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Leverage LinkedIn Influencers
to Win Over Decision-Makers



B2B

Influencer Marketing in 2026

A Strategic Guide
for Modern Leaders



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Intro: Why LinkedIn Is Your Growth Hub

Today's B2B audience engages across multiple channels. While platforms like Instagram and TikTok may seem primarily B2C-focused, B2B decision-makers are present, consuming content for brand growth initiatives. YouTube hosts a wealth of industry insights and thought leadership videos, and platforms like X facilitate real-time conversations and news sharing.

However, the traditional B2B marketing approach—reports, trade shows, emails—is reaching saturation. **Buyers are overwhelmed, skeptical, and increasingly resistant** to impersonal messaging. The old “push” tactics no longer suffice in capturing trust or driving real engagement.

Les Années Folles specializes in targeted LinkedIn B2B influencer marketing—where precision matters more than reach. We vet profiles that advance your corporate initiatives. Analyze relevance, authority, and engagement with your exact audience to ensure every partnership reinforces your expertise throughout the buyer's journey. From talent selection to co-created thought leadership campaigns, we craft data-driven strategies built for brand growth.

Targeted content that converts:

- 81% of B2B buyers use LinkedIn specifically to consume B2B influencer content
- 81% of consumers are more likely to buy a product or service after seeing it promoted by an influencer on social media

Quick Takeaway:

- Shift from impersonal to peer-driven influence
- Strategic network of credible experts
- Long-term credibility = real business growth



B2B Influence on LinkedIn

Marketers who embrace this shift accelerate growth, differentiate brands, and build lasting trust. The premier platform for B2B? LinkedIn.

With **930M+** professionals—including, C and D suite leaders in HR, tech, etc.—LinkedIn delivers unmatched access to decision-makers. B2B buyers are actively consuming creator content, with **79%** engaging monthly and **82%** saying it impacts their decisions.

LinkedIn generates **80%** of all social media leads, cementing its role as B2B's lead generation engine. Its rich formats (video, articles, live sessions) build authentic connections and credible influence, amplified by precision tools.

When leveraged in influencer campaigns, **brands achieve up to 5x more visibility and consistent inbound leads**. LinkedIn is the top choice for buyers seeking creator content, with **59%** consuming it on the platform and trusting it most.

Quick Takeaway:

- 930M+ professionals, many decision-makers
- 80% of social media leads originate from LinkedIn
- Influence = reputation + pipeline growth



Chapter 1: The New Reality of B2B Marketing

In today's digital economy, **email inboxes, webinars, and trade shows are overwhelmed**. Businesses face an influx of messages, many of which go unnoticed or ignored.



Old Channels Fail in a Saturated Market

Buyers are increasingly skeptical of impersonal, overly promotional content. Passive audiences tune out brand efforts, demanding more authentic engagement.



Quick Takeaway:

- Overwhelmed inboxes & trade shows
- Distrust in impersonal messages
- Authentic influence > saturation



LinkedIn: The Trusted Influencer Hub

LinkedIn now hosts nearly 1B global professionals, with a significant share of US and UK decision-makers. The platform enables highly targeted outreach—accurately reaching executives, department heads, and industry leaders.

Its diverse content—polls, articles, photo carousels—are designed to foster real human connection and establish credibility. Advanced audience segmentation, analytics, and paid amplification tools allow for impactful, measurable influence at scale.

The Rise of Human & Peer-Focused Content

Decision-makers are turning away from traditional ads and instead seeking insights from trusted influencers, peers, and industry experts.

Compared to conventional Single Image Ads when considering the tech sector, Thought Leader Ads deliver **+252%** CTR and **-62%** in CPC

Peer validation accelerates trust-building, shortens sales cycles, and builds long-term reputation and authority.

Quick Takeaway:

- Almost 1B industry-specific professionals
- Authentic content builds credibility
- +252% CTR from thought leader ads



Chapter 2: Value & Integration of LinkedIn B2B Influencer Marketing

In an environment where **trust is the currency of success**, leveraging authentic voices on LinkedIn has become a vital strategy for B2B brands. When properly executed, influencer marketing not only builds credibility but also accelerates tangible business results.

Build Credibility, Boost Results

We match brands based on sector relevance and credibility, turning them into long-term advocates who drive **40%** more qualified leads and measurable conversions.



"Les Années Folles transformed our credibility and lead quality—a true game-changer."

On LinkedIn, where founders, leaders, and specialists seek peer validation, authentic influencer voices cut through skepticism, foster trust, and accelerate decisions. When industry experts and satisfied customers advocate for you, they validate your solutions organically.

