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Editor's Note: A version of this post originally appeared on the LinkedIn Marketing EMEA Blog. A couple of weeks ago, our sales and marketing solutions team came up with a theory: that Netflix has a secret policy of commissioning TV shows that send coded messages about the future of marketing.

Marketing & Advertising Blog | LinkedIn Marketing Solutions

It might seem strange to argue that B2B marketers seriously undervalue thought leadership. After all, it has a prominent place in almost every marketing strategy and is a mainstay of B2B content calendars. However, that's exactly what new thought leadership research in EMEA by Edelman and LinkedIn shows.

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I hear all the time that email marketing is ineffective (usually by friends who have spammed their prospects one too many times). But while email marketing was once thought a marketing activity of the past, it can be a solid strategy--especially if you are an online retailer offering discounts.

The 2019 Marketing Benchmarks Cheat Sheet | LinkedIn ...

All this week, we're accepting your nominations for the Best LinkedIn Company Pages of 2017! Company Pages have evolved over the past few years, both in terms of visual design and functionality, and we need help finding the most impressive Company Pages out there.

LinkedIn Marketing Solutions Articles | Official LinkedIn Blog

Blog The Ultimate LinkedIn Sales Navigator Review. Posted by Elizabeth Johnson in LinkedIn Marketing Insights. We get a lot of questions about this, so let's answer it once and for all: Is LinkedIn Sales Navigator worth it?

LinkedIn Marketing Strategy & Insights Blog

Make Your Blog More Attractive With These 12 Visuals. An aesthetically interesting blog post is far more likely to catch a reader's attention and trigger a reaction. At Content Marketing Institute, Robert Katai highlights a dozen different visual formats that can improve your odds. 4. 3 Ways Marketers Can Avoid a Communication Breakdown With ...

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In the LinkedIn Pages Action Plan for Small Businesses, you'll get more tips like these to strengthen your brand's presence on LinkedIn, build a loyal following, and—ultimately—boost your bottom-line success. LinkedIn for Small Business: Reach Your Goals Faster. Running an ambitious young company can be stressful.

LinkedIn for Small Business: Here's Your Action Plan ...

B2B Marketing Solutions on LinkedIn. According to the B2B Content Marketing 2018: Benchmarks, Budgets, and Trends report from CMI and MarketingProfs, LinkedIn is the most-used social media platform for B2B marketers (at 97%), ... Subscribe to the LinkedIn Marketing Blog today. ...

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Christina O'Connor Marketing Manager, LinkedIn Learning ... I also worked on a project to Migrate the LinkedIn Marketing Solutions EMEA blog onto a new CMS platform and worked on producing ...

Christina O'Connor - Marketing Manager, LinkedIn Learning ...

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