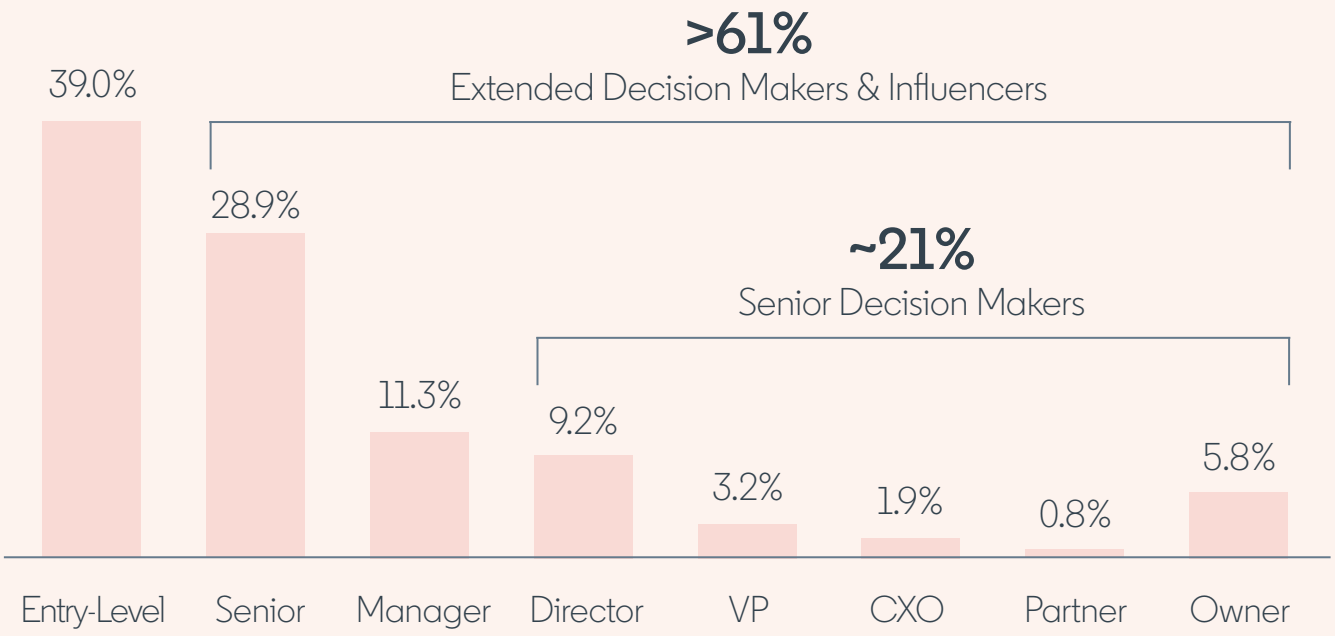
Target the entire buying committee including influencers and future decision-makers. Looking beyond senior decision-makers grows your reach by

