

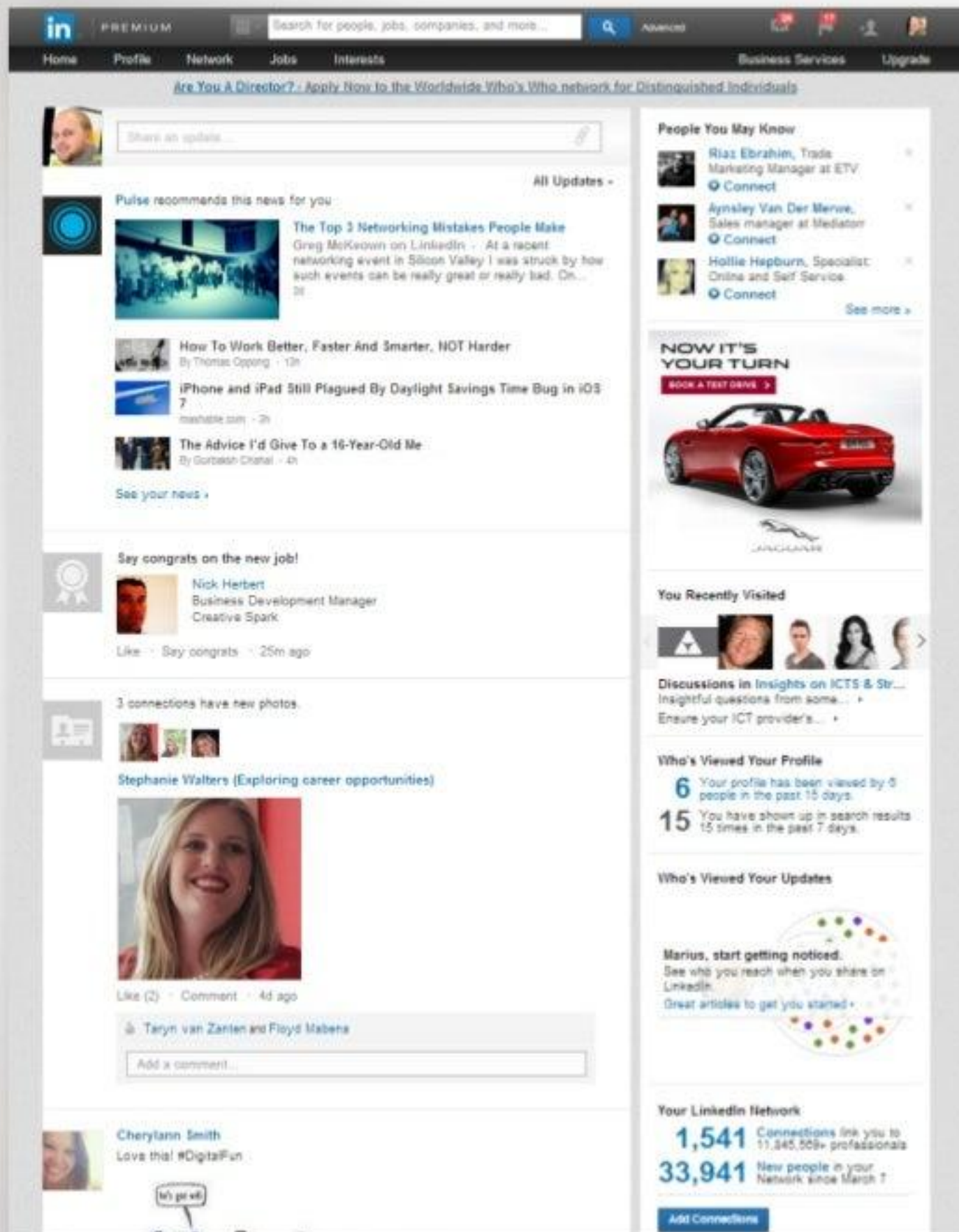


Marketing Solutions

Where business
happens



HABARI MEDIA



TOP 10

Site in South Africa

60% of all users
return monthly

3M unique users

 **effectivemeasure**
February 2014



Our Mission.

