

**DIY:**

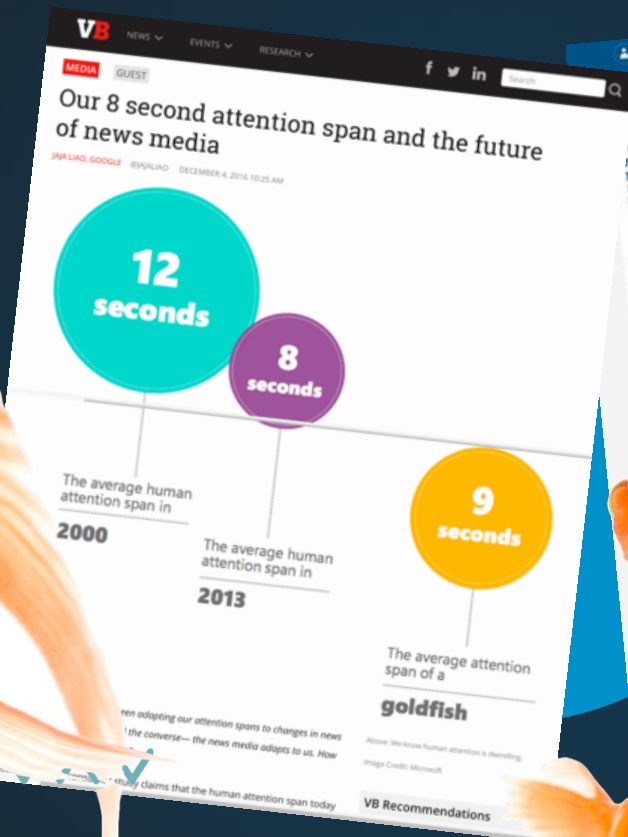
**HOW LINKEDIN USES**

**LINKEDIN FOR**

**MARKETING**







the guardian

### Say it quick, say it well - the attention span of a modern internet consumer

Media organisations must adapt to cater for a generation of internet consumers who expect instant gratification and quick fixes

Most popular in US

- Schulzke: Trump comments confuse Swedes as opposition try cover-up
- Angeline Jolie speaks out on 'difficult' Brad Pitt divorce for first time
- Women and desire: the six ages of sex
- 30 questions that were left off Trump's mainstream media accountability justice
- John Oliver on Trump: He dominates the news like a fart dominates a car

...t computers and the expansion of smart phones... always on world. You only need a coffee shop. Look around you in any public...ation, be it a coffee shop. A computer train to see that people are accessing the web on a... AOP website usage study showed that a UK internet user... 2,518... across 81 domains and 53 sessions in November 2011. This is a lot of content.

This is a great time for web based businesses as it means their audience is not only growing with each technological advance, but is also reachable 24/7. Whereas previously you may have been relying on key consumption times when people were able to be sat at their computer, now you have a consumer who you can reach with your product all through the day.

This always on world and the huge amounts of content available on the internet has significant implications for the modern day consumers attention span. It has even greater implications for the generation of people who have never known anything but high speed broadband and internet access, the future adult consumer. A recent Pew Internet study in the US suggests that while students coming through the schools system in this always on world benefit from instant access to a wealth of information from numerous sources, their attention span and desire for in depth analysis is consequently diminished. The current generation of internet consumers live in a world of "instant gratification and quick fixes" which leads to a "loss of patience and a lack of deep thinking".



**REMEMBER WHEN YOU FLUSHED HIM  
DOWN THE TOILET?**



**HE REMEMBERS TOO!**



**OPPOSITE** pure.

**snack** ▶ noun *this makes a snack for two or a substantial meal for one* **light meal**, something to eat, sandwich, supper, treat, refreshments, nibbles, canapés, titbit(s); *informal* bite, bite to eat, a little something; *Brit. informal* elevenses.

▶ verb *don't snack on sugary foods and drinks during the day* **eat between meals**, nibble, munch; *informal* graze.

**snackable** ▶ /snæk.kə.bəl/ adjective (*informal*)  
Content that is created to be consumed in 8 seconds or less.

**snaffle** ▶ verb (*informal*) *Ginny took a fancy to my gardening shorts and snaffled them* steal, thief, rob, take, purloin, help oneself to, abscond with, run off with, carry off; pilfer, embezzle, misappropriate; *informal* walk off/away with, run away/off with, swipe, nab, rip off, lift, 'liberate', 'borrow', filch, snatch; *Brit. informal* nick, pinch, half-inch, whip, knock off, nobble, bone, scrump, blag; *N. Amer. informal* heist, glom; *Austral. informal* snavel; *W. Indian informal* tief; *archaic* crib, hook.

**snag** ▶ noun **1** *the snag is that a stronger economy might mean higher inflation* **obstacle**, difficulty, complication, catch, hitch, stumbling block, pitfall, unseen problem, problem, barrier, impediment, hindrance, inconvenience, setback, hurdle, disadvantage, downside, drawback, minus; *informal* hiccup.  
**2** *the wooden rails become smooth over time, with no snags or rough corners*

**sharp projection**, jag, jagged bit; *there*  
**3** *she got a snag in her hair*

enthusiasm, exulting, zip, feistiness

**OPPOSITES** inertia

**4** Mark showed more than a passing interest in the subject. **shot**, snapshot, negative, positive, print, enprint, enlargement

**snappy** ▶ adjective short-tempered, crabbed, crabby, brusque, ill-tempered, volatile, testy, liverish, dyspeptic, cranky, on a sore head; *N. Amer. informal, dated* nippy

**OPPOSITES** good-natured

**2** a snappy cat, crisp, pithy, vapid, curt, laconic, snappy

**OPPOSITE** long-winded

**3** a snappy dress, fashionable



# A CONTENT REALITY CHECK FOR 2018

- The volume of content published continues to increase, and new topic areas get rapidly saturated with content.
- There has been a sharp decline in viral posts that gain hundreds of thousands of shares.
- Based on a sample of 100 million posts published in 2017, social sharing of content has halved since 2015.
- Clickbait style headlines and listicles are far less effective at generating social engagement than they were.
- The majority of content gets zero backlinks but authoritative research and reference content continues to gain links. In particular, authoritative evergreen content consistently gains shares and links over time.
- There has been a growth in content sharing on LinkedIn and many publishers are seeing steady increases in content engagement on the platform.





THE BIG WINNERS ARE  
SITES THAT HAVE BUILT A STRONG  
**REPUTATION**  
FOR ORIGINAL, AUTHORITATIVE CONTENT



# OUR STRATEGY HAS CHANGED

- ✗ Focus on building evergreen, authoritative content
- ✗ Localise that content
- ✗ Extract every last ounce of value from that content (organic and paid)
- ✗ Experiment & Test



**BIG ROCK**



**BLOG**



**VIDEO**



**PODCASTS**













How to take better portraits book



All Shopping Videos Images News More Settings Tools

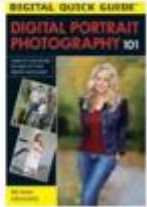
About 103,000,000 results (0.79 seconds)

Shop for How to take better portraits book

Sponsored



How to Take Better Photos By Kevin...  
£6.86  
Wordery  
Special offer  
By Google



Digital Portrait Photography 101: ...  
£3.47  
World of Books  
Special offer  
By Google



100 Ways To Take Better Portrait...  
£2.45  
eBay  
By Google



(very Good)-100 Ways To Take Better Portra...  
£2.79  
eBay  
By Google



Read This if You Want to Take Great Photographs: Amazon.co.uk ...

