

LinkedIn[®] Marketing Solutions

Where business happens

Build your brand by engaging with valuable audiences and driving earned media in a business context

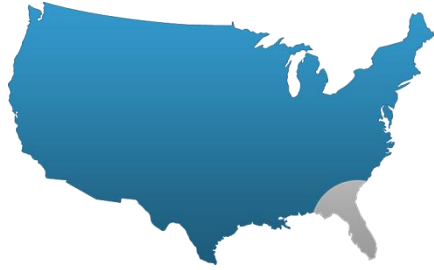


Our mission...

**Connect the
world's
professionals to
make them more
productive and
successful.**



Social Media Has Transformed Our Lives



94% of the Canadian
online population have used social networks in the past month.

1861 ↔ **2011**

More than **50%**
of Canadians on social networks like or follow at least one brand.

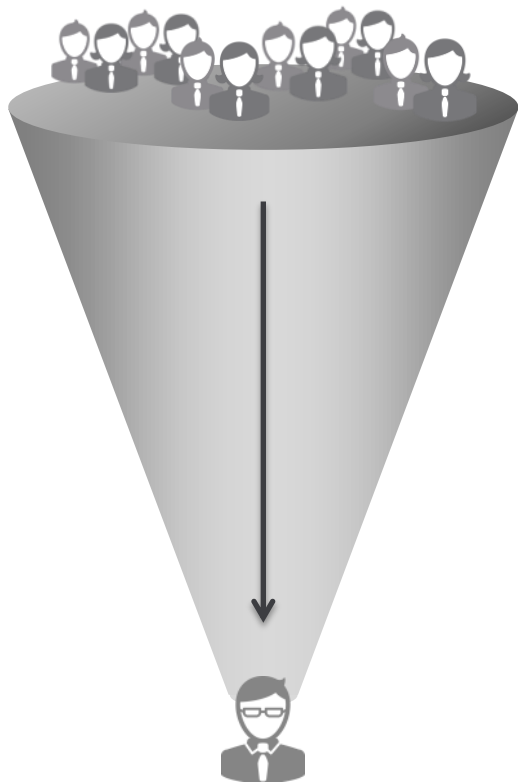


60%
of Canadians who are online visit a social network at least once a day to
derive and share information.

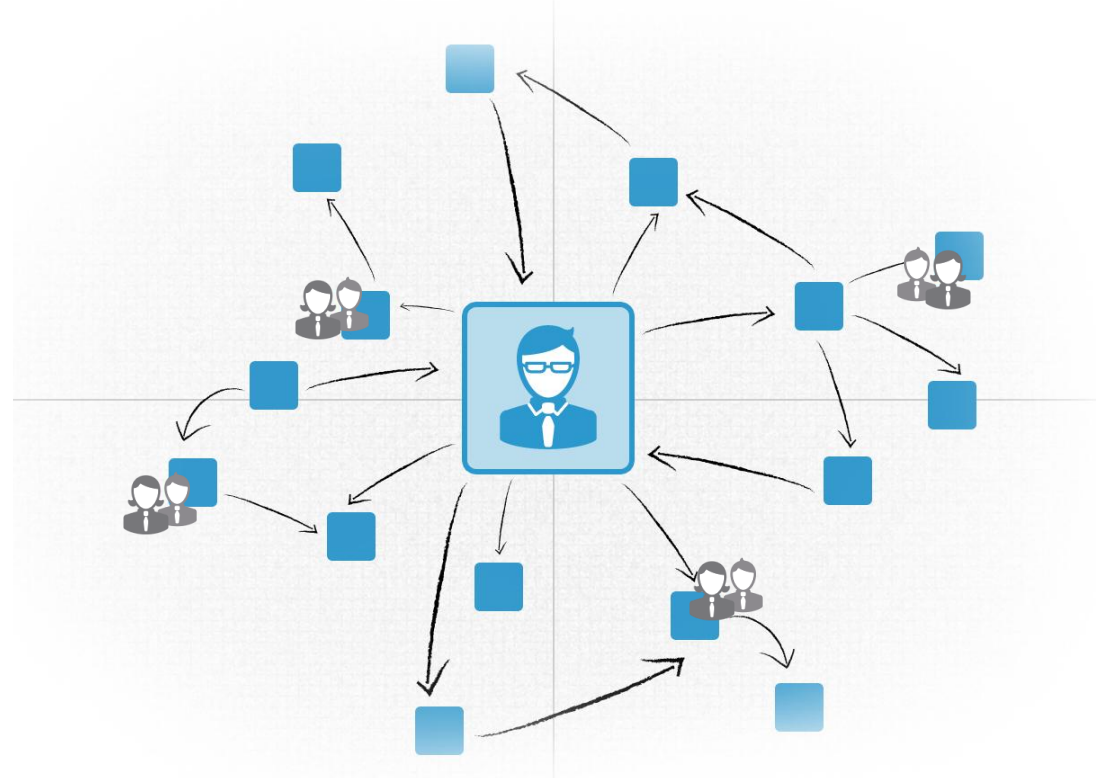
*All stats are from Ipsos Social Networking Canada Report 2012

