NEW FOR 2018

LINKEDIN CONTENT MARKETING

TACTICAL PLAN

A daily playbook for successful content marketing on LinkedIn

LinkedIn

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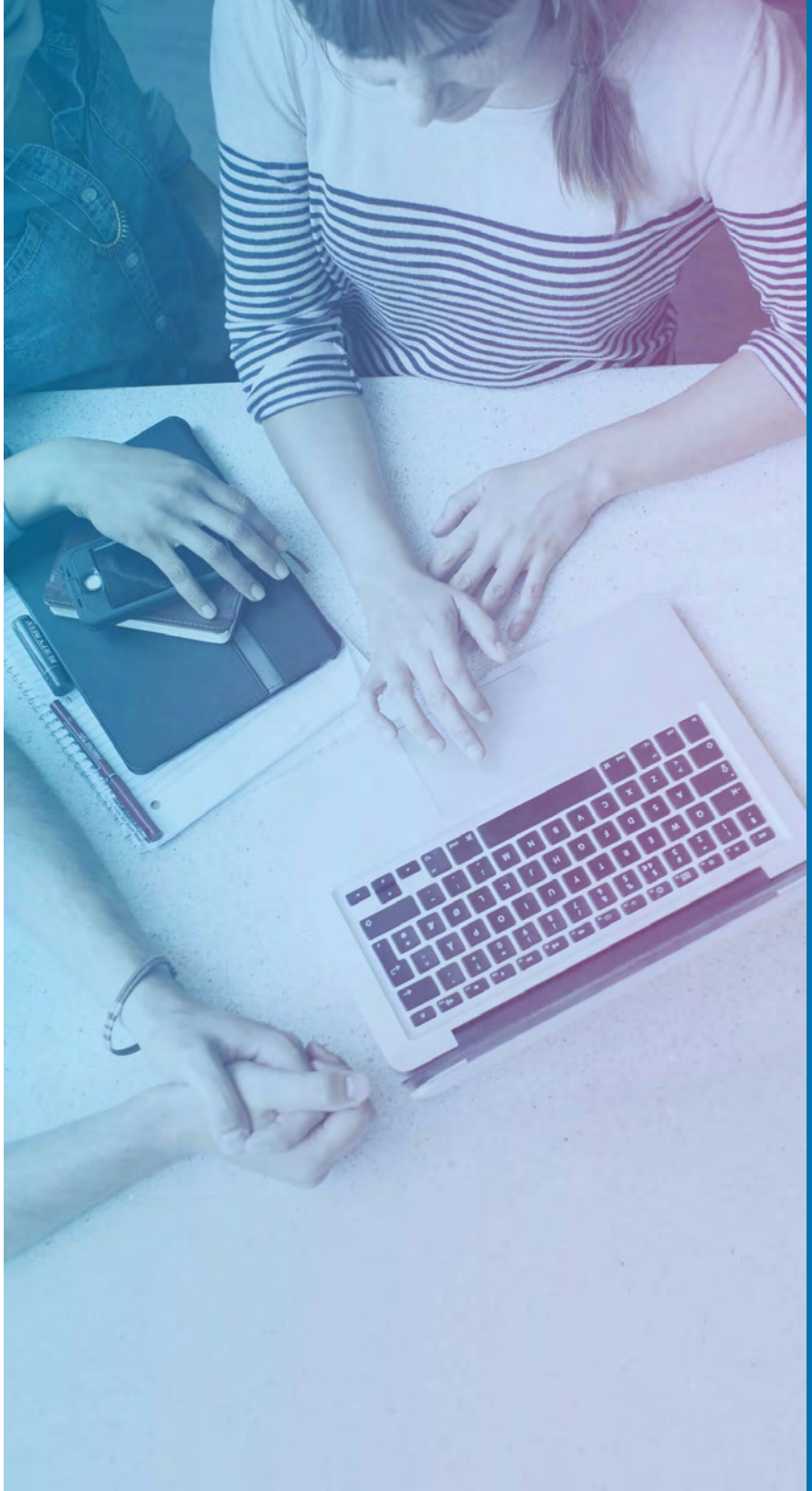


LET'S DIVE IN

It's Monday at 9am. Your boss walks into your office and politely inquires about your team's LinkedIn strategy for the quarter. You freeze. Amongst all of the content you are producing and distributing throughout all of your social channels, you might have overlooked **the most powerful platform for B2B and high consideration B2C marketers: LinkedIn.**

Exemplary content creation falls flat without a solid distribution plan — we know this. And **79%[1] of B2B marketers believe social media is an effective marketing channel**. But while people are spending time on other social channels, they're investing time on LinkedIn. Furthermore, a whopping **80%[2] of B2B leads come from LinkedIn**.

In an effort to help you get your content in front of the 530 million professionals on LinkedIn, who represent the largest group of influential, affluent, educational people anywhere (and to let your boss know that you've got this), I have created a quick LinkedIn Content Marketing Tactical Plan for you to incorporate into your integrated marketing approach. Find out what content to share, which products suit your needs, and how much time you'll spend daily or weekly to ensure your brand stays in front of the people who matter most to your business.

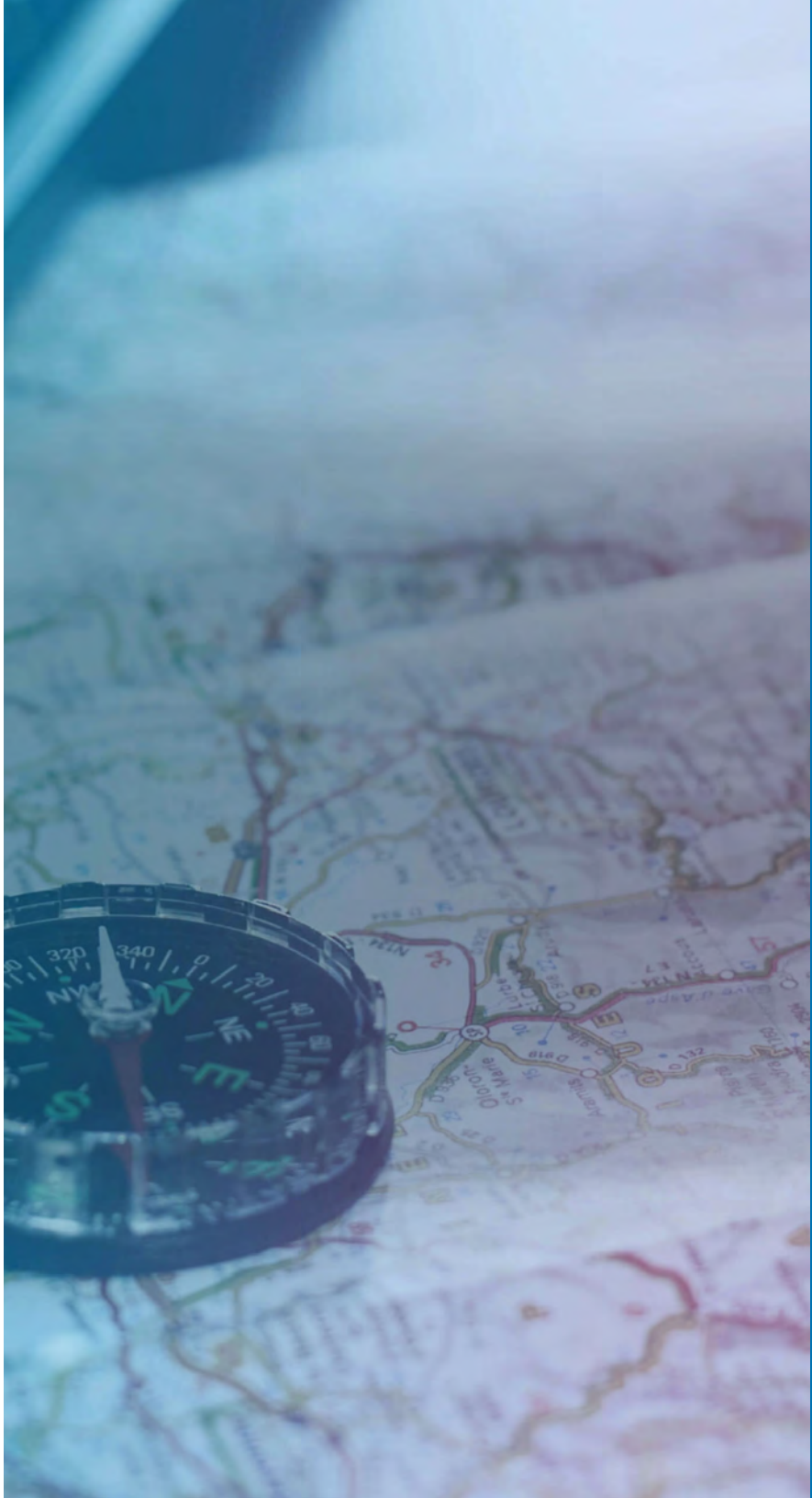
Keep in mind these findings have been compiled as a result of multiple tests conducted by the LinkedIn Marketing Solutions team (including yours truly). Get ready for an inside look into how LinkedIn marketing successfully distributes content on LinkedIn.

No matter what your goals are — brand awareness, thought leadership, or lead generation — this plan will set you down the right path all before lunchtime.

So grab another cup of coffee and let's dive in, shall we?

