

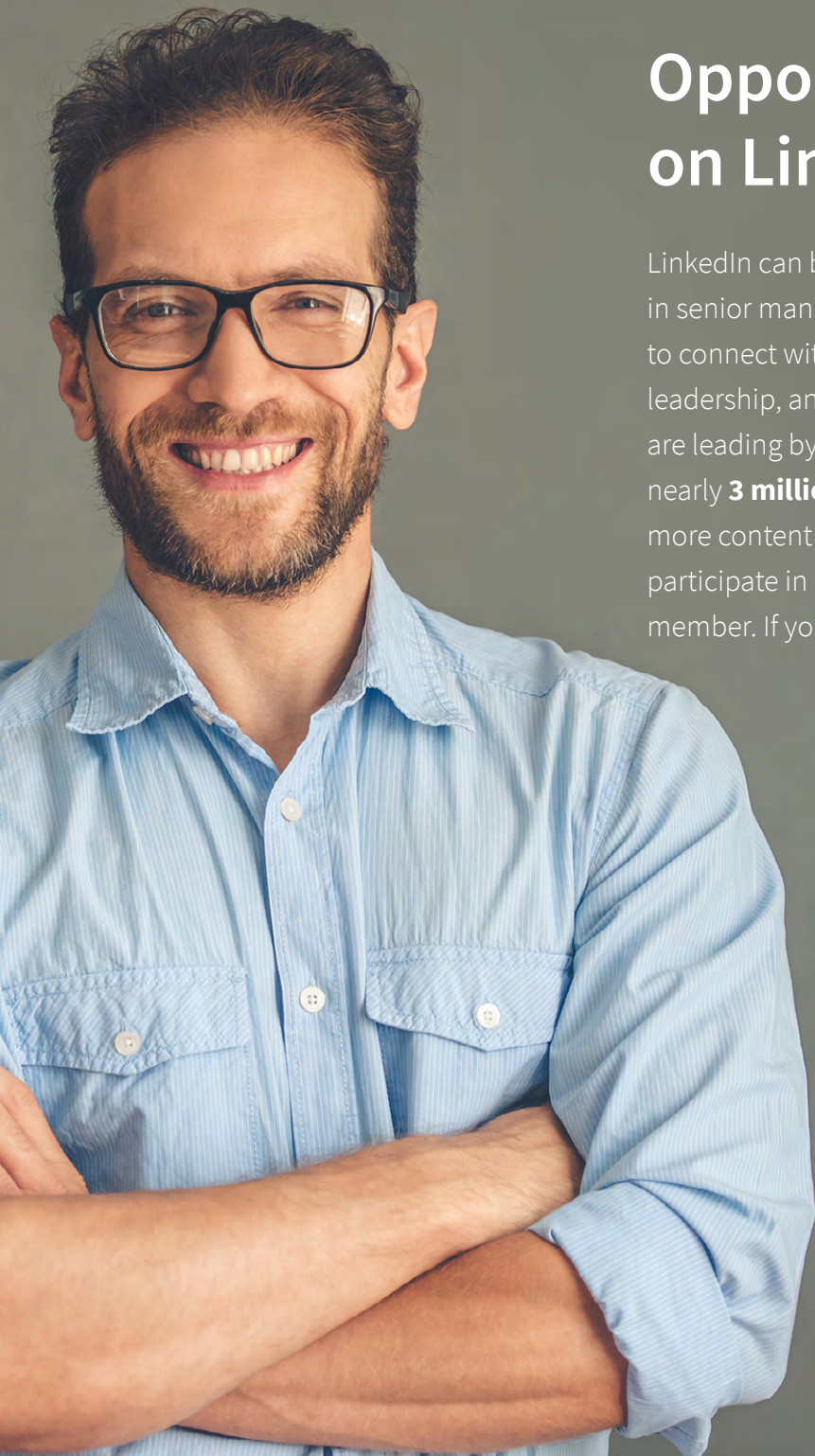
5 TRENDS EVERY



SHOULD KNOW

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Opportunities await for CMOs on LinkedIn

LinkedIn can be a valuable resource for those in senior management. Executives use LinkedIn to connect with peers, establish thought leadership, and grow their business. CMOs are leading by example on social media: the nearly **3 million CMOs on LinkedIn** share more content, follow more companies, and participate in more discussion than the average member. If you're ready to build your reputation

and advocate for your brand, it's time to get active on LinkedIn.

