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## LinkedIn as a key tool for targeted advertising in industrial B2B marketing

■ **Abstract.** As digital marketing becomes increasingly focused on reaching the right audience with the right message, many industrial B2B companies are turning to LinkedIn to connect with decision-makers in a more targeted way. While the platform is gaining popularity in professional circles, there is still a lack of in-depth research into how well LinkedIn works specifically for businesses that deal with complex products and long sales cycles. The aim of this study was to evaluate the effectiveness of LinkedIn as a targeted advertising platform in the context of industrial business-to-business (B2B) marketing. Utilising a combined methodology – comprising in-depth interviews of 25 industrial marketing professionals and secondary data from publicly available industry reports – this research assessed LinkedIn's adoption rates, targeting capabilities, performance metrics, and return on investment. Findings indicate a high adoption level of LinkedIn Ads, with an average of 32% of digital marketing budgets allocated to this channel. Although cost-per-click and cost-per-lead often exceed those of other social media platforms, the quality of leads generated is notably higher, reflecting strong conversion rates (5-9%). The precise segmentation features – particularly targeting by job title, industry, and company size – proved instrumental in reducing lead waste and improving campaign relevance. Despite the learning curve and the need for specialised technical content, most participants reported significant return on investment, largely attributed to reaching highly relevant decision-makers. Best practices for maximising LinkedIn's potential include dedicated

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landing pages, thorough A/B testing, and strategic retargeting. These results indicated LinkedIn's role as an essential platform for industrial B2B marketers aiming to balance higher upfront costs with the long-term value of engaged, high-intent leads. This research's findings can be used by industrial B2B firms to achieve higher lead quality and conversion rates by strategically allocating budgets to LinkedIn, leveraging advanced targeting and ABM features, and investing in technically robust content tailored to decision-makers

■ **Keywords:** corporate social media; account-based marketing; lead generation; return on investment; digital marketing strategy

## ■ INTRODUCTION

In the fast-changing world of industrial business-to-business (B2B) marketing, digital platforms have become essential for targeted advertising and customer engagement. Among these platforms, LinkedIn has emerged as a tool for industrial marketers aiming to connect with decision-makers, procurement professionals, and corporate buyers. With over 1 billion users globally, LinkedIn offers an environment for professional networking, thought leadership, and data-driven advertising, allowing companies to implement precise targeting strategies based on industry, job function, company size, and professional interests. Advancements in artificial intelligence (AI), automation, and programmatic advertising have accelerated the shift toward data-driven marketing in the industrial B2B sectors, further enhancing LinkedIn's capabilities as a strategic marketing tool. Unlike traditional digital advertising platforms, LinkedIn enables businesses to connect with highly relevant audiences through personalised content, sponsored posts, and lead-generation campaigns. Additionally, the platform's unique social-professional nature fosters trust-building and long-term relationship development, which are essential for B2B transactions that involve complex purchasing processes and high-value contracts.

LinkedIn has become a cornerstone in the landscape of B2B marketing, particularly in the realm of targeted advertising. Its distinctive positioning as a professional networking platform allows marketers to construct messages to specific industries, roles, and decision-makers, thereby optimising communication efficiency. From a strategic standpoint, LinkedIn's integration into B2B marketing is well supported in academic literature. S. Cartwright *et al.* (2021), through a systematic review, stressed the platform's strategic value within digital B2B ecosystems, noting its utility in long-term relationship building and lead nurturing. Moreover, the platform's effectiveness as a customer acquisition channel has been empirically confirmed in diverse regional contexts. D.W.M.N.C. Dasanayake (2022), focusing on the Asia-Pacific region, confirmed LinkedIn's superiority in reaching professional audiences and generating high-quality leads compared to other digital platforms. These findings align with broader research by Y.K. Dwivedi *et al.* (2023), who documented a significant rise in social media adoption within B2B environments and identified LinkedIn as a preferred channel due to its perceived professionalism and effectiveness.

