


Linked  [®]

Marketing Solutions





For the first time in the history of media you can engage with the world's professionals in one place



Achieve your goals from awareness to engagement to new business

The most effective platform for marketers to engage professionals

The largest global community of professionals

61M

senior-level
influencers

40M

decision makers

414M

professionals are on LinkedIn

22M

Mass Affluent

10M

opinion leaders

740K

In Bulgaria

6M

C-level execs

4M

IT decision makers

Professionals engage with purpose – and with content



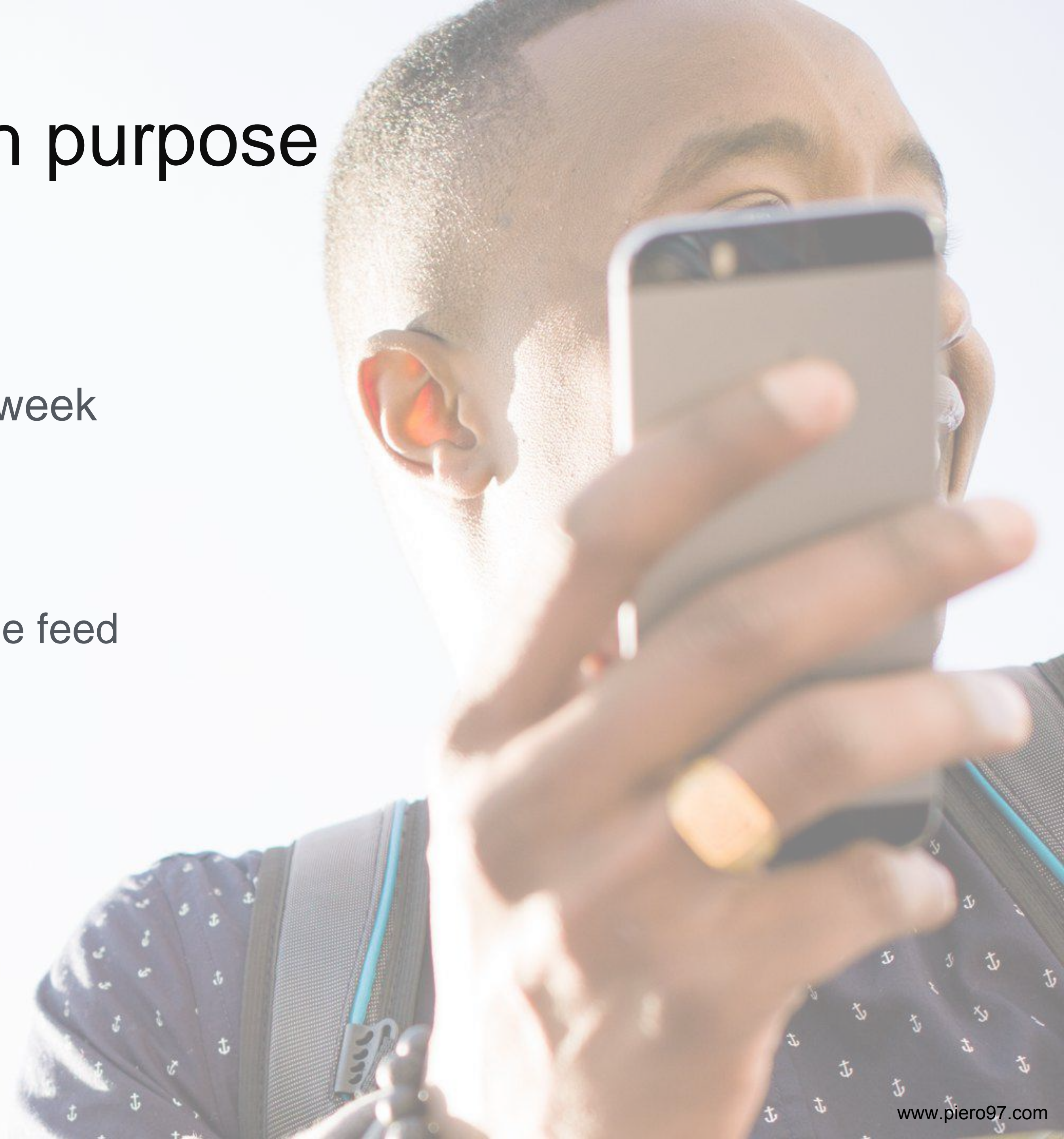
9 billion content impressions / week



15X content vs job postings in the feed



57% mobile



The world's professionals come to LinkedIn for knowledge



Industry News



Expert Advice



Professional Learning



Peer Insights



Peer Recommendations



500+ Influencers

LinkedIn
Marketing Solutions



Market to Who Matters:

