



4 out of 5

LinkedIn users drive
business decisions

Source: Hootsuite

Marketers know that context is essential to content marketing. LinkedIn's platform allows you to reach business **decision makers** in an environment that makes sense.

50% lift

in brand awareness
with premium
publishers

Source: Branded Content Project

No matter the success you're seeing with your own content marketing, brands see **50% higher engagement** with their content when they partner with premium publishers.

Co-branded Posts

- Paid Post clicks through to advertiser supplied branded content edited by Studio 1847.
- Ad copy, headline copy and teaser text written by Studio 1847 team
- Image selected by Studio 1847 or provided by advertiser.
- Ads run as "dark" posts for 1-4 weeks, based on campaign goals.
- Choice of targeting criteria from LinkedIn's 200+ profile attributes

Investment: \$5,500





The B2B buyer journey is increasingly long and self-guided. First party data, especially data supplied to businesses with intent, is now vital to converting new customers.

Partnering with a premium publisher to generate leads can also reduce your cost per lead and make your media spend with Chicago Tribune attributable to revenue.

90%

Of B2B marketers
Say they reduced
cost per lead using
LinkedIn forms.

Source: Foundationinc.co

Co-branded Posts

- Paid Post clicks through to lead gen form
- Up to 4 data fields, one marketing question and one opt-in checkbox
- Ad copy, headline copy and teaser text written by Studio 1847 team
- Image selected by Studio 1847 or provided by advertiser.
- Ads run as “dark” posts for 1-4 weeks, based on campaign goals.
- Choice of targeting criteria from LinkedIn’s 200+ profile attributes
- Post-submission drives to client supplied branded content article edited by Studio 1847 and hosted on ChicagoTribune.com

Investment: \$7,000