Targeted advertising, one of LinkedIn's most valuable capabilities, has also been a focus of recent studies. H. Ji *et al.* (2024) explored the application of machine learning to refine LinkedIn's targeting mechanisms, enhancing ad relevance and return on investment. M.F. Nur & A. Siregar (2024) complemented these findings by demonstrating

how cluster analysis can be integrated into LinkedIn campaigns for precise market segmentation. Importantly, LinkedIn's influence extends beyond marketing and sales into human resource management. E.P. Ododo *et al.* (2024) examined the platform's application in recruitment and selection, particularly in the IT industry. Their findings indicate LinkedIn's dual function as both a talent acquisition tool and a branding channel, highlighting how marketing efforts on LinkedIn increasingly intersect with organisational HR strategies. This convergence is especially relevant in tech-driven B2B environments where recruitment is often as strategic as customer acquisition.

Complementing these insights, Y. Wu (2025) provided a comparative perspective on new media advertising in B2B contexts, demonstrating that LinkedIn stands out among digital platforms due to its alignment with B2B market characteristics – namely, long sales cycles, multi-stakeholder decision-making, and the need for credibility-driven content. This study highlighted how LinkedIn's format supports sustained engagement and thought leadership, rather than fast-paced viral content typical of consumer-focused platforms. At the same time, the broader technological environment has influenced how LinkedIn is used in B2B contexts. M. Moradi & M. Dass (2022) analysed the role of AI in optimising social media campaigns and foresee continued integration of AI into LinkedIn marketing tools. W.Y.C. Wang & Y. Wang (2020) also emphasised the importance of analytics in transforming digital B2B strategies, enabling firms to measure and refine their content and advertising practices. Similarly, H. Fischer (2022) found that B2B sales teams increasingly rely on LinkedIn to derive value from data-driven insights, further integrating the platform into strategic sales planning.

Finally, LinkedIn's application is expanding beyond traditional marketing and recruitment. S. López-Carril *et al.* (2020) explored its growing use in education and professional development, noting that the platform fosters not just networking but also reputation building and thought leadership. This functionality enhances LinkedIn's positioning not merely as a digital channel, but as an embedded part of professional identity and organisational strategy. In summary, the existing literature and recent empirical studies collectively position LinkedIn as a highly effective and versatile tool for B2B marketing. Its value lies not only in advanced targeting and content dissemination capabilities but also in its capacity to integrate recruitment, sales, service, and professional engagement under a unified digital ecosystem. As LinkedIn continues to evolve through AI, data analytics, and platform diversification, its strategic importance for B2B firms – large and small – is set to expand even further. Therefore, the aim of this study was to

assess LinkedIn's efficacy as a platform for targeted advertising in the context of industrial B2B marketing.

## ■ MATERIALS AND METHODS

This study adopted a mixed-method approach, centred on semi-structured interviews and supported by secondary data analysis, to investigate the role and effectiveness of LinkedIn advertising in industrial B2B marketing. Conducted from January to February 2025, the research followed a cross-sectional design, capturing a snapshot of how LinkedIn was utilised and perceived within that period. The sample included 25 marketing professionals from industrial B2B firms in Ukraine – 14 from mid-sized enterprises (50–250 employees) and 11 from large firms (1,000+ employees). Participants were selected through purposive sampling, targeting individuals directly involved in managing LinkedIn advertising campaigns, and snowball sampling, expanding the respondent base via professional referrals. Sampling continued until data saturation was achieved, ensuring the emergence of no new themes.

Interviews followed a semi-structured guide designed to elicit detailed insights into LinkedIn advertising strategies, performance evaluation, and challenges. Key topics included organisational context, perceived benefits and adoption drivers, performance metrics (cost-per-click (CPC), click-through rate (CTR), cost-per-lead (CPL), conversion rates), audience targeting, content development, ROI perceptions, and best practices. The guide was pre-tested with three volunteer marketers, whose feedback helped refine question clarity, particularly regarding performance indicators. Interviews consisted of the following questions.