Alex Rynne
Content Marketing Manager
LinkedIn Marketing Solutions

[1] Omobono
[2] Oktopost

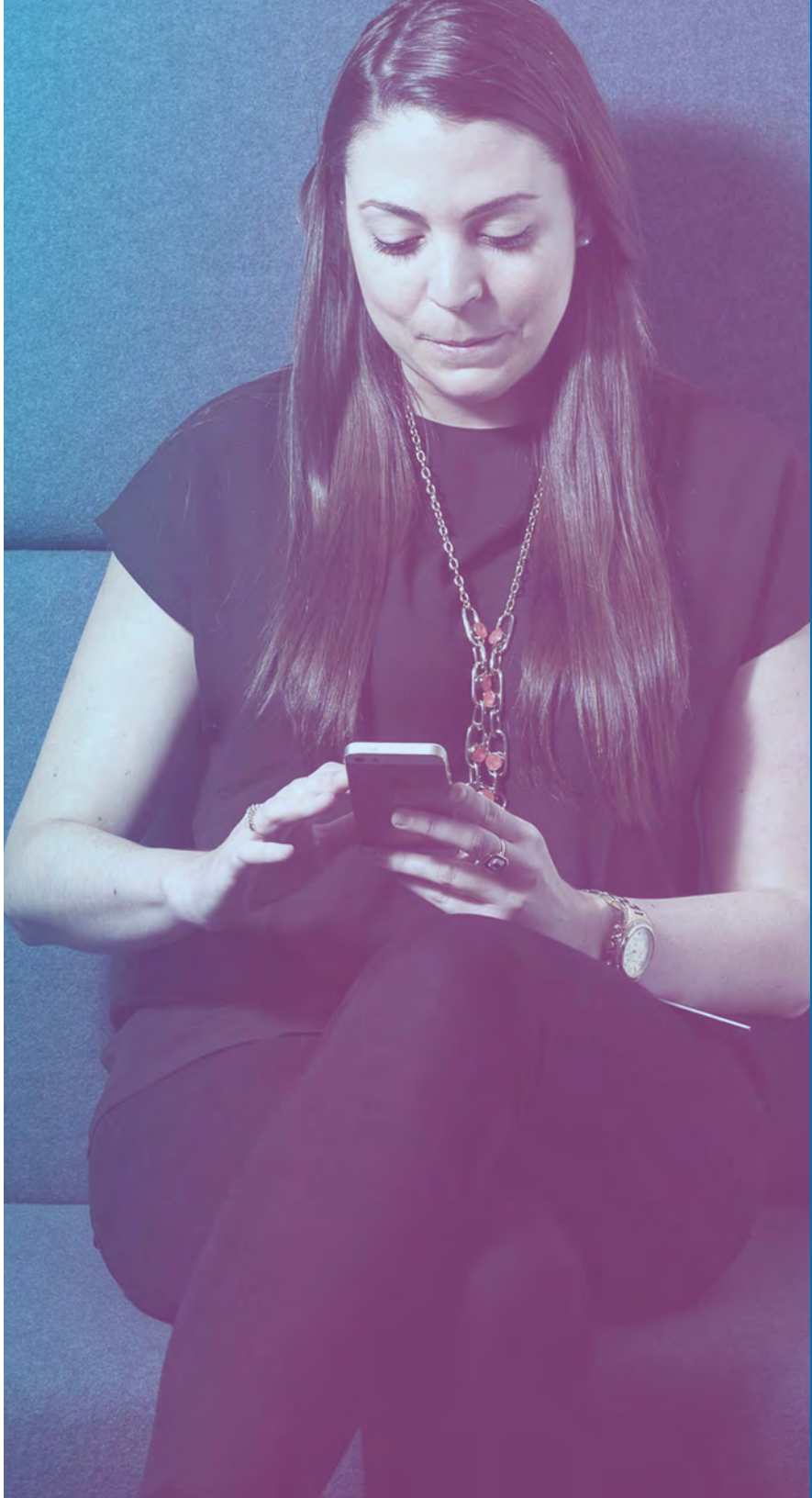


LINKEDIN CONTENT MARKETING SUCCESS

6 OPPORTUNITIES FOR THE TAKING

Each of the following 6 features play a pivotal role in how we're meeting your specific content marketing objectives on LinkedIn — from brand awareness and relationship building to generating higher quality leads. Take a quick deep dive into each and learn how we've invested in these to drive optimal results for our business.

- LinkedIn Company & Showcase Pages
- LinkedIn SlideShare
- Publishing on LinkedIn
- LinkedIn Sponsored Content & Direct Sponsored Content
- LinkedIn Sponsored InMail
- LinkedIn Text Ads



LINKEDIN CONTENT MARKETING

TACTICAL PLAN

Here's your printable plan for killing it with content marketing on LinkedIn

OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
1HR. DAILY **LinkedIn Company & Showcase Pages**	• Company news • Blog content • Industry news and research • Case studies • Webinars • Eye-catching visuals and statistics	• Brand awareness • Lead generation • Thought leadership • Event registration	• Page followers • Post clicks • Engagement • Inquiries and leads • Event registrants	• Post 3-4X a day • Engage with followers via post comments • Change cover image every 6 months
30MIN. DAILY **LinkedIn SlideShare**	• Company videos and presentations • Infographics • Webinar decks	• Lead generation • Brand awareness • Thought leadership • SEO	• Views • Leads and inquiries • Linkbacks and embeds	• Upload new content weekly • Highlight decks on profile page • Group content into playlists • Add lead forms
1HR. WEEKLY **Publishing on LinkedIn**	• Professional expertise and experiences • Industry trends • Lessons learned	• Thought leadership	• Post views (and demographics of your readers) • Post likes, comments, and shares • Profile views	• Publish whenever you feel passionate • Recommended: bi-weekly or once a month
30MIN. DAILY **LinkedIn Sponsored Content & Direct Sponsored Content**	• Whitepapers • eBooks • Case studies • Industry articles • Helpful how-to content	• Lead generation • Brand awareness • Thought leadership	• Engagement rate • Impressions • Inquiries or leads • Company or showcase Page followers	• Run sponsored content 2-4 times/week • Run for 3 weeks, then test and iterate • Select compelling visuals • Share links to lead forms, and add URL tracking code
1HR. WEEKLY **LinkedIn Sponsored InMail**	• Webinar and event invitations • eBook launches • Product one-sheeters • Program demos and certification enrollment • Blog subscription campaigns	• Brand awareness • Lead generation • Event registration • Program and certification enrollments	• Open rate/click-through rate • Inquiries, leads, and conversions • Event registrants • Program applications	• Keep copy <1,000 characters • Use a clear call to action with a 300x250 pixel banner • Use first name personalization • Bid competitively, especially if your audience is narrow
30MIN. WEEKLY **LinkedIn Text Ads**	• eBook launches • Product one-sheeters • Webinar and event invitations • Program demos and certification enrollment	• Brand awareness • Lead generation	• Website traffic • Inquiries, leads, and conversions	• Include an image: 50x50 pixels • Use a strong call to action • Use 2-3 active ad variations per campaign to compare success • Refresh ad copy every 1-3 mos. • Use a customized landing page

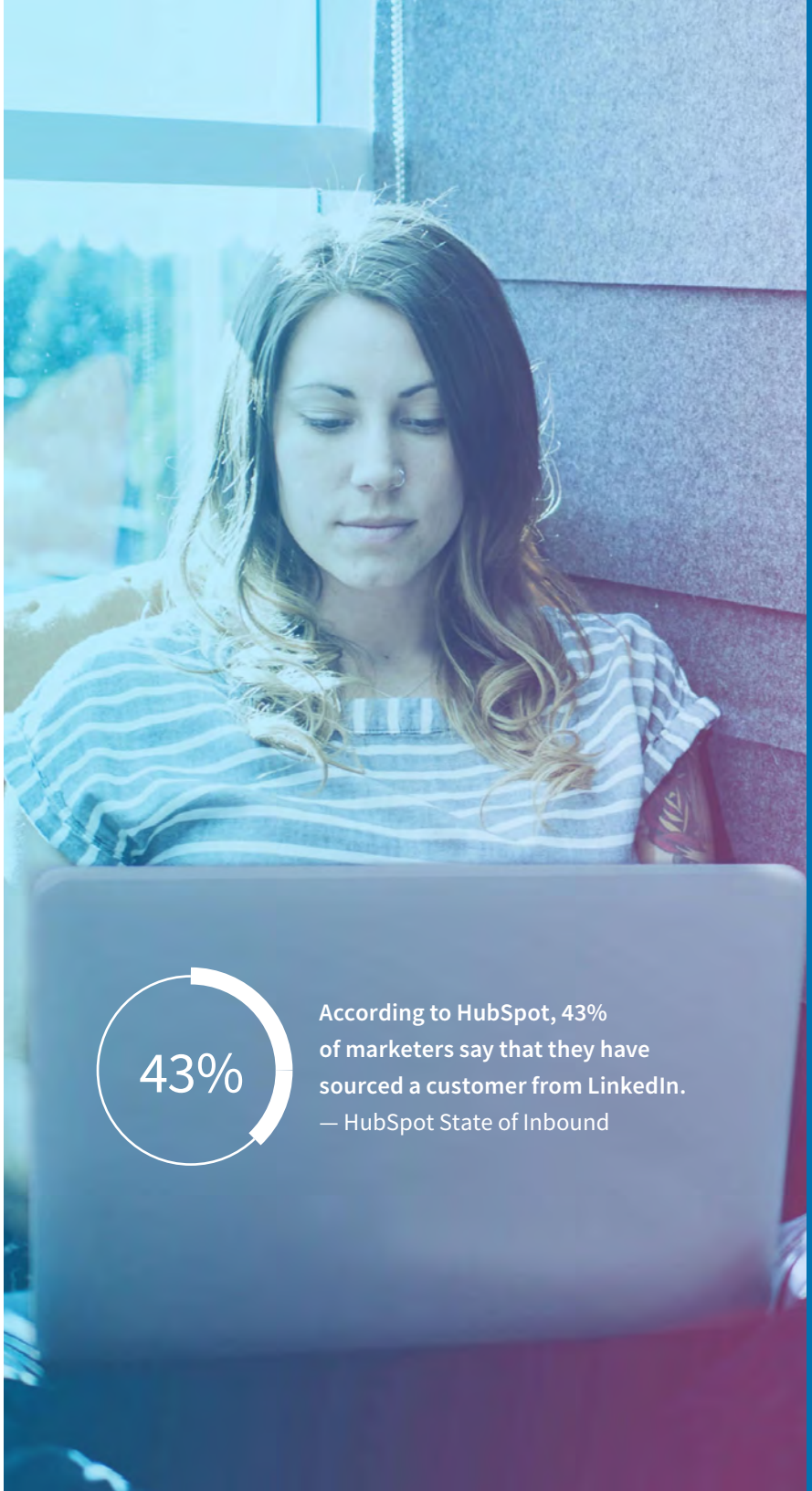
“FAIL TO PLAN, PLAN TO FAIL”

Benjamin Franklin made a great point, which was reinforced by Content Marketing Institutes's Joe Pulizzi, who recently revealed that marketers with a documented strategy report higher levels of overall content marketing success compared with those who have a verbal strategy only, or no strategy at all. And yet only 37% of marketers have a documented content marketing strategy. With numbers like that, it’s no wonder that only 20% of marketers rate their content marketing efforts as 'very successful'.[3] **#MissedOpportunity**

LET’S START WITH 4 PLANNING BASICS TO SET YOU UP FOR CONTENT MARKETING SUCCESS:

1. **Delegate.** Ensure you have someone (or a group of people) dedicated and held responsible for each of your channels.
2. **Follow brand guidelines.** Maintain open lines of communication with your brand team to ensure your content reflects a consistent look, voice, and tone. Consider creating content guidelines which your team and other regional and vertical teams can follow.
3. **Look beyond your team to source content.** Everyone loves a solid cross-functional partner. Encourage a steady stream of content from all regions and verticals. Also — going back to delegating above — assign someone as the gatekeeper of content across channels.
4. **Build an editorial calendar.** Based on your objectives, fill your calendar with a variety of top, mid, and lower funnel content to help you engage your audience and achieve your goals.

