

## Tap Into the World's Largest Professional Network

Over **1.2 billion business professionals** utilize LinkedIn to find job opportunities, stay connected and informed, and learn the skills needed to advance their careers. Globally, **67.1 million registered companies** use the platform to promote their organizations, post job opportunities, and connect with other industry leaders.

## Drive Influence in a Trusted B2B Environment

LinkedIn is **where professional influence is built** - through content, conversation, and community. Buyers are 3x more likely to choose a brand recommended by someone they trust, and LinkedIn users have **twice the buying power** of the average web audience and are **six times more likely to convert**.

Posting by B2B thought leaders and CEOs is up sharply, and video storytelling on the platform continues to increase year-over-year. As a testament to its growth and influence, LinkedIn's **advertising revenue is projected to reach \$10.35 billion by 2027**, further solidifying its position as a digital marketing mainstay.

# 97%

of B2B marketers use LinkedIn  
as part of their strategy  
(LinkedIn)

### Ad Types by Campaign Goal

**Single Image** - Native ads with an engaging visual that appear in the LinkedIn feed on desktop and mobile devices.

**Video** - Native video ads in the LinkedIn feed.

**Lead Gen Forms** - Seamless, pre-filled forms with LinkedIn profile data to easily capture quality leads.

**Message Ads** - Direct messages via LinkedIn Messages to prospects to spark action.

## Target a Unique Audience

Reach B2B decision makers utilizing **accurate professional demographic data** including: job title, function, industry, company size or revenue, and professional or personal interests.

## Advance Performance

Whether your campaign goal is brand awareness, lead generation, recruitment, or content marketing, Q1Media's expert guidance helps you **move from attention to action** - efficiently and measurably.