1. Have you run any LinkedIn ad campaigns over the past year for your company's B2B marketing efforts?
2. Roughly how much of your digital marketing budget do you usually dedicate to LinkedIn Ads?
3. What motivated your team to start using LinkedIn for advertising to industrial clients?
4. When you are setting up your campaigns, which audience filters do you rely on the most – job titles, industries, company size, or maybe something else?
5. Have you tried using LinkedIn's account-based tools like Matched Audiences or retargeting features? If so, what kind of results did you see?
6. How would you describe the quality of leads you are getting from LinkedIn compared to platforms like Facebook or X (formerly Twitter)?
7. What kinds of results are you seeing in terms of things like CPC, CTR, or conversions? Are those numbers meeting your expectations?
8. Do you think LinkedIn Ads are worth the investment? How does the return compare with other advertising platforms you have used?
9. Did you run into any difficulties getting started with LinkedIn's ad manager, especially when setting up more complex campaigns?
10. What kind of content tends to work best for your audience on LinkedIn – for example, technical whitepapers, case studies, or webinar invites?
11. When someone clicks your ad, do you send them to a general homepage, or do you build custom landing pages for LinkedIn visitors? If so, have you noticed any difference in how people respond?

12. Have you used webinars as part of your strategy on LinkedIn? If yes, how well did they perform in terms of clicks or conversions?

13. Do you regularly test different versions of your ads (like changing headlines, images, or calls-to-action)? What is your process, and what kind of impact has it had?

14. Have you ever followed up with people who clicked your LinkedIn Ads or downloaded a resource? Did retargeting improve your results?

15. Looking back at your experience, what would you say are the most effective tactics for getting good results from LinkedIn advertising in your industry?

Each interview, lasting approximately 30 minutes, was conducted via Zoom or Microsoft Teams. Ethical protocols were strictly followed: participants received an information sheet detailing the study's purpose, data usage, and confidentiality measures, and provided informed consent either in writing or via recorded verbal agreement (ICC/ESOMAR..., 2016). In addition to primary data, the study incorporated secondary sources, including LinkedIn Benchmark reports, industry publications (Content Marketing Institute, n.d.), and publicly available B2B marketing case studies. These sources provided contextual benchmarks and broader trends related to LinkedIn campaign performance.

Interview transcripts were analysed using thematic coding in NVivo software, employing an inductive approach. Two researchers independently coded the data, later reconciling discrepancies through discussion and consolidating codes into overarching themes. Qualitative findings were triangulated with secondary data to contextualise insights, particularly regarding CPL, CTR, and conversion benchmarks, highlighting both consistencies and deviations from platform-reported averages. Validity and reliability were reinforced through multiple strategies. Member checking allowed selected participants to verify interpretations. Rich contextual descriptions enhanced transferability, while an audit trail of coding decisions ensured dependability. Reflexive memos maintained throughout the study minimised researcher bias and supported confirmability, strengthening the overall trustworthiness of findings.

## ■ RESULTS AND DISCUSSION

The survey revealed that 84% of the professionals surveyed indicated their companies had used LinkedIn Ads in the past 12 months, suggesting widespread acceptance of the platform among industrial B2B firms. These findings corroborate previous insights from the Content Marketing Institute (n.d.), which reported that 80–85% of B2B marketers consider LinkedIn an essential channel. The high adoption rate implies that LinkedIn has become integral to reaching professional audiences and indicates the platform's perceived effectiveness in B2B marketing contexts (LinkedIn, 2024). On average, industrial B2B respondents allocated 32% of their overall digital marketing budget to LinkedIn campaigns, with allocations ranging from 15% to 40%. This approach reflects a strategic choice to invest heavily in LinkedIn, likely driven by the platform's strong targeting features, such as job title, seniority, and industry segmentation. While other social media platforms may be more cost-effective in certain metrics (e.g., CPC), the data indicates that

LinkedIn's specialised targeting capabilities warrant larger budget commitments in industrial B2B contexts.