[3] B2B Content Marketing: 2018 Benchmarks, Budgets and Trends – North America, Content Marketing Institute.



According to HubSpot, 43% of marketers say that they have sourced a customer from LinkedIn.
— HubSpot State of Inbound

LINKEDIN COMPANY & SHOWCASE PAGES

Time Investment: 1 hr daily / 4 hrs weekly / 10 hrs monthly

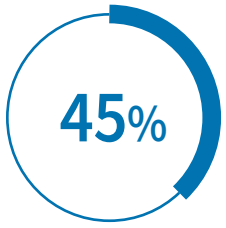
Deliver relevant content to your audiences through LinkedIn Company and Showcase Pages.

FIRST, WHAT'S THE DIFFERENCE?

Company Pages are where you can catch the eye of prospective customers and build relationships with existing customers by featuring relevant content. Showcase Pages serve that same purpose for specific business lines, products, or initiatives within your company.

OVERVIEW OF WHAT TO SHARE

- Company news
- Blog content
- Industry news and research
- Case studies
- Webinars and content produced by business leaders (both within and outside of your company)
- Eye-catching visuals and statistics (1200x627 pixel images are optimal)



Company Updates containing links can have up to 45% higher follower engagement than updates without links.

LINKEDIN COMPANY & SHOWCASE PAGES

HOW TO MEET YOUR OBJECTIVES

Brand Awareness

Build relationships with your prospects by getting your brand's word out and actively engaging with and replying to followers' comments.

Key Metrics

- Page followers
- Post clicks
- Engagement
- Comments

Lead Generation

According to Google, prospects engage with 8 pieces of content before making a purchase decision. Drive higher quality leads by featuring a good mix of upper funnel and lower funnel content, including whitepapers, eBooks, and case studies.

Key Metric

- Inquiries and leads (Ensure you're including tracking codes within links.)

Thought Leadership

74%[4] of prospects choose the company that was first to help them along their buyer's journey. Share perspectives on industry news and trends, helpful product how-to's, and articles which reflect your company's vision.

Key Metrics

- Page followers
- Post clicks
- Engagement
- Comments

Event Registration

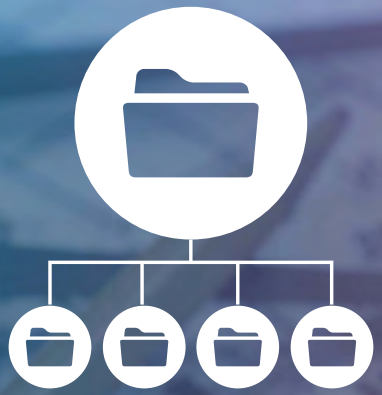
Promote upcoming webinars and events your company is attending and/or sponsoring.

Key Metric

- Event registrants driven directly from your Company Page

ACTION ITEMS

- ☑ Post 3-4X a day
- ☑ Engage with and respond to followers' comments
- ☑ Change header image every 6 months



For every self-serving post, you should share four pieces of relevant content written by others.

Four types of content to consider: text, link, video, and image.

[4] SAVO, Techniques of Social Selling: Just Do It!

LINKEDIN SLIDESHARE

Time Investment: 30 mins daily / 2 hrs weekly / 6 hrs monthly

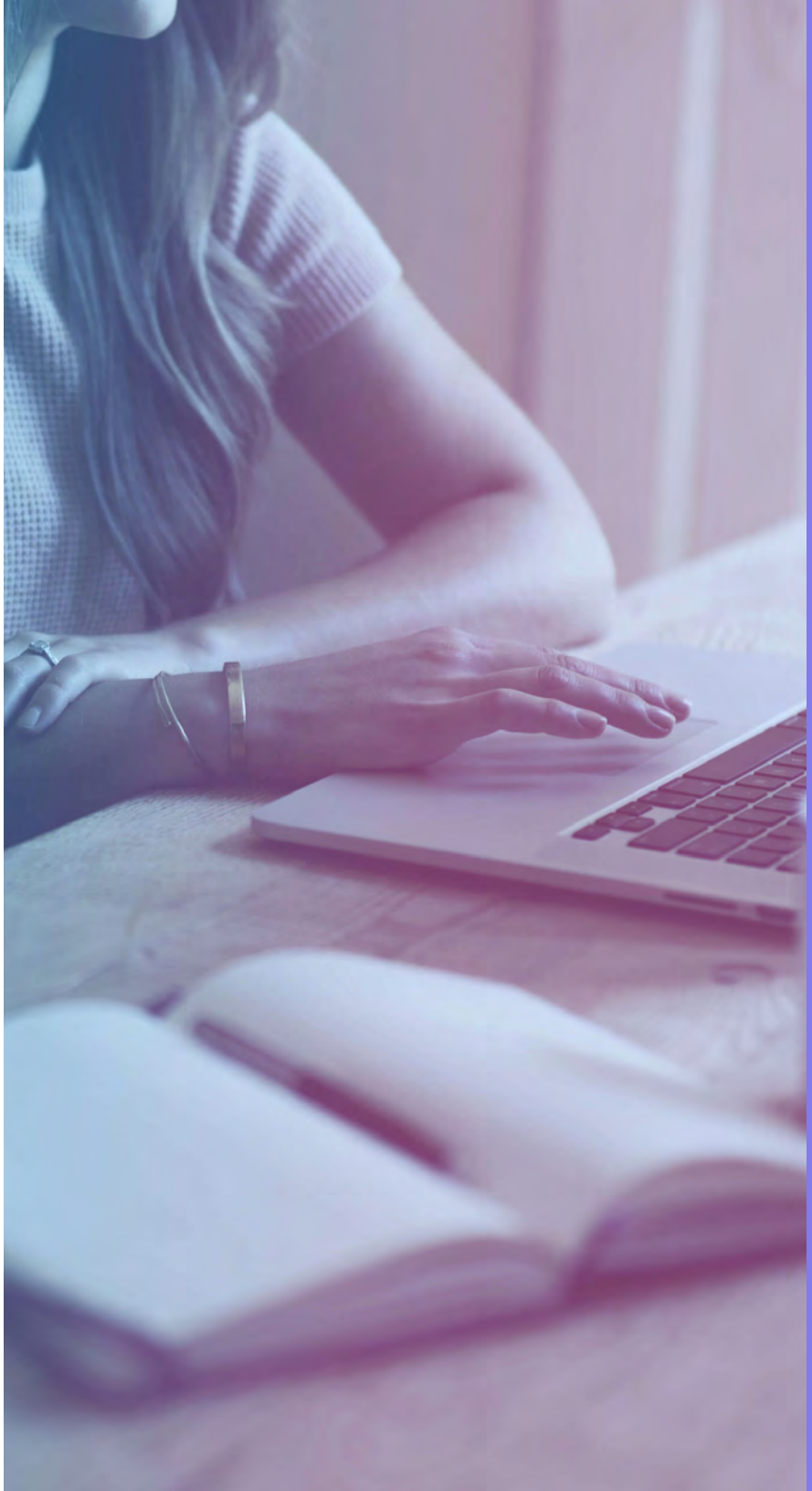
More than 70 million monthly unique visitors use LinkedIn SlideShare. With 400,000 new presentations uploaded each month, SlideShare is now the world's largest professional content-sharing community. And that's something you can't afford to overlook.

OVERVIEW OF WHAT TO SHARE

- Company videos
- Webinar and conference recordings
- Influencer videos
- Product how-to's and tips
- Company presentations
- Webinar decks
- Infographics
- Nicely designed, short and informative content

Link your SlideShare presentation to your website to gain a quality inbound link.

More than 20 million pieces of content uploaded to SlideShare



LINKEDIN SLIDESHARE

HOW TO MEET YOUR OBJECTIVES

Lead Generation

With the right tags, you can easily attract the customers you are seeking. Users can also subscribe to your LinkedIn SlideShare Profile Page. These are people who are interested in your content who can easily convert to customers.

Key Metrics

- Inquiries and leads
- Demographics of your readers and followers

SEO

Include keyword-rich titles, descriptions, and tags in order to give your presentations a fighting chance in the world of search engines as well as inside the LinkedIn SlideShare search result.

Key Metrics

- Linkbacks
- Keyword rankings

Brand Awareness and Thought Leadership

Build authority by developing LinkedIn SlideShares that present a unique point of view on industry news, insights, or your company culture.

Key Metrics

- Views
- Actions (downloads, likes, and embeds)

ACTION ITEMS

- ☑ Upload new content weekly
- ☑ Highlight decks on profile page
- ☑ Group content into playlists

Leverage the Clipping tool to highlight and share some of the most valuable content you've produced with your networks.

