



DIGITAL ADVERTISING

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Executive Summary

This campaign proposal outlines a strategic LinkedIn advertising initiative for the Lenovo YogaBook 9i, targeting freelance professionals and small business owners in creative industries. The campaign aims to showcase the YogaBook 9i's unique dual-screen design and versatility, positioning it as an essential tool for enhancing productivity and creativity in today's dynamic work environment. The target audience includes designers, marketing consultants, and small business owners who are early adopters of technology and frequently work remotely. LinkedIn has been chosen as the primary platform due to its professional focus and advanced targeting capabilities, allowing for effective reach of decision-makers.

The creative concept, "Transform Your Workspace," will be executed through a carousel ad format. This format enables the telling of a compelling story of how the YogaBook 9i adapts to various work scenarios throughout a typical day. The ad will consist of six slides, each highlighting different features and use cases of the device, from morning coffee shop work to evening relaxation. Key design elements include a vibrant color scheme, high-quality lifestyle photography, and consistent branding. The ad copy will emphasize the YogaBook 9i's unique selling points, such as its dual 13.3" Pure Sight OLED displays and versatile modes.

The campaign anticipates reaching 100,000 to 150,000 impressions over a 30-day period, with a click-through rate of 1-1.5%, resulting in 1,000 to 2,250 clicks. The goal is to generate 50 to 112 potential leads from this campaign. The estimated budget for this campaign is \$5,000 to \$12,000, based on LinkedIn's average cost-per-click of \$5.26. This investment is expected to yield significant brand awareness and lead generation among the target audience. By leveraging LinkedIn's professional network and the engaging creative concept, the campaign aims to position the Lenovo YogaBook 9i as the go-to device for creative professionals seeking flexibility and power in their work setup.

Brand Guidelines



The Lenovo YogaBook 9i is a premium dual-screen laptop that offers innovative features and versatility for professionals and creatives. It features two 13.3-inch 2.8K OLED touchscreens, allowing for multiple usage modes and enhanced multitasking capabilities (Tom's Guide, 2023). The device is powered by a 13th generation Intel Core i7 processor and comes with 16GB of RAM and 512GB of SSD storage (Lenovo, 2024).

One of the YogaBook 9i's key strengths is its versatility. It can be used in various configurations, including traditional laptop mode, tent mode for presentations, and a dual-screen setup with the displays stacked vertically or

side-by-side (Thurrott, 2023). This flexibility is enhanced by the included Bluetooth keyboard, stylus pen, and folio stand (Lenovo, 2024).

The dual OLED displays are a standout feature, offering superior contrast, color accuracy, and brightness. This makes the YogaBook 9i particularly suitable for creative workflows and multitasking (Tom's Guide, 2023). The device also boasts Dolby Atmos and Bowers & Wilkins speakers, providing an immersive audio experience (Lenovo, 2024). While the YogaBook 9i offers unique functionality, it comes at a premium price point, starting at \$1,999 (Tom's Guide, 2023).

This positions it in the high-end ultra book segment, competing with top-tier laptops from other manufacturers. However, its dual-screen design sets it apart from traditional laptops and potentially positions it as a laptop/tablet hybrid replacement. For users looking to maximize their experience with the YogaBook 9i, there are several tips to consider, such as installing calibrated color profiles, optimizing power settings, and exploring the various usage modes (Reddit, 2024). These optimizations can help users take full advantage of the device's unique capabilities.

Competitor Analysis

The Lenovo YogaBook 9i, with its dual-screen OLED design, stands out in the laptop market. Its primary competitors include high-end, versatile laptops aimed at creative professionals and productivity-focused users.

Key Competitors:

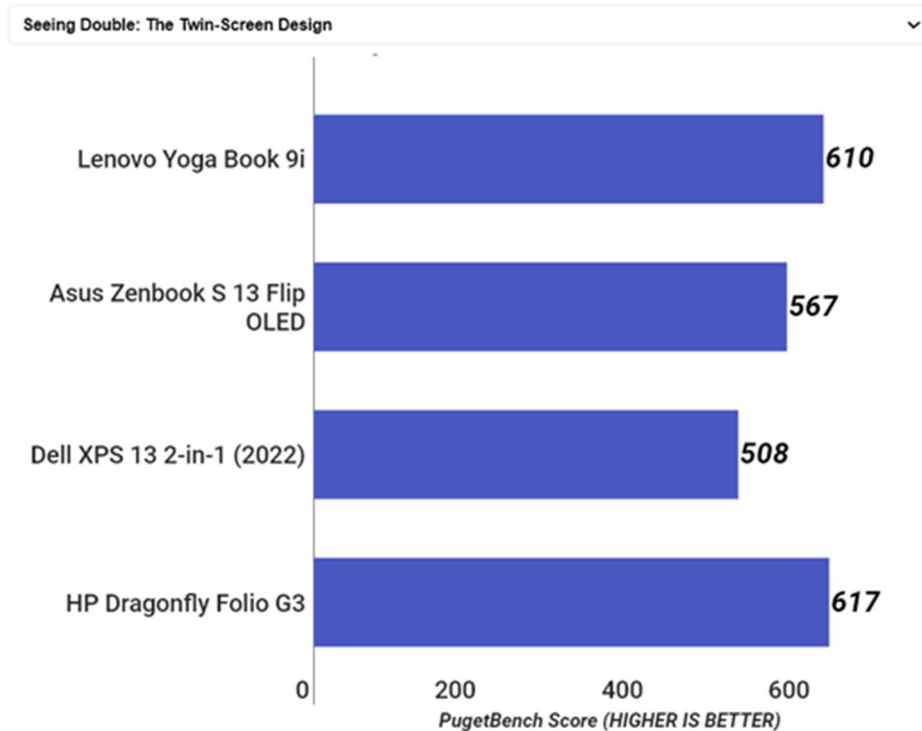
1. Microsoft Surface Book 3: Known for its detachable screen and powerful performance, it appeals to a similar creative professional audience.
2. Apple MacBook Pro: While not dual screen, it's a favorite among creatives for its performance and ecosystem integration.
3. ASUS ZenBook Pro Duo: Features a secondary screen above the keyboard, targeting a similar multi-tasking audience.
4. Dell XPS 15: A high-performance laptop popular among professionals, though lacking the dual-screen feature.

Competitive Advantages of YogaBook 9i:

- Unique Design: The YogaBook 9i's full dual-screen design offers unparalleled flexibility, setting it apart from competitors (Jordan, 2023).
- Superior Display Quality: OLED technology provides vibrant colors and deep blacks, enhancing the visual experience (Zelenski, 2023).
- Versatile Usage Modes: The device supports multiple modes (laptop, tablet, tent, etc.), catering to various work scenarios and enhancing productivity (Buondonno, 2023).

Potential Disadvantages:

- Higher Price Point: Compared to single-screen alternatives, the YogaBook 9i is more expensive, which might limit its market reach.
- Learning Curve: Users new to dual-screen setups may find it challenging to adapt initially.
- Portability: The dual-screen design may result in a heavier or bulkier device compared to some ultraportable competitors.



Source: PCMag

PugetBench for Creators is designed to benchmark professional workloads in the most common video editing, photography, VFX, and motion graphics applications (Hyper Brew). Lenovo is known for its performance; the above graph shows that Lenovo Yoga book 9i has superior performance in content creation and editing.

Market Position:

The YogaBook 9i is positioned as a premium, innovative product for early adopters and professionals seeking maximum productivity. Its unique design and features appeal to users who find traditional laptops limiting (Loo, 2023).

Target Audience Overlap:

There's a significant overlap in target audiences with competitors, particularly in the creative professional and business executive segments. However, the YogaBook 9i may have a unique appeal to tech enthusiasts and those specifically seeking multi-screen functionality (Sadrzadeh, 2023).

Pricing Strategy:

As a premium product, the YogaBook 9i is likely priced at the higher end of the market, competing directly with top-tier models from Apple, Microsoft, and others. In conclusion, while facing stiff competition from established players, the Lenovo YogaBook 9i's innovative design gives it a unique selling proposition in the high-end laptop market. It has the potential to carve out its own niche among productivity-focused professionals and tech enthusiasts, offering a compelling alternative to traditional laptops.

Table of Recommended digital ads:

To effectively promote the Lenovo YogaBook 9i on LinkedIn over the next 12 months, I propose a structured advertising strategy that targets professionals across various sectors. The campaign will consist of multiple ad types, each designed to engage specific audiences at different stages of their buying journey.