Quick Takeaway:

- Sector influencers create impact
- 40% more leads & conversions
- Expertise + authenticity = results



Speed Up Sales with Trust



Peer validation plays a crucial role in shortening sales cycles. Genuinely authoritative insights from respected influencers provide decision-makers with the proof they need to move from consideration to purchase. Les Années Folles' campaigns exemplify this, having delivered comparatively more qualified leads and significantly improving conversion rates through targeted influence.

Creators Influence the Full Funnel

B2B buyers rely on creator content at every stage—**59%** for awareness, **67%** for consideration, **48%** at purchase, **45%** post-purchase—and **39%** say it lowers their perceived risk. Creator content isn't just background noise, B2B buyers actively use it to guide their decisions every step of the way.

Quick Takeaway:

- Influencers as trusted references
- B2B buyers use creator content for decisions
- 67% for consideration & 48% at purchase



Chapter 3: Integration into Your 360° Strategy

In a rapidly evolving B2B landscape, effective influence demands more than one-off campaigns. The real impact comes from integrating **influencer storytelling across your entire marketing ecosystem**. Les Années Folles makes this seamless, driving measurable results at every touchpoint.

Amplify Your Strategy

We integrate influencers across your entire marketing mix—**paid ads, organic content, PR, and events**—for maximum impact. This strategic amplification boosts credibility, engagement, and reach, creating a ripple effect that drives deeper audience penetration.



Our campaigns deliver **+4x** reach, converting short-term impressions into sustained pipeline growth. Because real influence comes from consistent, multi-channel storytelling that positions you as the sector leader.

Quick Takeaway:

- Unified influencer storytelling
- Multichannel amplification
- Campaigns deliver +4x reach



Consistent Content, Amplified Impact



Les Années Folles campaigns often achieve relatively higher reach and significantly accelerate pipeline impact by deploying **influencer content in multi-format, multi-channel strategies**. This approach not only enhances visibility but also establishes your reputation as a sector authority.

Effective influence depends on consistency. Developing narratives that unify influencer content with your broader brand story and strategic goals is key. Les Années Folles works with clients to craft messaging pillars—such as trust, innovation, and sector expertise—and leverage them across various formats: videos, articles, webinars, and social posts.

Quick Takeaway:

- Unified storytelling across formats
- Builds sector authority
- Long-term influence enhances pipeline



Chapter 4: Targeting Decision-Makers With LinkedIn Influencers

B2B influence demands market expertise—**not just reach, but dynamic, recurring impact.** Modern buyers ignore one-off messages; they trust voices that educate consistently while adapting to market shifts. Les Années Folles activates influencers who reshape conversations, driving measurable authority at every touchpoint.



Global Targeting, Local Impact

Major global tech and business hubs, such as Silicon Valley, London, Berlin and Bangalore are vibrant centers of enterprise activity. Across these regions, **senior decision-makers are actively seeking innovative solutions and peer validation.** Understanding regional nuances, cultural sensitivities, and sector-specific priorities allows Les Années Folles to identify and activate LinkedIn influencers best suited to your strategic goals on a global scale.

Quick Takeaway:

- Understand regional nuances
- Activate top influencers globally
- Achieve measurable business impact



What Is a B2B LinkedIn Influencer?

A B2B influencer on LinkedIn is a recognized subject matter authority—Creators or SMEs—whose insights and credibility influence decision-makers. **They are industry veterans or thought leaders** whose content and opinions shape opinions and buying behavior.

Pick the Right Voices

Influencers are identified via social and search platforms, as well as with the help of advanced discovery tools.

Once found, they're evaluated based on:

- How well their audience matches the target market
- Their content performance, analyzed using tools like Shield
- Their tone of voice to ensure it fits the brand
- Authenticity, checked by looking for genuine engagement (avoiding engagement pods), demonstrated expertise, and consistent storytelling

Quick Takeaway:

- Relevance & engagement matter most
- Strategic influencer choices build trust
- Verified impact > follower count

Influencers We've Worked With



Dan Mian (See Post)



Profession: Founder, Career Coach

Expertise: HR, Careers, Digital Marketing

Target: HR, Tech, Finance, Retail

Engagement: 2.4%

Project(s): Industrious, Fiverr, CegidHR

Fabienne Niehues (See Post)



Profession: Founder

Expertise: Corporate Branding, HR

Target: Specialists in HR, PM, & Tech

Engagement: 1.8%

Project(s): Pipedrive



Megan Lieu (See Post)



Profession: Developer, Founder

Expertise: Data Science, AI

Target: Tech, Marketing

Engagement: 2.0%

Project(s): Fiverr



Chapter 5: Designing High-Impact LinkedIn Influencer Campaigns

Creating a powerful influencer campaign on LinkedIn starts with strategic clarity. Les Années Folles guides clients through a disciplined process to develop campaigns that are not only impactful but also aligned with your broader business goals.