<https://www.amazon.co.uk/Read-This-Want-Great-Photographs/dp/1780673353>  
Buy Read This if You Want to Take Great Photographs 01 by Henry Carroll (ISBN: 8601404213243) from Amazon's Book Store. Everyday low prices and free ...



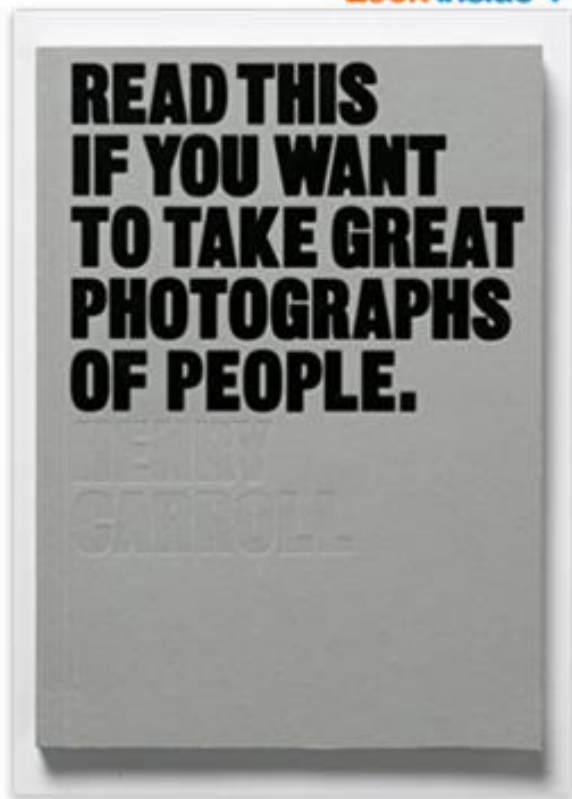
Read This if You Want to Take Great Photographs of People: Amazon ...

<https://www.amazon.co.uk/Read-This-Great-Photographs-People/dp/1780676247>  
Buy Read This if You Want to Take Great Photographs of People 01 by ... Also check our best rated Photography Book reviews ..... Covers everything from portraits to street photography along with technical tips for settings and studio lighting.

Mastering Portrait Photography: Amazon.co.uk: Paul Wilkinson, Sarah



Look inside ↓



[See all 12 images](#)

## Read This if You Want to Take Great Photographs of People Paperback – 7 Sep 20

by [Henry Carroll](#) (Author)

★★★★☆ 45 customer reviews

> [See all 4 formats and editions](#)

Kindle Edition  
£7.79

Paperback  
£10.49 ✓prime

Read with Our **Free App**

10 Used from £4.79

33 New from £6.99

**Note:** This item is eligible for **click and collect**. [Details](#)

**restaurants** Get £10 off dinner when you purchase an eligible book 

[Learn more >](#)

No clichés. No cheese. No camera-club jargon. This straight talking introduction to photographing people is the hotly anticipated follow up to the bestselling Read This if You Want to Take Great Photographs.

Ideal for users of any camera with a basic knowledge of a few photo-fundamentals, this book walks you through the essential techniques of photographing people, whether it's on the street, at home or in the





Two businesspeople talking at a table over a laptop with line charts



This is where my creative image should be.





**WWF®**



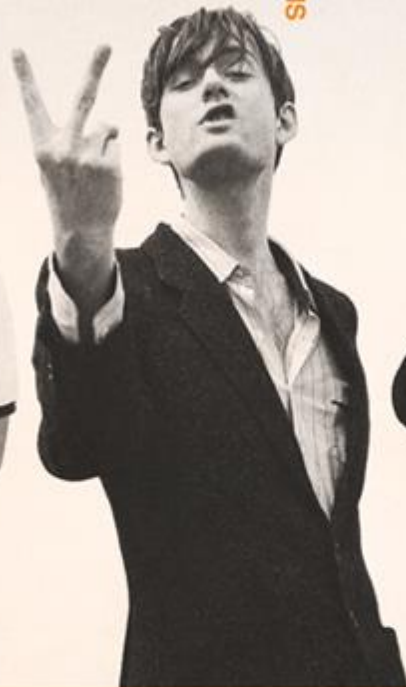
#1  
LIAM



#2  
JUSTINE



#3  
JARVIS



#4  
BRETT



#5  
DAMON



# Star Shaped

A MONTHLY BRITPOP PARTY

Every 1st Saturday of the month  
Upstairs at The Garage | Highbury Corner

WE PLAY SUEDE, BLUR, PULP, ELASTICA, OASIS, MENSWE@R, MARION, GENE, SLEEPER, ASH, ECHOBELLY, WANNADIES, OCS, MANSUN, DIVINE COMEDY, SALAD, STONE ROSES, CHARLATANS, LUSH, LONGPIGS, SHED 7, SUPER FURRIES, BLUETONES, INSPIRAL CARPETS, KENICKIE, SUPERGRASS, MANICS, DUBSTAR, TEENAGE FANCLUB, PLACEBO, MCALMONT & BUTLER, SPACE, GARBAGE, TIGER, THESE ANIMAL MEN, KULA SHAKER, LIGHTNING SEEDS, RIDE, DODGY, SAINT ETIENNE, GENEVA  
IF IT WAS ON A SHINE COMPILATION, IT'S IN











