

LinkedIn

SOCIAL MEDIA CHEAT SHEET

DEMOGRAPHICS

660,000,000

USERS HAVE LINKEDIN ACCOUNTS



43% FEMALE



57% MALE

40%

OF USERS LOGIN DAILY



30%

OF USERS AND BUSINESSES ARE WITHIN THE USA

70%

OF USERS AND BUSINESSES ARE OUTSIDE OF THE USA



51%

OF COLLEGE GRADS HAVE ACCOUNTS



24%

OF MILLENNIALS HAVE ACCOUNTS



27%

OF ADULTS HAVE ACCOUNTS



16%

OF PEOPLE AGE 15-25



27%

OF PEOPLE AGE 26-35



34%

OF PEOPLE AGE 36-45



37%

OF PEOPLE AGE 46-55

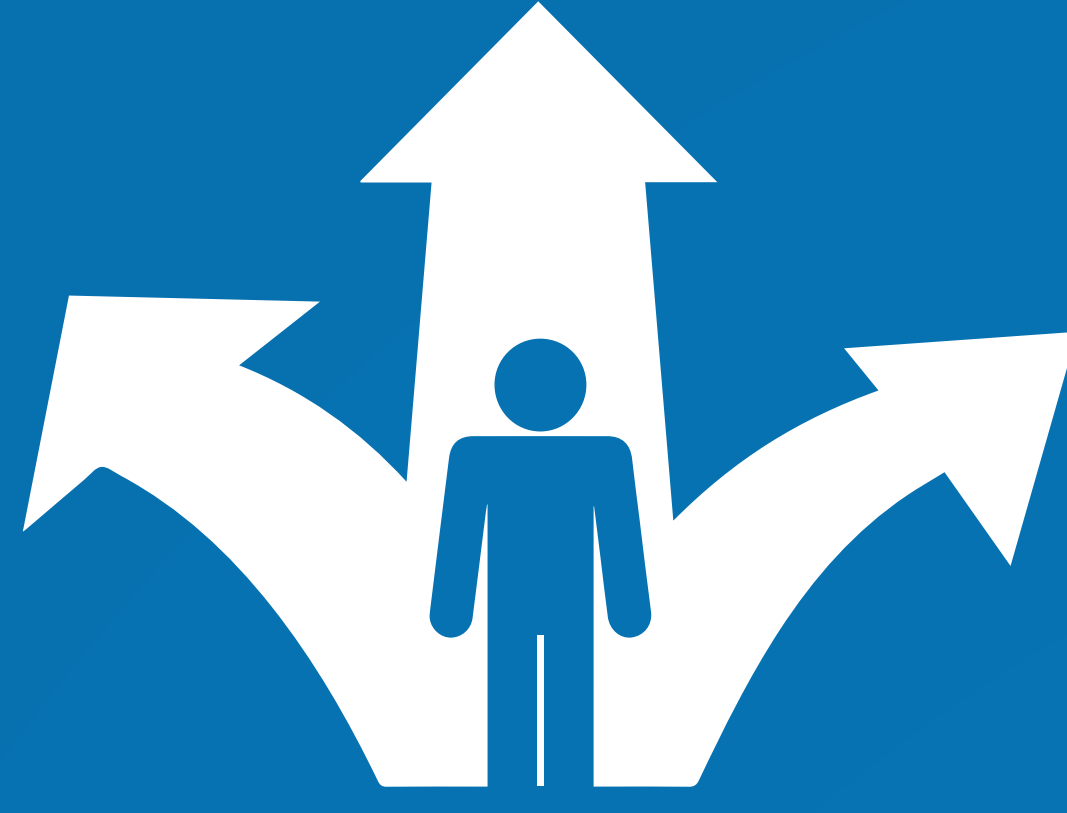


29%

OF PEOPLE AGE 56+

3,000,000

COMPANIES HAVE LINKEDIN ACCOUNTS



40 MILLION

DECISION MAKERS

