

Reach audiences that matter

Power your people-based marketing on LinkedIn with Marketo

Reach and convert audiences on LinkedIn using Marketo's cross-channel, engagement marketing platform.

The buyer's journey today is a complex one. People expect a connected experience. It's more important than ever before to reach the right audiences, at the right moment, with the right message, using the right channel.

Forces shaping the buyer's journey today:

1. More cross-channel research prior to purchase decision. Decisions are increasingly influenced by content across multiple touchpoints.
2. Brands are expected to provide useful content for each phase of their buyer's journey, from awareness to vendor consideration, purchase, and even post-purchase success.
3. Trust is foundational. People value their privacy and customer service experience.

A sophisticated and complex journey for your customer means you have to understand their offline and online presence, interests, and buying behaviors. You now have the opportunity to better connect with people – the ones inclined to buy certain products or services – through Marketo on LinkedIn.

Increase revenue by focusing sales on the best opportunities using Marketo to reach, engage, and convert audiences on LinkedIn.

- Identify your most valuable customers
- Build long-term relationships with your customers
- Deliver more value and become more relevant to your customers and prospects
- Make wiser decisions to measure and optimize your marketing programs

Reach, engage, and convert your Marketo audiences using LinkedIn's trusted suite of products.



Sponsored Content

Boost your content to the world's largest professional audience on desktop, smartphone, and tablet.



Sponsored InMail

Reach your target audience with relevant content using LinkedIn's messenger.



Dynamic Ads

Grab attention with dynamically generated, personalized display ads.



Text Ads

Drive high quality traffic to your landing page with easy to create native text ads.

What's Available / Use Cases

The power of Marketo on LinkedIn

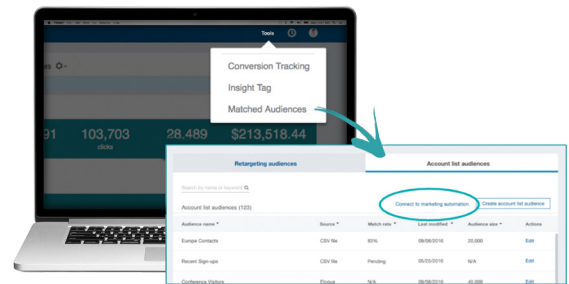
Marketo offers the power and flexibility you need to engage customers at scale.

- **First-party data matching:** Engage your high value prospects and current customers with relevant LinkedIn content targeted to their stage of the customer lifecycle, such as event invites, an upgrade opportunity, or special offers.
- **Suppression:** Identify new prospects by suppressing current customers and leveraging LinkedIn's professional demographic targeting segments (job function, years of experience, company size, etc.)
- **Measurement:** A/B test promotional content to measure performance using LinkedIn's conversion tracking, Marketo's marketing analytics, and Marketo Moments.

How To Get Started

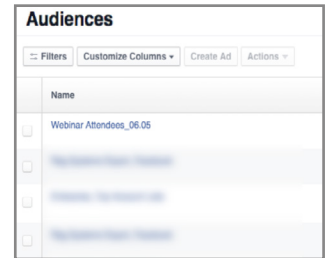
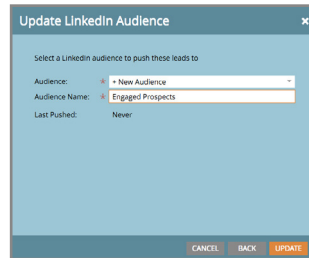
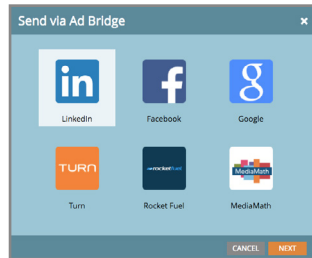
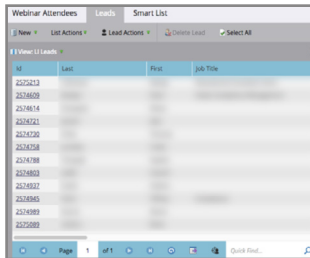
On LinkedIn:

- ✓ Campaign Manager
- ✓ Matched Audiences
- ✓ API Keys



On Marketo:

- ✓ Create a Smart List
- ✓ Select a Network
- ✓ Name Your Audience
- ✓ Use the Audience in Advertising



From acquisition to advocacy, engage people across the customer lifecycle with Marketo and drive the most relevant and effective marketing results on LinkedIn. Safely and easily activate your people-based marketing campaigns on LinkedIn.

For the first time in the history of media, you can reach the world's professionals — all in one place. More than 467M 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