PUBLISHING ON LINKEDIN

Time Investment: 1 hr weekly / 3 hrs monthly

Available in 20 languages, LinkedIn has become known as the definitive professional publishing platform around the world.

OVERVIEW OF WHAT TO SHARE

- Professional expertise and experiences
- Industry trends
- Lessons learned

Our over 1 million unique publishers publish more than 130,000 posts a week on LinkedIn. About 45% of readers are in the upper ranks of their industries: managers, VPs, CEOs, etc.

Millennials represent nearly 30% of all long-form publishers on LinkedIn.

PUBLISHING ON LINKEDIN

HOW TO MEET YOUR OBJECTIVES

Thought Leadership

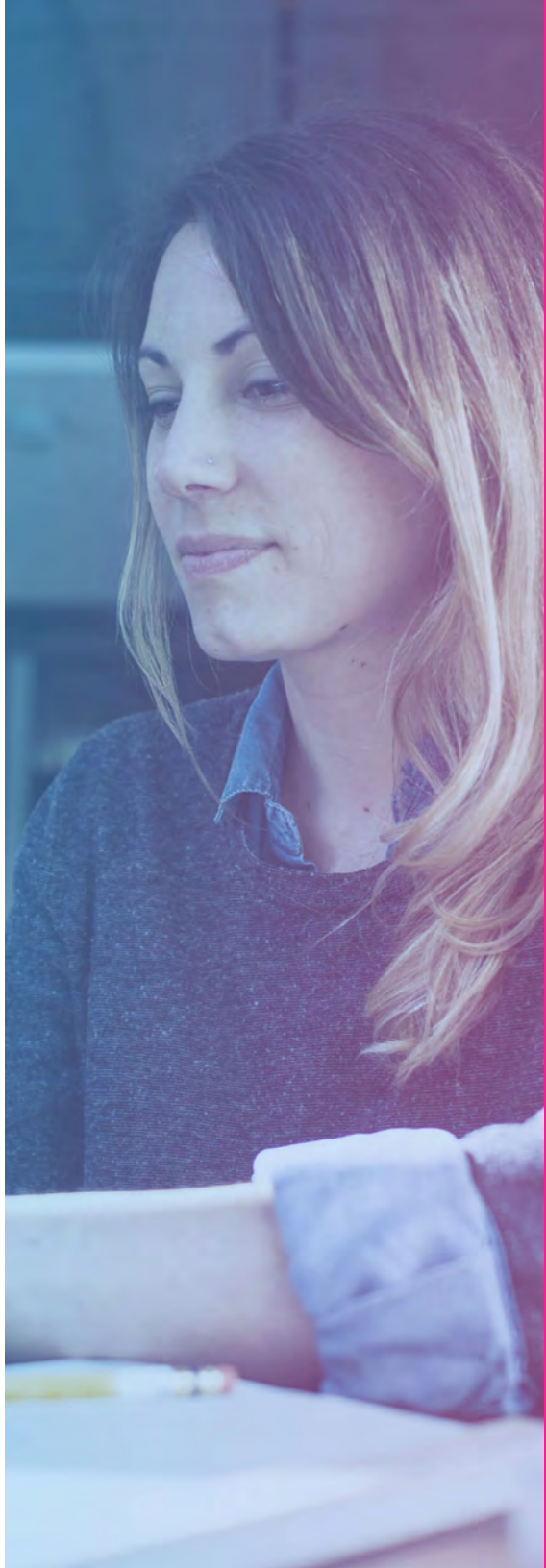
Publishing long-form content on LinkedIn is a great way to reach and build an engaged audience and build your personal brand. The more long-form posts you publish, the more credibility you will build, and the stronger your professional profile will become. Furthermore, encouraging executives to publish content is a great way to ensure your message reaches a broader audience.

Key Metrics

- Post views and profile views
- Demographics of your readers (industries, job titles, locations, and traffic sources)
- Likes, comments, and shares

ACTION ITEMS

- ☑ Publish whenever you feel passionate
- ☑ Recommended: Bi-weekly or once a month



Power Publisher Tip: Link images and keywords back to your company blog or eBooks for increased traffic, and link referral traffic back to your site.

The average post now reaches professionals in 21 industries and 9 countries.

LINKEDIN SPONSORED CONTENT & DIRECT SPONSORED CONTENT

Time Investment: 30 mins daily / 4 hrs weekly / 10 hrs monthly

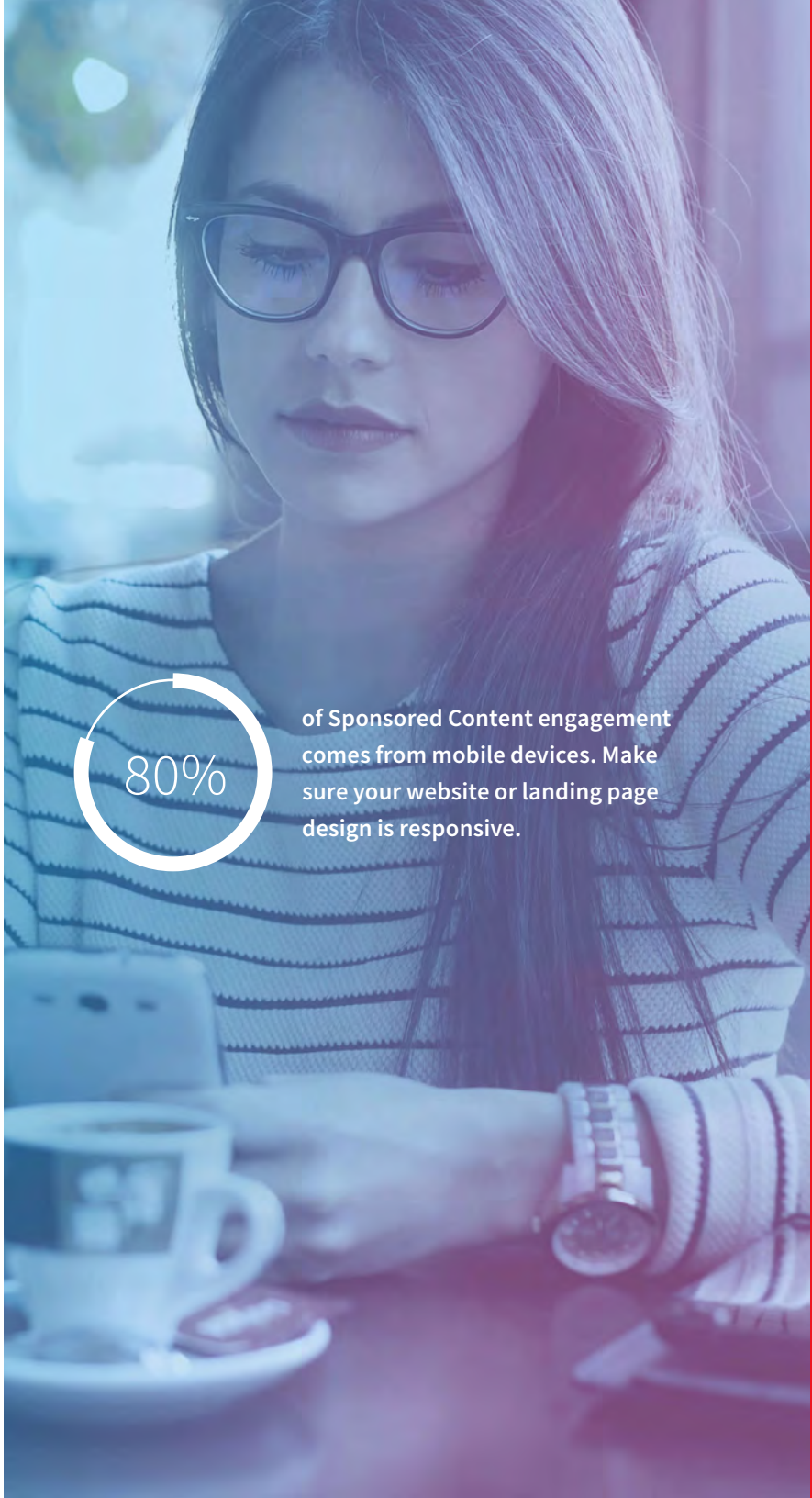
FIRST, WHAT'S THE DIFFERENCE?

LinkedIn Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Company Page followers.

Direct Sponsored Content is a feature which allows you to share content directly in the feed, giving you the ability to personalize and test content without having to originate posts on your LinkedIn Company Page. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real-time to optimize performance.

OVERVIEW OF WHAT TO SHARE

- Links to your latest and greatest whitepapers
- eBooks
- Case studies
- Industry articles
- Helpful how-to content
- Bright visuals (visual is the new headline!)



LINKEDIN SPONSORED CONTENT & DIRECT SPONSORED CONTENT

HOW TO MEET YOUR OBJECTIVES

Brand Awareness

Shape perception amongst your target audience to increase awareness of your brand, products, and services.

Key Metrics

- Engagement rate
- Impressions
- Company or Showcase Page followers

Thought Leadership

Build relationships with the world's professionals by creating value and establishing trust that sparks ongoing conversations and deeper customer relationships.

Key Metrics

- Engagement rate
- Impressions
- Company or Showcase Page followers

For optimal engagement, keep the text accompanying your Sponsored Content under 150 characters.

Lead Generation

Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn. You'll also want to make sure you're sharing links to gated content or a landing page with a lead form. You can also take advantage of LinkedIn Lead Gen forms.

Key Metrics

- Inquiries or marketing qualified leads generated from the content (include a tracking code)

ACTION ITEMS

- ☑ Select a compelling visual (1200x627 pixel image)
- ☑ Have 3-5 active Sponsored Content campaigns at any given time to maximize engagement
- ☑ Run for 3 weeks, then test and iterate
- ☑ Add URL tracking codes to measure post-click actions like site visits or conversions
- ☑ Set up campaigns by audience
- ☑ Shift budget to the audience with the highest engagement rate
- ☑ Use LinkedIn Audience Network to maximize reach.