Sequence & Length	Digital Ad Type	Digital Media Channel	Recommended Target Audience	Primary or Secondary	Campaign Objective
Months 1-3	Sponsored Content (Image Ads)	LinkedIn	IT decision-makers, business professionals (25-55)	Primary	Brand Awareness
Months 2-4	Engaging Video Ads	LinkedIn, YouTube	Creative professionals, tech enthusiasts (20-45)	Primary	Brand awareness & consideration
Months 3-6	Interactive Carousel Ads	LinkedIn	Business executives, entrepreneurs (30-60)	Secondary	Website visits & lead generation
Months 5-7	Personalized Message Ads	LinkedIn InMail	IT managers, department heads (35-55)	Secondary	Lead Generation
Months 6-9	Sponsored Articles on Productivity	LinkedIn, Medium	Productivity-focused professionals, remote workers (25-50)	Primary	Engagement & lead generation
Months 8-10	Dynamic Retargeting Ads	LinkedIn	Previous ad engagers, website visitors	Secondary	Conversions
Months 10-12	Lead Gen Forms with Eco-Friendly Messaging	LinkedIn	Qualified leads from previous campaigns	Primary	Sales leads
Months 1-12	Interactive Poll Ads	LinkedIn, YouTube, Medium	IT decision-makers, business professionals (25-55)	Secondary	Brand awareness
Months 1-6	Paid Search Ads	Google SERPs	Audiences searching for innovative laptops	Primary	Brand awareness & website visits
Months 4-8	Programmatic Display Ads	Tech and business websites	Professionals interested in productivity tools	Secondary	Lead generation via contact form
Months 6-9	Influencer Collaborations	Instagram, X	Tech-savvy followers	Secondary	Brand awareness & consideration
Months 8-12	Short-Form Video Ads with "Buy Now" CTAs	Google Display Network, Meta	Engaged audiences	Primary	Sales leads
Months 10-12	Holiday Season Offers Video Ads	LinkedIn, YouTube	Immediate purchase intent audiences	Primary	Sales leads

1. Sponsored Content (Image Ads): To kick off the campaign, I would recommend using visually striking sponsored content that showcases the YogaBook 9i's standout features, particularly its dual 13.3" PureSight OLED displays. This innovative design positions it as the first full dual-screen OLED laptop, which is a significant selling point for IT decision-makers and business professionals looking for cutting-edge technology (Tuten and Solomon, 2017).

2. Video Ads: Following the image ads, I would create engaging video content that highlights the versatility of the YogaBook 9i. Demonstrating its various modes—such as notebook, tent, tablet, and portrait—will appeal to creative professionals and tech enthusiasts who value flexibility in their devices (Chaffey and Ellis-Chadwick, 2019).

3. Carousel Ads: From months three to six, carousel ads would be an effective way to delve deeper into the product's features. Each slide could focus on key aspects like the 13th Gen Intel® Core™ processors, the detachable Bluetooth™ keyboard, and the stylus pen. This format is particularly useful for targeting business executives and entrepreneurs who appreciate detailed information (Holliman and Rowley, 2014).

4. Message Ads: During the subsequent months, I would implement message ads to directly engage IT managers and department heads. Personalized messages can effectively communicate the productivity benefits of the YogaBook 9i, such as its ability to display reference documents alongside creative work (Quesenberry, 2018).

5. Sponsored Content (Article Ads): In the mid-year phase, sharing in-depth articles about productivity enhancement through dual screens would be beneficial. This content can highlight how the YogaBook 9i supports multitasking and efficient workflows, targeting professionals focused on improving their productivity (Pulizzi, 2014).

6. Dynamic ads can be employed towards the end of the year to target users who have previously engaged with content or visited the Lenovo website. Personalizing these ads based on user interactions can significantly enhance conversion rates. Emphasizing features like Dolby Atmos® and Bowers & Wilkins speakers can be particularly effective in these personalized ads (Kawasaki and Fitzpatrick, 2014).

7. Lead Gen Forms: Finally, in the last quarter, I would focus on converting interested prospects into leads using LinkedIn's Lead Gen Forms. Highlighting the YogaBook 9i's eco-friendly attributes, such as its carbon-neutral construction, can resonate well with environmentally conscious consumers (Bodnar and Cohen, 2011).