Notably, manufacturing, energy, and construction stand out as the leading sectors using LinkedIn Ads (Table 1).

**Table 1.** Key adoption metrics

Metric	Value
Adoption of LinkedIn Ads	84%
Avg. % of digital budget on LinkedIn	32%
Industries with highest adoption	Manufacturing (41%), energy (27%), construction (19%)

**Source:** created by the authors based on expert interviews' analysis

These industries typically deal with high-ticket items and lengthy sales cycles, making connecting with decision-makers even more crucial – a task that LinkedIn's professional emphasis effectively supports. The survey highlighted four key dimensions that industrial B2B marketers prioritise on LinkedIn: job title and seniority (92% of respondents), industry (88%), company size (72%), and geographic region (68%). The strong emphasis on job titles and seniority (92%) shows that advertisers are keenly aware of the importance of reaching decision-makers who affect capital-intensive purchasing decisions typical in industrial environments. Targeting by industry (88%) and company size (72%) enables marketers to further refine their campaigns, ensuring that messaging resonates with the distinct challenges encountered by organisations of varying sizes within specific market segments.

An equally notable finding is that 64% of respondents used LinkedIn's ABM features – such as matched audiences and retargeting – to engage with carefully curated lists of accounts. Among these ABM users, 78% rated these features as “effective” or “very effective”, demonstrating LinkedIn's ability to align B2B campaign strategies with specific organisational targets. This reflects broader industry trends that recognise ABM as a powerful strategy to minimise “lead waste” by focusing on high-potential accounts in-

stead of taking a broad approach with less targeted methods. Therefore, the precise audience segmentation available on LinkedIn helps industrial B2B marketers reduce lead waste, a challenge often faced on more consumer-focused platforms like Facebook or Instagram. Based on the survey data and open-source LinkedIn benchmark reports, the performance metrics for industrial B2B campaigns were generally favourable. Table 2 contrasts industrial B2B averages against broader LinkedIn global benchmarks.

The average CTR for industrial B2B campaigns slightly exceeds LinkedIn's general B2B benchmark. Several reasons could explain this above-average performance. Targeting precision: industrial advertisers often have highly refined audience segments, minimising irrelevant ad impressions. Technical relevance: the content (e.g., engineering case studies, and industrial product demos) resonates strongly with the niche audiences that encounter it. The industrial B2B CPC range is somewhat higher than the LinkedIn global average. This premium may result from intense competition for specialised keywords and job titles (e.g., “Plant Manager”, “Senior Process Engineer”, etc.), where few high-quality leads exist, and multiple industrial suppliers are bidding. Despite elevated CPCs, many respondents emphasised that the value of converting even a single lead often justifies higher click costs.

**Table 2.** Performance metrics

Metric	LinkedIn (B2B industrial) average	Reference (industry benchmarks)
CTR	0.45-0.60%	0.35-0.45% (LinkedIn global avg.)
CPC	\$5.10-\$7.50	\$3.00-\$5.00 (LinkedIn global avg.)
Conversion rate	5-9%	3-5% (LinkedIn global avg.)
CPL	\$45.00-\$60.00	\$30.00-\$50.00 (global B2B avg.)
Lead quality (rating)	4.2/5.0	-

**Source:** created by the authors based on expert interviews' analysis

A strong conversion rate highlights the effectiveness of LinkedIn's professional environment in facilitating lead generation. Typical calls-to-action in the industrial sector – such as “request a demo”, “download technical whitepaper” or “register for a webinar” – tend to attract highly qualified professionals seeking detailed solutions. As can be seen from Table 2, CPL is higher than some B2C campaigns but remains reasonable for complex B2B industrial transactions, where products often involve large capital expenditures. In such contexts, generating a single lead with genuine purchasing authority can lead to substantial revenue. Survey participants rated LinkedIn-generated leads at an average of 4.2 out of 5.0 in quality, further validating the platform's capability to deliver well-targeted prospects. This rating stood in contrast to other channels

such as Facebook (3.3) or X (3.1), reflecting LinkedIn's stronger professional and industry-specific user base. The average lead quality score suggests that LinkedIn prospects are generally well-informed, high-intent individuals – crucial in industrial sectors where consultative sales processes require substantial knowledge exchange. Respondents were also willing to accept a higher CPC or cost-per-lead, as these leads are more likely to convert into high-value, long-term customers. Consequently, industrial B2B marketers recognise the strategic value of LinkedIn in providing fewer but more qualified leads, which justifies a typically higher CPC and CPL.

