

Social media platform LinkedIn

LinkedIn is a social media platform in the professional environment that is used by around 850 million users worldwide every month, of which around 20 million are in the D-A-CH region. Companies and professionals can build their brand presence and reach potential customers and employees. By creating company profiles and sharing relevant content, companies can demonstrate their expertise and reach their target audience. LinkedIn also offers advertising opportunities, such as sponsored content and sponsored InMail messages, to increase visibility and reach. With LinkedIn, companies can develop successful online marketing strategies to generate leads and increase brand awareness.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

Media segment

- ✓ Internet
- ✓ E-commerce
- ✓ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

Customer Journey

- ✓ Awareness
- ✓ Purchase
- ✓ Advocacy

✓ Consideration

✓ Retention

Ad media

✓ Advertisement, Banner	× Google Business Profile	× Roof objekt
× Advertorial	✓ Influencer	× Sales talks
× Annual report	✓ Landing-page, microsite	× Self service terminal
× Appointment calender	× Location Based Service	× Shopping cart
✓ Audio, radio spot, audio file	✓ Mobile payment systems	× Sign, labelling
× Augmented Reality	× Newsletter	✓ Social media advert
× Beach flag, flag, roll-up	× Newspaper, magazine, periodical	✓ Social media company page
× Book, E-book	× NFC	✓ Social media posting
× Brochure, flyer, inserts	× Offer, quotation	✓ Social media profile page
× Catalogues, price lists	× Office equipment	× Sponsoring
× Chat, chatbot	× Office files	× Spontaneous event
× Company entries	× Operating instruction, user manual	× Structured company data records
× Configurator	× Passers-by addressing	✓ Survey
✓ Contact form	× Petrol pump nozzle	✓ Telephone and video call service
✓ Content SEO-optimised	× Postcard	✓ Unboxing
× Credit card	× Poster, billboard, pillar	✓ V-card
× Customer card	× Product live demo	✓ Video spot, moving image
× Display, monitor, citylight, megalight	× Product packaging, product labeling	× Virtual Reality
× Display stand, light box	× Product sample	× Virtual, voice assistant
× E-mail, signature banner	× Programmatic print	✓ Vouchers, coupons, discount cards
× E-paper	× Promotional items	× Web layer
× Event	× Push, text messages	× White paper
× Exhibition stand, event modules	× Quality seal	✓ WLAN for visitors
× FAQ	✓ QR code, link	
✓ Games, competitions	× Rental addresses, target group areas	

Connected media channels

Affiliate programme
App (Advertising medium)
App (Brand, topic)
Audio streaming platforms
Community
Consulting, support, training
Customer loyalty programme
Digital signage, POS TV
Email, email newsletter
Event
Field sales force
Guerilla marketing action
Household distribution
Influencer marketing
Location-based service

Messenger
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Out of Home (OOH)
Podcast (Advertising medium)
Point of sale (POS), Showroom
Print mailing
Product, service (Advertising medium)
Product, service experience
Public Relation
Radio
Recruitment platform
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
SMS
Social media platform Facebook
Social media platform Instagram
Social media platform Pinterest
Social media platform Snapchat
Social media platform TikTok
Social media platform X
Social media platforms
Social-Media-Plattform Reddit
TV streaming platform, Connected-TV
Video streaming platform
Video streaming platform YouTube
Website (Advertising medium)
Website (Brand, topic)