Goal: "Our goal is to generate 50 to 112 potential leads from this campaign, leveraging LinkedIn's lead generation forms, which have a conversion rate of 13% compared to other platforms"

This comprehensive approach not only builds awareness and generates interest in the Lenovo YogaBook 9i but also nurtures lead through targeted content. By leveraging LinkedIn's professional audience, the unique benefits of this innovative device are communicated.

Social Media Rationale & Audience Insights

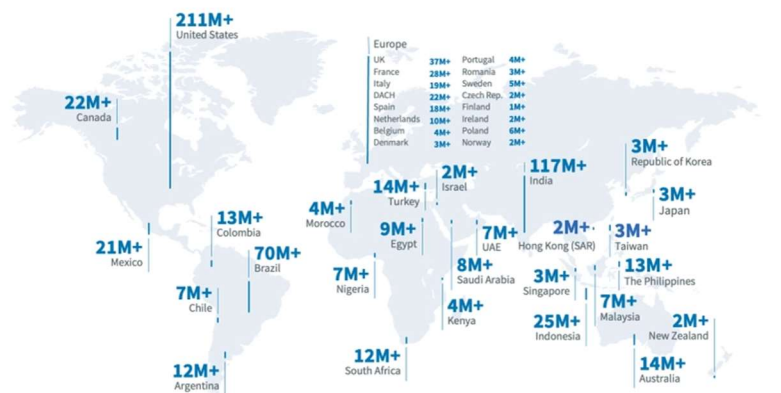
For our LinkedIn display ad campaign, I've identified a key audience segment that I believe presents a significant market development opportunity for the Lenovo YogaBook 9i. Instead of focusing on our usual target market, I want to explore a new audience of freelance professionals and small business owners in creative and consulting industries. This new target audience includes:

- Job Titles: Freelance Designers, Independent Marketing Consultants, Small Business Owners
- Industries: Creative Services, Digital Marketing, Tech Startups
- Company Size: Solopreneurs and businesses with 1-10 employees
- Interests: Productivity tools, remote work solutions, digital nomad lifestyle
- Behaviors: Heavy device users, frequent travelers, early adopters of cloud-based tools



The audience for this campaign is particularly appealing due to their tech-savvy nature and their constant search for tools that enhance productivity. Many may not have considered a dual-screen laptop before, but the Yoga Book 9i has the potential to be a game-changer for their workflow. As freelancers and small business owners, they often juggle multiple tasks and could greatly benefit from the device's versatility—envision using one screen for design work and the other for client communication, all on a single device. Why choose LinkedIn for this campaign? Extensive research indicates that it is the ideal platform for effectively reaching this audience. Here are the reasons:

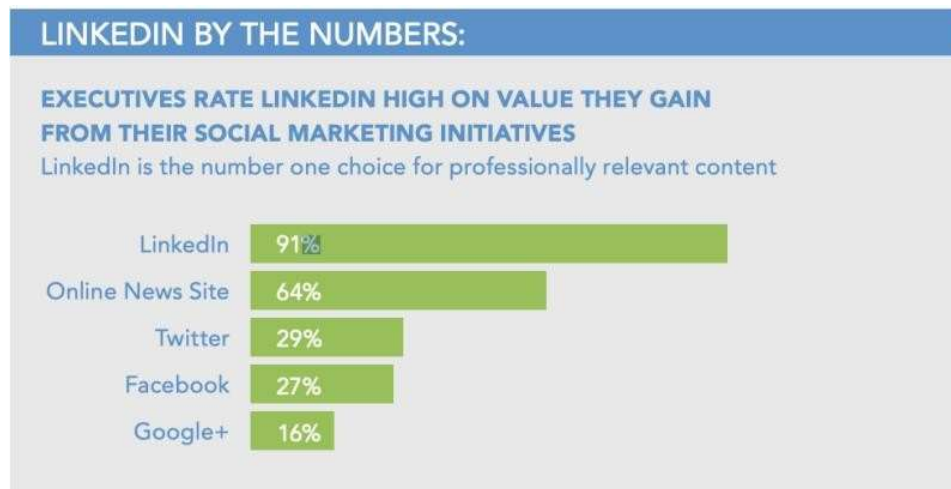
More than 1 billion members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

Source: The Social Shepherd. (2023)

1. Professional Focus: LinkedIn is where professionals hang out online. It's got over **1 billion members** globally, including **65+ million decision-makers** (The Social Shepherd. 2023). That's a goldmine for us!
2. LinkedIn's targeting capabilities are highly advanced, allowing for precise targeting based on specific job titles, industries, and professional interests. This ensures that ads reach the most relevant audience effectively (Chaffey and Ellis-Chadwick, 2019).



