



Join a Network of LinkedIn Certified Marketers

Join an exclusive network of LinkedIn Certified Marketers, unlocking access to events, badges and more.



Enhance your learning journey by accessing exclusive certificates, networking events, LinkedIn Marketing Labs betas, and more when you qualify for specific expertise levels. Stay tuned to Marketing Labs and the Certified Marketing Insiders LinkedIn Group for updates.

Certified Marketing Insider

Be recognized as someone who has LinkedIn marketing insider knowledge.

What do you unlock at this level?

- Earn a Certified Marketing Insider badge.
- Access an exclusive network and content on the Certified Marketing Insiders LinkedIn Group.
- Attend networking opportunities through quarterly events and meetups.

How do you qualify?

Get certified in all three LinkedIn Marketing Labs certifications: Fundamentals, Marketing Strategy, and Content & Creative Design.



Certified Marketing Expert

Be recognized as an experienced LinkedIn and B2B marketing expert who can provide professional advice to others.

What do you unlock at this level?

- Earn a Certified Marketing Expert badge and get showcased on Marketing Labs.
- Establish yourself as a thought leader on LinkedIn and receive invitations to participate in Insiders Scoop panels.
- Showcase your expertise as a trainer and host your own training sessions.
- Engage in feedback sessions with LinkedIn's product and marketing team.
- Get the opportunity to be featured in or author a blog post on the LinkedIn Ads blog.

How do you qualify?

Applications to become a Certified Marketing Expert open once a year and only a select group will be selected. Insiders can apply if they meet the following criteria:

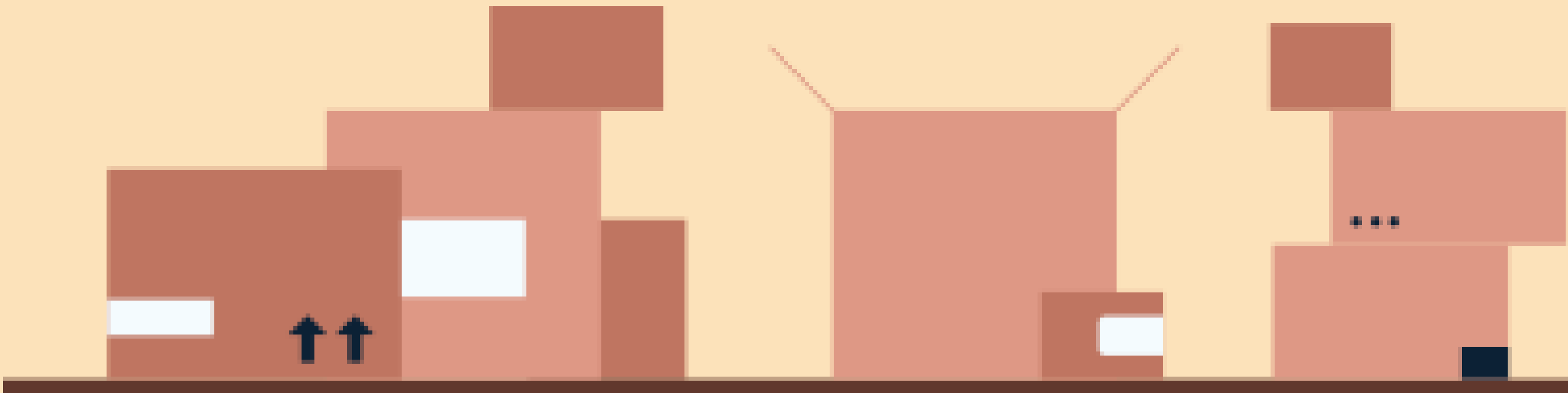
- Be an Insider in good standing with valid certifications.
- Have at least 1,000 LinkedIn followers and actively participate in our LinkedIn Insiders Group.
- Attend a minimum of 2 separate quarterly Insider Scoop events.
- Maintain a LinkedIn Ads client roster or be a direct LinkedIn advertiser.
- Possess in-depth knowledge of LinkedIn Ads and B2B Marketing, and demonstrate interest and comfort in presenting.



Joining this program provides me the exposure & opportunities to learn more in-depth about LinkedIn Ads products. It also allows me to help my teammates to build better strategies for their campaign.

Andrew Quek, Associate Manager, Paid Search and Social of Merkle B2B

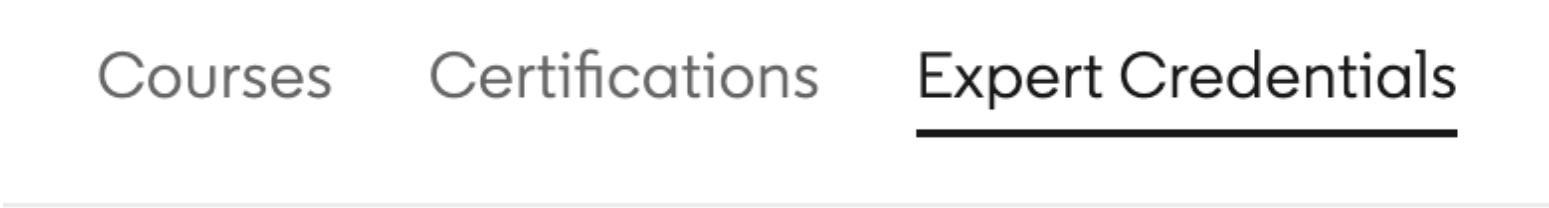
Ready to get started? Go to [LinkedIn Marketing Labs](#) to learn more.