3x

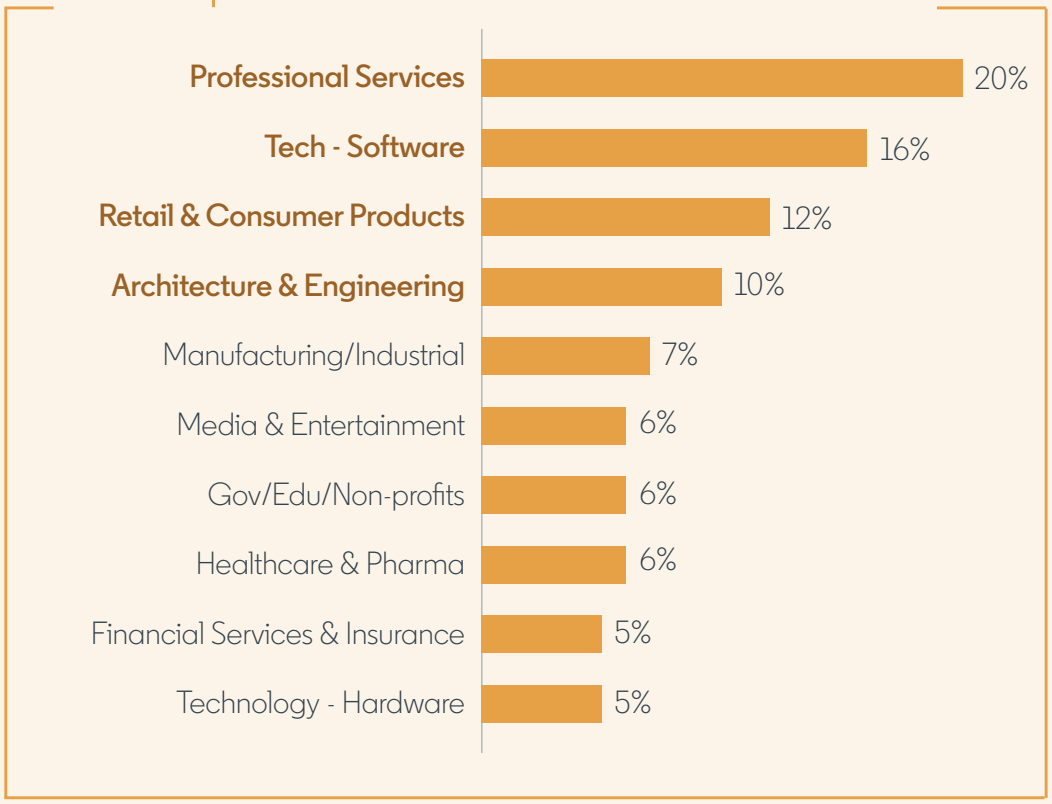


Audience distribution by seniority

Source: LinkedIn Internal Data Sep 2021 | Target Audience: LinkedIn Members in Australia region

SMBs on LinkedIn

58% of APAC SMBs on LinkedIn are in these **4 industries:**

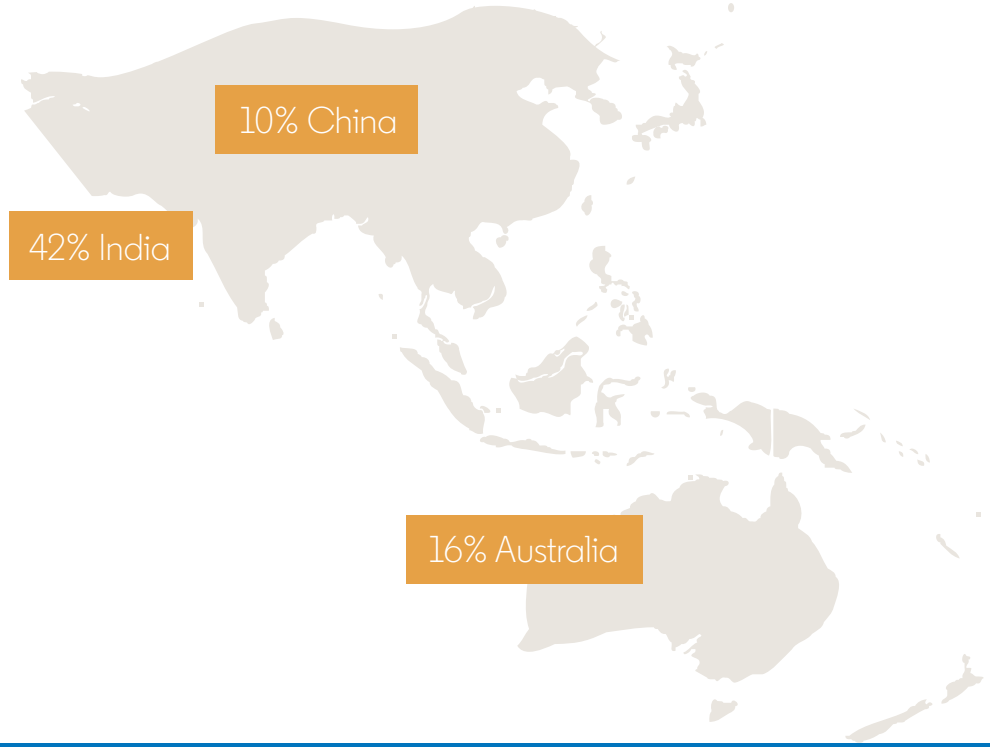


One-third of APAC start-ups on LinkedIn have revenue

equal to or <US$100M

Post-COVID SMBs, by industry group
Source: LinkedIn Internal Data 2021 Target Audience: Members employed in SMB Companies on LinkedIn (1-200); Geo: APAC

HQ locations of SMBs established since March 2020



SMB HQ locations

42% of new SMBs in APAC are headquartered in **India**

Source: LinkedIn Internal Data 2021, Target Audience: Members employed in SMB Companies on LinkedIn (1-200)

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Several countries have seen an increase of SMB share due to COVID-19.
These are: **Turkey, Switzerland, South Africa, the United Arab Emirates, and Poland.**
For this reason, consider broadening your targeting to cover the entire region.

