

5 lessons in LinkedIn B2B creativity



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PARTNERS**

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Introduction

With hyper-targeting, rich audience insight and multiple channels of communication, LinkedIn is one of the most effective tools for connecting with your B2B audience. But data alone can't make a campaign work; the success of a campaign can live or die by its creative approach. So, how do you get that right?

As a [LinkedIn partner](#), we've tapped into research from LinkedIn's content marketing and creative strategy leads across EMEA and LATAM to see what content is connecting with audiences, and how you can finesse your creative to create more engaging, better performing activity.

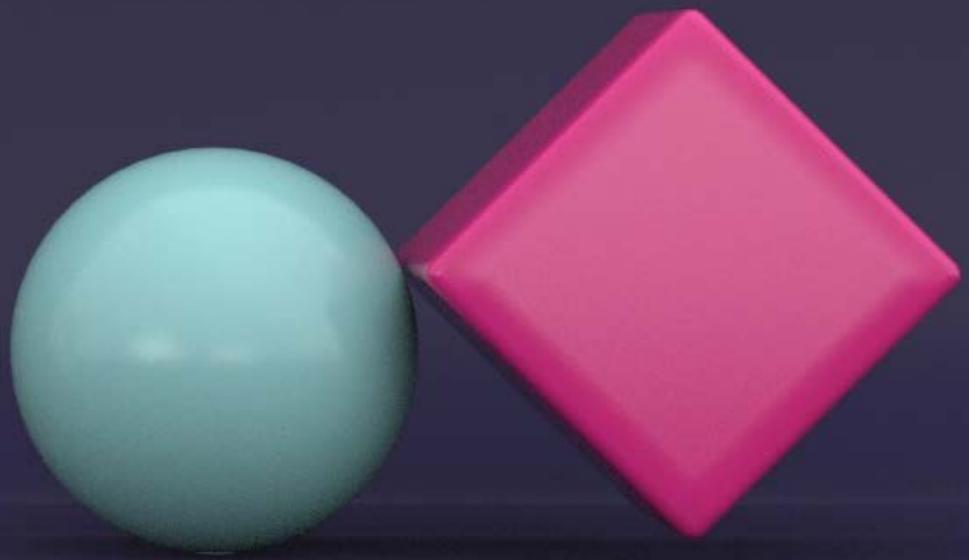
So, what are the key lessons for B2B businesses, and how can you apply them to your own campaigns?

The methodology

For the purpose of their study, LinkedIn's content and creative experts assessed masses of LinkedIn activity from organisations across multiple verticals from B2B and B2C – everything from luxury brands to tech to finance.

Their recommendations, insights and tips were based on a few different criteria (see table below). By assessing relevance, creative execution and performance, they were able to pick out consistencies within high-performing campaigns and top-class creative.

Audience	Content	Execution	Engagement
All posts were targeted to audiences throughout EMEA, LATAM or MENA - with an initial focus on UK, FR, ES, Brazil and MENA.	All posts featured are a mix of organic and sponsored content in the mentioned regions, in line with some of our content best practices.	Posts with: <ul style="list-style-type: none">• Brilliant creative execution to inspire.• Best practices applied.• Originality, daring, humour, emotion.	Posts earning a higher-than-benchmark engagement rate were considered and prioritised.



LESSON 1

Embrace emotional connection

We see B2B businesses make the assumption time and time again – the customer is at work, therefore they’re in a logical state of mind. But research has shown that’s simply not the case. None of us become less human when we fire up our emails and start the working day (apart from Jeff in accounts, of course).

So, when thinking creative, understand the logical reasons for your audience to purchase, of course, but drill down into the emotional drivers too.

Top Tips

- Use humour to connect.
- Speak your audience’s language.
- Tap into culture for local campaigns.
- Be relatable and real.
- Use strong verbs to encourage action: challenge yourself, reveal yourself, affirm yourself.

LESSON 2

The B2C-ification of B2B

While tapping into emotion is part of this B2C-ification from a copy standpoint, some of the best and most effective LinkedIn content the team has seen taps into the visual cues of B2C, too. Product pics or the front cover of a report has been done to death; to achieve cut through, B2B brands need to develop a distinctive visual style.

So, think creatively, and find an approach that is instantly noticeable and interesting to an audience overwhelmed with the same old same old. Or find an agency that can do it for you.

Top Tips

- Look outside your industry for inspiration.
- Remain true to your brand codes but play with the form and function.
- The design should reflect your key message – always.
- Simplicity is often most effective.
- Be creative with copy as well as imagery.



LESSON 3

Break the format

LinkedIn has a variety of post options, from the humble static ad through to Carousels and Conversation Ads. Within the limitations of each of these options, however, is a world of possibility. Great copy and engaging design are great, but too often these are produced in siloes – writers write, designers design, and out into the ether it goes.

Each of these formats offer an opportunity to be playful, however. Experiment.

Top Tips

- Carousel Ads can tell a story, become interactive, act as a comic book or a shop window.
- Video, animation, 3D gifs – moving images are always more engaging.
- LinkedIn now offers the user the ability to consume long-form content whilst in their feed, meaning audiences can read your reports or eBooks without downloading or leaving the app.
- You can create ‘interactive’ posts using the comments section.
- Be creative with copy as well as imagery.





LESSON 4

Cohesion is critical

For all the talk of being creative, pushing the boundaries of the formats or thinking more B2C – bolder and more distinctive – the best performing creatives on LinkedIn were those that were true to the overall brand. Defining a creative wrapper, a consistent look and feel and a clear brand position were all crucial in achieving cut through across LinkedIn.

That cohesion is directly linked with having a robust, easy to follow and clear content strategy that speaks to all comms channels. And the best performing content the LinkedIn team saw was instantly, consistently recognisable.