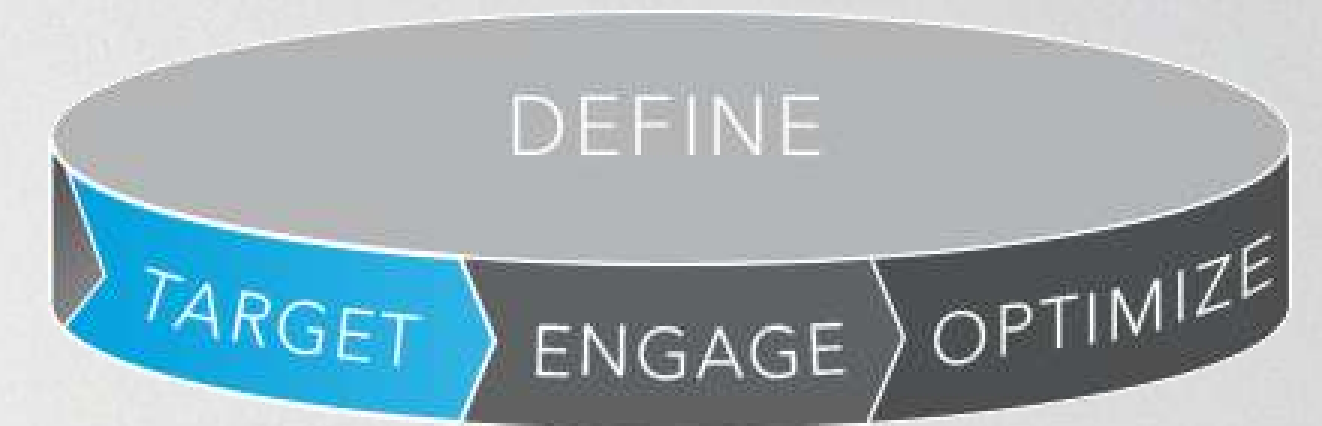
Achieve Your Marketing Goals



- ✔ Create awareness early in the purchase process
- ✔ Engage audiences with content
- ✔ Generate quality leads and drive new business

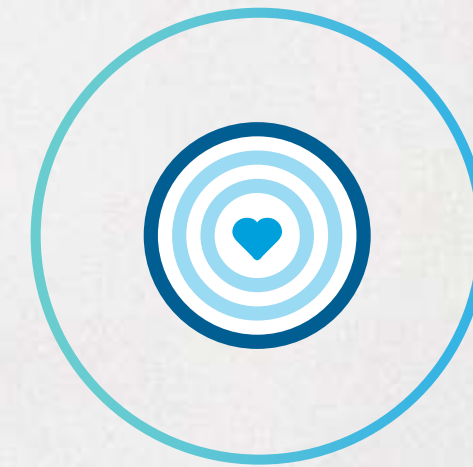


Market to Who Matters: Get to the Right Professional Audiences



Rich demographic data

Job Function, Seniority, Company Name,
Geo, Industry



Interest-based targeting

Group Membership, Skills, Field of Study



Persona targeting

Job Searchers, Opinion Leaders, Mass Affluent,
Business Travelers



Your own audience data

Target Account Lists



Market to Who Matters:

Engage Them with Content



Organic:

Build your brand and content

- ✔ On your Company Page
- ✔ Showcase Pages
- ✔ Through long-form posts
- ✔ On Slideshare

Paid:

Reach a targeted, and broader audience

- ✔ In the LinkedIn Feed *Sponsored Content*
- ✔ In the LinkedIn Inbox *Sponsored InMail*
- ✔ Early in the purchase process *Display Ads*
- ✔ Through other native ad formats *Dynamic Ads*

Market to Who Matters:

Measure the Impact, and Optimize

Get clear visibility into the impact of your programs throughout the purchase process

- ✔ Are you reaching your target audiences?
- ✔ Are the right people engaging?
- ✔ Are you prompting the right actions?