ONLY 17%



OF SMALL BUSINESSES ARE ON LINKEDIN



60 MILLION

SENIOR-LEVEL EXECUTIVES

ADVERTISING



6 OUT OF 10

LINKEDIN USERS ARE LOOKING FOR INDUSTRY INSIGHTS



CHANNEL B2B MARKETERS USE TO DISTRIBUTE CONTENT

80%

OF B2B LEADS COME FROM LINKEDIN



91%

OF MARKETERS TURN TO LINKEDIN FOR QUALITY CONTENT

TYPES OF PAID ADVERTISING



IN MAIL ADS



PAID VIDEO ADS

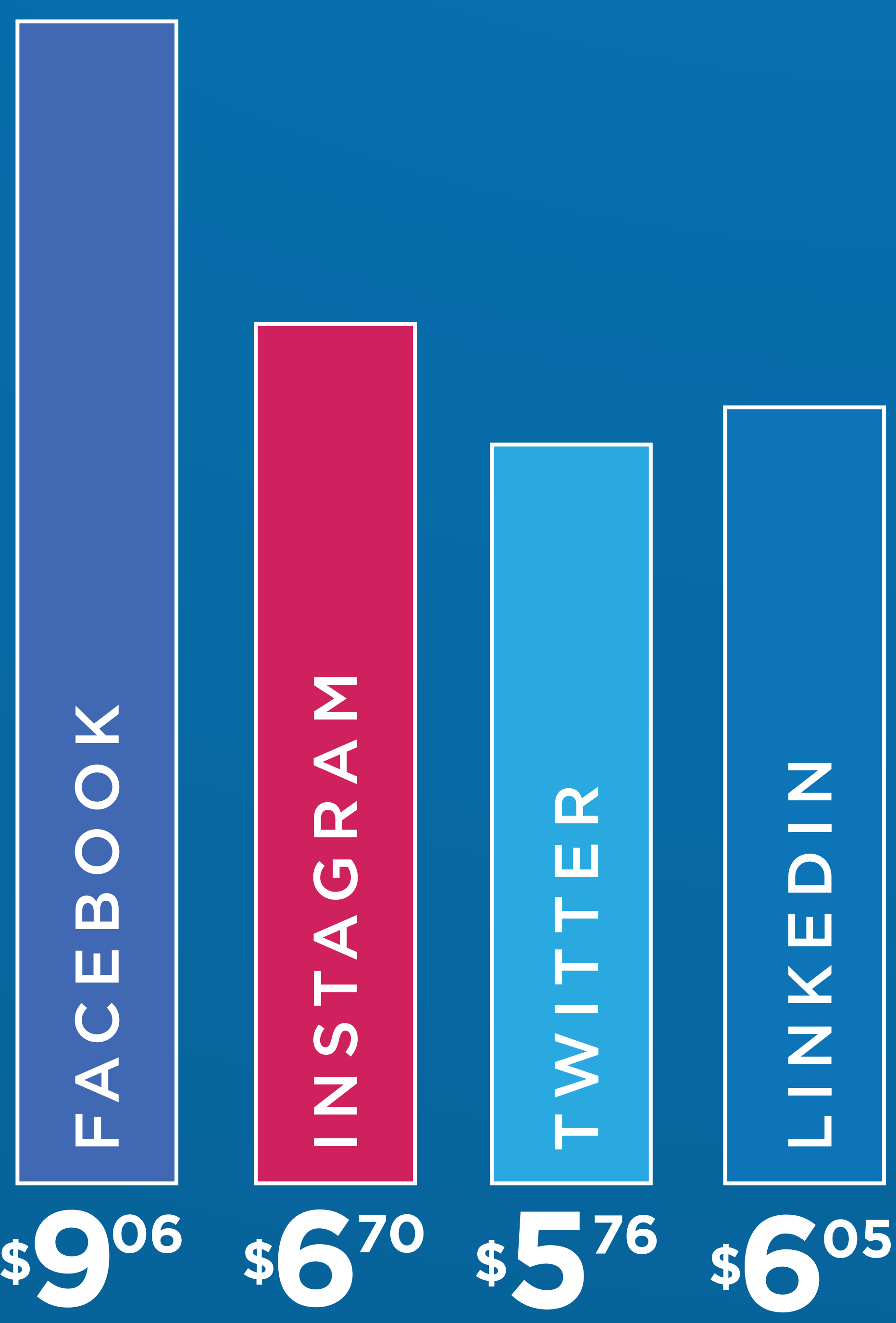


CAROUSEL ADS



DYNAMIC ADS

THE COST OF 1000 IMPRESSIONS



TIPS FOR USING LINKEDIN PAID ADS

- 1 HOW-TO & LIST POSTS PERFORM BEST AS LINKEDIN CONTENT
- 2 ESTABLISH YOURSELF AS A THOUGHT LEADER AND STAY ON TOP OF INDUSTRY TRENDS