Starting with Strategy

Before diving into content creation, it's crucial to understand your brand's positioning in the market. Do you need to build trust and credibility by showcasing your expertise and functionalities? Or is your priority to generate buzz and awareness around a new product or initiative? This assessment will shape your influencer selection, content style, and messaging approach.

For example, **in our second Fiverr campaign**, we aimed to position Fiverr as a premium platform targeting C-suite executives in marketing, HR, and procurement from large companies. Through this strategy, **we successfully reached 3,000 key decision-makers**.





Set SMART Goals & Clear Briefs



Every campaign should have a clearly defined goal.

Whether it's increasing qualified leads or brand awareness, the targets must be Specific, Measurable, Achievable, Relevant, and Time-bound. Moreover, these targets should align with overarching business priorities—revenue targets, employee retention, market expansion, etc.

To ensure campaign effectiveness, we vet influencers and match their audience metrics with your targeted demographics.

For instance, Fiverr aims to reach freelancers—**we use data collection tools to identify influencers** with a large freelance audience, ensuring our outreach is highly targeted and relevant.

Quick Takeaway:

- SMART goals drive success
- Co-create flexible briefs
- Strategic clarity boosts results



Chapter 6: Measure, Optimize, Succeed

Without clear tracking and analysis, you risk losing sight of what's working, what's not. Les Années Folles emphasizes a data-driven approach, allowing your campaigns to adapt in real time, meet KPIs, and deliver a strong ROI.

Measure & Adapt for Growth

A data-driven approach makes every influencer effort measurable and adaptable. By monitoring visibility, engagement, and outcomes, you ensure alignment with business goals and maximize ROI.

- Track impressions, engagement, and conversions
- Optimize messaging, targeting, and influencer selection
- Adjust content based on performance data



With Hubspot, the objective was to target CEOs, marketing managers, and digital decision-makers in a **campaign that generated +250,000 organic impressions.**



Track the Right KPIs

Start by defining KPIs aligned with your goals—brand awareness, thought leadership, or lead generation. Native LinkedIn metrics are essential for tracking performance against professional audience segments. **Key areas to measure:**

Visibility



- Impressions and reach
- Segment by title, industry, region, company size

Engagement



- Reactions, comments, shares
- Engagement rate to gauge relevance

Relevance



- Profile views from key roles/companies
- Quality and tone of comments

Conversions



- Click-through rate (CTR)
- Downloads, form fills, demo requests

Market Penetration



- Reach within industries or companies
- Off-platform shares and backlinks

Quick Takeaway:

- Impressions & reach by segment
- Engagement rate = relevance
- Market penetration beyond LinkedIn



Chapter 7: Build Long-Term Influence

Real LinkedIn influence comes from consistency—not one-off campaigns. Brands that build relationships, post regularly, and engage authentically earn lasting trust and industry leadership. Les Années Folles helps brands **turn short-term wins into long-term reputation and revenue.**

Moving Beyond One-Off Campaigns

Our long-term influence strategy focuses on building authentic relationships with sector influencers—turning one-time collaborations into lasting brand ambassadors who strengthen your reputation and pipeline. We create ongoing advocacy that supports your leadership and market position.

True influence needs consistent presence—regular, genuine engagement with your audience and industry peers. By sharing authentic content and meaningful interactions, your brand builds trust and deepens its reputation. Over time, **steady engagement boosts brand equity**, nurtures leads, fosters loyalty, and drives conversions—creating long-term clients.



Quick Takeaway:

- Keep the dialogue ongoing
- Share authentic, continuous content
- Long-term engagement boosts brand leadership



Nurturing Influencer Relationships

At the heart of long-term influence are the partnerships with influencers. Les Années Folles encourages clients to think of influencers not as one-time collaborators but ongoing brand advocates. **Investing in these relationships involves providing value:** early access to new products, exclusive insights, or co-creation opportunities. Regular recognition and amplification of their contributions—through public acknowledgment, shared content, and joint initiatives—strengthen trust and commitment, ensuring influence lasts.

Cultivate Influencer Advocates

Identify sector influencers whose credibility, values, and audience align with your brand. Once nurtured, these influencers can evolve into formal brand ambassadors. Establish ambassador programs that offer mutual benefits—co-marketing, speaking opportunities, and content collaborations—that incentivize ongoing advocacy. Encourage them to participate in your events, share your content, and speak on your behalf. Over time, these **ambassadors become key assets** in your influence ecosystem.

Quick Takeaway:

- Nurture influencer relationships
- Recognize & amplify their contributions
- Cultivate dedicated brand advocates



Chapter 8: Avoid Common Pitfalls

Achieving sustained influence on LinkedIn is a strategic pursuit—one that requires **precision, authenticity, and long-term vision**. While many companies aim for quick wins, Les Années Folles emphasizes avoiding the pitfalls that undermine credibility and impact. Here's how to steer your influencer campaigns toward maximum success.