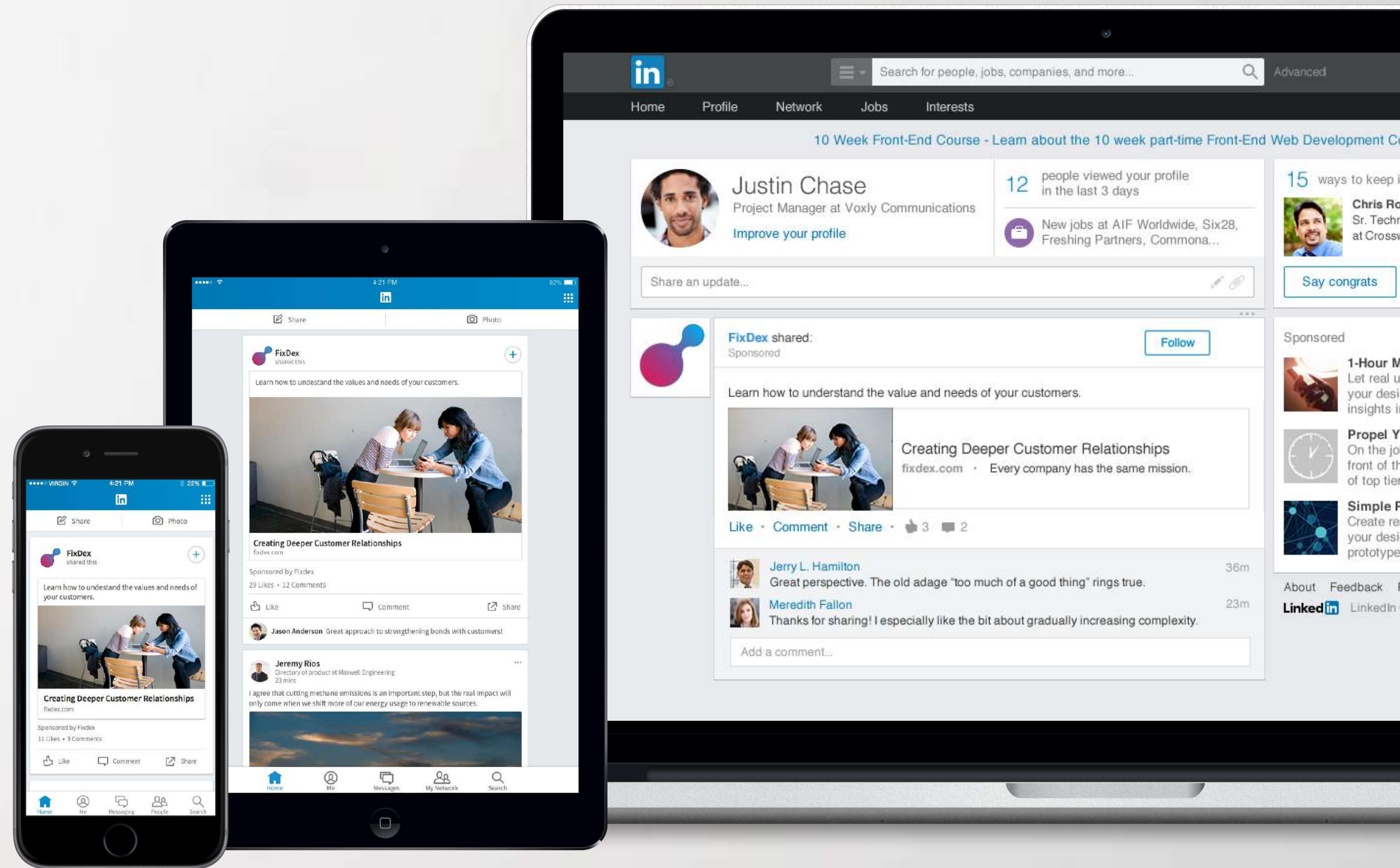


LinkedIn Sponsored Content

Sponsored Content

Engage your prospects with relevant content in the world's only professional feed

Build customer relationships at every stage of the buyer's journey by targeting content to your most valuable audiences wherever they spend their time.



Sponsored Content

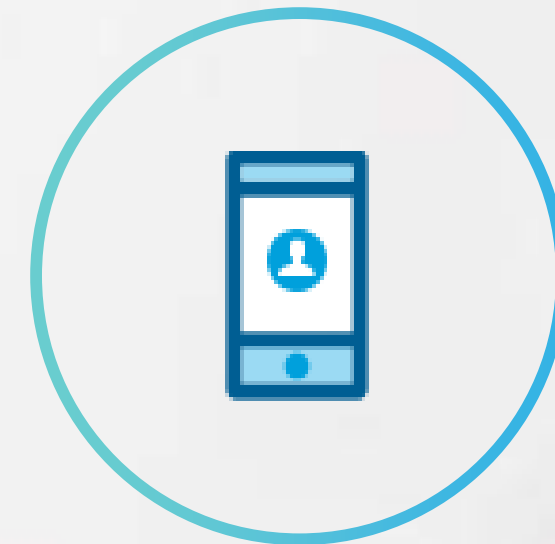
Engage your prospects with relevant content in the world's only professional feed

Target your most valuable audiences



Reach the people that matter most using accurate, profile-based, first-party data

Publish your content in a premium context



Sponsor content in the brand-friendly environment of the LinkedIn feed to an audience of influencers and business decision-makers