- 3 USE LINKEDIN'S NATIVE TOOLS FOR ANALYTICS
- 4 USE IMAGES AND VIDEO TO LEAD PEOPLE TO CONTENT
- 5 STUDY OTHER PAGES OF COMPETITORS AND INDUSTRY PROFESSIONALS
- 6 OPTIMIZE YOUR COMPANY'S PAGE FOR BETTER RESULTS

58%

OF MARKETERS SAY LINKEDIN DELIVERS THE BEST VALUE WITH AD SPEND, ENGAGEMENT, ROAs AND LEAD QUALITY

BEST PRACTICES

BEST TIMES TO POST

TUESDAY - THURSDAY

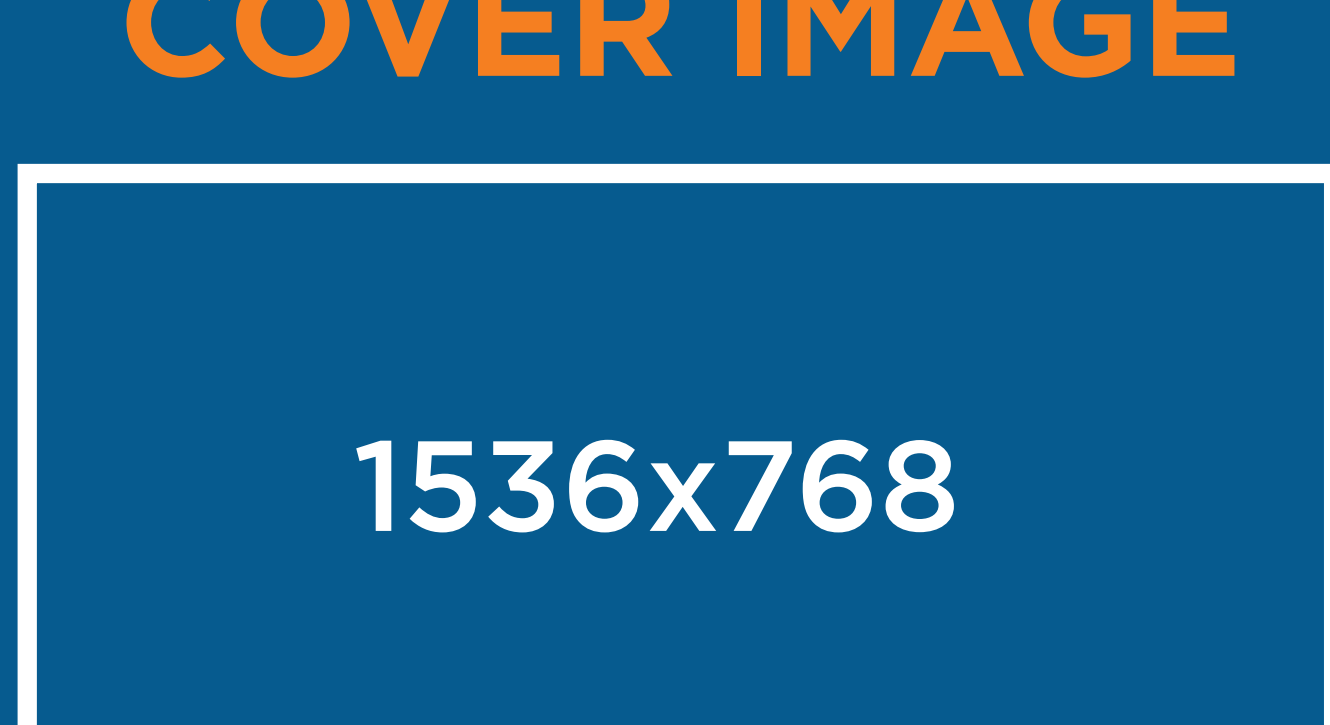
EARLY MORNING
LUNCH TIME
EARLY EVENING

LOGO



300x300

COVER IMAGE



1536x768

POST IMAGES



1200x628



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