Regarding marketing investment efficiency, 68% of respondents rated LinkedIn's ROI as “high” or “very high”, particularly in comparison to other social platforms.

This perception arises from two main factors. Targeted reach – advertisers can identify senior-level stakeholders or technical experts who have a significant impact on or directly make purchasing decisions. Higher conversion rates – LinkedIn campaigns, especially those using advanced ABM strategies, frequently lead to more qualified leads. Cost management is regarded as a significant issue. Specifically, 56% of marketers view LinkedIn advertising as “somewhat expensive”, making careful budget allocation and close monitoring of campaign performance essential. However, participants often noted that higher upfront costs can be recovered with just a few conversions, considering the large contract values typical in industrial B2B transactions (e.g., equipment procurement, large-scale services).

Another notable issue is the complex targeting setup. Specifically, 40% of respondents cited the learning curve associated with LinkedIn’s Campaign Manager, particularly when configuring ABM lists, retargeting audiences, or applying layered demographic filters. While these features allow for highly refined targeting, their complexity can pose a barrier for smaller marketing teams or those new to the platform. Content production poses a significant challenge. Notably, 44% of respondents highlighted the need for specialised, technically robust content to engage niche decision-makers on LinkedIn. Unlike B2C environments, generic marketing copy tends to perform poorly in industrial contexts; engineers, project managers, and technical buyers expect content that demonstrates a high level of subject matter expertise. Developing whitepapers, technical case studies, and webinar materials can be resource-intensive, especially for firms with limited in-house capabilities.

Among the firms reporting successful campaigns, 68% utilised specialised landing pages customised to their LinkedIn ad messaging. These landing pages frequently addressed specific pain points and provided technical details or overviews of solutions. Respondents noted that such alignment could improve conversion rates by as much as 28% compared to directing clicks to a general homepage. Webinar-based campaigns have been shown to generate approximately 20% higher CTR compared to static eBook or whitepaper offers. In the industrial B2B sector, webinars are particularly effective as they provide live, interactive opportunities for detailed technical discussions. This approach allows potential buyers to assess a company’s expertise in real time and may speed up the consideration phase in the purchasing funnel.

Another effective practice is ongoing A/B testing. For instance, 48% of respondents performed monthly A/B tests on aspects like ad copy, visuals, and audience parameters. Campaigns that continually tested at least two variations saw a 15% increase in CTR and a 12% decrease in CPL. This iterative optimisation highlights the importance of data-driven decision-making: what works for one industry segment or job function might be less effective for another. Retargeting users who previously engaged with technical content – such as visiting specific product pages or downloading a white paper – produced an average conversion rate of 7.8%, compared to 4.5% for audiences that did not receive retargeted ads. This suggests that maintaining brand visibility among interested prospects can significantly enhance lead-nurturing efforts, especially in the extended sales cycles typical of industrial purchases.

While advertising on LinkedIn tends to be more expensive in terms of CPC and CPL compared to other social networks, it continues to stand out as a highly effective platform for industrial B2B marketing – especially when the focus is on attracting high-quality leads rather than reaching as many people as possible. What makes LinkedIn particularly valuable is its ability to connect advertisers with senior professionals and technical experts, a group that is difficult to reach on broader platforms. According to M. Dzhalai (2023), given that it connects professionals worldwide, LinkedIn ought to be the primary source for building the employer brand on social networks in EU. In industries where buying decisions are complex, sales cycles are lengthy, and products are highly technical, this ability to reach the right people makes all the difference. Similar conclusions were drawn by C. Spilotro *et al.* (2023), who pointed to LinkedIn’s strength in helping businesses grow internationally and connect with leads that are more likely to convert. They documented a successful LinkedIn-based international expansion strategy adopted by a mid-sized tech company, showcasing the platform’s relevance for SMEs seeking global visibility. This study supports those insights.