Grow your business at every stage

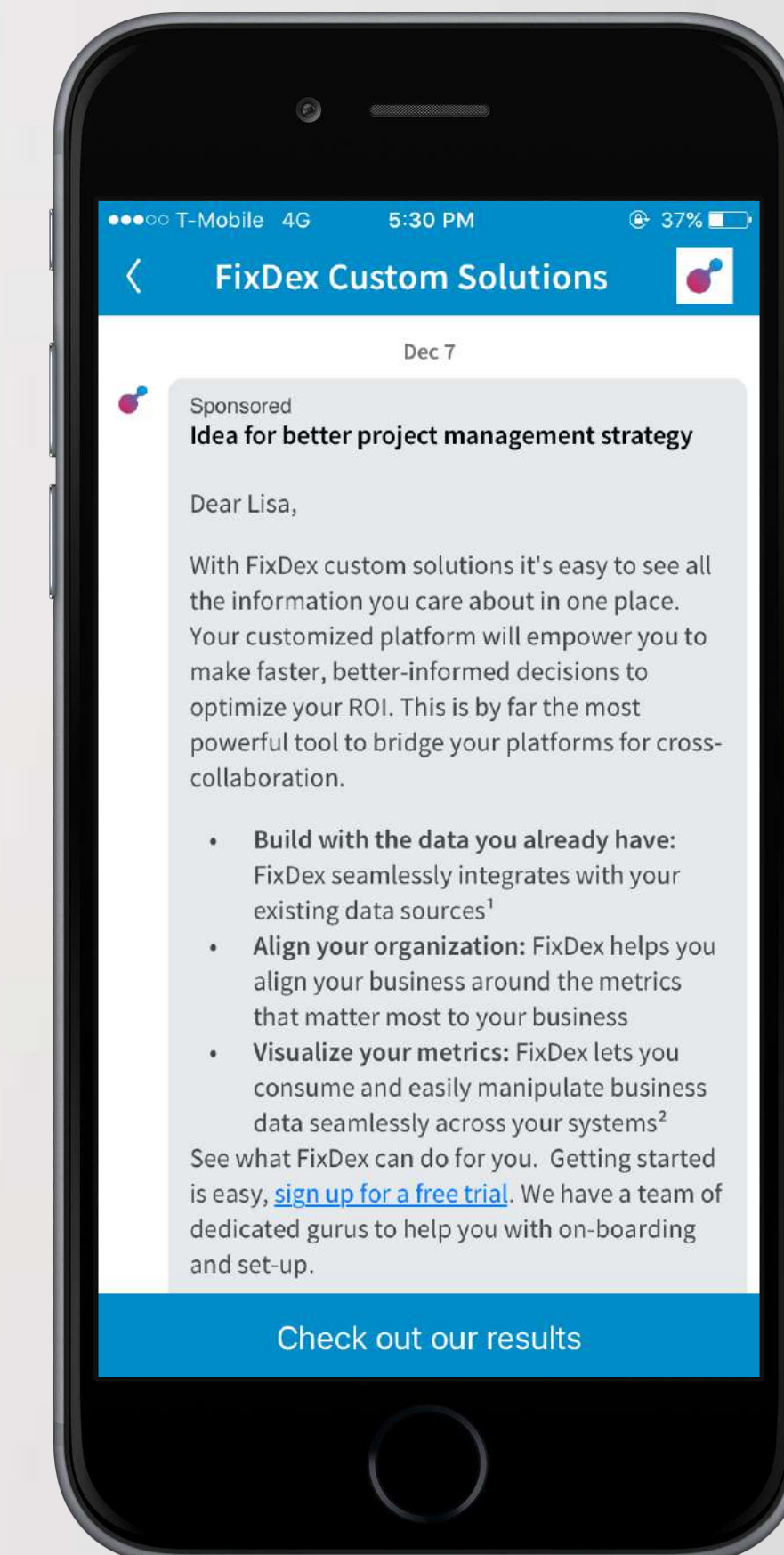
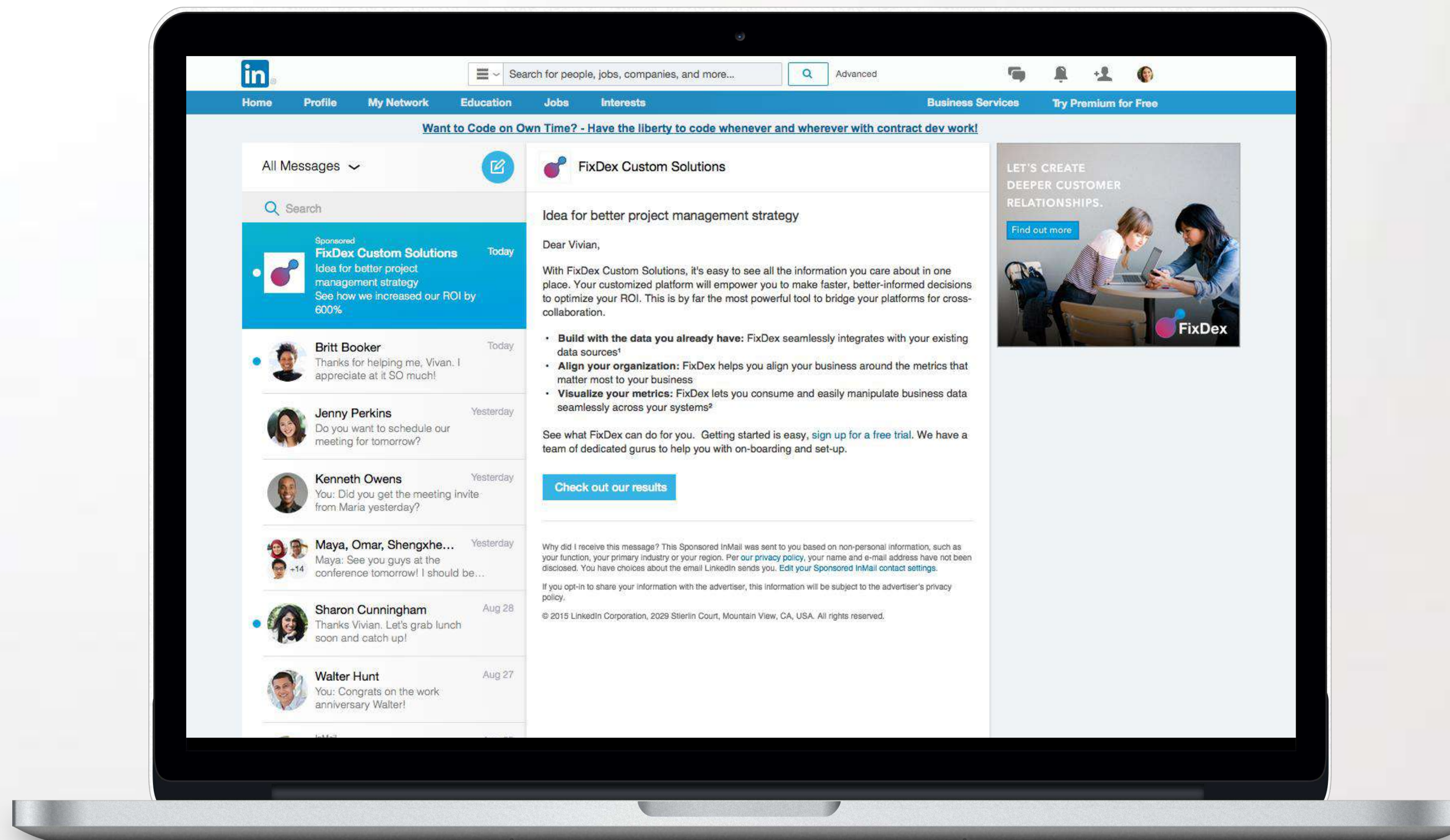