Brand Relationships Have Evolved

From Brand-Controlled Communication



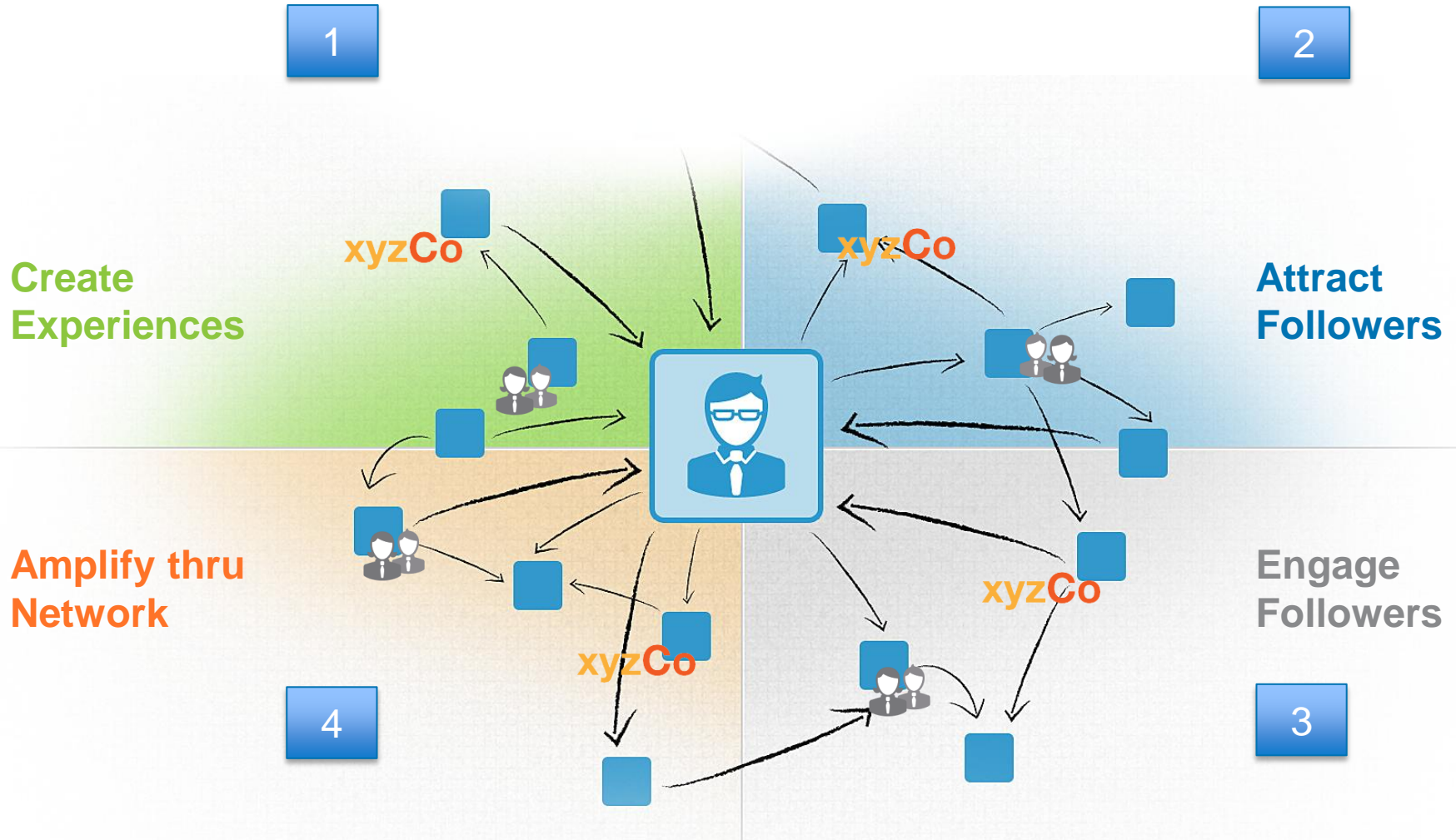
To Being Everywhere to Everyone



“The impact of social media is far-reaching...It has changed how we work. It is changing how we make markets. It has, critically, re-leveled the playing field.”
– George Gallate, Global Chairman, Euro RSCG 4D (Havas)

In a Social World Brands Must Participate to Succeed

Engaging Followers is critical to participation



LinkedIn Survey (n=363), US and Canada, October 2011.