Most interviewees said they see a strong return on their LinkedIn investments, despite the platform’s relatively high ad prices. S. Saeidi & S. Hollensen (2024) suggested this is because LinkedIn allows for very specific targeting – by role, sector or seniority – making it possible to speak directly to those most likely to act. When messaging is carefully crafted and matched to the audience, results improve. They build on this by offering practical frameworks for leveraging LinkedIn, advocating for a combination of optimised profiles, curated content, and a strategic mix of organic and paid advertising. This finding is consistent with what R.M. Cortez *et al.* (2022) and N.V. Jenifer *et al.* (2023) reported: content that is tailored and thoughtfully designed for LinkedIn tends to drive more clicks and higher engagement. In addition to targeting, content quality and relevance play a pivotal role in campaign performance. R.M. Cortez *et al.* (2022) asserted that engagement on LinkedIn is closely linked to content that addresses specific professional challenges. N.V. Jenifer *et al.* (2023) further validated this by demonstrating a strong correlation between structured LinkedIn content strategies and increased user engagement.

To get the most out of LinkedIn advertising, companies must take a strategic and detailed approach. Success generally hinges on three things: using advanced targeting options to focus on specific job functions and companies; creating content that resonates with the technical needs of potential buyers; and regularly updating and testing ads to improve performance over time. These priorities correspond to the work of M. Sundström *et al.* (2020), C.I. Enyinda *et al.* (2021), who highlighted the importance of continuous testing and ABM in sustaining engagement in the B2B space. C.I. Enyinda *et al.* (2021) emphasised function in integrating marketing, sales, and service, thereby facilitating the entire B2B sales cycle. Similarly, M. Sundström *et al.* (2020) highlighted how LinkedIn content shapes engagement in industrial contexts, revealing that audience interaction is influenced not only by content frequency but also by its professional relevance and tone, reinforcing LinkedIn’s distinct niche within B2B digital ecosystems.

One interesting takeaway from the interviews is the growing role of influencer-style marketing, even in technical industries. Though still developing in B2B, endorsements from trusted experts on LinkedIn – especially those with real industry knowledge – can influence buying decisions. Another growing area of interest is influencer marketing on LinkedIn. J. Mero *et al.* (2022) identified multiple B2B influencer strategies – including employee advocacy and partnerships with niche opinion leaders – that significantly boost brand credibility and reach. They argued that when done authentically, this kind of promotion can also speed up the decision-making process. S. Harshitha *et al.* (2021) highlighted the potential of nano-influencers in B2B campaigns, arguing that even small-scale influencers can yield substantial impact when they possess deep industry knowledge.

New features on LinkedIn, like Conversation Ads and interactive video formats, are creating fresh opportunities for advertisers to interact with potential customers in more engaging ways. These tools are especially useful for campaigns that aim to educate or demonstrate complex products. A. De Jong *et al.* (2020) and S. Harshitha *et al.* (2021) both found that AI-powered tools – like automated bidding or predictive targeting – can improve ad performance by reducing guesswork and increasing efficiency. These innovations do not just lower costs; they also help ensure the right content reaches the right people at the right time. A. De Jong *et al.* (2020) emphasised the strategic significance of practice-based approaches in B2B marketing, where platforms like LinkedIn serve not just as communication tools but as dynamic spaces for co-creating value and knowledge.