Drive quality leads, generate engagement, and raise brand awareness with a powerful advertising platform

LinkedIn Sponsored InMail

LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business



Unique product, uncluttered environment, and effective results

**Mobile-optimized
design for easy clicks**



*Persistent call-to-action
button remains on top of
content while user scrolls*

**Real-time delivery
ensures timely reach**



*Sponsored InMail
messages are only
delivered when members
are on LinkedIn*

**Uncluttered
professional context**



*Strict delivery frequency
caps ensure your
message gets maximum
mindshare*

**Flexibility to tailor
your content**



*Send a personalized
message that will
resonate most with your
target audience*

LinkedIn Dynamic Ads

LinkedIn Dynamic Ads

Personalize your creative to resonate with buyers

Drive engagement with premium audiences using dynamically generated ads, powered by profile data, customizable to meet your campaign objectives.



Justin Chase
Project Manager at Voxly Communications
Greater New York Area | Marketing and Advertising

Previous ZoomJax Marketing, Freshing Inc., Golden Phase,, Flexis Design

Education University of California, Berkeley

Send a message



500+ connections

https://www.linkedin.com/justinchase

Contact Info

Ad



Get the latest jobs and industry news by following us in LinkedIn from now



Justin, follow us to explore relevant opportunities from **FixDex**

Follow

Ad



Justin, join **FixDex Forum** to be part of a community for business.

Learn More



Connect with your audience and make your message matter

Improve the relevancy of your ads so they resonate with the right buyers

Target with precision



Reach the people that matter most using accurate, profile-based, first-party data

Drive quality engagement



Distinguish your brand with relevant creative that drives quality interactions, traffic, and leads

Build relationships



Nurture relationships and increase your company's LinkedIn follower count using unique ad formats

LinkedIn Display Ads

LinkedIn Display Ads

Build your brand with the right audiences in a premium context



Get on the radar early to build your brand and increase awareness

Target LinkedIn members with accuracy to drive brand objectives

Engage your audience in a high-quality professional context

Deploy IAB standard display ad unit formats

Lead Generation Forms

ideal for:

Cars

Corporate or personal insurance

Corporate fuel deals

Finding new b2b customers, or new partners
(e.g. FMCG expanding to foreign markets)