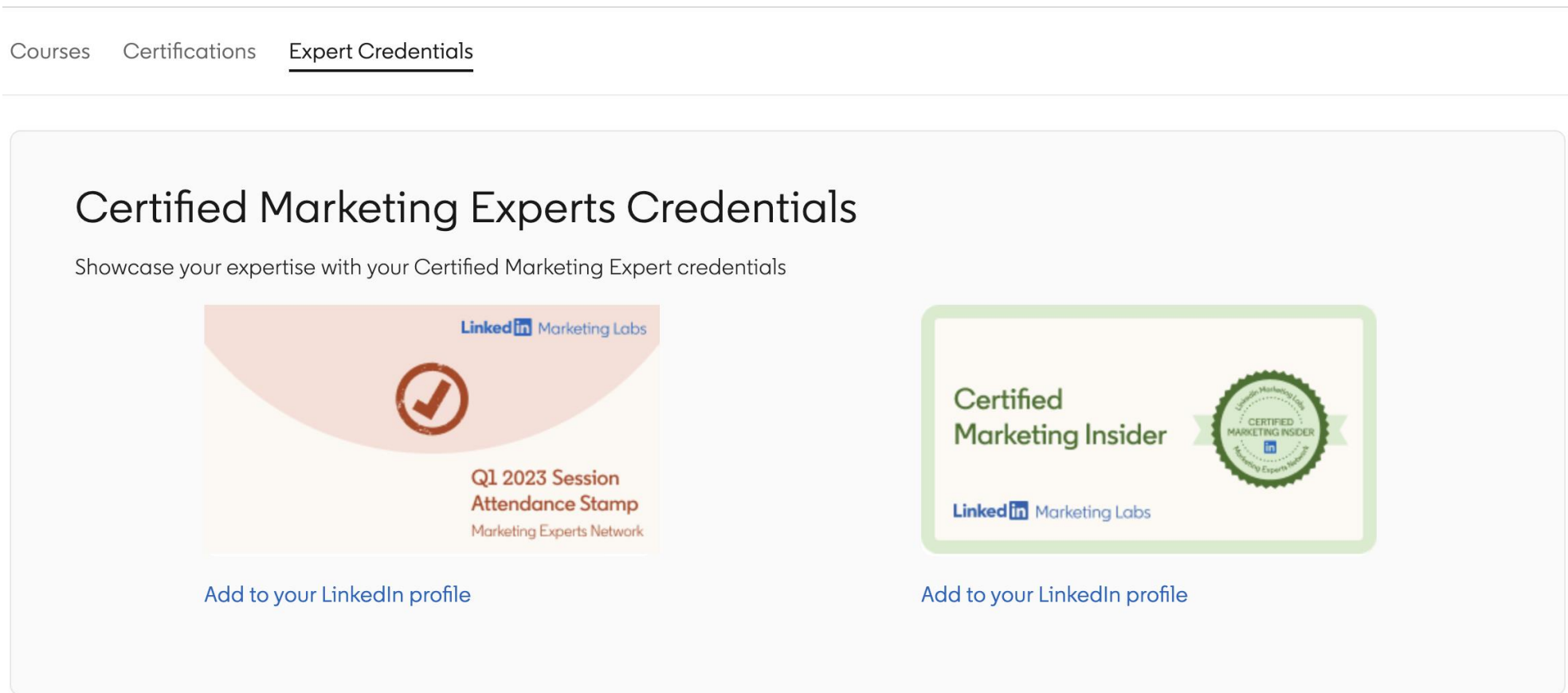
Certified Marketing Insiders

How do I check how many Insiders Scoop event(s) I have attended?

- 1. Sign into [LinkedIn Marketing Labs](#)
- 2. Click ‘Profile’ > ‘My Profile’



- 3. Click ‘Expert Credentials’



How can I add my Certified Marketing Insider badge to my LinkedIn profile?

Please follow the instructions provided [here](#).

Does my Certified Marketing Insider status go away if I move to a new role or company?

Your Certified Marketing Insider status will remain active as long as your certifications are valid, regardless of any changes in your role or company.

Certified Marketing Experts

When and how can I apply for the chance to be considered as an Expert?

Applications to become a Certified Marketing Expert will open annually. Although we will have exceptional applications, it’s important to note that only a select few will be selected to become a Certified Marketing Expert. Stay tuned to Marketing Labs and the Certified Marketing Insiders LinkedIn Group for updates. The application link and instructions will be shared through a LinkedIn Group post.

What else do I need to do to increase my chances of being accepted as an Expert?

In order to maintain a fair and consistent application process, we kindly ask that all applicants refrain from submitting any additional information beyond what is required in the application. Our selection process is designed to assess candidates based on the specified criteria, and we are committed to providing equal opportunities to all applicants. This approach ensures fairness and transparency throughout the evaluation process.

Would age or location impact my application to become an Expert?

LinkedIn Marketers is a global community, and we welcome applicants from all locations. Age is not a determining factor. However, we do expect applicants to have a few years of experience in B2B Marketing and LinkedIn Advertising.

Who has graduated to become a Certified Marketing Expert, and how can I connect with them?

You can find a list on our [Meet the Experts page](#). Connect with them through LinkedIn or by attending our exclusive events.