



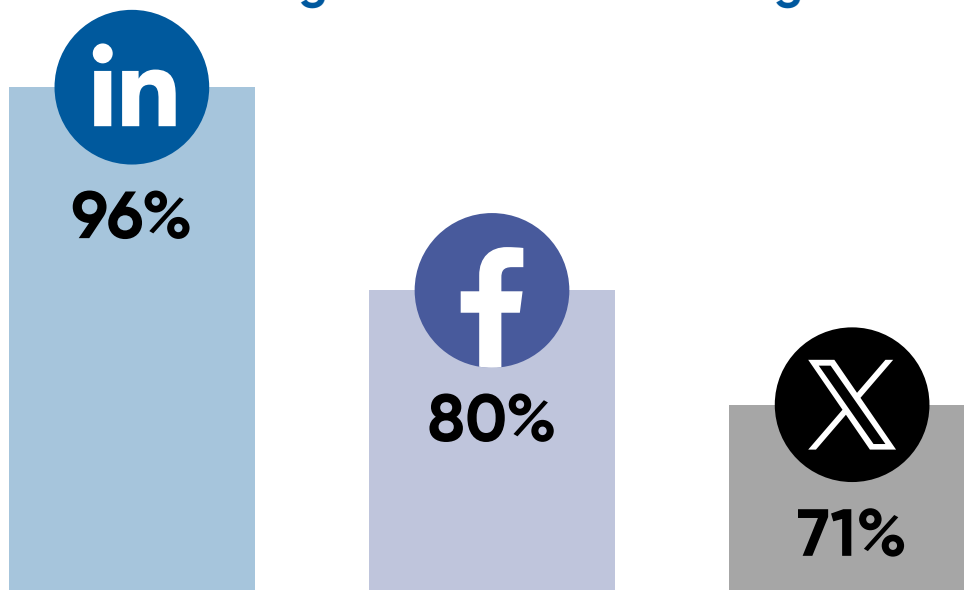
MARKETING & SELLING



Leverage LinkedIn for Your Brand Marketing

With its focus on professionals, LinkedIn can be one of the most powerful social media tools for promoting your brand and sharing information with potential customers.

% B2B marketers who use platform for organic social marketing



LinkedIn is the top social media platform for B2B content marketers. This shows the percentage of B2B marketers who use each platform to distribute content.¹

LinkedIn has the highest social media engagement among the most-used social media platforms—even higher than X (formerly Twitter) or Facebook (see graph). According to LinkedIn's 2022 financial update, it has more than 900 million members in 200 countries, including 200 million users in the U.S. alone. And it's growing quickly—three new members sign up every second! There are over 61 million companies listed on LinkedIn, and a B2B company like yours should probably be one of them.

Like any social media platform, LinkedIn can give you the opportunity to connect with your target audience and promote your products and services. What makes it unique is its focus on professionals. According to LinkedIn, 80% of its members have a decision-making role, and its users have twice the buying power of the average online audience.

The platform can also be effective for networking and lead generation. LinkedIn provides tools to help marketers create ads without requiring big budgets. Plus, marketers can direct their efforts to users with specific job titles or in designated industries. And LinkedIn users are there to be reached—more than 137 million U.S. LinkedIn members use the platform daily. Another 20% of users access it at least weekly. That's an attractive user rate for a B2B marketer. In fact, LinkedIn is rated as the most effective channel for driving high-quality leads by 40% of B2B marketers.



Try these tips for using LinkedIn most effectively

- **Set up and optimize your company page.** Fill out your profile completely, including a description, profile picture and banner. Keep your branding consistent with what's on your website and other social media platforms. Make your LinkedIn business page search friendly by using keywords that resonate with your target audience. Link to your website and social media channels.
- **Post regularly with quality content.** Post content that provides value to potential customers—educational information, tips, even something that's entertaining, as long as it connects to your brand. Post about topics that are relevant to your audience to demonstrate your expertise. Most importantly, be authentic to build trust.
- **Post strategically.** The best time to post on LinkedIn is during working hours. Research shows that posting Tuesday to Friday, 8:00 a.m.–3:00 p.m. gets the most engagement.
- **Experiment with different types of posts.** Short vs. long, text-only vs. image(s) or video and embedded links vs. stand-alone text.
- **Incorporate photos, graphics and video.** LinkedIn says images increase engagement—posts with one image are twice as engaging as text-only posts, and posts with four images are four times as engaging. Image posts get nearly twice as many comments. Video results in five times the engagement. Keep in mind that viewers often watch without sound, so add captions and put the important content into the first 10 seconds before you lose any of their attention.
- **Make the most of sponsored messaging.** You normally need an approved connection to another LinkedIn user in order to direct message them. But LinkedIn Sponsored Messaging (formerly InMail) lets you connect directly with other professionals. You can create Sponsored Message Ads to send to your targeted audience that don't have the look and feel of a typical LinkedIn feed ad. Plus, according to LinkedIn, more than half of prospects open Sponsored Message Ads, so keep them informative, conversational and personal to the recipient to better engage with potential customers.

According to LinkedIn, the platform helps people “do business where business gets done,” which can make it a powerful tool for seed companies and their B2B focus. Whether for networking, brand promotion or lead generation, LinkedIn can help you connect with other professionals.



**Resources
to B2B
marketing
on LinkedIn.**

¹ Macready, Hannah. “47 LinkedIn Statistics You Need To Know In 2023.” Hootsuite. February 22, 2023. <https://blog.hootsuite.com/linkedin-statistics-business/>.

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