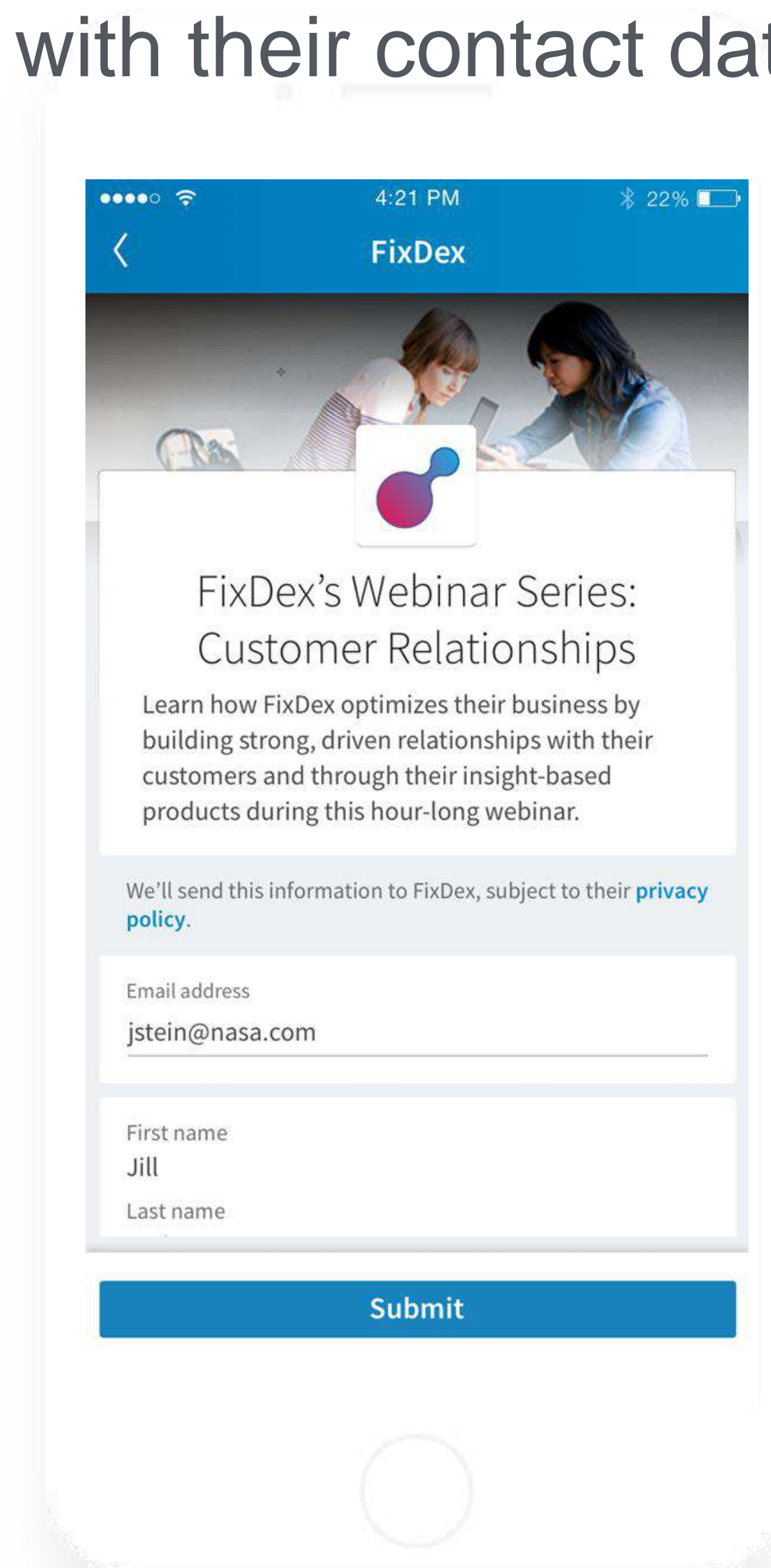
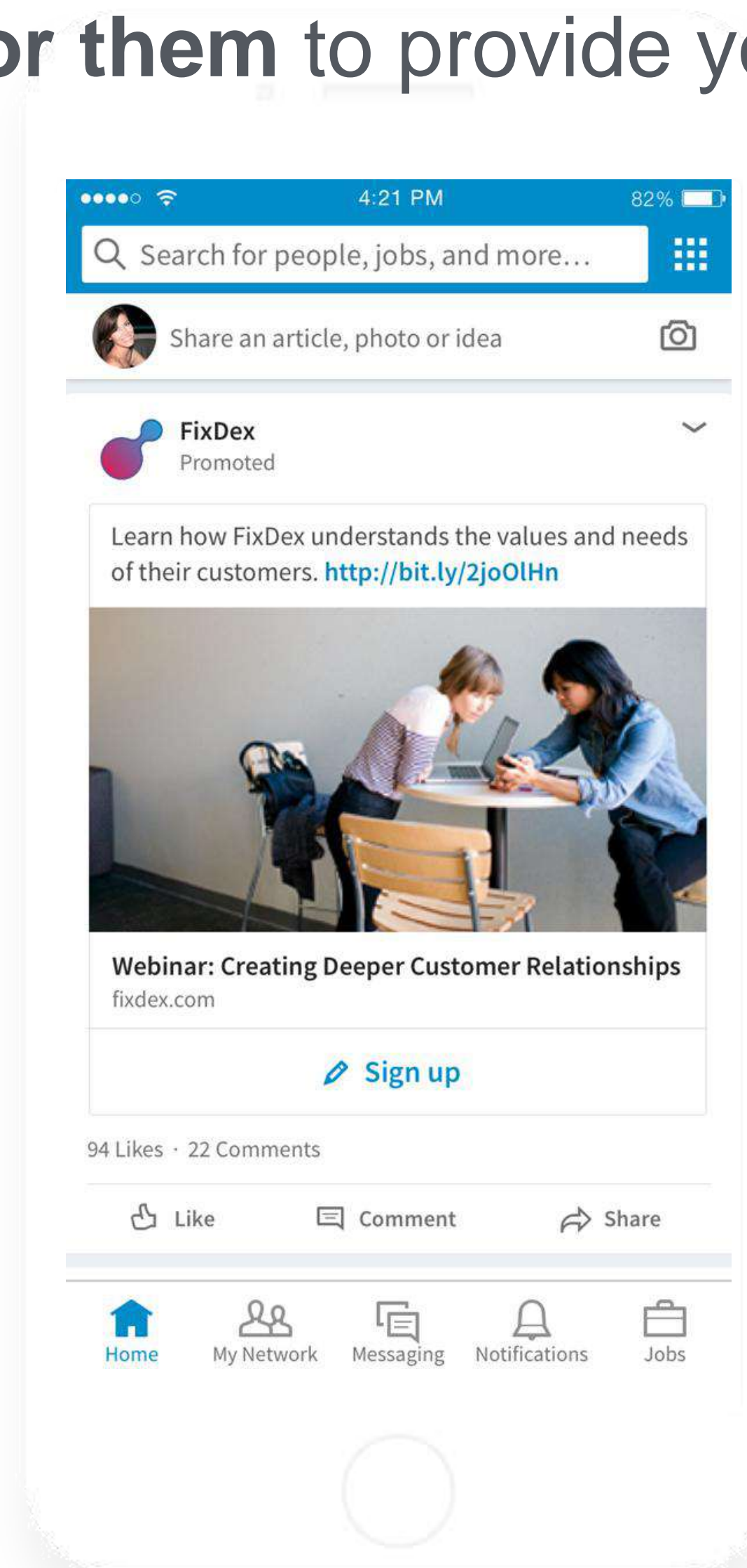
Sponsored Content + Lead Generation Form

