

# LinkedIn ABM Media Package

Leverage LinkedIn to reach and engage new and prior customers, upsell more accurately, and develop more loyal customers for years to come.



## About the service

LinkedIn is a top destination for the entire IT buying committee to research, motivate, and consider your Microsoft-based solutions. With LinkedIn's social, digital, and demand generation programs, you can develop campaigns targeted on a one-to-many basis using available personal profile data. Utilize the self-service portal to establish your campaign tactics, upload your content, and choose your target audience to have your campaign launched and running within a matter of hours, while leveraging a robust set of reporting tools to gauge campaign performance and metrics.

## Partner benefits

- **Specific audience engagement:** With LinkedIn's first-party data that appears on every personal profile on the platform, you can reach very specific audiences and spend ad budgets more effectively with solution-based targeting.
- **Advertising on a one-to-many basis:** Given the reach and depth of qualified business professionals on LinkedIn, you can target members in the millions. Audience engagement at scale creates efficiency and effectiveness during the buyer's journey.

## Key Results

On average, partners have received:

- Increased website traffic of 300-500%
- Average lead costs of approximately \$150-200
- Dozens of shares of social posts and greater overall social interaction
- New followers to company pages on LinkedIn for greater overall campaign performance

*"If someone comes to our landing page from LinkedIn, they typically convert at a high rate"* - Nik Love, Global Digital Manager, IR

## Pricing

- \$15,000 USD is the recommended starting point



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