

EQUIP CONSULTING AUST.

THE LINKEDIN SALES MACHINE

'Helping SME's Globally To Gain Consistently High Sales'

www.EquipConsulting.com.au

THE STATS:

1. **Total Number Of Users = 590 Million**
2. **Total Monthly Active Users = 260 Million**
3. **Total Number Of Decision Makers = 101 Million**
4. **LinkedIn is the #1 channel B2B marketers use to distribute content at 94%.**
5. **Of 500 million users, just 3 million users share content weekly.**
6. **LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.**
7. **91% of marketing executives list LinkedIn as the top place to find quality content.**
8. **Only 1 million users have published an article on LinkedIn.**
9. **Microsoft paid \$26.2 Billion for LinkedIn in 2016**

THE STATS:

1. LinkedIn profiles with professional headshots get [14 times more profile views.](#)
2. About **45%** of LinkedIn article readers are in upper-level positions (managers, VPs, Directors, C-level).
3. **How-to & list posts** perform the best on LinkedIn.
4. Posts split into **5, 7, or 9 headings** perform the best.
5. Articles with titles between **40-49 characters** perform the best on LinkedIn.
6. **Articles without video** perform better than those with video.
7. **80% of B2B leads** come from LinkedIn vs. **13%** on Twitter & **7%** on Facebook.
8. **Long-form content** gets the most shares on LinkedIn (**1900 to 2100 words**)
9. LinkedIn SlideShare now has **70 million** monthly active users.