Strategic Influencer Selection

The foundation of effective influence is choosing the right voices. Avoid the trap of selecting influencers solely based on high follower counts. Instead, prioritize relevance—do they speak the language of your target decision-makers? Is their engagement genuine? Les Années Folles employs a **rigorous vetting process, analyzing impact metrics, content quality, and sector credibility**. This ensures your message reaches the right audience—decision-makers who trust and act on influencer recommendations.

Quick Takeaway:

- Prioritize quality & relevance
- Vet impact, not just size
- Build trust with credible voices



Stay Authentic & Ethical



Authentic, value-driven content and ethical collaboration are the cornerstones of sustained influence. **Focus on credible insights, case studies, and thought leadership**—rather than superficial, overly promotional posts—building long-term trust and deeper engagement.

LinkedIn audiences prize credibility and value-driven content. Focus on credible, educational, and transparent influencer contributions—**real value vs superficial, overly promotional posts**. Authenticity builds trust and engagement, resulting in deeper influence and more meaningful relationships with your target audience.

In summary, sustained influence requires strategic selection, authentic content, ongoing relationships, and ethical conduct. By avoiding these common pitfalls and embracing a disciplined, long-term approach, your brand can harness LinkedIn influence as a true driver of business growth—and Les Années Folles stands ready to guide you every step of the way.

Quick Takeaway:

- Content must be credible & authentic
- Ethical influence sustains trust
- Long-term impact fueled by integrity



Conclusion: Take Action Today for Lasting Influence

In a competitive digital landscape, **the question isn't whether you should adopt influencer marketing—but when.** The opportunity to leverage LinkedIn's immense professional network for impact is more valuable than ever.

Increased Decision-Maker Digital Engagement

Enterprise leaders—especially Gen Z and Millennials—are actively seeking peer insights and authentic voices on LinkedIn. Short-form videos, live streams, etc. cut through the noise, driving meaningful interactions (comments, shares, conversations) that inform choices and accelerate buying cycles.

Impact on Business Growth & Client Acquisition

Influencer campaigns move beyond awareness: they accelerate pipeline velocity, shorten sales cycles, and nurture leads into loyal clients. **Our data-driven approach has consistently delivered:**



- **250K+** organic impressions
- **40%** uplift in qualified leads
- Measurable ROI

Les Années Folles' Role as Your Strategic Partner

We empowered enterprise clients in tech, legal, finance, and HR to build authentic influence on LinkedIn. Our sector-specific, measurable campaigns quadruple reach, elevate brand authority, and sustain long-term growth.

Ready to lead your industry? [Schedule a free consultation or download our impact guide](#) to craft a lasting, data-driven LinkedIn influencer strategy.



About Les Années Folles (Overview)

Born from the transformative era of 2020, Les Années Folles bridges the gap between expert voices and businesses seeking authentic connections. We recognized that while LinkedIn creators possessed invaluable knowledge and insights, they often struggled to monetize their influence. Simultaneously, businesses—particularly in the face of unprecedented challenges—were failing to articulate their value in a way that truly resonated with decision-makers.

Les Années Folles chose a different path: building an agency centered on people, not algorithms. We empower LinkedIn creators with tailored guidance to monetize their expertise and equip B2B companies with strategies that cut through the noise to connect with their target audience.

Inspired by the "Roaring Twenties," we are embracing a new era of transformation—one demanding boldness and reinvention in B2B communication. **Our name embodies this commitment to progressive ideas, modern strategies, and the optimism** that drives meaningful change.

Specializing in B2B influencer marketing on LinkedIn, Les Années Folles helps enterprise clients across tech, legal, finance, and HR sectors build authentic influence, accelerate pipeline velocity, and establish lasting market leadership. We deliver data-driven campaigns that produce measurable ROI, turning expert voices into tangible business impact.

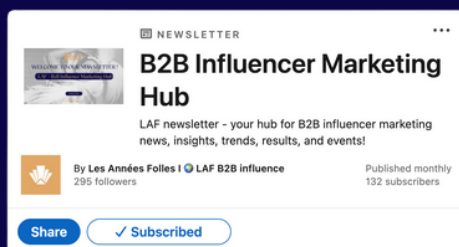


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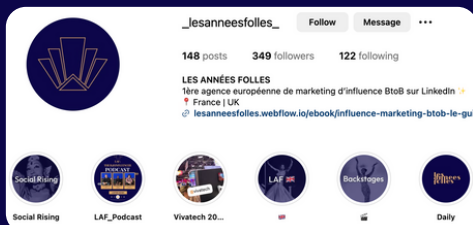
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