Source: Bondar, O. (2024)

3. **High Engagement:** This graph shows that LinkedIn is ahead of other platforms in terms of executive rates gains from social marketing initiatives. Here's something interesting - LinkedIn users are three times more likely to click on sponsored content compared to other major ad platforms (HawkSEM, 2023). That tells me they're more open to professional content and ads.
4. **Lead Generation:** This one really caught my eye - LinkedIn's lead generation forms have a conversion rate of 13% (SaaSquatch, 2023). That's significantly higher than other social media platforms. For a new product like the YogaBook 9i, that could be huge.
5. **B2B Decision-Making:** According to LinkedIn (2024), 4 out of 5 of their members drive business decisions. That's crucial for us because the targeting people who can make purchasing decisions for their businesses.

Lenovo has already achieved success with LinkedIn campaigns for the Yoga Book 9i, garnering positive engagement with their posts, including compelling unboxing content. Building on this momentum, an even more targeted and effective campaign can be created.

By focusing efforts on LinkedIn, the campaign can effectively reach the audience of freelance professionals and small business owners. The Yoga Book 9i can be positioned as a serious tool for enhancing work efficiency and creativity, particularly for those embracing remote and flexible work. This approach goes beyond selling a device; it offers a solution that can transform how these professionals work and manage their businesses.

Campaign Idea & Storyboard for Lenovo YogaBook 9i LinkedIn Ad

Campaign Title: "Transform Your Workspace "Target Audience: Freelance professionals and small business owners in creative industries.

Creative Concept

The core idea of this campaign is to demonstrate how the Lenovo YogaBook 9i can transform work experience for freelancers and small business owners. The ad will highlight the device's versatility and productivity-enhancing features, showcasing how it adapts to various work scenarios throughout a typical day. The campaign will be delivered as a carousel ad on LinkedIn, allowing users to swipe through different scenarios that illustrate the YogaBook 9i in action.

Storyboard

Carousel Slide 1: Morning Inspiration



- Visual: A freelance designer sits in a cozy coffee shop, the YogaBook 9i in laptop mode, with a warm cup of coffee beside them.
- Copy: "Start your day with power."
- Subtext: "13th Gen Intel® Core™ processors for seamless multitasking."
- Audio/Visual: Soft background music with a light, upbeat tone to set a positive mood.

Carousel Slide 2: Collaborative Space

- Visual: The same designer is now in a vibrant co-working space, using the YogaBook 9i in dual-screen mode, one screen displaying design software and the other showing a video call with a client.
- Copy: "Double your productivity."
- Subtext: "PureSight OLED screens, providing ultimate versatility for any task"
- Audio/Visual: The sound of typing and soft chatter in the background, emphasizing a collaborative environment.

Carousel Slide 3: Client Engagement



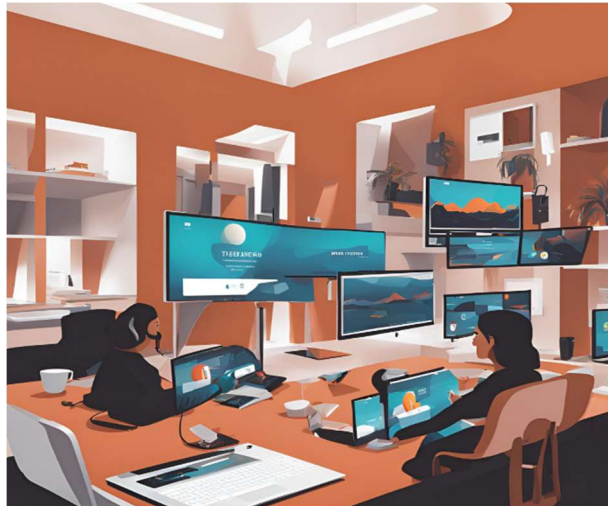
- Visual: The designer is in a meeting room, using the YogaBook 9i in presentation mode, projecting their work onto a screen while engaging with clients.
- Copy: "Impress your clients."

