

# Amplified Thought Leaders Voices with LinkedIn Thought Leaders Ads

## At a glance

Tapped into a new opportunity that allowed for users to connect personally with the brand through trustworthy content/ads delivered directly from the CEO - as opposed to the company page. Strong QoQ performance.



### 43.72%

QoQ increase in Impressions



### 26.09%

QoQ increase in Click Through Rate (CTR)



### 25.77%

QoQ increase in Engagement Rate (ER)



### 67.77%

QoQ increase in Clicks to Landing Page



### 2x

Lower Cost per Click QoQ

## CHALLENGE



Promote industry and forward-thinking content from executive/CEO to drive mass awareness.

## SOLUTION/RESULTS



Tapped into LinkedIn platform Beta/new opportunity called Thought Leader Ads, promoting credible CEO content that users can trust. It provided an opportunity for the brand to explore a humanized approach in amplifying key announcements, point of views and updates - reaching defined and relevant audiences with authentic and trustworthy messaging whilst increasing audience reach and engagement. Brand continued with Thought Leader Ads QoQ and saw strong performance across both quarters as well as QoQ growth.

## BENEFITS



### Benefit One

1

Build credibility by communicating through a trusted voice and promoting authentic content - ultimately generating higher engagement.

### Benefit Two

2

Distinguish your brand as an industry authority by sharing unique perspectives from company execs, industry experts, or top talent to stand out from competitors.

### Benefit Three

3

Connect and engage with your audience in a humanized approach, opposed to connecting through ads delivered from company pages.



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