Top Tips

- Define and document your content strategy.
- Experiment visually, but ring-fence core brand codes and attributes.
- Approach video, animation, static and carousel posts through the same lens.
- Link visuals back to your overall positioning.
- Be careful with language and visual consistency.

LESSON 5

#RememberHashtags

For all the big creative lessons and insights pulled out from the LinkedIn content marketing experts, one of the biggest performance improvements can come from the simplest of changes – hashtags.

Brands still don't use hashtags wisely and widely. But they should. You should optimise every post to ensure they get in front of as many eyeballs as possible. The simple addition of a few well-chosen hashtags can help LinkedIn users discover your posts organically.

Top Tips

- Use a combination of brand, topic and campaign-related hashtags.
- Understand your audience and key messages.
- Be consistent, particularly with brand-related hashtags.
- Don't overdo it: we recommend using no more than three hashtags per post, and leverage both broad and niche hashtags to increase exposure.
- Make sure your hashtags are not distracting from, or conflicting with, any other CTA. For example, if the main goal of a post is to drive traffic to a website then adding hashtags could divert your audience's attention elsewhere.
- Experiment.

In summary

1

The strongest and more memorable messages often come from creating the right emotional connections. Don't be afraid to test original emotional content.

2

Brands can, and should, experiment more with a B2C style of brand communication.

3

Play with the format. With a little thought and strategy, LinkedIn posts can become a creative playground.

4

A cohesive content strategy is key, helping to drive consistency across your brand's written and visual language.

5

Brands still don't use hashtags wisely and widely. The trio of brand, topic and campaign-related hashtags should be embraced to generate earned user discovery.



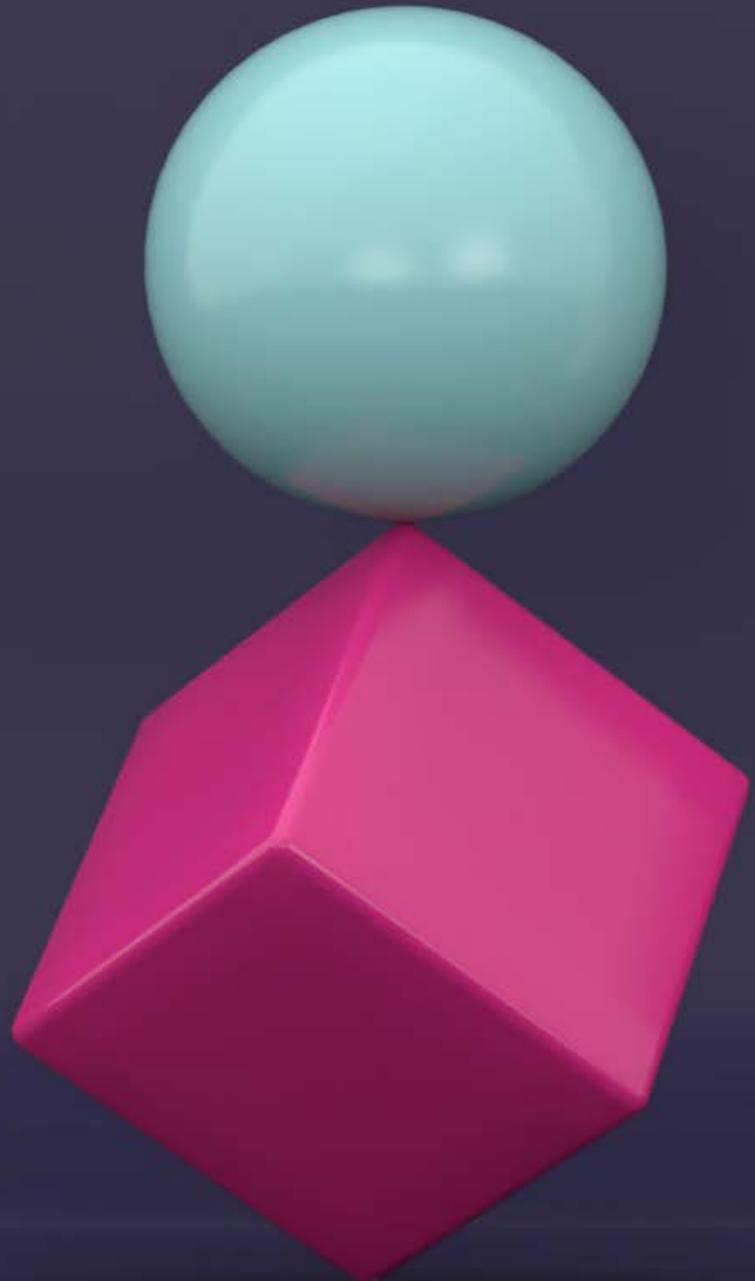
Conclusion

Let's be honest, no-one wants to see your ads. No-one's waiting to hear what you have to say about, well, anything. They might mean a lot to you, and you might spend days poring over the copy, or animation – version 6, 9, 12...Your audience doesn't care anywhere near as much as you do.

Don't be sad. This state of affairs isn't depressing, it's a call to arms. If you want to connect with your target audience, you need to make sure what you put in front of them is worth their while. Bland, 'me-too' messaging is not that. If you look, sound and feel like everyone else in your industry, why should they listen to you over your competition?

And why should they mentally tune into your ad over the estimated 6,000-10,000 other advertising messages they're being served every single day? Creativity is the antidote. Striking visuals, playful messages, experimentation, FUN(!) – cutting through is the name of the game. If you can harness your strategic positioning and direct it to your target audience in an interesting way, that's half the battle. Be bold, be brave and above all – be creative.

If you have any further questions, or would like to discuss any of the points that we've discussed please do contact us: transmissionagency.com/contact



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