Connect the world's professionals to make them more productive and successful



HABARI MEDIA

The world's largest professional network

February 2014



277M+

MEMBERS WORLDWIDE

>2 New

MEMBERS PER SECOND

187M+

MONTHLY UNIQUE VISITORS



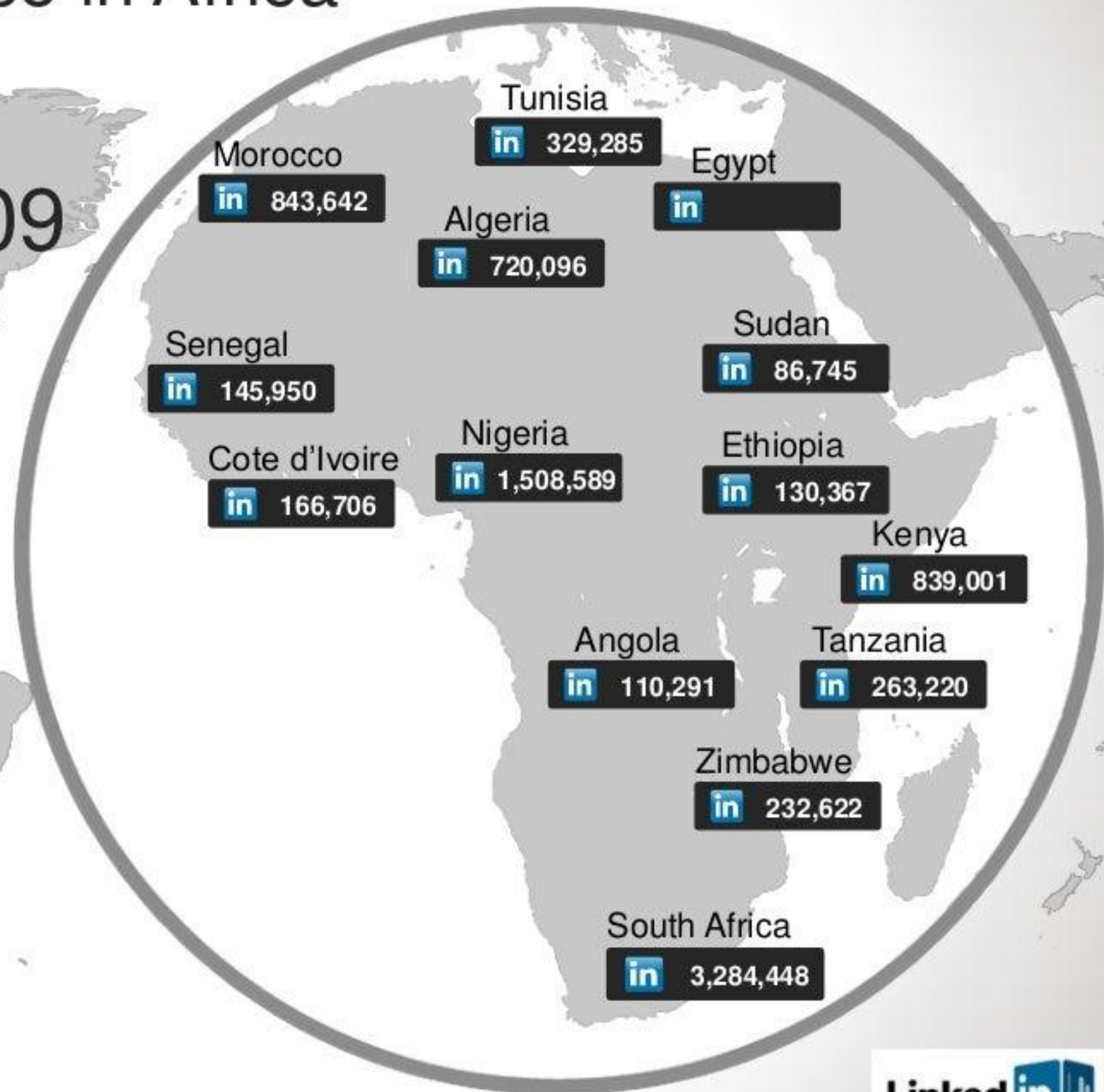
LinkedIn Audience in Africa

Audience Total



12,838,809

Professionals present on LinkedIn

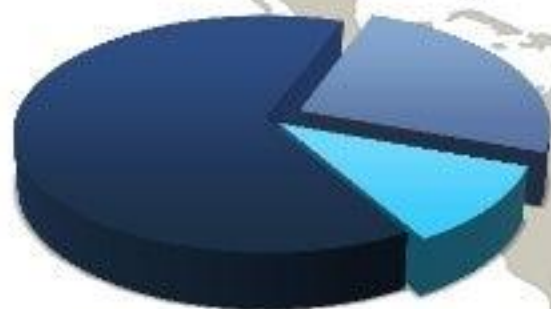