Make it **simple and easy for them** to provide you with their contact data

A **simple form** pre-fills the needed data (name, company, email, GSM) and they push “Submit” 😊

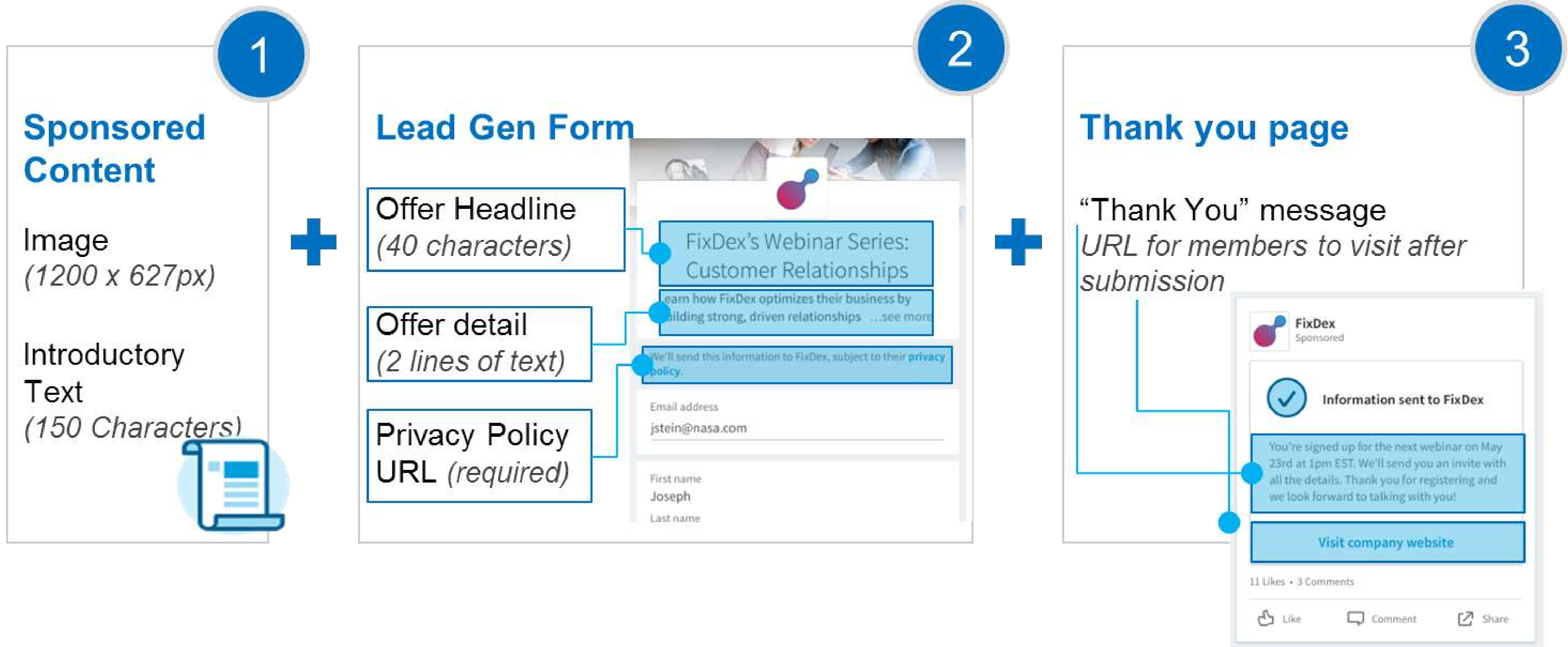
We may even use a small gift as **incentive** (e.g. a free research or article on how to manage your personal finances in 2017)

We then show a **“thank you!”** form.



Compelling Content + Easy Form + Thank you!