- Subtext: "Versatile modes for dynamic presentations."
- Audio/Visual: Clapping sounds as the clients show appreciation, enhancing the impact of the presentation.

Carousel Slide 4: Creative Flow

- Visual: The designer is working on a graphic project, using the stylus on one screen while referencing inspiration on the other.
- Copy: "Unleash your creativity."
- Subtext: "Precision stylus input with dual-screen reference."
- Audio/Visual: A subtle sound of a stylus on the screen, highlighting the tactile experience.

Carousel Slide 5: Seamless Communication



- Visual: The designer is video calling a client, the YogaBook 9i in tent mode, showcasing a collaborative discussion.
- Copy: "Connect anywhere."
- Subtext: "Dolby Atmos® speakers for crystal-clear communication."
- Audio/Visual: Clear audio of a conversation, emphasizing the quality of the speakers.



download.mp4

Carousel Slide 6: Work-Life Balance

- Visual: The designer is relaxing at home, using the YogaBook 9i in tablet mode, watching a movie after a productive day.
- Copy: "Work-life balance redefined."
- Subtext: "Versatile modes for work and play."
- Audio/Visual: Relaxing music plays in the background, creating a sense of comfort and leisure.

Ad Copy

Headline: "Transform Your Workspace with the Lenovo YogaBook 9i"

Main Text: "Experience the world's first full-size dual-screen OLED laptop. Designed for freelancers and small

business owners who demand flexibility and power. Boost your productivity, impress your clients, and redefine your work-life balance – all with one innovative device."

Call-to-Action: "Learn More"

Design Elements

- **Color Scheme:** Use a vibrant and modern color palette that contrasts with LinkedIn's blue and white interface. Incorporate Lenovo's brand colors (red and silver) as accents.
- **Typography:** Clean, sans-serif fonts for readability. Use bold typography for headlines to grab attention.
- **Imagery:** High-quality, lifestyle photography featuring diverse professionals in various work settings, prominently showcasing the YogaBook 9i in each image.
- **Logo Placement:** Subtle Lenovo logo in the corner of each slide for brand recognition.

Animation

While LinkedIn carousel ads do not support video, sense of motion is created through clever image composition:

- Use consistent character placement across slides to create a "flipbook" effect as users swipe.
- Incorporate motion lines or blurred elements to suggest movement and dynamism.

Interactive Elements

- Include a swipe-up feature on the last slide that leads to a landing page with more product information and a special offer for LinkedIn users.

Audio Considerations

While LinkedIn ads are typically silent, it's essential to ensure that the visuals are compelling enough to convey the story without sound. Including captions or text overlays can effectively mimic the effect of narration, enhancing the viewer's understanding and engagement with the content.

Rationale for Creative Choice

This carousel ad format is ideal for our LinkedIn campaign for several reasons:

6. **Storytelling:** The carousel allows us to tell a cohesive story of how the YogaBook 9i fits into a freelancer's workday, addressing various pain points and showcasing multiple features.
7. **Engagement:** Carousel ads encourage user interaction, as viewers swipe through to see more content. This increased engagement can lead to better ad performance and recall.
8. **With multiple slides,** different features of the Yoga Book 9i can be highlighted, appealing to various aspects of the target audience's needs.
9. **Visual Appeal:** The carousel format allows for striking visuals that stand out in the LinkedIn feed, capturing attention in a professional setting.
10. **Targeted Messaging:** Each slide can speak to a specific benefit or use case, allowing us to address multiple selling points that resonate with our freelance and small business owner audience.
11. **Including multiple call-to-action (CTA) opportunities** throughout the carousel can significantly increase the chances of conversion. Strategically placed CTAs will encourage viewers to engage further with the content and take desired actions.

Implementation Notes for Creative Team

12. **Photographer/Videographer:** Capture high-quality images of the YogaBook 9i in various settings and modes. Ensure diversity in the models used to represent our target audience.