Today's Agenda

- Our Audience
- Benefits to Members
- Benefits to Marketers
- Our Solutions
- Creative Examples
- Reporting

Align message with business opportunity

Business Context



Business elite

believe that LinkedIn is **the** most important site for them to visit for their business.¹

65%

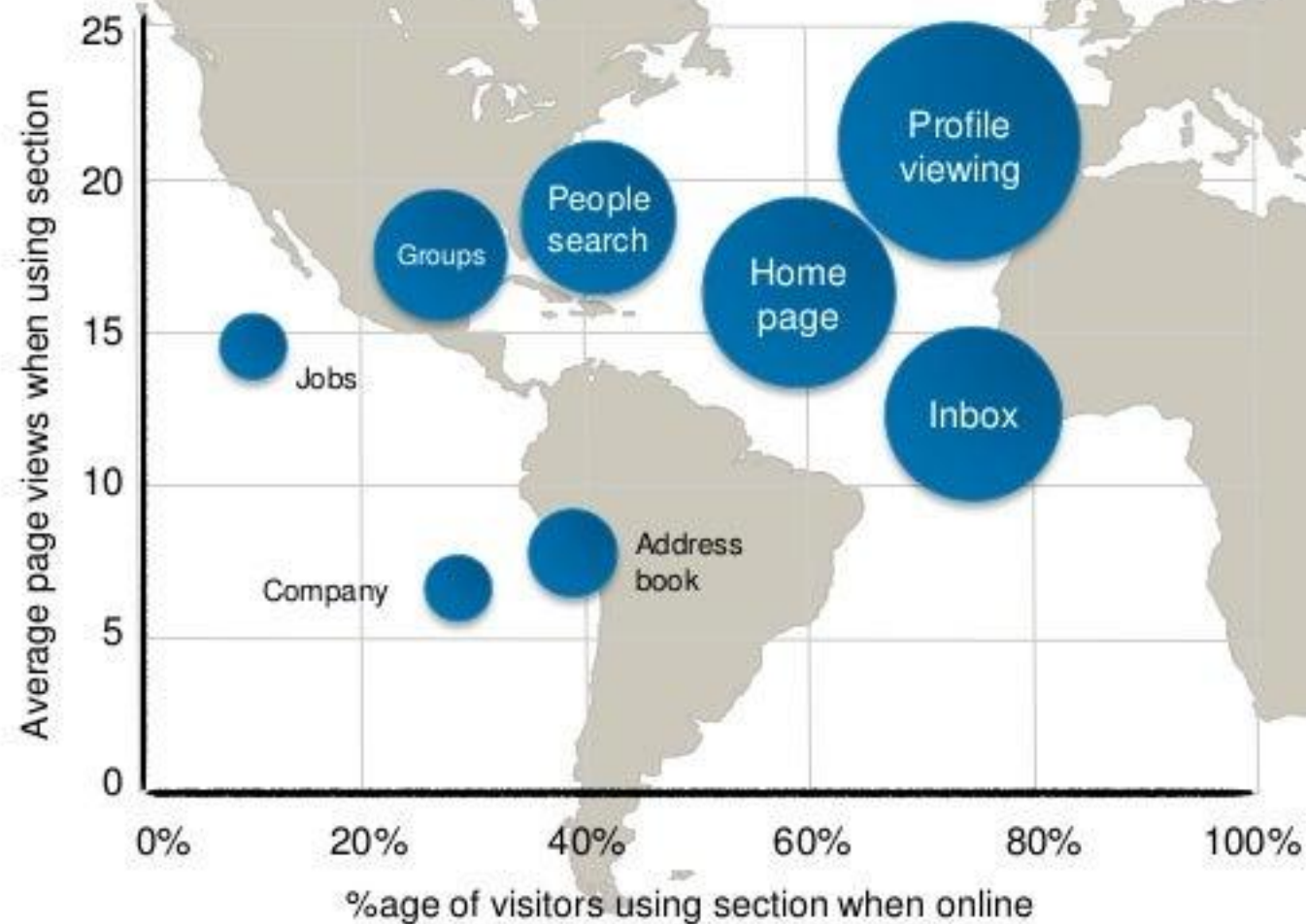
of members say LinkedIn helps them grow new business.²