88% of LinkedIn members are interested in following companies.

Members will follow an average of 2.8 companies per category.



Our Audience

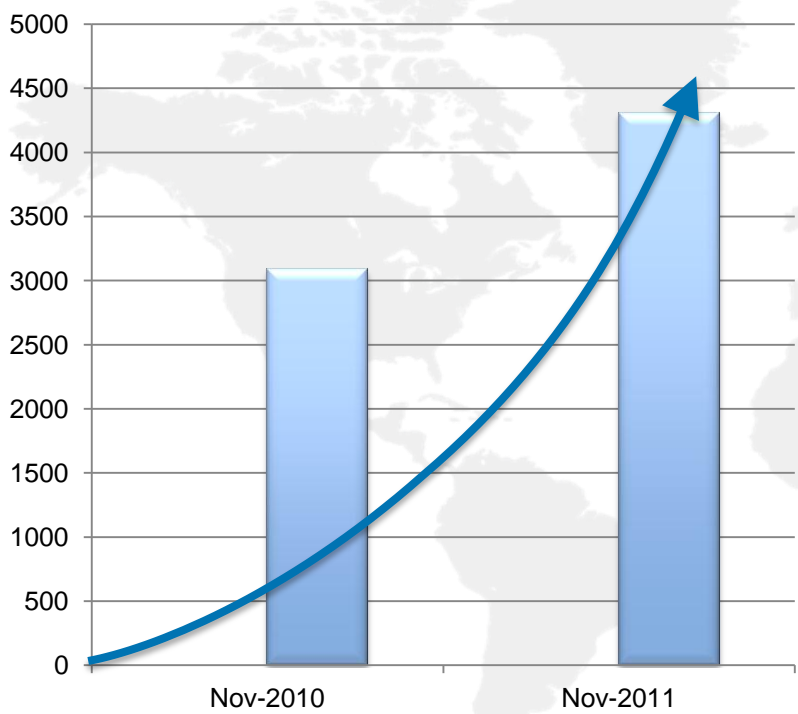
The World's Largest Professional Network