+ Quick and effective follow-up (i.e. Sales)



Who are the possible buyers

Target group sizes and estimated costs per view are based on audience size and real-time competition


Your estimated target audience

21,000+ LinkedIn members

[Learn more](#)

 Bulgaria

 exclude: Myself Only

 Benefits Representative, Human Resources Associate, Senior Secretary, Benefits Supervisor, Payroll Benefits Manager, Senior Executive Human Resources, Human Resources Business Partner, Employee Relations Specialist, Office Coordinator, Office Associate, Private Secretary, Benefits Specialist, Assistant Manager Human Resources, Compensation Benefits Manager, Department Secretary, Support Officer, Vice President Human Resources, Human Resources Executive, Executive Administrative Assistant, Assistant Office Manager, Director Of Benefits, Human Resources Coordinator, Human Resources Advisor, Human Resources Consultant, Office Director, Head Of Human


Your estimated target audience

39,000+ LinkedIn members

[Learn more](#)

 Bulgaria

 exclude: Myself Only

 Managing Owner, Associate Founder, Founding Director, Group Chief Executive Officer, Chair Of The Board Of Directors, Founding Executive Director, Co-Owner, Managing Partner, Company Owner, Interim Chief Executive Officer, Group Managing Director, Vice Chief Executive Officer, Board President, Senior Vice President, Managing Director, General Manager, Partner, Chairman, Assistant To The Executive Director, Owner, Senior Partner, President, Member Board Of Directors, Vice President, Chief Executive Officer, Executive Director, General Partner, Co-Chief Executive Officer, Joint Chief Executive Officer, Board Member, Chairman Of The Board, Senior Managing Director, Executive Vice President, Founding President, Board Chair, Founder,

Example Owners and HR/office managers staff in Bulgaria

Core target: HR employees, and office managers

Secondary:
CEOs / General management


Corporate deals selling cars?


Target group sizes and estimated costs per view are based on audience size and real-time competition


Your estimated target audience

29,000+ LinkedIn members

[Learn more](#)

 Bulgaria


 exclude: Myself Only, 1-10 employees, 11-50 employees


 Chief Executive Officer, President, Vice President, Managing Director, General Manager, Partner, Senior Vice President, Board Member, Managing Partner, Chairman, Senior Partner, Senior Managing Partner, Managing General Partner, Co Managing Partner, Principal Managing Partner, Owner, Co-Owner,

Your estimated target audience

11,000+ LinkedIn members

[Learn more](#)

 Bulgaria

 Fleet Manager, Fleet Coordinator, Fleet Sales, Fleet Supervisor, Fleet Director, Fleet Sales Manager, Fleet Administrator, Fleet Operations Manager, Driver, Company Driver, Car Driver, Professional Driver, Administrative Manager, Administrative Officer, Administrative Director, Chief Administrative Officer, Executive Administrative Assistant, Finance Administrative Officer, Administrative Assistant, Administrative Coordinator, Office Manager, Front Office Manager, Assistant Office Manager, Executive Assistant

Personal Assistant To Chief Financial Officer x Office Personal Assistant x

Operations x Operations Manager x Director Of Operations x

Chief Operations Officer x Operations Supervisor x

Vice President Operations x Head Of Operations x

Operations Coordinator x Operations Officer x Operations Executive x

Operations Analyst x Senior Operations Manager x Operations Lead x

Director Operative x Director x Sales Director x

Marketing Director x Director Of Business Development x

Human Resources Director x Technical Director x

Production Director x

Example:
corporate car sales
Target: be invited for the tender...

Core target: CEO and Finance Managers – only in companies 50+ employees

Secondary: Fleet managers, Ops managers, office managers

Some typical export potentials, explored

Target group sizes and estimated costs per view are based on audience size and real-time competition

Wine export

Your estimated target audience

210,000+ LinkedIn members

[Learn more](#)

-  Europe
exclude: Bulgaria
-  exclude: Myself Only, 1-10 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, 10,001+ employees
-  Supermarkets, Wholesale, Import and Export, Retail, Wine and Spirits
-  Managing Owner, Wine Consultant, Wine Specialist, Sales Director, Assistant Portfolio Manager, Import Executive, Fine Wine Specialist, Managing Partner, Regional Sales Manager, Head Of Buying, Retail Director, Director Of Sales And Business Development, Portfolio Director, Sales Manager, Import Export Manager, Managing Director, General Manager, Partner Import Export

Hotel & Restaurants equipment

Your estimated target audience

52,000+ LinkedIn members

[Learn more](#)





-  Romania
-  Hospitality, Recreational Facilities and Services, Leisure, Travel & Tourism, Restaurants, Hospital & Health Care
-  exclude: Accounting, Administrative, Arts and Design, Legal, Media and Communication, Military and Protective Services, Real Estate, Education, Engineering, Information Technology, Support, Research
-  exclude: Myself Only

Electrical equipment

Your estimated target audience

190,000+ LinkedIn members

[Learn more](#)

-  United Arab Emirates, Egypt, Algeria, Morocco, Israel, Iraq, Saudi Arabia, Kuwait
-  Furniture, Aviation & Aerospace, Automotive, Chemicals, Machinery, Mining & Metals, Oil & Energy, Shipbuilding, Utilities, Paper & Forest Products, Railroad Manufacture, Airlines/Aviation, Electrical/Electronic Manufacturing, Plastics, Mechanical or Industrial Engineering, Renewables & Environment, Glass, Ceramics & Concrete, Industrial Automation
-  Entrepreneurship, Administrative, Quality Assurance, Operations, Purchasing, Engineering
-  Manager, Senior, VP, Partner, CXO, Owner, Director
exclude: Unpaid, Training,

Animal food

Your estimated target audience

760,000+ LinkedIn members

[Learn more](#)

-  Europe
exclude: Bulgaria, Romania, Poland, Albania
-  Farming, Fishery, Dairy, Ranching
-  exclude: Myself Only

Thank you.

Let's start building partnerships!