This pocketbook highlights top 5 critical trends every CMO should know. Each research-backed trend is paired with tactical recommendations of: 1) what you can do to get ahead of the trend and, 2) how LinkedIn can help. We'll wrap by highlighting your influential peers who are certainly worth following for inspiration.

82%

of consumers are more likely to trust a company whose CEO and leadership team engage on social media.

77%

are more likely to buy from such a company.

Source: GO-Gulf

Five critical trends for CMOs in the know

If one word sums up marketing this year, it's "more." We have more data to parse, more channels to cover, more opportunities to embrace, more responsibilities to shoulder. The only things we don't have more of are time and resources.

To cut through the clamor of "more, more, more," we need to come down from the clouds and get down to practical, street-level actions you can take for immediate impact. The following five trends are well worth an investment of your budget and attention right now, starting today.

- 1 Measurement** is becoming more sophisticated
- 2 Account based marketing** enables precision targeting at scale
- 3 Influencer marketing** extends reach
- 4 Native advertising** drives engagement
- 5 Video** is the new content king



1

Measurement is becoming more sophisticated

Marketers have access to more data now than ever before. We can track consumers across the internet and back. And the CEO is increasingly demanding we do just that. We need to demonstrate ROI and prove marketing's value in concrete ways. Marketers are beginning to be more sophisticated with measurement, but we have a ways to go.

57% Only 57% of marketers say they can prove their marketing leads to sales.

Source: Content Marketing Institute 2017 B2B Benchmarks

What to do

When setting goals, work backwards from ROI to make sure you will be able to prove results. Focus on the metrics that are relevant to your goals and tie directly to ROI.



How LinkedIn can help

LinkedIn Conversion Tracking can help give you the full picture of your LinkedIn marketing efforts on and off the platform. See which campaigns, ads, and audiences are driving leads and ROI. Then use this information to optimize.



2

Account based marketing enables precision targeting at scale

Account based marketing (ABM) has always been an effective tactic for companies with enough people and resources to do it properly. Now technology is bringing ABM to the rest of us. Rather than focusing a ton of effort on just a few accounts, you can bring a degree of personalization to many accounts at once.

ABM GETS RESULTS

84% of companies engaged in ABM say it brings in higher ROI than other types of marketing.

Source: Information Technology Services Marketing Association

What to do

The first step towards an ABM strategy is identifying key accounts. Work with your sales department to find likely candidates, and begin planning how you might personalize content.



How LinkedIn can help

LinkedIn Account Targeting can assist in both finding key accounts and delivering personalized outreach.

3

Influencer marketing extends reach

Consumers today are surrounded by so much content they're becoming numb to it. Influencer marketing is an easy and effective way to give your content added value for your audience, and an amplification boost to make sure it gets seen. Influencer marketing is the fastest-growing online method of acquiring customers, outpacing organic search, email, and paid search.

What to do

Start identifying influencers in your industry. It's not about the absolute biggest social following—you don't need Ed Sheeran or Taylor Swift. Look for people who are the most influential with your target audience.



How LinkedIn can help

You can start building relationships with influencers on LinkedIn. Use **LinkedIn Sponsored InMail** to make a connection and add them to your network. Then share their content, help promote them, and look for opportunities to work together.

Publishing your own content on LinkedIn can help establish thought leadership and engage with a broader audience. Each post automatically shows up in your network's feeds and gets pride of place on your LinkedIn profile.

4

Native advertising drives engagement

Consumers are growing more sophisticated in their approach to advertising, more likely to tune out intrusive or irrelevant messaging. Native advertising makes it easier to reach consumers on social media by adding value to their content feed, rather than interrupting it.

RESEARCH SHOWS

20-60% Consumers interact with native ads 20-60% more than traditional advertising.

Source: IHS

What to do

If your budget doesn't already include native ads, it's time to make them part of your strategy. Use native ads to add followers to your social networks and drive traffic to landing pages.



How LinkedIn can help

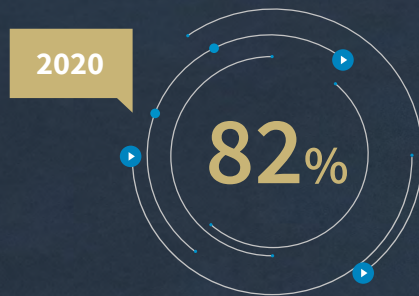
LinkedIn Sponsored Content delivers business messages in the right format and venue for your audience. Use Sponsored Content to target the broadest relevant audience for your top-performing organic content.

