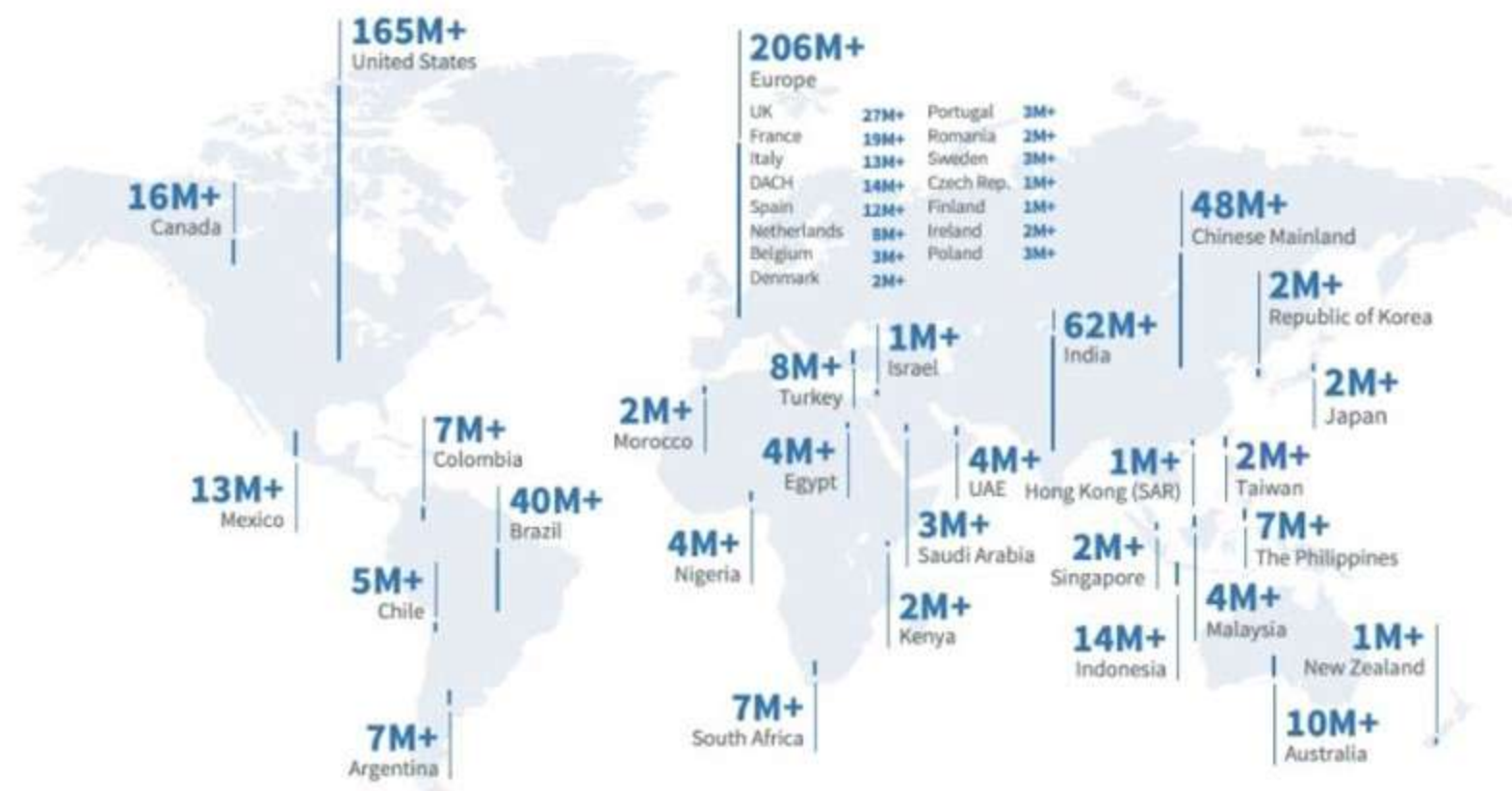


Finding your corporate partners using



660 million members in 200 countries and regions worldwide





LinkedIn members drive
business decisions

LinkedIn's audience has

2x

the buying power of the
average web audience

Source: LinkedIn Audience 360 study; Salesforce Advertising Index Report 2016

55% of decision-makers use LinkedIn content to vet organizations

Post engaging and informative content on LinkedIn. 55% of decision-makers use this content to determine which organization to work with. 1 in 5 say it's the best platform when you want to learn about a topic.

LinkedIn contributes a lot to the buyer's journey

According to Demandbase, social media, peer reviews, and ads influence a buyer's decision-making Journey. 52% of those surveyed said that LinkedIn had the biggest impact during research. They also use it to connect with individual leaders to get their opinion on products.

LinkedIn is a great channel for B2B lead generation

HubSpot found that apart from telephone and email, LinkedIn is the next best channel for sales representatives who want to connect with prospects.



LinkedIn is the number one choice for professional content

Business and management is a topic consistently at the top of this list, quarter after quarter. The fact that Technology has also topped this list suggests that grappling technology's pace is one of the major priorities for businesses and their managers

TOP 10 TOPICS ENGAGING LINKEDIN MEMBERS

1. TECHNOLOGY	6. MARKETING AND ADVERTISING
2. BUSINESS AND MANAGEMENT	7. HEALTH
3. SCIENCE AND ENVIRONMENT	8. POLITICS AND LAW
4. SOCIETY AND CULTURE	9. INTERNET
5. FINANCE AND ECONOMY	10. EDUCATION AND LEARNING

Why we like to use BING in conjunction with a LinkedIn campaign?

Unique to Microsoft Advertising

Outside of LinkedIn itself, Microsoft Advertising is the only digital advertising platform to offer LinkedIn Profile Targeting.

Not just Bing. The Microsoft Audience Network includes AOL and Yahoo websites, plus thousands of other websites where we can reach our target audience.

Highly relevant audiences. LinkedIn profile dimensions can help you target the right audience. Options include: Geo targeting, company name, department, job seniority. More targeted audiences allow you to boost your bids more precisely and help you achieve your return on ad spend goals.

90% of LinkedIn users can be found on Facebook and 94% use YouTube on a regular basis

Pew Research found that most people have multiple social media accounts. 90% of LinkedIn users, for example, use Facebook. 94% use YouTube, and 57% use Instagram

Substantial 'reciprocity' across major social media platforms

% of __ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users
also use Facebook

Image Source: [Pew Research](#)

Interested? We specialize in B2B lead generation campaigns

bauer/DIGITAL has developed a refined technique, using strategically placed media buys and marketing automation, to maximize your lead generation pipeline.

Get In Touch!

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