37 3520

RET

LLERY



RESTAURANT

ZACHARIA  
jewellers





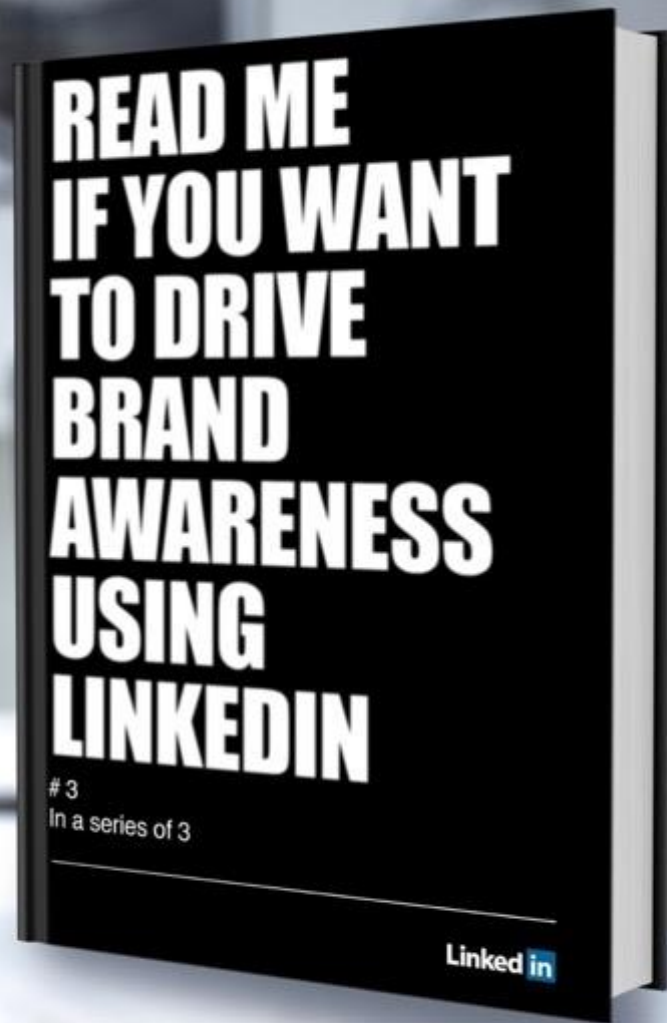
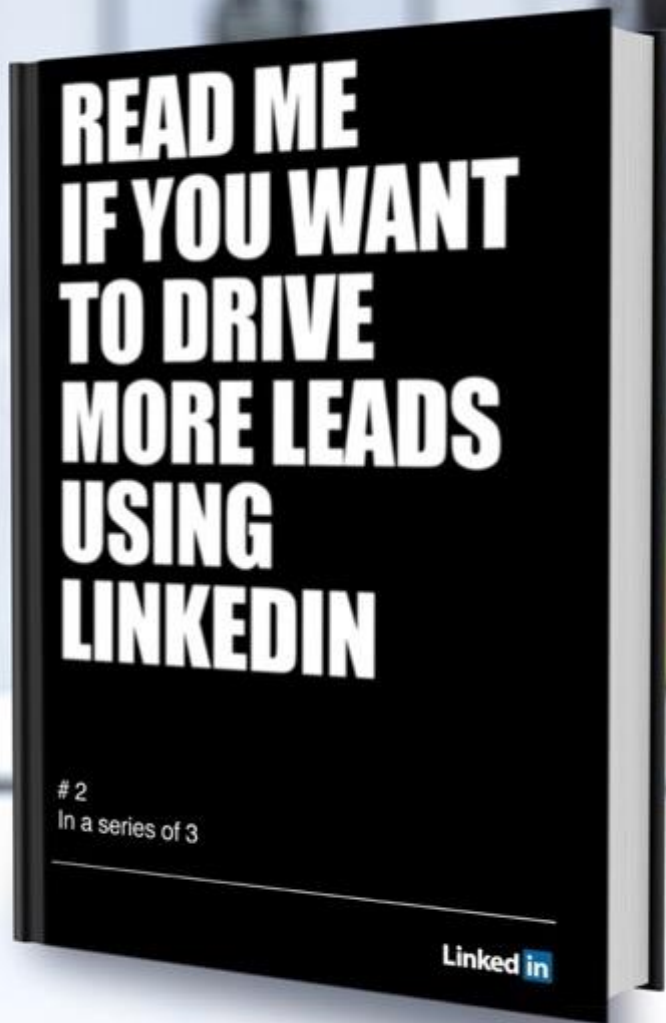
oasis



**I COULD SEE THE POTENTIAL OF CREATING  
A SERIOUS BRANDING EXERCISE FOR OASIS.  
EVEN THEN, I KNEW THEY WOULD BECOME  
ABSOLUTELY MASSIVE.**

—Brian Cannon







pects who already know you

ng  
Business can be  
for your lead  
about what you  
w about the  
y with you, and  
ay attention when  
m with relevant  
ising. Through  
Audiences, you can  
ists of relevant email  
your database for  
kedIn: subscribers to  
er or blog who are familiar  
ught-leadership, existing  
who might be interested in a  
ct, or leads that have shown  
t in the past but never quite  
through to conversion.

### getting priority accounts

ext up are the buyers and influencers  
t businesses that you know have a  
relevant need for your solution. They  
may not be showing an active interest  
in your business yet – but they certainly  
should be.

This is where you can generate relevant,  
high-value leads quickly and efficiently  
by working with sales on an  
Account-Based Marketing (ABM)  
strategy. Use Matched Audiences to  
upload a list of up to 300,000 company  
names as target accounts for your lead  
generation marketing.

the top – generating demand and leads at scale



here's  
most effective  
have a few particularly relevant  
function or job function and  
generation marketing. They are  
ing by job title unless you  
to include people who ha

Use look-alike modeling to  
list of finding similar people  
Audience Expansion' box  
audience increase.

Set up different campaign  
groups. This avoids loadin  
ntending up with too r  
different approaches an  
campaigns delivering th

ent and delivering lead gener  
Sponsored Content and Sp  
InMail.

bound touchpoints – optimise these to ma  
forming existing engagement and interest into

### LinkedIn Company Pages

LinkedIn Company Page is your  
home on LinkedIn. It can be  
to share company news, industry  
pieces, and thought leadership pieces  
attract followers. When people  
to follow your Company Page,  
signaling potential interest in  
your business.

### LinkedIn Showcase Pages

Showcase Pages are extensions of your  
Company Page, designed for  
spotlighting a brand, business unit, or  
initiative. Create a page for aspects of  
your business that need their own  
distinct messages, or which relate to  
distinct audience segments. This will  
generate a more targeted group of  
followers as an audience for lead  
generation.



LinkedIn  
you are n  
LinkedIn p  
their compa  
CEOs. Supp  
publishing re  
content that ex  
expertise and g  
out there. Try sha  
or crowdsourc  
your customers' an  
questions.



**THIS MARCH**

Linked  in™





Our new content series is the ultimate instruction guide for advertising on LinkedIn, from the people who invented advertising on LinkedIn