LINKEDIN SPONSORED INMAIL

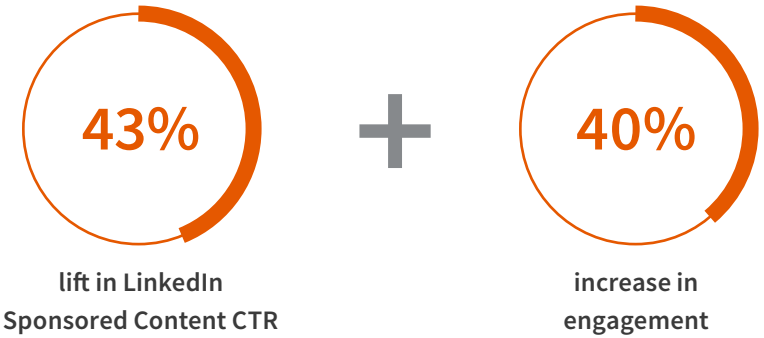
Send personalized messages to the people who matter most to your business.

Time Investment: 1 hr weekly / 4 hrs monthly

OVERVIEW OF WHAT TO SHARE

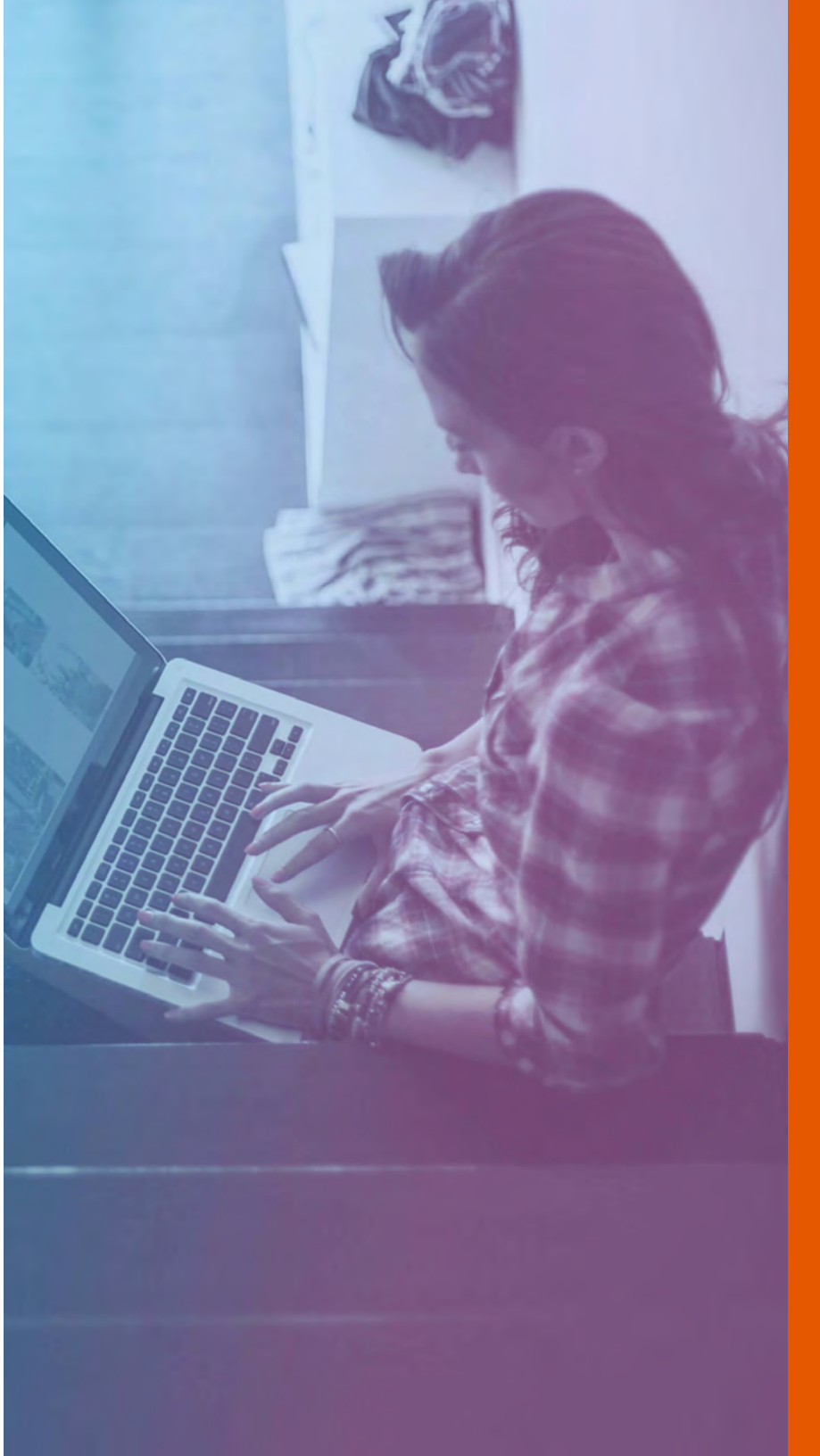
- Webinar and industry event invitations
- eBook launches
- Product one-sheeters
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns

Customers who use multiple LinkedIn ad formats see improved performance. When we launched Sponsored Content and Sponsored InMail together for the same marketing campaign, we saw a 43% lift in CTR and a 40% increase in engagement.



lift in LinkedIn Sponsored Content CTR

increase in engagement



LINKEDIN SPONSORED INMAIL

HOW TO MEET YOUR OBJECTIVES

Brand Awareness

Drive conversions with targeted product and service promotions.

Key Metrics

- Open rate
- Click-through rate

Thought Leadership

Promote content downloads of gated assets such as infographics, whitepapers, eBooks, and more.

Key Metric

- Inquiries and leads (Ensure you're including tracking codes within links.)

Event Registration

Boost registrations with personalized invitations to webinars or in-person events.

Key Metric

- Event registrants driven directly from your Sponsored InMail

Program & Certification Enrollments

Drive enrollments with messages that resonate with members' interests and career aspirations.

Key Metric

- Program applications and brochure downloads

ACTION ITEMS

- ☑ Keep copy under 1,000 characters
- ☑ Use a clear call to action accompanied by a 300x250 pixel banner
- ☑ Choose a sender that's relevant and credible to your target audience
- ☑ Include member's name in the greeting
- ☑ Include a body hyperlink early in the message to boost click performance
- ☑ Set up A/B tests to learn what resonates
- ☑ Select a concise subject line that demonstrates clear value. (Ex: Consider including wording such as 'Exclusive invitation', 'opportunities', and 'connect'.)
- ☑ Bid competitively, especially if your audience is narrow

Sponsored InMail messages are only delivered when members are active on LinkedIn. Strict delivery frequency caps protect the member experience by limiting the number of sponsored messages in their inbox.

Get started with Sponsored InMail with this handy dandy checklist.

Check out our Sponsored InMail best practices and gallery of examples.

LINKEDIN TEXT ADS

LinkedIn Text Ads are intuitive, self-service ad formats that enable you to easily create, manage, and optimize customized campaigns in a matter of minutes. With Text Ads, you can target a premium professional audience on a budget that works for you.

Time Investment: 30 mins weekly / 2 hrs monthly

OVERVIEW OF WHAT TO SHARE

- eBook launches
- Product one-sheeters
- Webinar and industry event invitations
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns

When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K – 400K.

LINKEDIN TEXT ADS

HOW TO MEET YOUR OBJECTIVES

Brand Awareness

Get your business in front of the audiences who matter most — and drive them to your website or landing pages.

Key Metrics

- Website traffic

Lead Generation

Fine tune your targeting options to reach just the right people and drive high-quality leads.

Key Metric

- Leads/conversions (Ensure you're including tracking codes within links.)

ACTION ITEMS

- ☑ Include an image: 50x50 pixels
- ☑ Use a strong call to action. (Ex: 'Register now" or 'Sign up today")
- ☑ Use 2-3 active ad variations per campaign to see which is most successful
- ☑ Keep your ads and targeting relevant
- ☑ Turn off low performing ads
- ☑ Speak directly to your audience in the ad copy
- ☑ Refresh ad copy every 1-3 months
- ☑ Link to a customized landing page for your audience

Grab your audience's attention by calling out to them in the headline. For example, "Attn: High-Tech Managers" or "Are You an IT Director?".