5M+ ¹



4.5M²
Avg Monthly Uniques



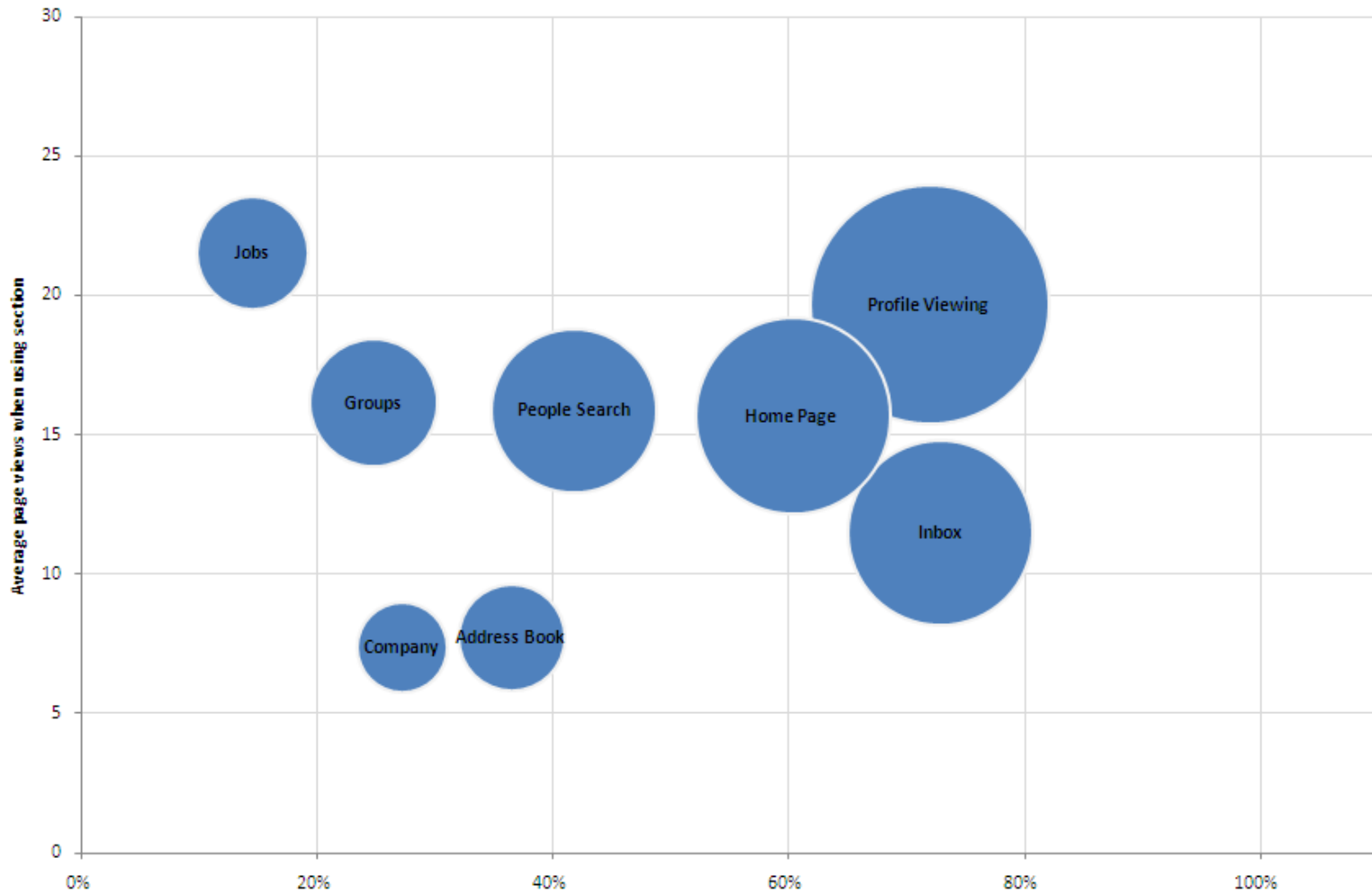
167M+²
Page Views in Q1'12



88M+
Minutes Spent Monthly

1 Internal data as of January, 2012; 2 comScore data as of Jan 2012

Audience: Where They Spend Their Time



LinkedIn Audience in Canada

A LOOK AT THE WORLD'S LARGEST PROFESSIONAL NETWORK

LinkedIn reached out to a sample of its **over 5 million Canadian members** to learn about who they are and what they do on LinkedIn.



43 million business leads generated in 2011 via LinkedIn.



6 out of 10 use LinkedIn to keep up on business news or research companies.

Members turn to LinkedIn for a variety of reasons:



71% Networking

with other professionals



72% Fostering

their professional identity



47% Following

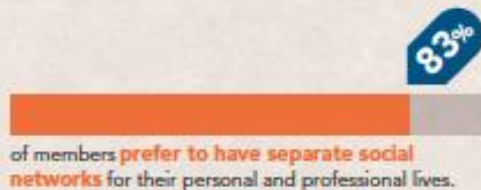
current industry discussions



40% Learning

about companies

LinkedIn members deeply value our brand as a professional, trusted, and remarkably different social environment.



LinkedIn's audience of professionals is one of the most influential, educated and affluent on the Web.



4 out of 5 LinkedIn members influence company decisions.

91% More likely to be college graduates than the average adult online.

\$100k Average household income.



LinkedIn

Sources: LinkedIn Canada Audience 360 Study, Report, based on 1,146 Canadian LinkedIn members age 18+, December 2011. LinkedIn Canada audience member count as of January 2012. comScore, December 2011

Social Media Environment Matters

I think it is the best B2B social network out there today.



LinkedIn Member
Consultant

Quality Audience

Reach the most influential, affluent and educated audiences at scale

41%

Are Business Decision Makers

56%

Have a HHI > \$100K

Business Context

Promotes trust and message receptivity

2X

more confident in info found on LinkedIn than other social sites²

Marketing Impact

Delivers compelling insights and results with social media solutions

+10

shift in Net Promoter Score as a result of leveraging LinkedIn³

¹ Internal LinkedIn data (Canada), December 2011

² LinkedIn Audience 360 Survey (US), August 2011

³ Global computer manufacturer

Align Message with Business Opportunity

Quality Audience

Business Context

Marketing Impact



1 out of 3

Members have generated new business on LinkedIn and driven revenue growth.



79%

Have increased their activity on LinkedIn in the last year.



83%

of our audience is more confident in the information found on LinkedIn than any other social site




LinkedIn Audience 360 Survey, Canada, January 2011

LinkedIn: Differentiator

LinkedIn is the **only social platform** delivering marketing solutions in a **business context**.