SMBs on LinkedIn

There are 20 million SMB employees on LinkedIn, including a quarter who are senior decision makers

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In addition to targeting SMB audiences by seniority, use job function and skills targeting to effectively broaden your reach.

Most common functions

- Marketing
- Media
- Communications

Most common skills

- Business
- Marketing
- Creativity

Source: LinkedIn Internal Data 2021;Target Audience: Members employed in SMB Companies on LinkedIn (1-200); Baseline Audience: Members employed in Large ENT Companies on LinkedIn (5000+); Geo: APAC

SMBs on LinkedIn

SMBS across APAC are actively in-market for solutions to help grow their business.

They're looking for:

1. Customer Communication Solutions
2. Marketing Services
3. Database Management Solutions
4. Telecommunications Solutions

Source: LinkedIn Internal Survey Data 2021; this self-reported data was collected from an internal LinkedIn sample of 2,985 LinkedIn members during May 2021

insights

This presents a sizeable business opportunity for solution providers to engage them on LinkedIn.

Appeal to SMBs' key considerations when selecting a vendor/solution:

- **Ease of Use**
- **Price**
- **Trustworthiness**

Source: Salesforce Fourth Edition Small and Medium Business Trends Report. (March 2020). https://www.salesforce.com/eu/form/pdf/2020-small-business-trends-report/

SMBs on LinkedIn

SMBs are turning to LinkedIn to inform their purchasing decisions

Monthly SMB engagement on LinkedIn has

grown by > 48%

since March 2020

Source: LinkedIn Internal Data 2021;Target Audience: Members employed in SMB Companies on LinkedIn (1-200)

Top content themes in 2020-2021

- Hiring Diverse Talent
- Company Financing
- CEOs of Large Companies

Top evergreen content themes

- Social Marketing
- Business
- Marketing
- Social Media Advertising
- Start-Up Strategies

Source: LinkedIn Internal Data 2021, Target Audience: Members employed in SMB Companies on LinkedIn (1-200); Baseline Audience: Members employed in Large ENT Companies on LinkedIn (5000+); Analysis was done on a sample audience for APAC

in sights

Engage SMBs consistently on LinkedIn, using an always-on marketing strategy to share helpful information at different stages of the purchase journey.

Top content interests

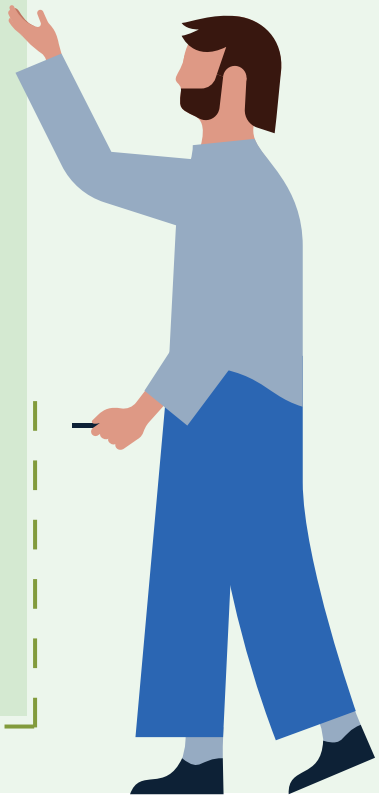
Overall, LinkedIn members in Australia engage well with content topics relating to:

- **Superannuation**
- **Iron Ore**
- **Cerebral Palsy**

Source: LinkedIn Internal Data 2021

Top 10 member interests

- Business and Management
- Finance and Economy
- Technology
- Politics and Law
- Business Administration
- Human Resources
- Society and Culture
- Science and Environment
- Marketing and Advertising
- Social Issues



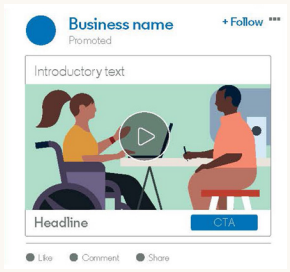
insights **Use these insights as inspiration to inform your content strategy because content that resonates with audiences can help boost engagement.**

Best performing ad formats

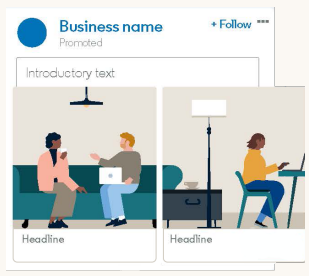
Which ad format is optimal for your campaign objective?