2X

more confidence in the information found on LinkedIn than any other social site.²

An engaged and active member base

85% of visitors use products other than jobs



65%

of members say LinkedIn help them grow new business

75%

of users find LinkedIn extremely useful for their business

80%

Of members prefer to have separate social networks for their personal and professional lives²

Benefits to Members

**The value
we bring to
our
members**



Identity

Connect, find and be found



Insights

Be great at what you do



Everywhere

Work wherever our
members work

LinkedIn provides tools that our members use to obtain business insight

Homepage

Pulse

Influencers

LinkedIn Groups

Company Pages



Top drivers for using personal and professional networks are quite different

Top 5 reasons people use each network

“Spend Time”

“Invest Time”

Personal Networks

Professional Networks

Socialize

Stay in touch

Be entertained

Kill time

Share content

1

2

3

4

5

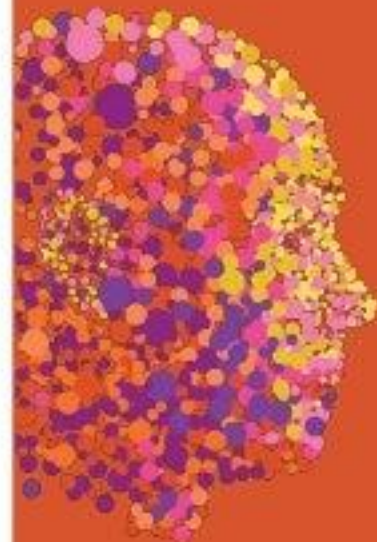
Maintain professional identity

Make useful contacts

Search for opportunities

Stay in touch

Keep up to date for career



What are professionals doing on LinkedIn?