13. Graphic Designer: Create a consistent visual style across all carousel slides. Design custom icons or graphics to illustrate key features mentioned in the subtext.
14. Copywriter: Refine the provided copy to ensure its concise and impactful. Develop alternative headlines and subtext options for A/B testing.
15. Art Director: Oversee the overall visual narrative to ensure it tells a cohesive story. Coordinate with the photographer and graphic designer to achieve the desired "flipbook" effect.
16. Digital Marketing Specialist: Optimize the ad layout for LinkedIn's specific carousel ad requirements. Set up tracking pixels and UTM parameters for the landing page link.

By leveraging this creative concept and carousel format, an engaging and informative LinkedIn ad can be created to showcase the Lenovo Yoga Book 9i's unique features and benefits, specifically tailored to the target audience of freelance professionals and small business owners in creative industries. This campaign will not only highlight the product's versatility but also position it as an essential tool for enhancing productivity and creativity in today's dynamic work environment.

Format, Size and Dimensions

To ensure optimal performance and visual appeal on LinkedIn, the carousel ad for the Lenovo YogaBook 9i will adhere to the following specifications:

Image Specifications:

- Dimensions: 1080 x 1080 pixels (square format)
- File Format: PNG or JPG
- Maximum File Size: 5MB per image

Carousel Structure:

- Number of Cards: 6 (maximum allowed on LinkedIn)

Text Elements:

- Headline: Maximum 45 characters
- Description: Maximum 150 characters
- Font: Arial
- Font Sizes:
 - Headlines: 24pt
 - Body Text: 18pt

Engagement Elements:

- Hashtags: #LenovoYogaBook9i, #ProductivityRedefined
- Call-to-Action Button: "Explore More"

By adhering to these specifications, the ad will maintain a professional appearance while maximizing engagement potential. The square format (1080 x 1080 pixels) is ideal for LinkedIn's display requirements, providing a consistent look across various devices and screen sizes.

Limiting the headline to 45 characters and the description to 150 characters ensures that the ad delivers concise, impactful messages that are easily digestible for the target audience. The use of Arial font at specified sizes (24pt for headlines, 18pt for body text) enhances readability across different devices.

Including relevant hashtags (#LenovoYogaBook9i and #ProductivityRedefined) will increase the ad's discoverability and engagement potential. The "Learn More" call-to-action button is clear and inviting, encouraging users to seek additional information about the YogaBook 9i.

By sticking to these guidelines, the ad will not only look professional but also resonate well with the audience, effectively communicating the unique value proposition of the Lenovo YogaBook 9i to freelance professionals and small business owners in creative industries.

Business Goals & Conclusions

The LinkedIn advertising campaign for the Lenovo YogaBook 9i aims to drive brand awareness and generate leads among freelance professionals and small business owners in creative industries. Based on LinkedIn's audience characteristics and the targeting strategy, the campaign is projected to achieve the following outcomes:

Estimated Campaign Performance:

- Impressions: 100,000 to 150,000 over a 30-day period
- Click-through rate (CTR): 1% to 1.5%
- Expected clicks: 1,000 to 2,250
- Conversion rate (clicks to leads): 5%
- Potential leads: 50 to 112

Budget Considerations:

Given LinkedIn's average cost-per-click of \$5.26 (HawkSEM, 2023), the estimated budget for this campaign ranges from \$5,000 to \$12,000. This investment is expected to yield significant brand awareness and lead generation among the target audience.

Conversion Goals:

1. Direct Sales: Generate 300-500 direct sales of the Lenovo YogaBook 9i through the LinkedIn campaign.
2. Lead Generation: Collect 100-150 qualified leads using LinkedIn's lead generation forms.
3. Additional: App or Content Downloads: Achieve 2000-3000 downloads of the Lenovo productivity app or related content, such as e-books or whitepapers, providing additional value to potential customers.

These estimates are based on industry benchmarks. However, the targeted approach and engaging ad format have the potential to exceed these averages and make a strong impact in the market. By leveraging LinkedIn's professional network and the engaging creative concept, the campaign aims to position the Lenovo YogaBook 9i as the go-to device for creative professionals seeking flexibility and power in their work setup. The unique dual-screen design and versatility of the YogaBook 9i provide a compelling value proposition for freelancers and small business owners looking to enhance their productivity and creativity.

The success of this campaign will be measured through key performance indicators such as impression share, engagement rate, lead quality, and ultimately, the number of conversions achieved. Regular monitoring and optimization of the campaign will ensure that the advertising strategy remains aligned with the overall marketing objectives for the Lenovo YogaBook 9i.

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