81%

of LinkedIn members prefer to have separate social networks for their personal and professional lives

	Platform	Connections	Killer App
	Social Utility	Friends, Family & Colleagues	Status, Social Gaming & Photo Sharing
	Public Communications	Fans & Followers	Real time Micro-blogging
	Professional Network	Colleagues & Business Contacts	Professional Identity, Connections & Insights

"I trust LinkedIn for professional up to date information on my specific industry. I don't trust the professional content on Twitter or Facebook...they are gossip sites."

– SVP Finance

Our Targeting

LinkedIn Audience Targeting

Your team needs to know - Help you team measure the impact of all marketing efforts - Try for QED

- Profession



Gary Fearnall

1st

Online, Mobile, Social Media and Ecommerce Advisor

Toronto, Canada Area

Marketing and Advertising

Gary Fearnall The aging population is one of the most significant issues we face.



End of history and the last woman economist.com

How long do countries have until their populations disappear? As The Economist reports this week, many women in the richer parts of Asia have gone on "marriage strike", preferring the single life to the marital yoke.

3 days ago • Like • Comment • Send a message • Share • See all activity

Current Director, Global Marketing Solutions at LinkedIn Canada at LinkedIn

Co-Founder, Board of Advisors at Bee Media Inc

Bee Media Mobile Network - representing 4th Screen Advertising in Canada at 4th screen Advertising

Past Vice President Interactive at Cineplex Entertainment
Web General Manager/National Web Sales Manager at Rogers Media - Radio
Web GM at Rogers Media - Publishing

Suggest Connections

- Seniority

Send Gary a message

Suggest a profile update for Gary

Save Gary's Profile

- Industry

The new Passat.

Full of bright ideas.

- Company Size

New Passat

Brochures

TV Ad

Video: Designer

- Geography

- Education

- Group Affiliations

LinkedIn's Unparalleled Targeting Capabilities

Run of Professionals

4MM+ Professional Members

InCrowds

Small & Medium Business Professionals	Business Decision Makers	Financial Service Professionals	Sales Professionals	Marketing Professionals	Startup Professionals	Corporate Executives	IT Professionals	Career Changers
Professionals working at companies between 50 and 500 employees	Directors & above at a company of any size	Finance Professionals, or those who work in the Financial Services Industry	Professionals whose job function is Sales	Marketing Professionals, or those who work in the Marketing & Advertising Industry	Professionals working at companies with 1-50 employees	Directors & above at companies with more than 500 employees	Professionals whose job function is IT or Engineering	Professionals who have changed positions or employers in the last 60 days

Custom Audience Segments

Job Function	Industry	Company Size	Seniority	Job Title
Gender	# of Connections	DMA	Age	Customized Segment

Additional Segments: Business Travelers, Opinion Leaders, Influencers

LinkedIn Contextual Targeting

Ability to target users who are part of specific groups.

The logo for the 'media' group, featuring the word 'media' in white lowercase letters on a red rectangular background.

Media Professionals Worldwide

Media & Entertainment group for USA/US (America), Europe, Asia (China India etc) Australia etc for Advertising Television (TV) Radio Internet Online Animation Print Newspaper Events Telecom Mobile VAS Digital Movie Film Startup Music for Marketing Sales Consulting Recruitment Production etc function

Owner: [Harish Jain](#) | 93,782 members | [Share](#)

The logo for the 'ITSpecialist' group, featuring the word 'ITSpecialist' in a bold, black, sans-serif font.

IT Specialist Group

Welcome to one of LinkedIn's largest and most popular tech groups focusing on information technology and telecommunications. This group is intended primarily for IT Specialists only.

Owner: [William Jeansonne, M.B.A.](#) | 39,619 members | [Share](#)

The logo for the 'OnStartups' group, featuring the word 'OnStartups' in a bold, orange, sans-serif font.

On Startups - The Community For Entrepreneurs

Startup community for entrepreneurs and small business owners. If you're an entrepreneur, you should join the largest startup group on LinkedIn. You can find interact with 95,000+ other members. Join the largest entrepreneurship community on LinkedIn.

Yesterday's Activity: Discussions (227) Jobs (19)

Owner: [Dharmesh Shah](#) | 165,552 members | [Share](#)



The Logistics & Supply Chain Networking Group

Senior level Logistics & Supply Chain Executives

Yesterday's Activity: Discussions (3) Jobs (8)

Owner: [Robert Houston](#) | 22,833 members | [Share](#)

Our Solutions

LinkedIn Advertising

Reach your audience through prominently placed, high impact ad units across LinkedIn
Where professionals manage their personal brand.

