

LinkedIn for B2B organisations.

asabell

Fact sheet 2017

Meet LinkedIn.

LinkedIn is the world's most popular social networking site designed specifically for the professional community. It allows businesses and individuals to create profiles about their professional skills which can include images, presentations, videos, blogs and more.

Through these profiles, you can extend corporate reach, connect with other professionals and engage in brand promotion. The site is exceptionally effective at raising profiles of businesses and LinkedIn is now responsible for more than 60 per cent of all visits from social media channels to corporate websites.

Because the site is business-facing, it helps you to connect with the right people. Nearly half of B2B marketers consider LinkedIn the most effective site at supporting business goals, far more than any other platform. Additionally, more B2B marketers cite LinkedIn as their number-one social media platform than any other – it's the place to be in B2B.

Five stats you need to know.

1.

One in three professionals worldwide are on LinkedIn.

LinkedIn is now the number-one platform used for product launches among B2B businesses.

2.

3.

Half of all users are likely to buy from a company they engage with on LinkedIn.

Forty-five per cent of LinkedIn members are in upper-management positions, so it generates more leads than any other social media platform.

4.

5.

LinkedIn is more effective than any other platform at directing traffic to a company's website.

Reasons to use LinkedIn for your business.

LinkedIn means business.

Unlike other social media sites, you don't have to consciously set a business agenda. Other users want to make professional connections and engage with business networks, whether that be searching for a relevant supplier or client, or looking for new employment opportunities.

Keep the competition close.

LinkedIn is a useful place to gain an insight into your competition, including important individuals, potential hires and lucrative contacts.

Drive traffic.

LinkedIn has a particularly high conversion rate, with users regularly clicking through to businesses' websites.

Build your network.

All those connections are building your network, and keeping your brand visible to relevant industries, businesses and individuals. Plus, they're all valuable because they're all business-focused.

Generate leads.

While your customers and clients are recommending you to their networks, you can engage with potential clients by participating in relevant groups – networking and responding to queries. A previous connection with a potential client is a good way to secure their business in the future.

Take it offline.

LinkedIn's groups are a great way to keep up with what's happening offline in your industry. Keep an eye out for events where you can take the connections you've built into 'real life' to strengthen them.

Social Customer Relationship Management (CRM).

LinkedIn is a great way to build rapport with customers, clients and potential collaborators. It allows you to generate brand loyalty and shorten the sales cycle.



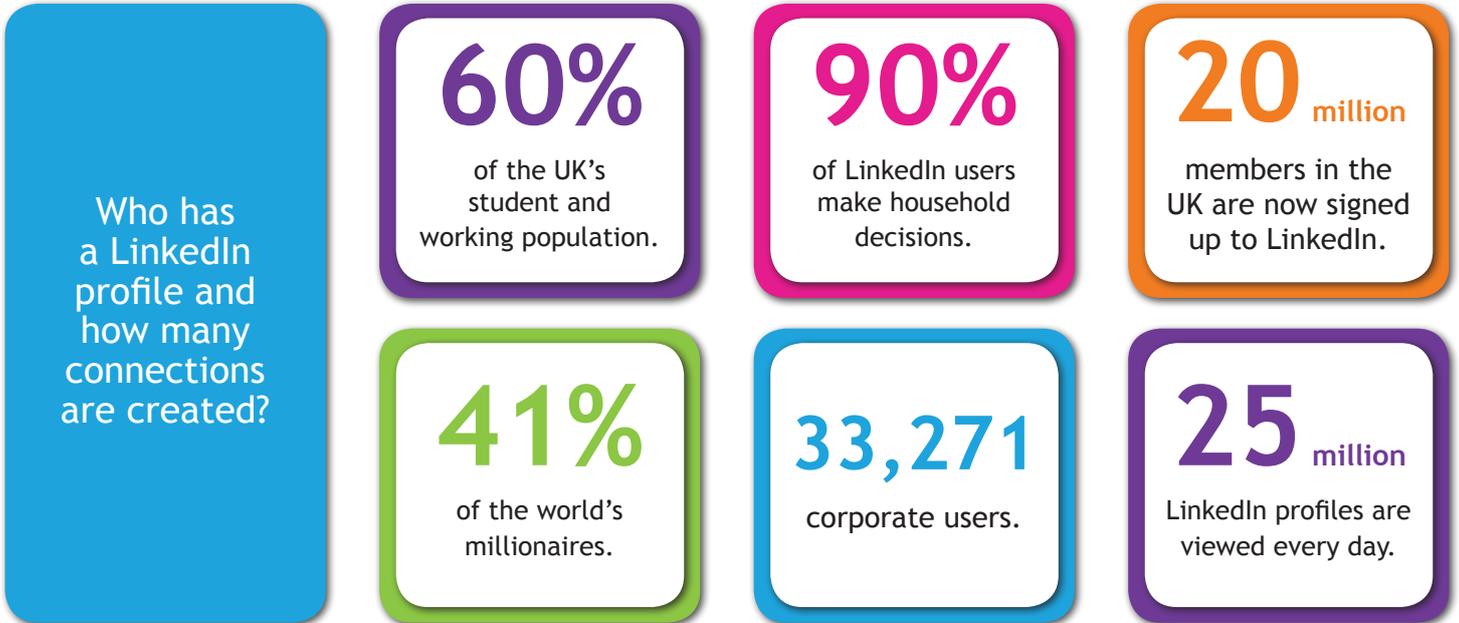
Become a thought leader.

Posting articles and high-quality content is the best way to become a trusted leader in your field. This generates leads – the average number of connections for LinkedIn users that have published one long-form article is 1,049. Articles also allow you to pitch your skills and expertise, helping get your business noticed by other influencers in the field.

Let your customers do the marketing.

Genuine recommendations are one of the most effective forms of brand promotion. LinkedIn allows satisfied customers to recommend you to their networks, increasing your visibility to related businesses and individuals.

Who can you reach on LinkedIn?



What to watch out for when using LinkedIn for B2B.

You need to keep up.

It isn't as time intensive as Twitter but don't let your LinkedIn profile fall by the way-side, it's important to keep your online presence current.

Take your time.

Having the focus to properly create your profile can guarantee views. A completed skills section can increase views by 1,300 per cent.

Don't be fooled by the business aspect.

Even though it's a professional platform, photos are still very effective. Including a picture can get you 14 times more views. Interesting images and content will impact engagement just like any other social media site.

LinkedIn trivia.

‘Cloud and Distributed Computing’ were the most wanted skills on LinkedIn in 2016.

Almost half of the planet, (3 billion) people, are LinkedIn users.

The most overused word on LinkedIn profiles in 2016 was ‘specialized’. In 2013 it was ‘responsible’ and in 2012 and 2011 it was ‘creative’.

67% of LinkedIn users consider themselves to be ‘news junkies’.

LinkedIn was launched on 5 May 2003.

Microsoft bought LinkedIn for \$26.2 billion.

Have you seen our SlideShare about LinkedIn for B2B organisations?

To find out more about building LinkedIn into your B2B marketing, get in touch.

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Sources.

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