

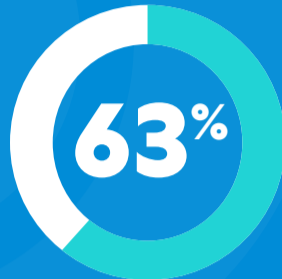


# Make the most of your LinkedIn B2B marketing.

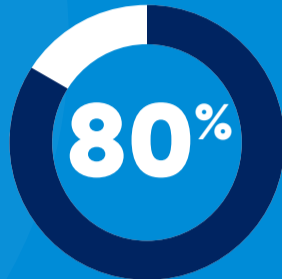
Insights, challenges & tips for maximising your lead generation on LinkedIn

## 1 INSIGHTS

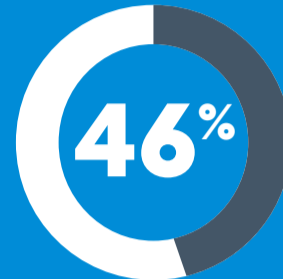
**A B2B gold mine for reaching the right audience.**



of decision-makers are active on LinkedIn <sup>1</sup>



of B2B marketing leads from social media come through LinkedIn <sup>2</sup>



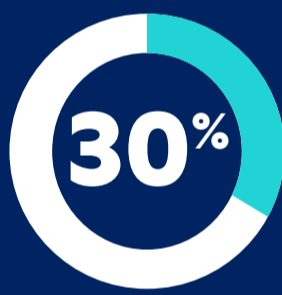
of all B2B social traffic comes from LinkedIn <sup>3</sup>

## 2 CHALLENGES

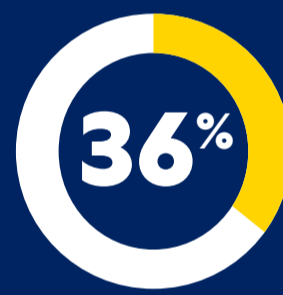
**Tackling the challenges: Attention spans, engagement and quality leads.**



The average user spends 7 minutes and 38 seconds on LinkedIn <sup>2</sup>



of company engagement is from the companies' own employees <sup>4</sup>



of marketers find generating high-quality leads to be one of their biggest challenges

## 3 TIPS

**3 ways to maximise your B2B Marketing on LinkedIn.**



### Remember the 95-5 rule

Only 5% of your B2B audience will be in-market to buy at any time. Focus on insightful, valuable content instead of an aggressive sales focus.



### Use media to instantly convey your core message

Visual media is always the first level of engagement on a post. Present immediate value in your featured media to draw more attention to your posts.



### Avoid generic Call-to-Actions

Always be clear and descriptive for your CTAs for much better click-through rates. Avoid vague terms like 'Learn More' or 'Click Here'.

## Want to learn more?

We're a full-service marketing agency dedicated to fintech and payments.

[Get in touch](#)