Professional Identity

Skills & Expertise

Staying ahead of the curve has never been this easy

Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

Search

Violin

Video

Violence

Viola

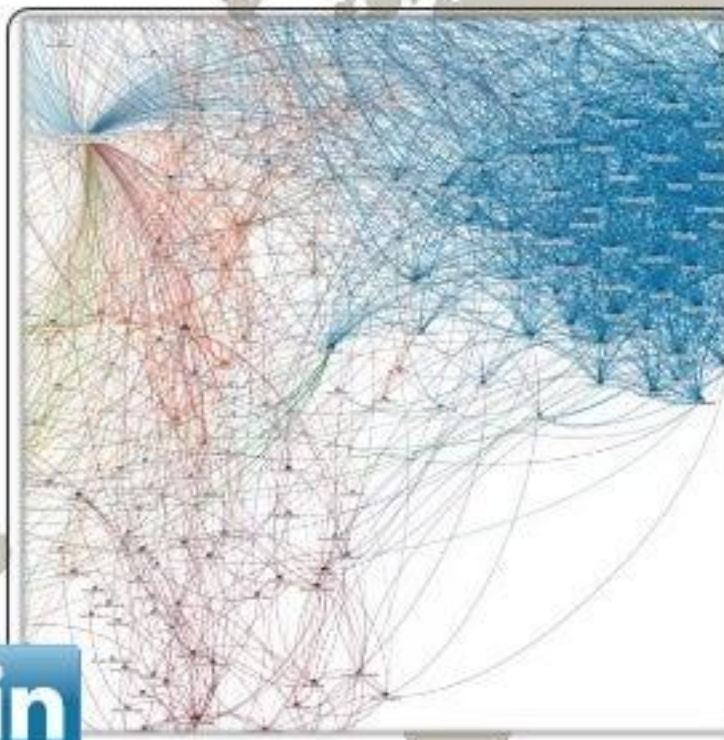
Workplace Violence

Discover world class professionals and related skills



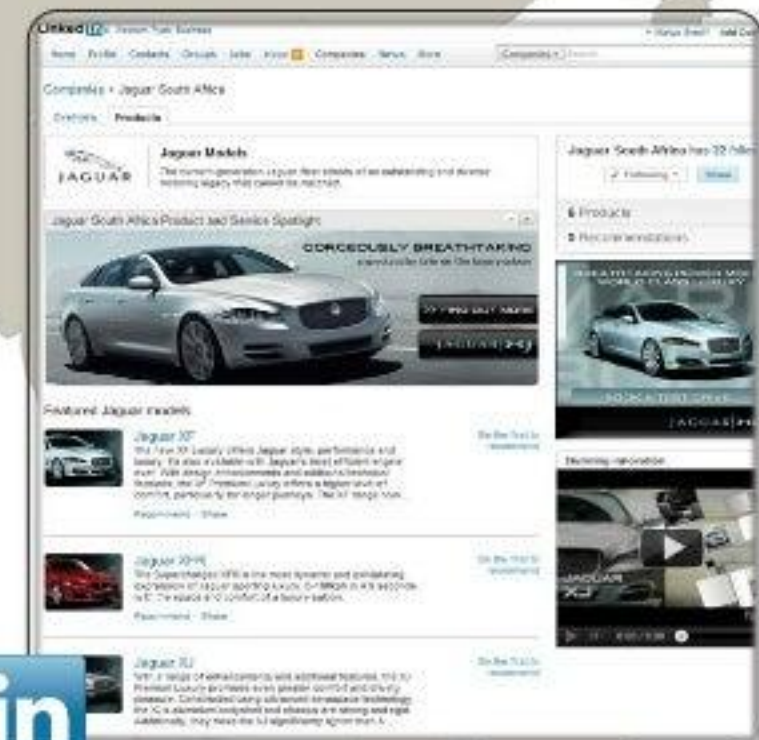
Managing their
professional
identity

Networking



Building a
professional
network of peers

Insights



Distilling and facilitating
professional insights



HABARI MEDIA

How the South African audience uses LinkedIn

Connect & Communicate

71%

Network with other professionals

Research People & Companies

69%

Learn about what other colleagues are doing

Professional Insights

54%

Stay up to date on industry discussions

Seek Career Opportunities

13%

Maintain professional identity

Benefits to Marketers

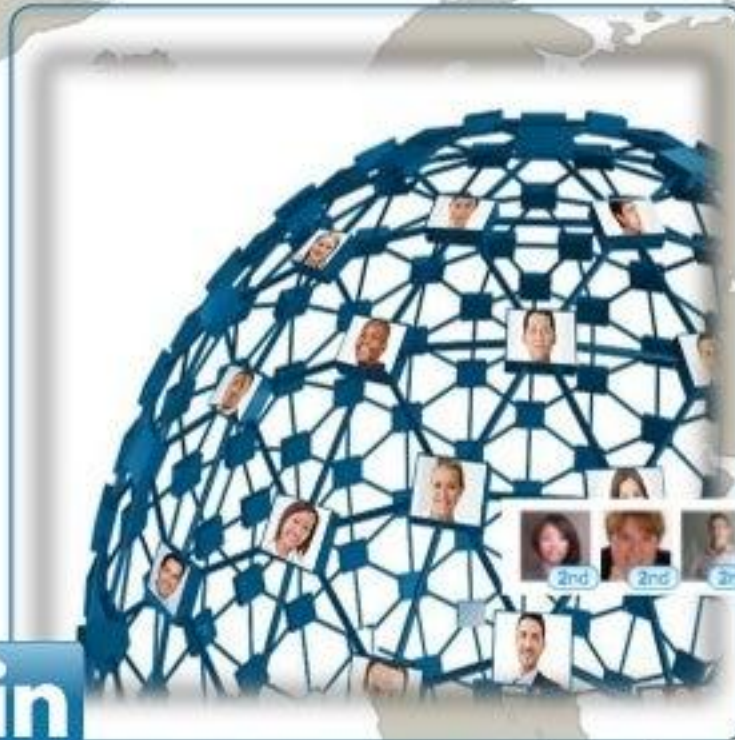
Social media is on the rise

Building Relations



Create marketing bonds that lasts over time

Word of Mouth



Your message coming from trusted sources

Engaging Clients



A two way marketing communications channel

The value we bring to brands

Audience



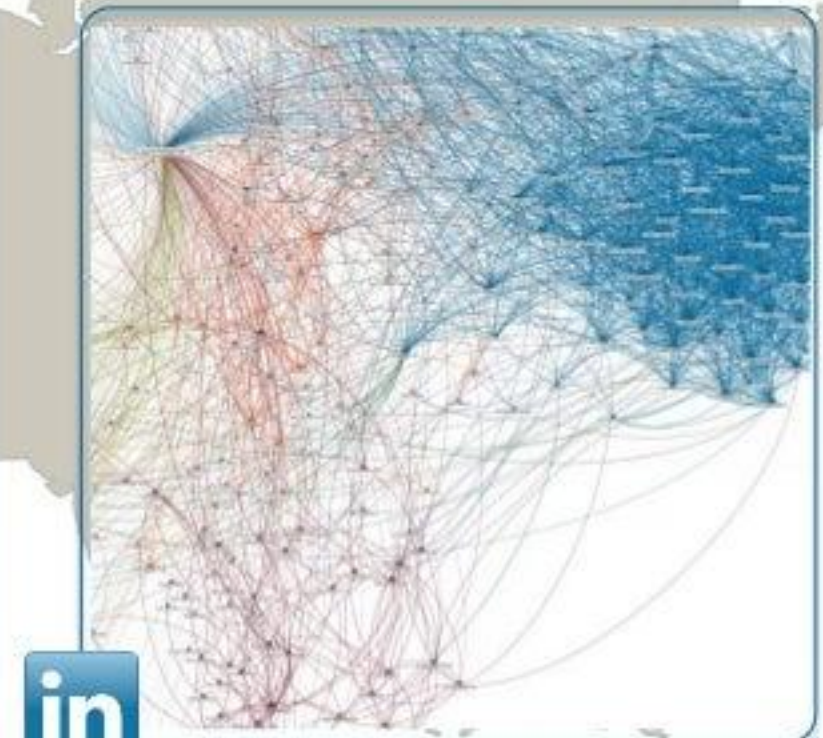
Affluent, in-market members increase receptivity and decrease wastage

Context



Professional environment engenders trust and confidence

Impact



Network effect extends your marketing beyond the initial investment

Defining your audience

Getting the right message in front of the right person

Geography

Job Title/ Industry

Education

Professional Details

Company Name

Groups / Associations

Jeff Weiner
CEO at LinkedIn
Mountain View, California | Internet