For driving brand awareness

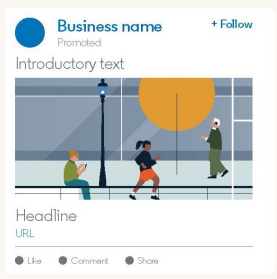
Video Ad
Views: 35%



Carousel Ad
Engagement rate: 0.55%



Single Image Ad
Engagement rate: 0.51%



insights

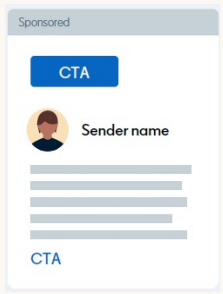
Australia audiences tend to respond well to engaging and personalised ad formats. Use Video Ads for the upper funnel to build interest and awareness, and Message Ads for the bottom funnel to deepen consideration and encourage conversions.

Source: LinkedIn Internal Data Sep 2020-Aug 2021 |
Target Audience: LinkedIn Members in Australia region

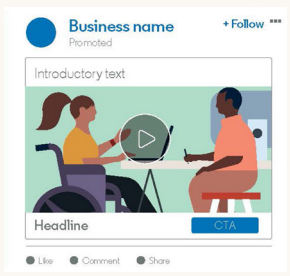
Based on overall average target audience engagement rate for sponsored ad formats with the respective objective (for campaigns serving > 5000 impressions). Brand awareness: only video views for video ads; only clicks & social actions for single image ads; additionally, includes card scroll-across views for carousel ads.

For driving engagement

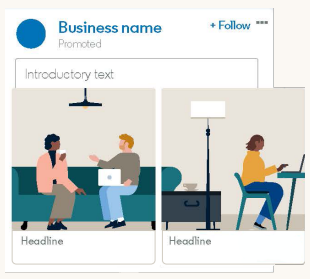
Message Ad
Open rate: 58%



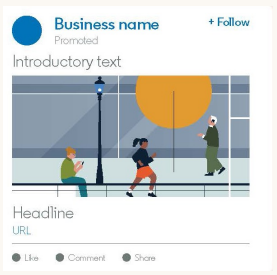
Video Ad
Engagement rate: 3.7%



Carousel Ad
Engagement rate: 1.1%



Single Image Ad
Engagement rate: 0.92%

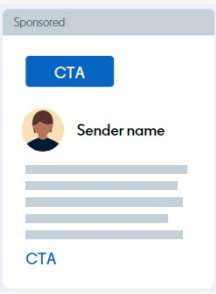


Source: LinkedIn Internal Data Sep 2020-Aug 2021 |
Target Audience: LinkedIn Members in Australia region

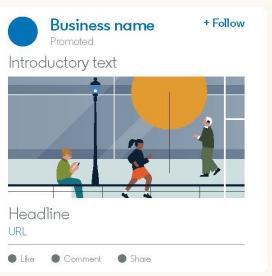
Consideration: only mail opens for in-mails; only clicks & social actions for video ads (not video views) & single image ads; includes card scroll-across views for carousel ads.

For driving lead generation

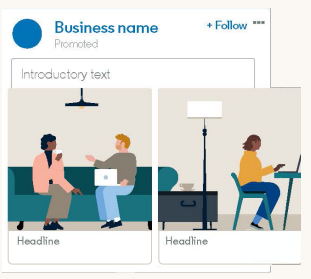
Message Ad
Open rate: 1.8% Lead rate: 39%



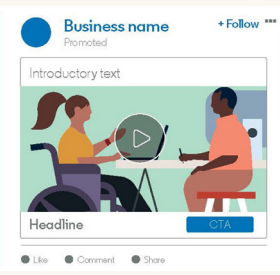
Single Image Ad
Views: 0.41% Lead rate: 13%



Carousel Ad
Engagement rate: 0.42% Lead rate: 9.2%



Video Ad
Engagement rate: 0.45% Lead rate: 6.9%



Source: LinkedIn Internal Data Sep 2020-Aug 2021 |
Target Audience: LinkedIn Members in Australia region

Conversion: for sponsored ad formats targeted with the objective of conversion (for ads having > 100 form views). Open Rate % = Form Opens / Impressions; and Lead Rate % = Leads Submitted / Form Opens.

Win in Australia with LinkedIn

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Launch a campaign