- LinkedIn Targeting:
- 300x250
- 160x600
- 1x1 Text Link

Walmart Gift Cards - Ordering online is easy and we have 300+ stores near you

Steve Wickens
Project & Risk Mgmt | Process Analysis | Strategic Planning | Credit Mgmt | Training | Change Mgmt | Ops Mgmt & Ldrshp
Toronto, Canada Area | Management Consulting

Current

- Sr. Project Control Officer (Contract) at TD Bank
- President/CEO at Strike Zone Management Consulting Services Inc.
- Freelance Writer/Photographer; Seminar Speaker (Hobby) at Various Magazines / Outdoor Shows & Events

Past

- Program Operations Manager - Custom Hosting Services PMO (Contract) at IBM Canada Ltd.
- Senior Business Process Engineer/Project Coordinator - PMO (Contract) at TD Bank Financial Group
- Management Consultant (Contract) at Chris Mellor Insurance Brokers Limited

Education

- Lansbridge University
- Project Management Institute
- Certified Management Consultants of Canada (CMC Canada)

Connections 500+ connections

Websites

- My Company
- My Blog

Twitter Strike_Zone

Public Profile <http://ca.linkedin.com/in/stewickens>

How you're connected to Steve

You
↓
Jason Anderson
↓

My Connections | Imported Contacts | Profile Organizer | Network Statistics | Add Connections | Remove Connections

Share your phone, IM and more with your connections. Update it now

Filter Connections | Select: All, None

All Connections (521)

Tags

- partners (240)
- colleagues (153)
- friends (22)
- classmates (2)
- group members
- untagged (90)

Last Name

Companies

Locations

Industries

Recent Activity

Joanna Saunders
Senior Media Planner at Saatchi & Saatchi Toronto
19 connections (6 are new)
Send message
Edit details

Tags:
Edit tags

Email:
joanna.saunders@saatchi.ca Primary

Title:
Senior Media Planner

Company:
Saatchi & Saatchi Toronto

48 outstanding sent invitations | Export connections

The Plum Card[®]
From American Express OPEN
NOW IS THE TIME FOR:
1.5% EARLY PAY DISCOUNT
OR UP TO 3 MONTHS DEFER PAY-WITHOUT INTEREST
LEARN MORE
OPEN

Prominent placement & Little competition/clutter

LinkedIn Audience Targeting

Home Profile Contacts Groups Jobs Inbox 23 Companies News More

People Search... Advanced

Your team needs to know - Help you team measure the impact of all marketing efforts - Try for Free - From marketingQED

Gary Fearnall 1st in

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Toronto, Canada Area Marketing and Advertising

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Web GM at **Rogers Media - Publishing**

Suggest Connections

Send Gary a message
Suggest a profile update for Gary
Save Gary's Profile

Your Ad Here

- Profession
- Seniority
- Industry
- Company Size
- Geography
- Education
- Group Affiliations

- LinkedIn is the most **accurate** way to target professionals on the web
- Our targeting capabilities are derived from information provided by members on their profile page

LinkedIn Shareable Content Ads

- Execute simply through RSS Feeds & Updates automatically
- Share video, tweets, blogs and more
- Use content to build loyalty
- Targetable to all audiences
- Shareable



The Mercedes C-Class
Redefine Yourself.

Refresh Follow Test-Drive

Like the New Mercedes C-Class, your profile has thousands of ways you can impress your connections.

Update your profile today.

This advertisement features the Mercedes-Benz logo at the top left. Below it are three buttons: 'Refresh', 'Follow', and 'Test-Drive'. A central image shows a close-up of the Mercedes-Benz emblem. To the right of the image is a text block. At the bottom, there is a call to action.



Brought to you by: hp intel

Learn Follow Read Watch

The Learning Center

Save money, be energy efficient

Marketing writing tips five mistakes to avoid (quick lesson)

Sign up for HP Offers and Alerts »

This advertisement is sponsored by HP and Intel. It features a 'Learn' button and three content items, each with a small thumbnail image and a title. At the bottom, there is a sign-up link for HP offers and alerts.