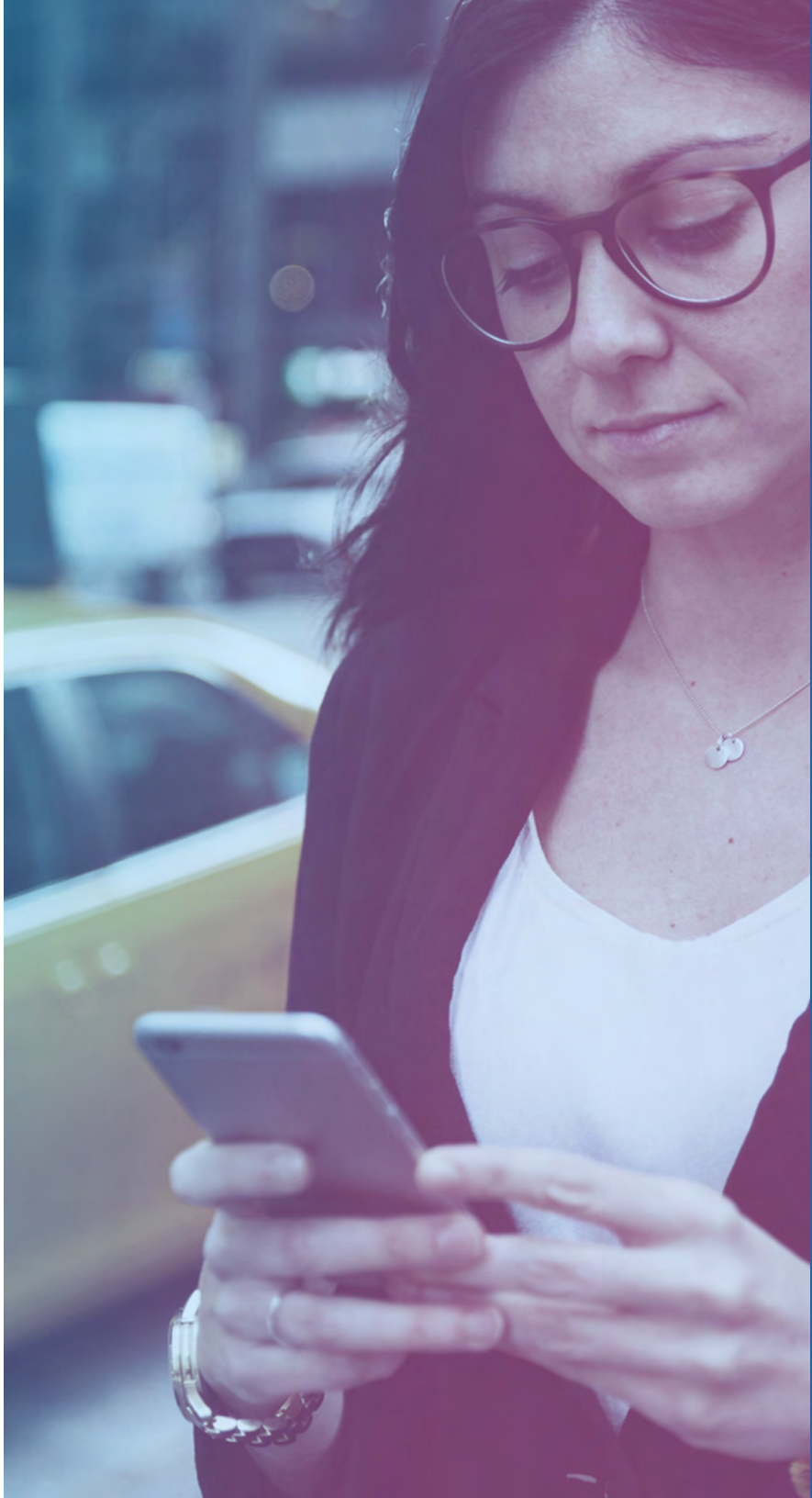
Pay per click or per impression: Set your own budget and control costs with pay per click (PPC) or cost per impression (CPM) pricing options.

OPTIMIZE CAMPAIGN PERFORMANCE

5 TOOLS TO UTILIZE

Now that you've privy to the opportunities to promote brand awareness, build thought leadership and drive higher quality leads on LinkedIn, let's dive into the helpful tools to help you get even more (!) value from the platform. These tools will allow you to better target and understand your audience. You'll also be able to better measure your LinkedIn ROI.

- Lead Gen Forms
- Matched Audiences
- Website Demographics
- Audience Network
- Conversion Tracking



LINKEDIN LEAD GEN FORMS

Collect even more quality leads from your ads on LinkedIn with seamless pre-filled forms.

Available for: LinkedIn Sponsored Content and Sponsored InMail.

WITH LINKEDIN LEAD GEN FORMS, YOU CAN:

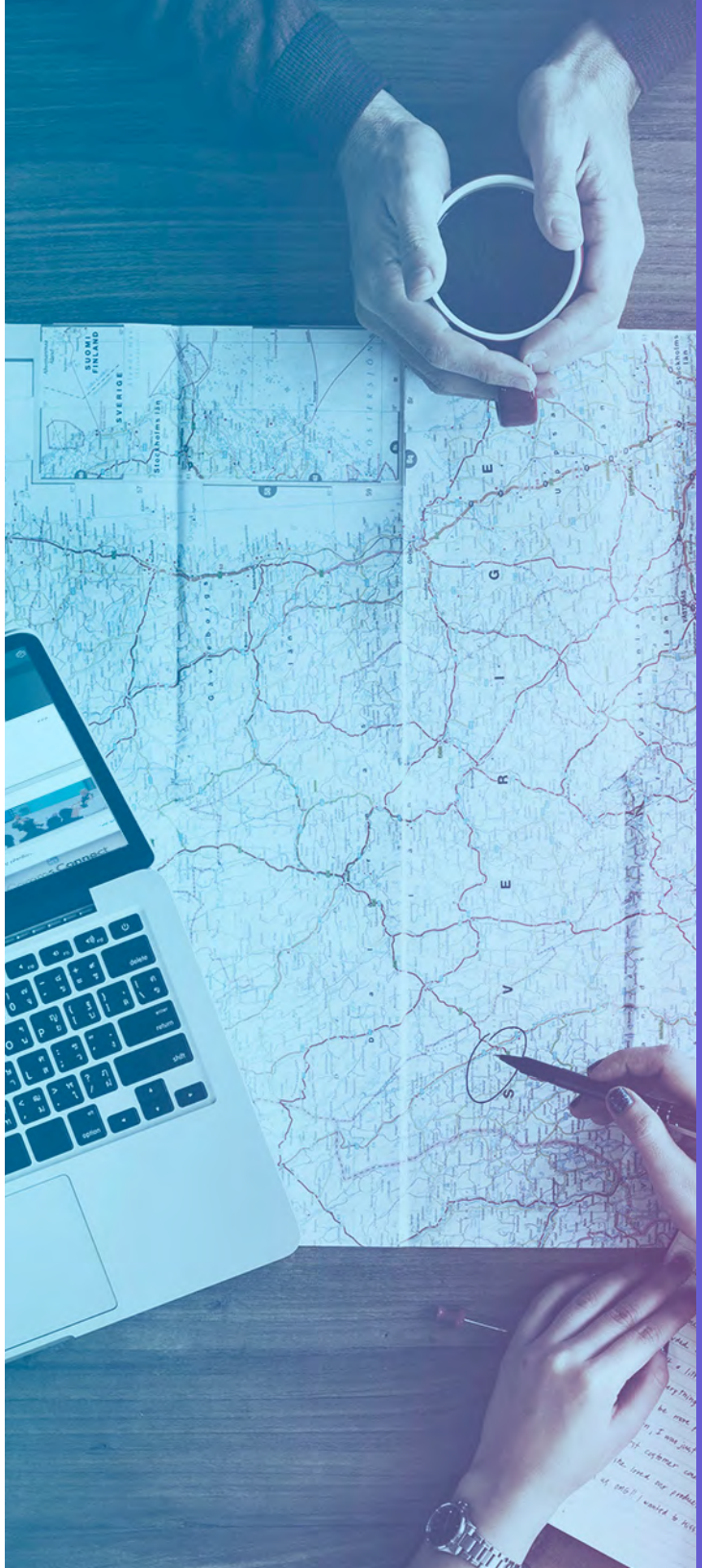
- **Generate high-quality leads at scale.** Lead Gen Forms come pre-filled with accurate LinkedIn profile data, letting members send you their professional info with just a couple of clicks.
- **Prove the ROI of your lead gen campaigns.** Track your campaigns' cost per lead, lead form fill rate, and the number of leads you're getting from specific professional audience segments.
- **Access and manage your leads with ease.** Download your leads from Campaign Manager or integrate with your preferred marketing automation or CRM tool. Learn more about Lead Gen Form integrations.

HOW IT WORKS:

1. Add a call-to-action to your Sponsored Content or InMail
2. Instantly collect complete and accurate leads
3. Automatically connect members with your offers and content
4. Measure the impact of your lead gen campaigns
5. Access your leads in Campaign Manager or your preferred third-party tools

"Traditional landing pages take people away from the LinkedIn platform. Having members stay in-app with Lead Gen Forms is a seamless user experience."

– NIK LOVE, Global Digital Manager, IR



LINKEDIN LEAD GEN FORMS

ACTION ITEMS

- ☑ Choose 3-4 fields to use on your Lead Gen Form. Including fewer than the maximum of 7 fields will likely improve conversion rates.
- ☑ If you have high form opens but low lead volume, consider decreasing the number of fields on your Lead Gen Form template or consider revising the verbiage in your creative.
- ☑ Bid competitively and choose the right target audience.
- ☑ Follow up with your leads when you say you will. Include details like how and when you'll contact them in your thank you message.

90% of pilot customers beat their cost-per-lead (CPL) goals, with lower CPLs compared with their standard Sponsored Content campaigns.

LINKEDIN MATCHED AUDIENCES

Engage key accounts, prospects, and audiences that matter most to your business with three capabilities: Website Retargeting, Account Targeting, and Contact Targeting. Matched Audiences helps increase ROI by enabling you to focus your efforts on the audiences and accounts that are most likely to drive revenue.

Available for: all LinkedIn advertising products, including LinkedIn Sponsored Content & LinkedIn Sponsored InMail.

WEBSITE RETARGETING

Re-engage your website visitors using the LinkedIn Insight Tag. Website retargeting lets you market to LinkedIn members who have visited your website. You can easily define target audiences and deliver relevant ad content based on the pages people visited on your site.

ACCOUNT TARGETING

Market to influencers and decision makers at your target accounts. Account targeting helps you reach decision-makers within your target accounts. Run account-based marketing campaigns (powered by LinkedIn data) and then upload a list of target companies to match against the 13 million Company Pages on the platform.

TIP: You can include filters for Company Industry or Company Size in order to segment your account list.

CONTACT TARGETING

Engage prospects and contacts on LinkedIn. Contact targeting allow you to securely upload or integrate your contact lists directly from Marketo, Oracle Eloqua, or Acxiom/LiveRamp. Build a customized audience by uploading your email address lists or connecting your contact management platform.

TIP: You can deliver ads to a list of leads based on their stage in your sales funnel. You can also exclude a list of current customers from your prospecting campaigns.