Experience

Current
CEO at LinkedIn
Member, Board of Directors at Intuit
Member, Board of Directors at DonorsChoose.org

Past
Executive in Residence at Accel Partner
Executive in Residence at Greylock
Executive Vice President Network Division

Education
University of Pennsylvania - The Wharton

Recommendations
7 people have recommended Jeff

Connections
500+ connections

Websites
Company Website

Twitter
Follow @jeffweiner

Public Profile
<http://www.linkedin.com/in/jeffweiner08>

Additional Information

Websites:
Company Website

Twitter:
Follow @jeffweiner

Groups and Associations:
Bain Capital Ventures Portfolio Group
Connect: Professional Women's Network, Powered by Citi
DonorsChoose.org
DonorsChoose.org Board of Directors & National Advisory Council

LinkedIn audience based targeting

Run of Professional

"InCrowds"

Small & Medium Business Professionals	Business Decision Makers	Financial Service Professionals	Sales Professionals	Marketing Professionals	Startup Professionals	Corporate Executives	IT Professionals
Professionals working in companies with between 50 and 500 employees	Manager & Above at Any Size Company	Finance Professionals, or those who work in the Financial Services Industry	Professionals whose job Function is Sales or Business Development	Marketing Professionals, or those who work in the Marketing & Advertising Industry	Professionals working at companies with 1-50 employees	Directors & Above At Companies With More Than 500 employees	Professionals whose job function is IT or Engineering

Custom Audience Segments

Job function	Industry	Company Size	Seniority
Gender	# of Connections	Geo	Age
Company		Group	

Our Solutions