Download



Download



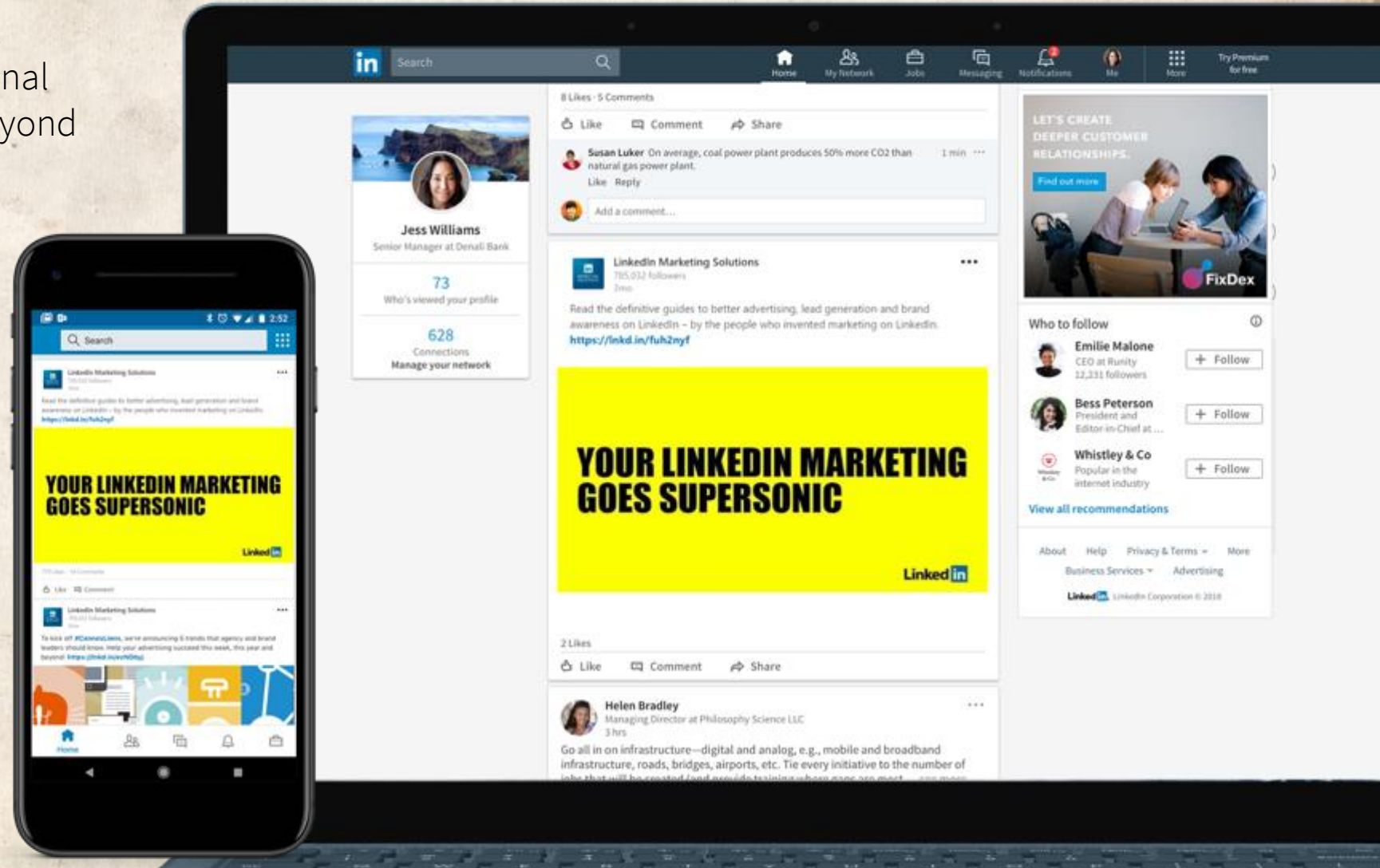
Download



Download

# SPONSORED CONTENT

Engage your prospects with relevant content in the world's only professional feed and in premium placements beyond





# CAROUSEL ADS

**346%** higher CTR

**33.3%** higher engagement rate

**21%** higher quality score

The image shows a screenshot of a LinkedIn carousel advertisement. At the top, the profile information for 'LinkedIn Marketing Solutions' is visible, including a logo, the name, '785,026 followers', and '3mo'. Below this is a text description: 'Read the definitive guides to better advertising, lead generation and brand awareness on LinkedIn – by the people who invented marketing on LinkedIn.' The carousel consists of two main panels. The left panel has a purple background with the text 'WE'RE ABOUT TO GIVE YOU EVERYTHING YOU NEED TO ADVERTISE BETTER ON LINKEDIN' in bold black letters, and the LinkedIn logo at the bottom right. The right panel has a yellow background with the text 'YOU CAN HAVE IT ALL BUT HOW MUCH DO YOU WANT?' in bold black letters, with a right-pointing arrow at the end. Below each panel is a white box containing the text 'Everything you need to advertise on LinkedIn'.

LinkedIn Marketing Solutions  
785,026 followers  
3mo

Read the definitive guides to better advertising, lead generation and brand awareness on LinkedIn – by the people who invented marketing on LinkedIn.

**WE'RE ABOUT TO GIVE YOU EVERYTHING YOU NEED TO ADVERTISE BETTER ON LINKEDIN**

LinkedIn

Everything you need to advertise on LinkedIn

**YOU CAN HAVE IT ALL BUT HOW MUCH DO YOU WANT?**

Everything you need to advertise on LinkedIn

# DIRECT SPONSORED CONTENT

“Bright” vs “White”



LinkedIn Marketing Solutions  
671,967 followers  
1mo

We're about to give you everything you need to advertise better on LinkedIn. Download all three guides now. <https://lnkd.in/g2a9Yxh>

**YOUR LINKEDIN MARKETING GOES SUPERSONIC**

LinkedIn

143 Likes · 3 Comments



LinkedIn Marketing Solutions  
672,010 followers  
1mo

Read Me tells you exactly how to maximise the number and quality of leads you drive on LinkedIn. Get it today: <https://lnkd.in/gdnbCfw>

**YOUR LINKEDIN MARKETING GOES SUPERSONIC**

LinkedIn

189 Likes · 1 Comment

40% higher CTR & 30% lift in engagement



# INMAILS

Christina O'Connor

LinkedIn Offer

Everything you need to know to advertise better on LinkedIn

[Download Now](#)



Christina O'Connor

Hi Grace,

Forget what you've heard. There's only one business that has everything you need to know about advertising on LinkedIn.

This year, we are telling it like it is for advertisers on LinkedIn. We have created a series of guides that show you exactly how to apply LinkedIn advertising to your different marketing objectives.

Read our new series and nobody will know more about how to advertise, build brand awareness and generate leads for your business on our platform. We're giving you literally everything



[About](#)

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[Advertising](#)

[Business Services](#)

[Get the LinkedIn app](#)

[More](#)

**LinkedIn** LinkedIn Corporation © 2018

# RUNNING

## Sponsored Content & InMail Together

5.32%  
CTR

75%  
OR

25%  
increase in  
open rate (OR)

95%  
increase in  
CTR

6.19%  
CTR

61%  
OR

Jane Fleming

Content Marketing

Download eBook

Download eBook

Christina O'Connor

Make sure the best marketing ideas come to you

Hi Christina,

Marketing ideas are everywhere, but most of them come to you.

The official LinkedIn Marketing Solutions newsletter is here to keep you ahead of the marketing curve. It's updated every day with the latest thinking, opinions from industry influencers, and insider tips and tricks for using LinkedIn to achieve your goals. It's there to keep you connected to your industry and help you and your business grow.

Subscribe to the blog and you'll get posts like this delivered straight to your inbox:

- A B2B Marketer Spends a Month with Snapchat
- The 5 biggest changes in content marketing – and how to keep up
- The Millennials' guide to Millennials
- Are marketers missing the real story with Virtual Reality?
- Can you be funny on LinkedIn?

Stay up to date and subscribe for free today. Enjoy the blog!