On average, customers using Matched Audiences saw:

30% increase in CTR and a 14% drop in post-click cost-per-conversion with Website Retargeting

32% increase in post-click conversion rates and 4.7% drop in post-click cost-per-conversion with Account Targeting

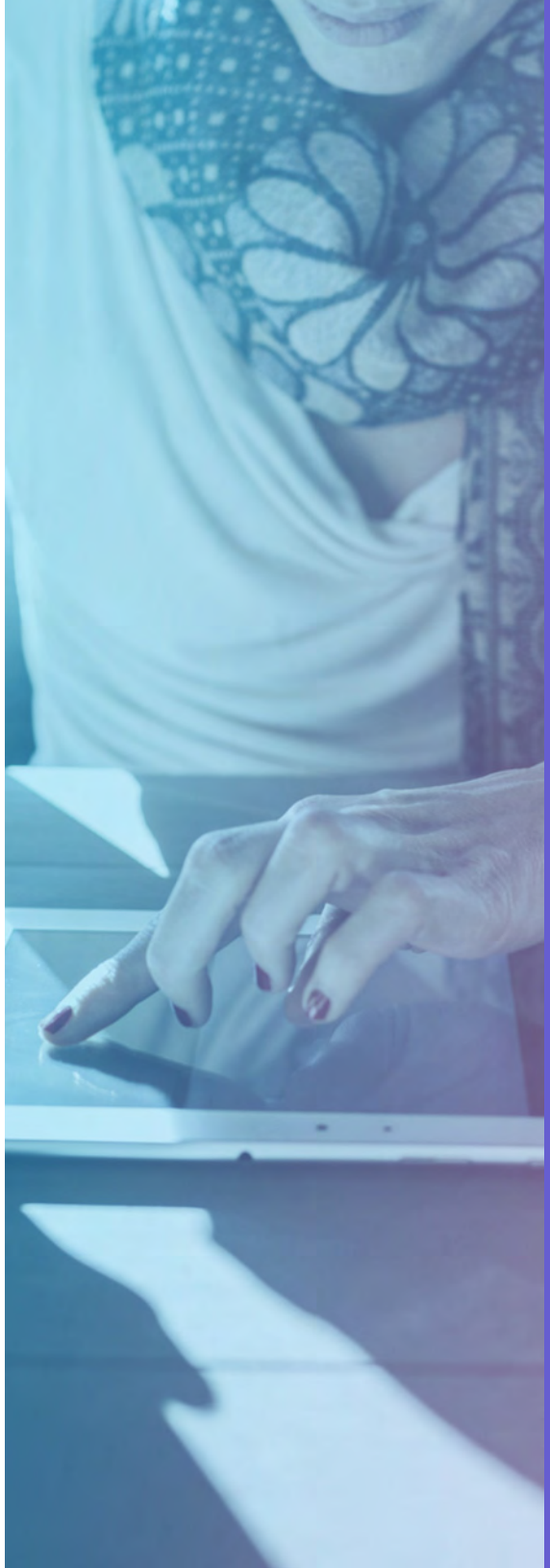
37% increase in click rate (CTR) with Contact Targeting

LINKEDIN MATCHED AUDIENCES

ACTION ITEMS

- ☑ Install your LinkedIn Insight Tag
- ☑ Determine what portions of your website you want to retarget
- ☑ Upload a CSV file of up to 30,000 companies and match that list against companies on LinkedIn

The LinkedIn Insight Tag is a lightweight piece of JavaScript code that you need to place on your website to enable Website Retargeting and Conversion Tracking.



WEBSITE DEMOGRAPHICS

A free reporting tool that lets you discover the professional traits of your website visitors.

Website Demographics lets you filter your website audience by 8 individual professional dimensions, including:

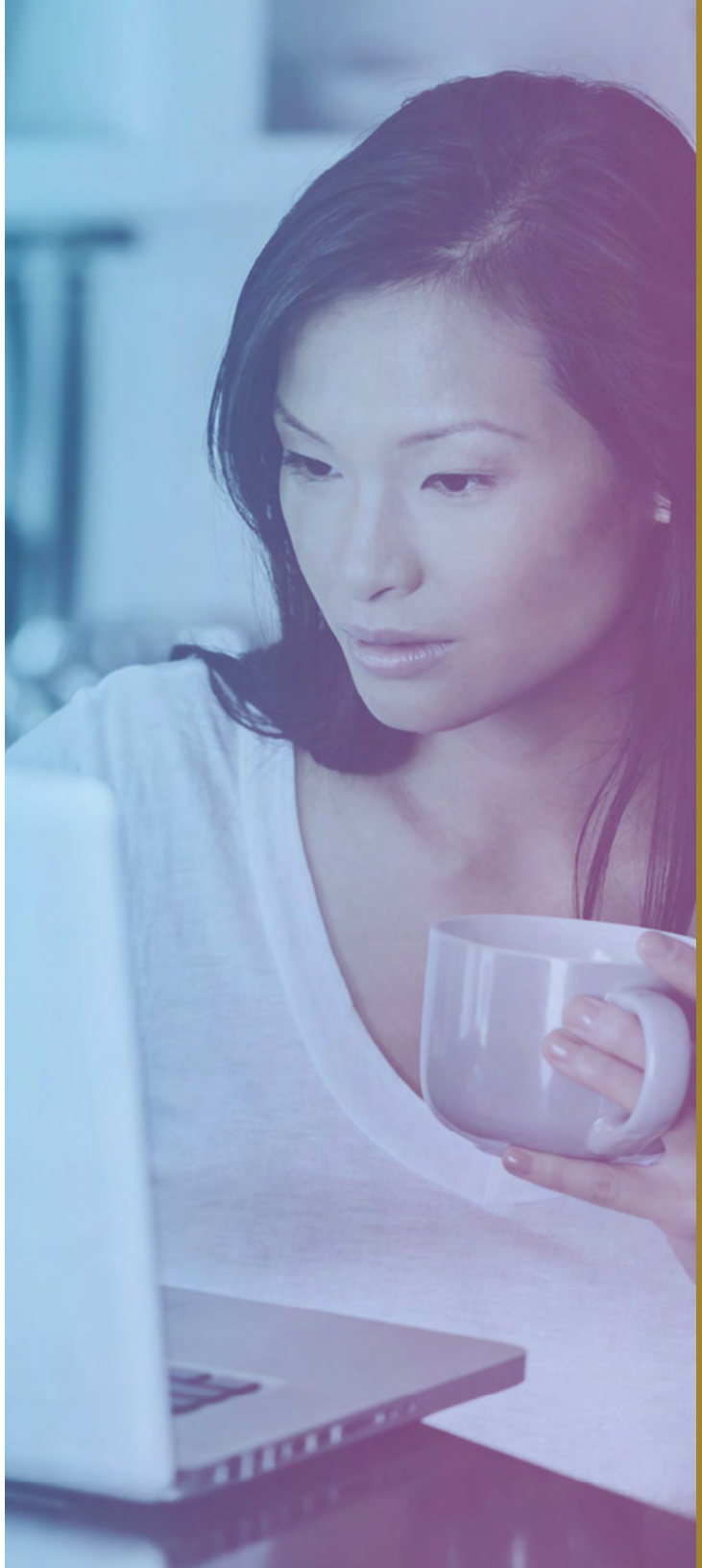
- Job title
- Industry
- Job seniority
- Job function
- Company
- Company size
- Location
- Country

WITH LINKEDIN WEBSITE DEMOGRAPHICS, YOU CAN:

- **Understand your audience better.** Gain valuable audience insights—like job titles, company names, and industries—using the most accurate professional data, only on LinkedIn.
- **Create tailored content.** Compare different pages to learn which kinds of content resonate with different audiences. Customize content to your strongest prospects.
- **Reach your ideal prospects.** Use what you learn about your website visitors to target the people who are most likely to become qualified leads and customers.

ACTION ITEMS

- ☑ Create audiences by relevant themes
- ☑ Filter by date range after you run a marketing campaign
- ☑ Review a snapshot of prospects in your marketing funnel
- ☑ Validate audiences from different ad channels



LINKEDIN AUDIENCE NETWORK

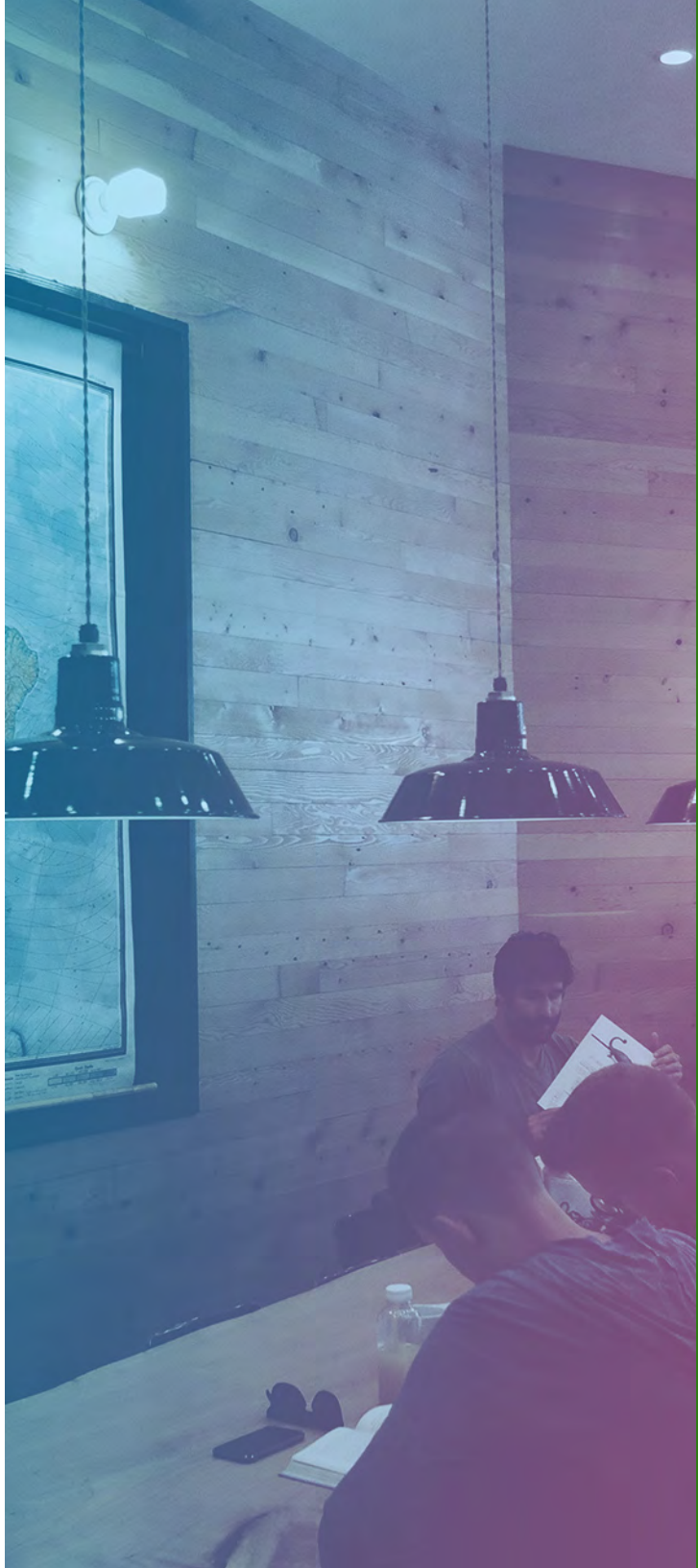
Reach your audience wherever they are, on a premium network of publishers.

