

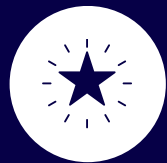
High-Impact Awareness with LinkedIn Video Sponsorship

At a glance

Reached a unique audience and drove strong awareness through a LinkedIn Video Sponsorship opportunity; a brand-safe sponsorship that placed the brand in the center of relevant conversations.



128K
Impressions



98%
Reach to LinkedIn members not exposed to the brand during the sponsorship duration



79K
LinkedIn members reached



1.06%
LinkedIn News followers reached

CHALLENGE



Drive brand awareness and reach a unique audience by collaborating with a brand-safe opportunity that aligns with the brand's messaging.

SOLUTION/RESULTS



Tapped into LinkedIn's video sponsorship called Business Reimagined - an episode series where entrepreneurs share their biggest challenges and how they overcame them, while viewers can engage in conversations among entrepreneurs on the platform who are hungry for news that's relevant specifically to them. These episodes derive from the LI News Platform (a page that shares business news and insights), which is a reputable, established, and respected voice to align the brand with. This allowed for the brand to place themselves in the center of the conversation by incorporating an opening sponsorship video for each episode - ultimately bringing awareness to the brand with efficient results well above brand goal.

BENEFITS



1

Benefit One

Sponsor brand within 4 Business Reimagined videos; 2 full episodes and 2 social cut videos of the full episodes.

2

Benefit Two

100% sponsor exclusivity during flight.

3


Benefit Three

Reach a unique audience through a brand-safe platform collaboration.



SHARI A. ROBERTS

PAID SOCIAL PROFESSIONAL

 www.shariaroberts.com