LinkedIn Polls

Engage your customers and learn what's on their minds

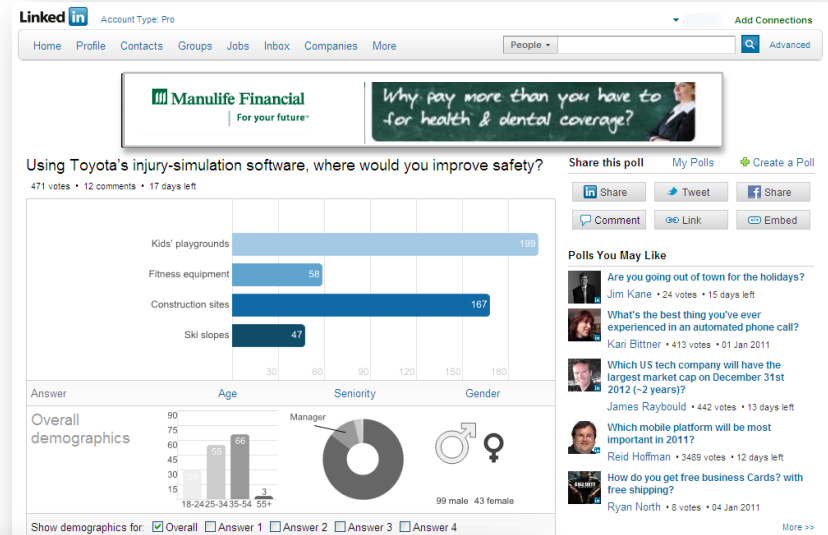
Participation driver

Drive conversations relevant to your brand

Provide professionals with an easy, compelling way to share their opinions

Engage business people and encourage brand-relevant conversation

Target specific audiences at scale



LinkedIn Polls

What do Alumni Insurance plans offer?

- More Choices
- Extended Healthcare
- Tax Savings
- All of the Above

[Vote](#)
or see results

Sponsored by
Manulife Financial
For your future™

Manulife Financial | For your future™

Welcome, University of Toronto Alumni

Why pay more than you have to for health & dental coverage?

Get a quote and apply online in just minutes. Keep in touch. Update your contact information. Health and dental insurance apply now.

Partner Message: One to one targeting

Go beyond the products and put your people at the front

Personalized

Additional links

Call to action button

Recommend Company


The screenshot shows a LinkedIn Partner Message from Microsoft BizSpark. At the top, it says "LinkedIn Partner Message from Microsoft BizSpark" with a "Go back to Home Page" link. The message is personalized, starting with "Hi Jaime," and describes the BizSpark program. A link is provided: "with Open Source, or want to meet the team, you're invited to the Third Annual Microsoft Open Source ISV Forum on Monday March 23, 2009 at the Palace Hotel, San Francisco, California." A photo of Jacob Mullins, a BizSpark representative, is included. A "Why did I receive this message?" section explains the targeting based on non-personal information. A "Find out more about BizSpark" button is present. At the bottom, there is a "Recommend" section showing 16 professionals in the network have recommended the product, with a "View this product's features" link. Social media icons for LinkedIn, Facebook, and Twitter are in the top right corner.

Shareable

Real person, Jacob Mullins, Inviting other developers to join his community

Company Page Information/
Follow Company

LinkedIn Partner Messages

LinkedIn 

[Share](#) [Tweet](#) [Share](#)

[Go back to Home Page](#)

The recent market dynamics explained.

Dear Soniya,

Recent market events may have left many of your clients asking what happened to cause such extreme volatility.

Investors these days are being inundated with news of slowing global growth, potential European bank defaults and questions about long-term US debt prospects. Now more than ever, it's important to help them gain perspective on these events and how they can impact their investment objectives. Providing your clients with this kind of clarity can prevent them from making snap decisions that could potentially undermine their long-term investment plans.

Our new video gives some insight into the recent economic environment which is becoming increasingly difficult to interpret. Find out what action Dynamic Funds portfolio managers have taken to help protect and grow clients wealth so that they can strive to reach their goals, no matter what the investing environment.


[Click here](#) to view the video and see what exactly happened.

For more information, contact your Dynamic Funds Representative.

[Watch video](#)

FIND OUT HOW THEY TOOK ACTION.

[WATCH VIDEO](#)

dynamic.ca/opinions 
Invest with Advice.

Why did I receive this message ?
This partner message was sent to you based on non-personal information, such as the title of your current position, your primary industry, or your region. Per our privacy policy, your name and e-mail address have not been disclosed. [Edit your partner message contact settings.](#)

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LinkedIn Company Pages

A recommendation engine with professional context.

TD Bank Group Product and Service Spotlight

Now Open Sunday 12 – 4 p.m.
at over 300 branches

TD Bank Group Services

Filter by: All Services • Sort by: Network recommendations

- Canadian Personal and Commercial Banking** 5 recommendations
- Wealth Management** 2 recommendations
- Wholesale Banking** 3 recommendations
- U.S. Personal and Commercial Banking** 1 recommendation