LinkedIn Elevate can also help you increase reach and engagement in the feed by empowering employees to share content.

5

Video is the new content king

Video content is an ever-growing percentage of all content consumed online.



Cisco estimates by 2020, 82% of all data transferred online will be video.¹ And it's not all Netflix and YouTube: 75% of business executives watch work-related videos weekly.²

What to do

Explore how your brand can use video to tell stories. You don't need an in-house production studio. Think simple how-to videos, motion graphics, behind-the-scenes video, and live feeds.

¹ Source: Cisco Visual Networking Index: Forecast and Methodology, 2016-2021

² Source: Forbes magazine



How LinkedIn can help

LinkedIn supports video embedding right in your Company Page updates. You can specifically target each post to the most relevant audience.

Soon you'll be able to record and post videos directly from the LinkedIn app, giving you another way to share your professional insights and perspectives.



Get inspired by your peers

Ready to raise your visibility and join your fellow CMOs on LinkedIn? Start by following these knowledgeable, highly active business leaders. These fifty individuals were selected as most influential by [Forbes' CMO Report](#).

Not only will they inspire your own LinkedIn activity, their insights will be a priceless addition to your news feed.

Forbes' top 50 most influential CMOs

1	Keith Weed	Unilever	26	Tim Mapes	Delta
2	Linda Boff	GE	27	Julia Goldin	LEGO
3	Leslie Berland	Twitter	28	Enrico Galliera	Ferrari
4	Antonio Lucio	HP Inc.	29	Alicia Tillman	SAP
5	Raja Rajamannar	Mastercard	30	Tony Weisman	Dunkin' Donuts
6	Ann Lewnes	Adobe	31	Rick Gomez	Target
7	Phil Schiller	Apple	32	Carolina Martinoli	British Airways
8	Dean Evans	Hyundai	33	Jack Hollis	Toyota
9	Kristin Lemkau	JPMorgan Chase	34	Michelle Peluso	IBM
10	Marc Mathieu	Samsung Electronics America	35	Aimée Lopic	Pandora
11	Chris Capossela	Microsoft	36	Diego Scotti	Verizon
12	Magali Noé	CNP Assurances	37	Morgan Flatley	McDonald's
13	David Edelman	Aetna	38	Wanda Young	ESPN
14	Karen Walker	Cisco	39	Pierre Barrard	Michelin
15	Diana O'Brien	Deloitte	40	Joy Falotico	Ford
16	Bozoma Saint John*	Uber	41	Emily Culp	Keds
17	Deborah Wahl	Cadillac	42	Terrance Williams	Nationwide
18	Marisa Thalberg	Taco Bell	43	Nina Bibby	O2
19	Dietmar Voggenreiter	Audi	44	Chris Leong	Schneider Electric
20	David Roman*	Lenovo	45	Tom Herbst	The North Face
21	Chris Tung	Alibaba	46	Roger Sole	Sprint
22	Alicia Hatch	Deloitte Digital	47	Heather Malenshek	Harley-Davidson
23	Kelly Bennett	Netflix	48	Marc Pritchard	Procter & Gamble
24	Shannon Brayton	LinkedIn	49	Susan Vobejda	The Trade Desk
25	Seth Farberman	Spotify	50	Karin Timpone	Marriott

* Departed position June 2018



CONCLUSION

CMOs can do more on LinkedIn

It's an exciting time to be a CMO.

Marketers today have a direct line to our customers: we can see what they're thinking about and what they need, and we can respond in real time. By staying abreast of the latest trends, you can engage in meaningful dialogue, be the public face of your brand, and build your personal reputation on social media.

LinkedIn is here to help by offering more tools to make sure your quality content reaches the right audience at the right time.

You can measure your efforts with a high level of sophistication. You can personalize with automated account based marketing. You can expand your reach with influencer marketing and native advertising. You can earn more attention with multimedia content.

If you're ready to take action, LinkedIn can help.
Visit marketing.linkedin.com to get started.



For the first time in the history of media, you can reach the world's professionals all in one place. More than 610M 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