Subscribe



The image shows a screenshot of a LinkedIn messaging interface. A large purple circle is overlaid on the center of the screen, containing the text "95% open rate" in white. The background shows a browser window with the URL "https://www.linkedin.com/messaging/thread/6171428298602602496/". The browser's address bar and navigation icons are visible. The LinkedIn interface includes a top navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this is a search bar. The main content area shows a messaging thread with a list of messages on the left and a message body on the right. The message body contains text about an eBook titled "Astounding Tales of Content Marketing" and a "Download eBook" button. The Windows taskbar is visible at the bottom of the screenshot, showing various application icons and the system clock displaying 09:09 on 26/10/2016.

95%  
open rate

“



We believed anything  
worth doing is  
worth over-doing.”

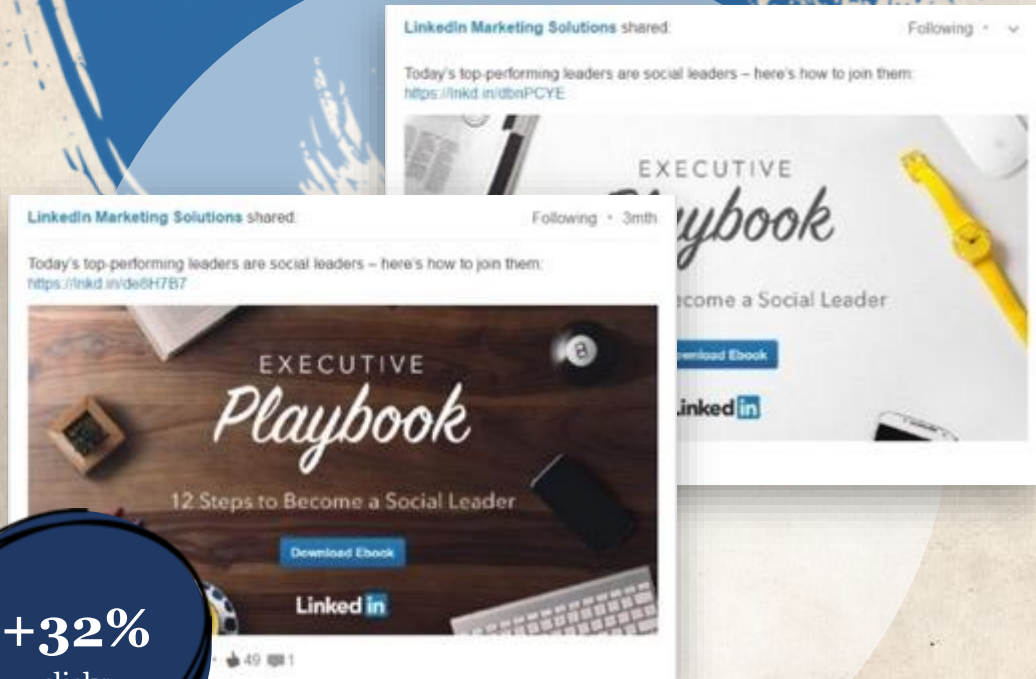
”





## BACKGROUND COLOR

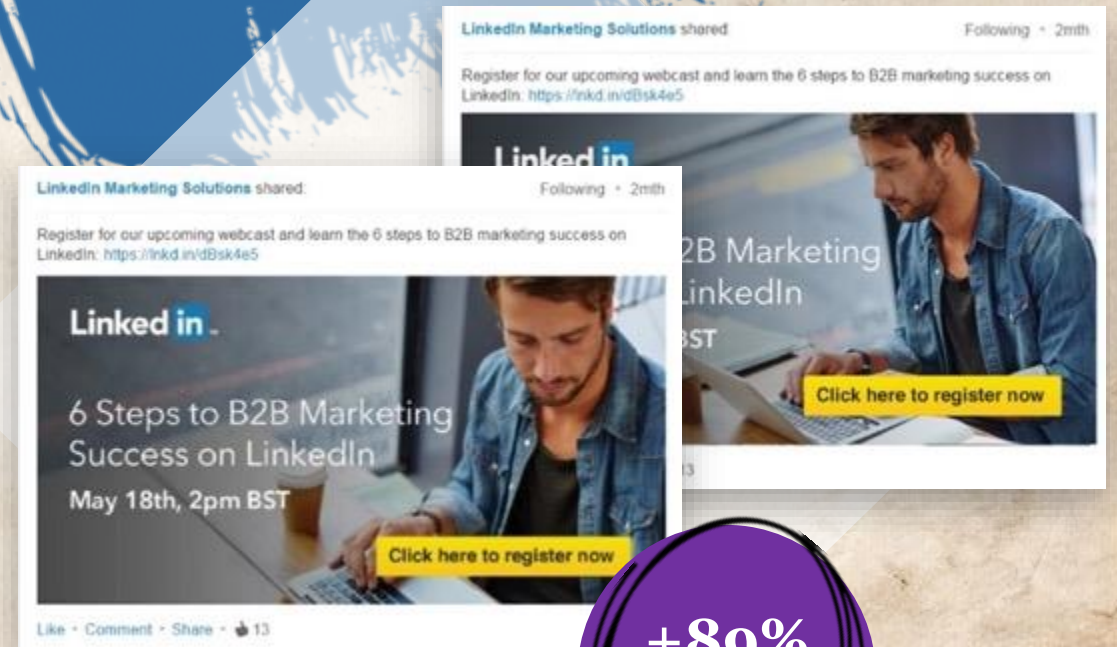
Does woodgrain feel more authentic, or provide more visual interest? Either way, the post with the darker wood background saw 32% more clicks than a lighter, white background.



+32%  
clicks

## TEST CREATIVE PLACEMENT TO DRAW A READER'S EYE

Can you spot the difference? In one image, the model is looking right at the CTA button, subtly drawing readers' attention to it. This image saw an 89% increase in clicks over the other image.



+89%  
Click-throughs



# LOCALISATION





# THE RESULTS

- ✗ Fastest downloaded content in LMS history (25K downloads PDF 150K View of HTML so far...)
- ✗ Easy to localize (Available in German, French, Spanish)
- ✗ Immediately adopted by sales
- ✗ Leveraged across business lines
- ✗ Print versions for events



# LinkedIn

LinkedIn Marketing Solutions  
Market to Who Matters





linked

in



71%

71% state they consumed blog content during the purchase process compared to 66% last year





**THE BLOG IS THE  
SOCIAL MEDIA RUG  
THAT TIES THE ROOM  
TOGETHER**

# Power Pages (How to, What is)

Programmatic Ad Buying for B2B: A Getting Started Guide

LinkedIn PROGRAMMATIC THE EBOOK

THE ULTIMATE GUIDE TO PROGRAMMATIC FOR B2B MARKETERS

How to Advertise on LinkedIn

The Complete Guide to Advertising on LinkedIn

B2B Content Marketing for 2017 - Nine Wake-up Calls For Our Industry

2017

# Strong Opinions (Editorial)

Diversity in marketing - how is the industry doing?

Marketing has its own fake news problem

It's time to stop blaming content for marketing problems

# Research

Will more people pay for content? It doesn't look likely

Would You Pay For Content?

Is Thought Leadership Earning or Losing Business Decision Makers' Trust?