WITH LINKEDIN AUDIENCE NETWORK, YOU CAN:

- **Reach more professionals.** Get your Sponsored Content in front of more people, on LinkedIn and across the web.
- **Deliver your budget.** Accelerate campaign pacing and drive more engagement with your ads.
- **Advertise with confidence.** Control ad placement with block lists and measure Audience Network performance.

ACTION ITEMS

- ☑ Make sure you leave the Audience Network option on. (LAN is enabled by default.) You should see the checkbox enabled, right below all the demographic targeting criteria.
- ☑ Review categories you want to exclude. (You can select categories of mobile apps and sites where you do not want to appear.)
- ☑ Build out a custom block list of sites and apps. (You can build out, upload, and apply a block list to your campaign.)



LINKEDIN CONVERSION TRACKING

Easily measure and optimize the business impact of your LinkedIn Sponsored Content and Text Ads

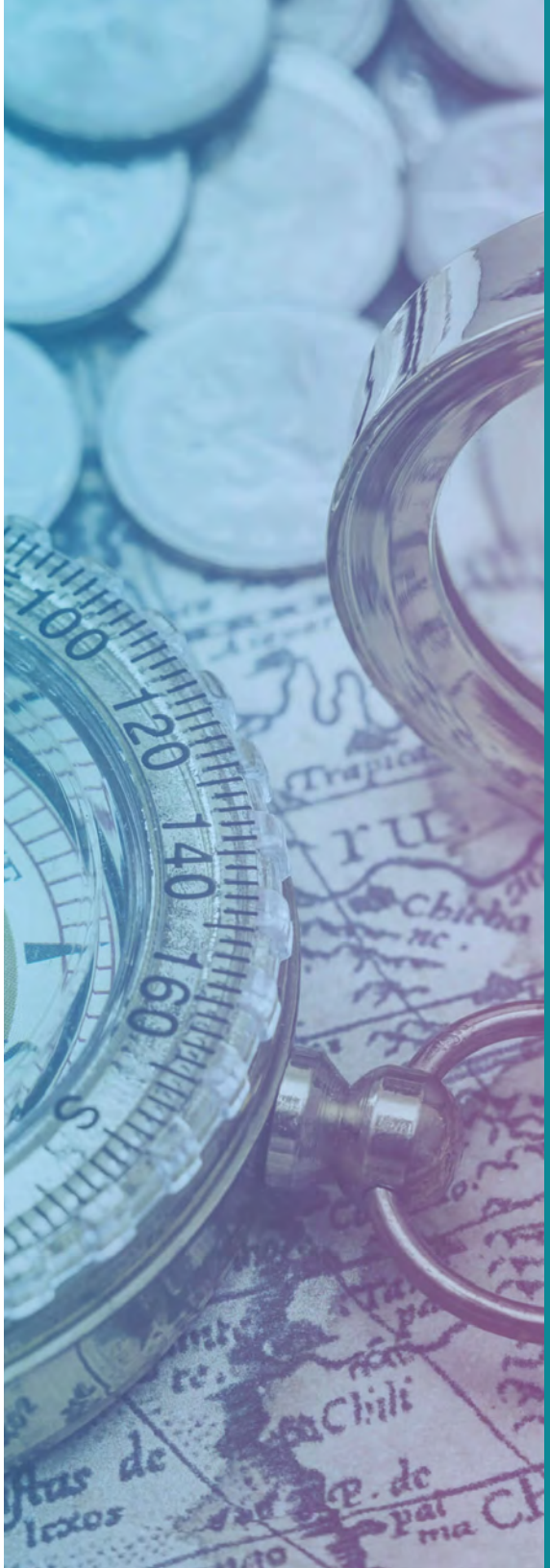
LinkedIn Conversion Tracking, which is built directly into Campaign Manager, enables you to measure:

- Leads
- Sign-ups
- Add to cart
- Installs
- Content downloads
- Purchases
- Page views

LinkedIn Conversion Tracking also allows you to identify the seniority, industry, job function, location, and company size of the people who are becoming leads.

WITH CONVERSION TRACKING, YOU CAN:

1. Record every conversion on your website or landing page
2. Understand the ROI of your spend
3. Optimize your campaigns to drive even better performance



READY TO DRIVE MORE REVENUE ON LINKEDIN?

So, there you have it. Feel free to adapt this plan to your business and present it to your boss with pride. You're on your way to delivering the right content to the right people, which will help you build your brand, generate leads, and ultimately drive more revenue.

FOR THE OVERACHIEVER IN YOU

Additional resources to help you make the most of your content marketing strategy on LinkedIn:

LinkedIn Company Pages Playbook

21 LinkedIn SlideShare Tips and Facts to SuperCharge Your Content Marketing

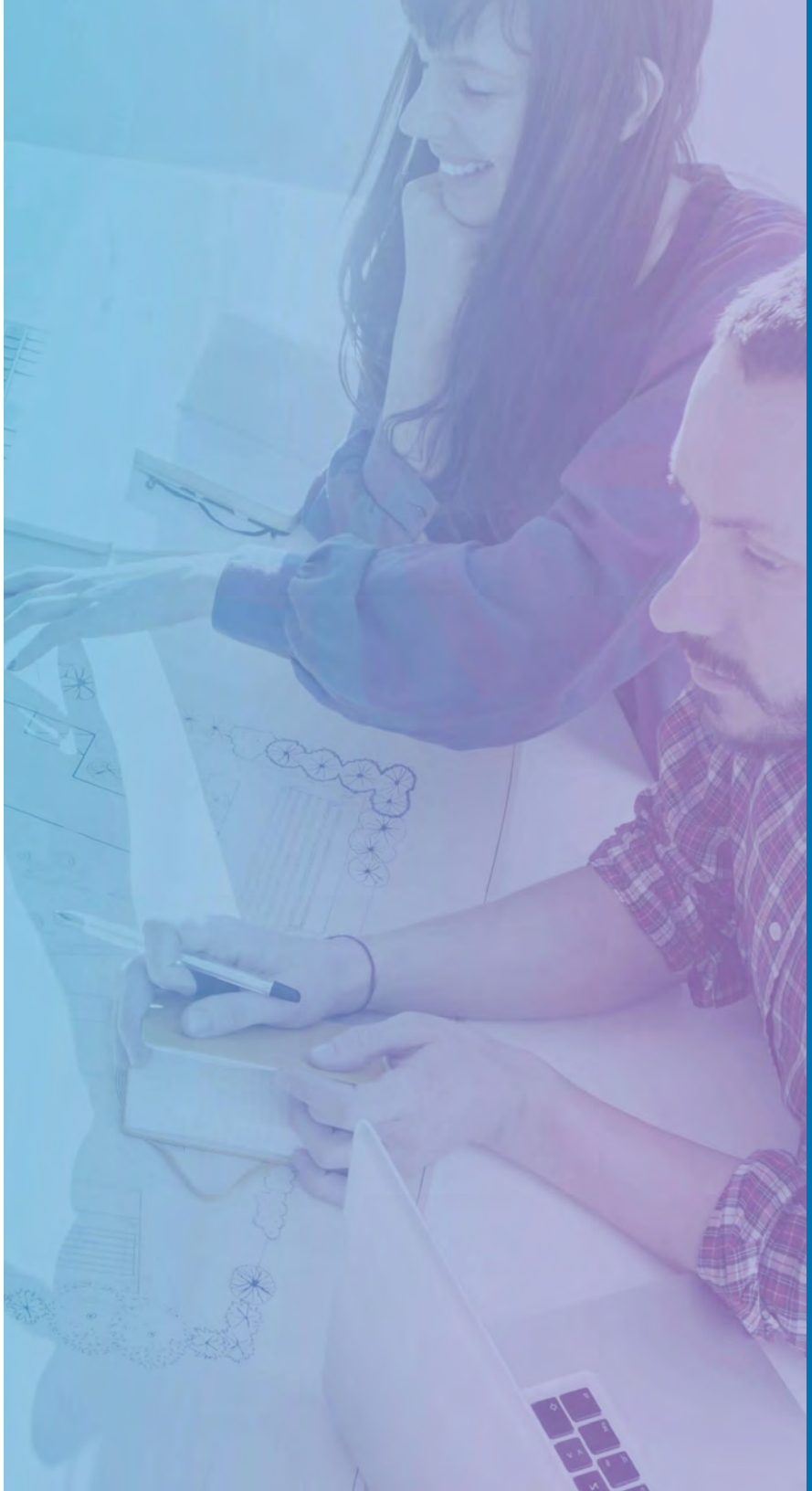
Top 5 Publishing Tips

Laser Focus: 10 Ways to Optimize Your LinkedIn Sponsored Content

The Sophisticated Marketer's Guide to LinkedIn

LinkedIn Marketing Resources Hub

LinkedIn Text Ads Playbook



LinkedIn

For the first time in the history of media, you can reach the world's professionals — all in one place. More than 530M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow — precisely the people you want to target.

For more information, visit marketing.linkedin.com