TD Bank Group has 42,457 followers

Following Share

4 Services

11 Recommendations

3 people in your network recommend TD Bank Group services

- Ashraf Kamel** Account Executive - Marketing Solutions at LinkedIn
Recommends Canadian Personal and Commercial Banking
- Jeff Reckwell** Account Director, Global Marketing Solutions at LinkedIn
Recommends Canadian Personal and Commercial Banking
- Shawn Rickard** Marketing Director at Tutor Doctor - Pickering, Scarborough, Peterborough, Uxbridge, Port Perry, Belleville & Kingston
Recommends Canadian Personal and Commercial Banking

Ads by LinkedIn Members

- Am: B2B Marketing Excess**
Top 10 Mistakes Marketers Make. Use these Actionable Strategies. Free Ebook
Learn More
- Emergency Messenger**
Broadcast emergency info to key stakeholders & ensure business continuity!
Learn More

TD serves our customers through four key business segments that operate in North America and beyond:

Previous | Next 1 - 4 of 4 First | Last

Highlight your company's products and services

Drive member recommendations.

Enriched media targetable to multiple audience sets

Generate awareness through ongoing viral updates

LinkedIn Recommendation & Follow Ads



New C-Class Saloon & Estate
by Mercedes-Benz UK Ltd

Recommend Share



With over 2,000 improvements, the new C-Class Saloon and Estate are setting new standards for style, ...

See more Mercedes-Benz UK Ltd products »

Drive recommendations with viewer-aware advertising

- Leveraging LinkedIn's social graph
- Content dynamically served based on the member's network
- Members can share or recommend through the ad unit



Larry, Follow Citi



Larry Sun Citi

Keep up with interesting, relevant updates about Citi.

Follow Company

Follow Ads



Josh Zimmerman



Account Manager, Marketing Solutions at LinkedIn
New York, New York | Marketing and Advertising

Josh Zimmerman Great to see the expansion TTGT!



TechTarget Opens New Office and Direct Operations in Australia marketwatch.com

Technology media company TechTarget, Inc. /quotes/zigman/105481 /quotes/nls/ttgt TTGT +2.01% today announced that it had formed a subsidiary and established direct business...

Like • Comment • Send a message • Share • See all activity • 5 days ago

Current **Account Manager, Marketing Solutions at LinkedIn**

Past Campaign Manager, Marketing Solutions at LinkedIn

ROI Consulting Manager at TechTarget

Campaign Manager at TechTarget

[see all](#)

Education University of Denver

University of Colorado at Boulder

Recommendations 1 person has recommended Josh

Connections 500+ connections

Websites Company Website

Public Profile <http://www.linkedin.com/in/joshszimmerman>



Suggest a profile update for Josh

Send Josh a message

Recommend Josh

Save Josh's Profile



Ads by LinkedIn Members



Cloud Hosting for IT

Get Web Hosting & Servers using the Power of Cloud Computing Today.

[Learn More >](#)



SaaS Telco Marketing

Each subscriber is an individual, so treat them that way. Click for more

[Learn More >](#)

Josh's Activity

Josh Zimmerman will be attending Social Media Week 2012 - New York on February 13-17, 2012.

Like (1) • Comment • 16 hours ago

Josh Zimmerman commented on this link from Citi

Citi Citi becomes the first non-Asian bank authorized to issue credit cards in China. "This approval represents a significant milestone in the continued expansion of Citi's business in China, a priority market for Citi," said Citi Asia Pacific Chief Executive Stephen Bird.

Josh, Follow

XYZ



Josh Zimmerman



XYZ

Keep up with interesting, relevant updates about XYZ

Follow Company

LinkedIn Custom Groups

Build your own community and join the conversations.

The screenshot shows the LinkedIn interface for the 'Small Biz Nation' group. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. Below that, the group name 'Small Biz Nation' is displayed with 'hp intel' logos. There are tabs for 'Discussions', 'Members', 'Jobs', 'Search', and 'More...'. A search bar and 'Advanced' filter are also visible. The main content area features a discussion titled 'Have a Great Product or Service for Entrepreneurs?' by jackm@vydrogen.com. Below this, there are sections for 'Most Popular Discussions' and 'Manager's Choice'. The 'Most Popular Discussions' section includes a post by Nicole B. about conferencing and a post by Karen about Facebook. The 'Manager's Choice' section features a post by Ramon R. about mobile experience. There are also promotional banners for newsletters and a 'Join Group' button.

- A community of customers
- Weekly communication
- Deliver engaging content
- Easy to moderate

The advertisement features the LinkedIn logo and the text 'Groups' in a large font. Below that, it says 'Small Biz Nation' and describes the group as a valuable resource for small businesses. There is a 'Join Group' button and a photo of a group of people. At the bottom, it states '2752 members have joined this group.' and 'Discussing: Does your business have a referr...' with a mention of 'Chris Carollo joined this group.'



Thank you!