HOW THOUGHT LEADERSHIP IMPACTS B2B DEMAND GENERATION





We:  
**+242%**  
**Increase** in  
unique page  
views

**+67%**  
**Increase** in  
Ave. Shares

2018 vs 2017

We are posting  
less, **but traffic  
and conversions  
go up.**

**+146%**  
**Increase** in  
Avg. Time on  
Page

**312%**  
**Increase**  
**YOY**  
in Organic  
Sessions

Q1  
n/a

Q2  
12%

Q3  
21%

Q4  
28%

ROI in Q4:

6175%





# NON-BRANDED ORGANIC RANKINGS OVERVIEW

In Q1, blog content was ranking on Page 1 for over 300 non-branded terms, including:

- ✗ Demand generation marketing
- ✗ Best b2b marketing campaigns
- ✗ How to become a thought leader
- ✗ Creative b2b marketing ideas
- ✗ B2b marketing campaigns
- ✗ B2b marketing metrics
- ✗ B2b advertising examples

Non-branded terms are those that do not contain a mention of LinkedIn and are an important indicator of success in reaching new audiences in search.

# BRANDED ORGANIC RANKINGS OVERVIEW

In Q1, blog content was ranking on page 1 for over 700 branded terms, including:

- ✗ LinkedIn profile tips
- ✗ Best time to post on LinkedIn
- ✗ LinkedIn ads benchmarks
- ✗ How to improve LinkedIn profile
- ✗ LinkedIn text ads
- ✗ LinkedIn for b2b marketing
- ✗ LinkedIn for b2b lead generation

Branded terms are those that contain a mention of LinkedIn and are an important indicator of success in reaching audiences familiar with the brand.





THE Sophisticated  
MARKETER  
QUARTERLY **NEW!**





1 A

FILM

35mm

# VIDEO

- Short form
- Long form
- On the fly
- ~~Events~~
- ~~Webinars~~
- ~~Case Studies~~



**FIRE ANYONE WHO TELLS YOU VIDEO  
CONTENT MUST BE UNDER**

**6 seconds**

—Alex Cheeseman, Chief Strategy Officer at Contented



1. Wide shot of both Sarah and Callum illustrating where they are and what the film is about  
Props: Megaphone, Camera board



2. Close-up of Sarah speaking directly to camera



3. Low angle camera pointing up at Callum  
Props: Moustache, Paintbrush



4. Close up of Sarah holding photograph



5. Camera zooms out to a wide shot showing Sarah speaking about using photographs to plan your storyboard.



6. Over shoulder shot of Callum pointing to drawings of different shots that you could try filming.







5



*B2B Dinner for 5*



0:07/2:44



## Full Episode:

4 Advance teasers

1 Full Length 25 minute Video

12 Short form videos

## Virtual Premiere:

2 Advance teasers

1 Full length video

4 Short form videos

# 25

Videos  
in Total!





# THE RESULTS

- ✕ 16.5K total video views over three months
- ✕ 7600 combined blog views
- ✕ 1600 plus total social shares
- ✕ Projected year 1 ROI 966%
- ✕ 2 Shortlists for Awards



**Penry Price**

Vice President, Marketing Solutions, LinkedIn

1w •  Public



Episode 7 - Bring more joy to those around you - we all need it. [#walking2work](#)  
[#helpotherssmile](#) [#relax](#)



407 Likes · 44 Comments





# LOCALISATION



## Which "Doctor Who" Actor Represents Your Content Marketing Maturity?

## Which "Doctor Who" Regeneration Best Represents Your Content Marketing Maturity Level?

Jane Fleming

May 12, 2017

It has been around for a long time, but has exploded in popularity in the last 10 years. It can take you to places you never thought possible. The more you invest in it, the more rewarding it can be. All of the above applies to content marketing...and also to perennial BBC favourite Doctor Who. Like The Doctor, content marketers must consistently reinvent...

Topics: [Content Marketing](#), [B2B Marketing](#)



## Le mythe de la capacité de concentration d'un poisson rouge...

Jason Miller

May 11, 2017

Au terme du Festival du marketing, nous aurons, vous et moi, perdu le compte du nombre de fois où il a été dit que nous avons une...



## El gran mito de la capacidad de atención del pez de colores...

Jason Miller

May 11, 2017

Cuando acabe el Festival de Marketing, tú y yo habremos perdido la cuenta del número de veces que nos han dicho que tenemos una...



## The Podcast Masterclass on Slow Journalism

Jason Miller

May 11, 2017

There's a lot of discussion in B2B content marketing about "thinking like a journalist" or "thinking like a publisher" – but do all...

Topics: [Sophisticated Marketer's Podcast](#)





LinkedIn Marketing Solutions

667,416 followers

5mo

Los momentos clave de la semana para captar el i  
<https://lnkd.in/erZCaCT>



930 Likes · 15 Comments

Like Comment

Likes



2w

Ein Guide zu den LinkedIn Marketing Solutions [https://lnkd.in/f\\_8kFk9](https://lnkd.in/f_8kFk9)



14 Likes

Like Comment

Likes



eting Solutions

e la capacité de concentration de 8 secondes & com  
e contenu. <https://lnkd.in/evDBNwF>

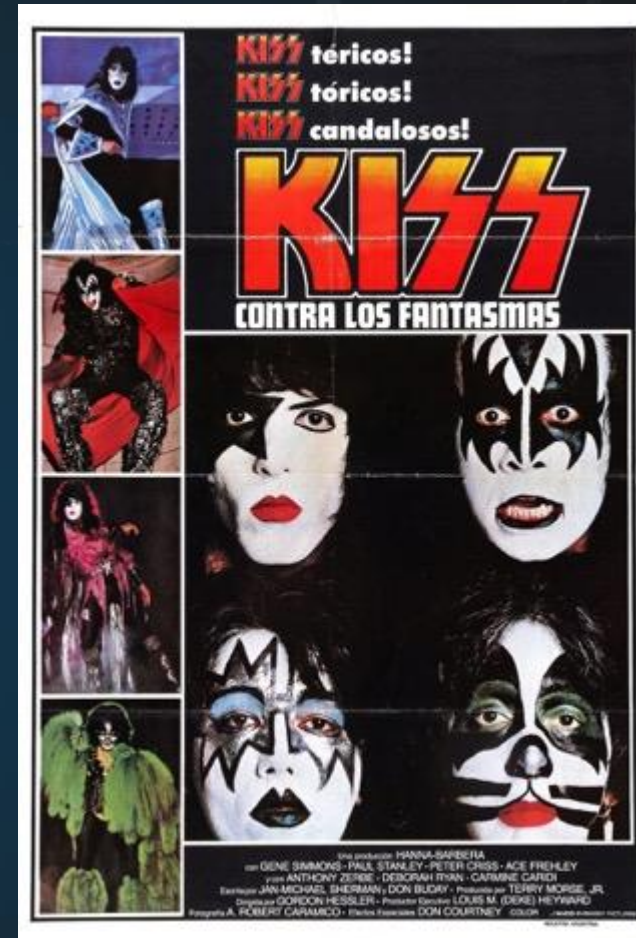


t



## Localisation

- ⚡ 6 Blogs (3 French/ 3 Spanish/3 German)
- ⚡ 180k+ Page Views
- ⚡ 10 Minute Average Time on Site





All Users  
100.00% Pageviews

+ Add Segment

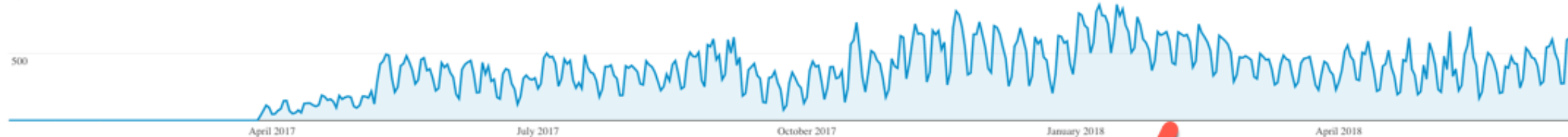
Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

Pageviews

1,000



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

local advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	179,832 % of Total: 17.18% (1,046,633)	169,690 % of Total: 17.57% (965,898)	00:10:22 Avg for View: 00:10:32 (-1.61%)	169,130 % of Total: 18.65% (906,941)	83.22% Avg for View: 55.43% (50.13%)	93.71% Avg for View: 86.65% (8.14%)	
1. /en-uk/marketing-solutions/blog/posts/Blog_localisation/ES/Como-anunciarse-en-LinkedIn	56,201 (31.25%)	53,068 (31.27%)	00:05:57	52,973 (31.32%)	90.19%	93.98%	\$0.00
2. /en-uk/marketing-solutions/blog/posts/Blog_localisation/FR/Le-guide-complet-de-la-publicite-sur-LinkedIn	39,009 (21.69%)	36,722 (21.64%)	00:16:09	36,610 (21.65%)	81.11%	93.51%	\$0.00
3. /en-uk/marketing-solutions/blog/posts/Blog_localisation/ES/Cual-es-el-mejor-momento-para-publicar-en-LinkedIn	35,282 (19.62%)	33,353 (19.66%)	00:12:52	33,226 (19.65%)	75.58%	93.83%	\$0.00
4. /en-uk/marketing-solutions/blog/posts/Blog_localisation/FR/Quel-est-le-meilleur-moment-pour-publier-sur-LinkedIn	17,599 (9.79%)	16,857 (9.93%)	00:14:43	16,792 (9.93%)	77.18%	95.05%	\$0.00
5. /en-uk/marketing-solutions/blog/posts/Blog_localisation/FR/Le-mythe-de-la-capacite-de-concentration-dun-poisson-rouge-qui-nuit-au-marketing-de-contenu	16,700 (9.29%)	15,818 (9.32%)	00:04:09	15,789 (9.34%)	92.79%	94.09%	\$0.00
6. /en-uk/marketing-solutions/blog/posts/Blog_localisation/ES/El-gran-mito-de-la-capacidad-de-atencion-del-pez-de-colores-y-por-que-esta-afectando-al-marketing-de-contenido	6,947 (3.86%)	6,441 (3.80%)	00:06:08	6,408 (3.79%)	87.80%	91.67%	\$0.00
7. /en-uk/marketing-solutions/blog/posts/Blog_localisation/DE/Gibt-es-den-richtigen-Zeitpunkt-fur-Inhalte-auf-LinkedIn	2,834 (1.58%)	2,641 (1.56%)	00:10:34	2,613 (1.54%)	70.62%	91.35%	\$0.00
8. /en-uk/marketing-solutions/blog/posts/Blog_localisation/FR/La-liste-ultime-des-idees-de-videos-BtoB	1,739 (0.97%)	1,556 (0.92%)	00:11:14	1,551 (0.92%)	54.98%	88.33%	\$0.00

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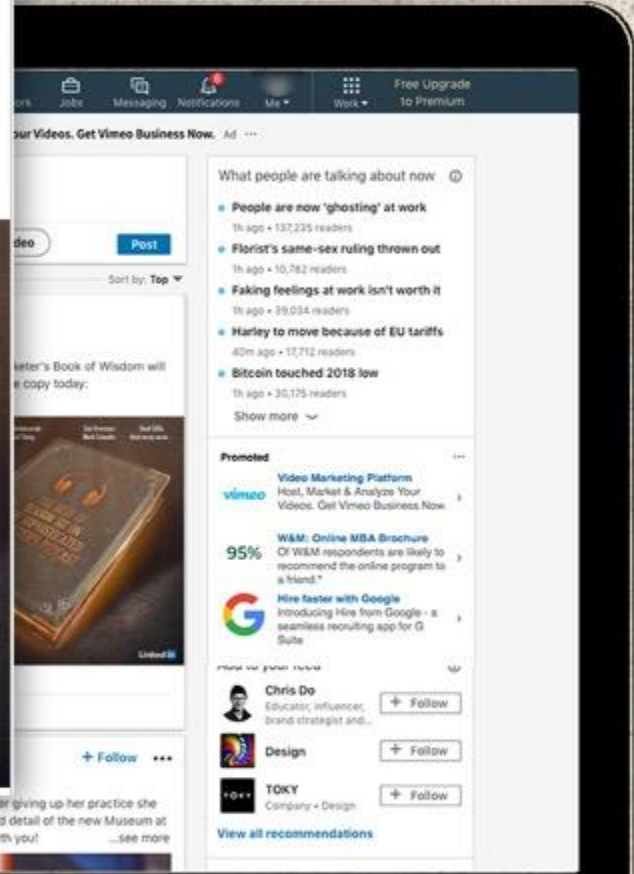
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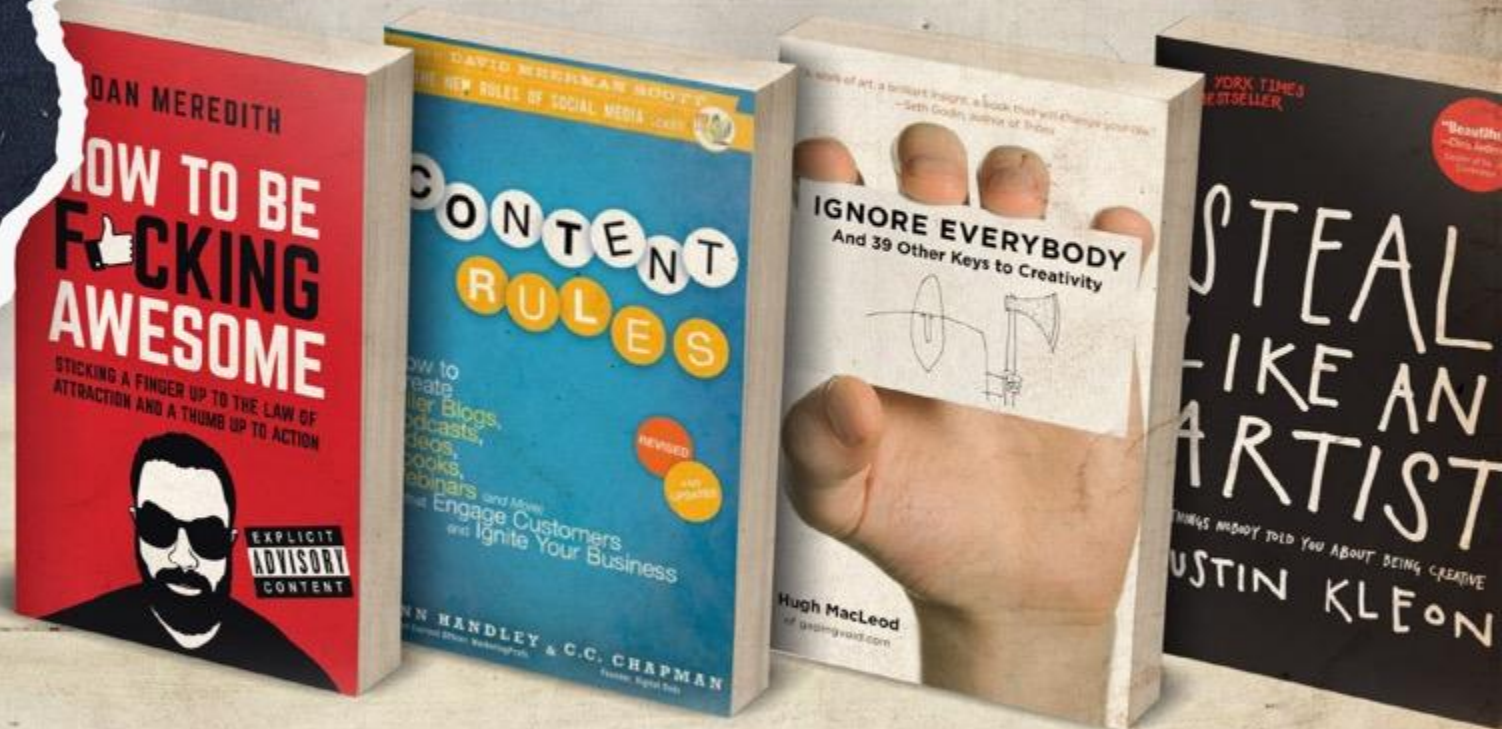
# Books

How to be Fucking Awesome  
Dan Meredith

Content Rules  
Ann Handley

Ignore Everybody  
Hugh MacLeod

Steal Like an Artist  
Austin Kleon





# RESOURCES

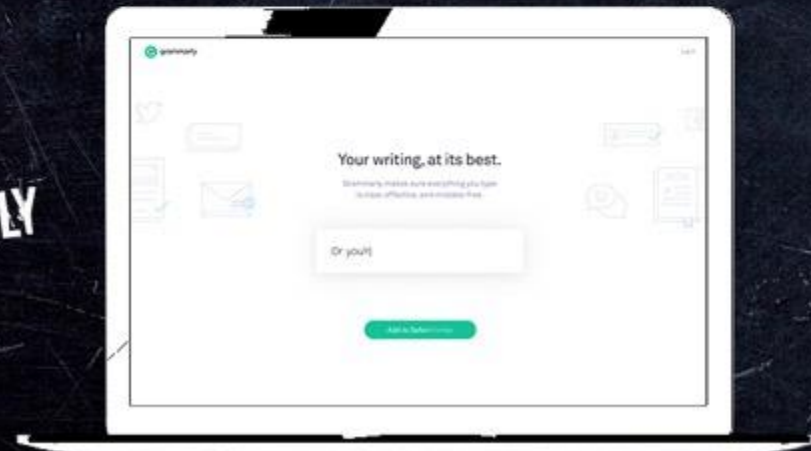
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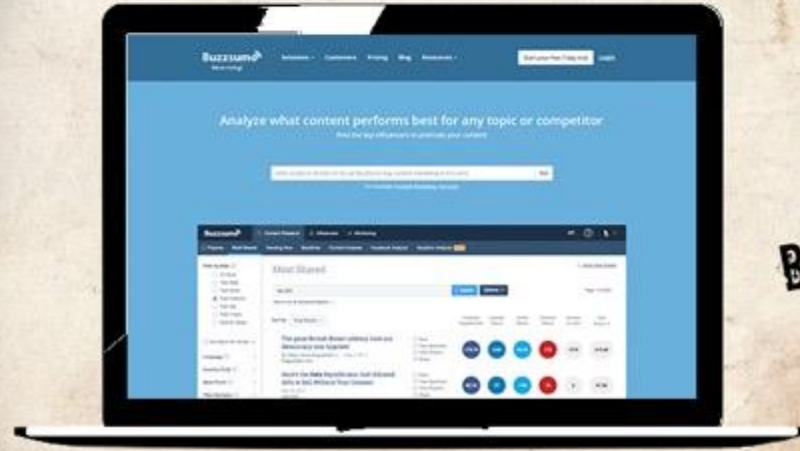
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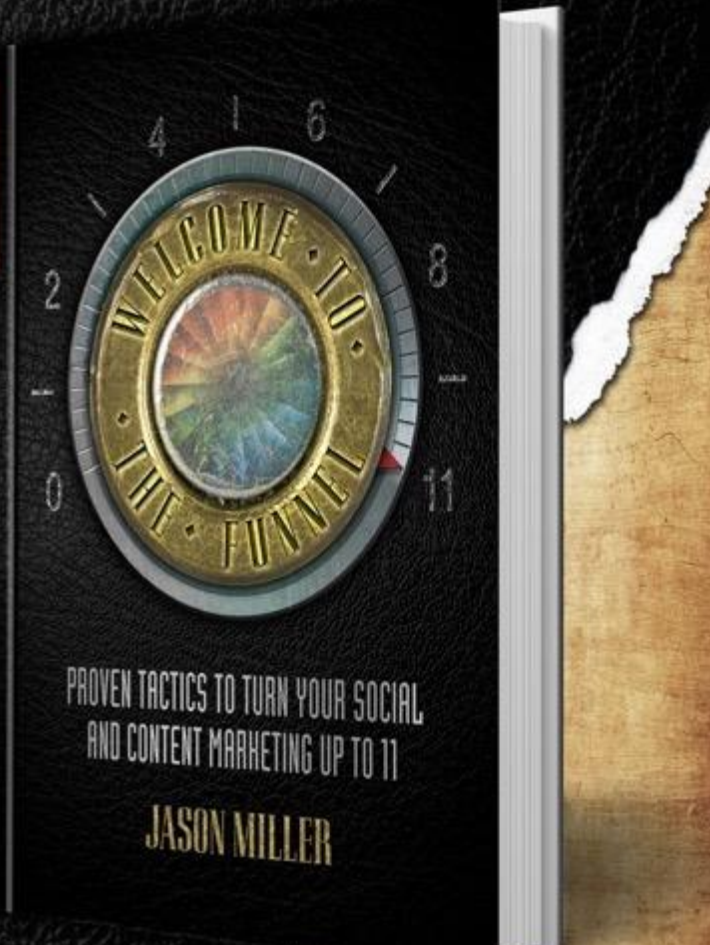
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# Thank you

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