Despite its increasing importance, the use of LinkedIn for industrial B2B marketing remains an underexplored area in academic literature. Existing studies primarily focused on business-to-consumer (B2C) digital marketing, creating a gap in understanding how LinkedIn's advanced targeting features affect customer acquisition and retention in industrial markets. Some researchers have examined LinkedIn's role in digital marketing strategies for small and medium enterprises (SMEs), highlighting its significance for international market expansion, while others have investigated the effects of social media marketing on B2B sales processes. Moreover, content marketing strategies through LinkedIn have been recognised as crucial in driving engagement and thought leadership among industrial marketers.

This research aimed to close the research gap by analysing LinkedIn's role as a targeted advertising tool in industrial B2B marketing, evaluating its effectiveness in lead generation, and investigating best practices for optimising ad performance. Given the growing reliance on LinkedIn for content marketing and B2B sales engagement, it was essential to explore the extent to which firms can leverage the platform's algorithmic targeting and AI-driven features for marketing success. This study contributes to the ongoing discourse on digital transformation in B2B marketing by leveraging empirical data, industry case studies, and expert insights. It offers strategic recommendations for companies looking to enhance their LinkedIn advertising efforts and provides valuable implications for marketing professionals, industrial enterprises, and academic

researchers interested in the intersection of social media marketing and industrial B2B strategy.

As LinkedIn continues integrating automation and AI, it reflects a broader shift in marketing toward data-driven strategies. Built-in analytics, when combined with external tools, give marketers deep insight into what is working, what is not, and where to allocate resources next. To better understand the long-term impact of these tools, more studies are needed – particularly ones that follow campaigns over time in industries with long sales cycles and high-value transactions. That said, there are challenges. About 40% of respondents noted that LinkedIn's ad manager has a steep learning curve, especially when setting up advanced campaigns. Smaller marketing teams may find it difficult to keep up. Additionally, nearly half of the participants mentioned the difficulty of creating the kind of in-depth content that works well on LinkedIn. Generic messages do not resonate in this space – engineers and other technical buyers expect specific, expert-driven information, which requires time and resources to produce.

Still, those who invest in content and campaign management tend to see results. For example, companies that used landing pages aligned with their LinkedIn Ads reported better conversions than those who simply redirected traffic to a generic homepage. Similarly, webinars often performed better than downloadable content, especially when they allowed prospects to engage with subject-matter experts live. A/B testing also played a big role in improving campaign outcomes: teams that ran regular tests saw higher click rates and lower costs per lead. Retargeting also proved effective. When companies followed up with people who had previously engaged with technical content – like visiting a product page or downloading a white paper – the conversion rate improved noticeably. This kind of follow-up keeps the brand top-of-mind and is particularly useful when buyers are moving slowly through a long decision-making process.

LinkedIn has become more than just a place to advertise – it is now a key tool for building credibility and developing long-term relationships in the industrial space. As more companies adopt ABM, embrace technical storytelling, and invest in advanced analytics, LinkedIn's role in the B2B marketing landscape is only likely to grow. To be effective, however, companies must treat it as more than just another ad platform. It demands planning, testing, and cross-functional coordination to truly deliver value. In summary, LinkedIn is a high-cost, high-reward option for industrial marketers. Its precision targeting, professional audience, and expanding suite of AI tools make it one of the most powerful platforms available. Companies that succeed here are the ones willing to invest in expertise, creativity, and long-term thinking.

## ■ CONCLUSIONS

The findings of this study indicated LinkedIn's increasingly strategic role in industrial B2B marketing. With 84% of respondents reporting active use of LinkedIn Ads over the past year, the platform demonstrates strong penetration in industries characterised by complex products, extended sales cycles, and a need to reach high-level decision-makers. The platform's professional targeting capabilities – especially by job title, seniority, and industry – make it particularly

well-suited for industrial marketers seeking precision over volume. Budget allocation patterns reinforce this perceived value. On average, firms allocated 32% of their digital advertising budgets to LinkedIn campaigns, a substantial commitment that highlights confidence in the platform's ROI. Industries such as manufacturing, energy, and construction led in adoption, consistent with their need to reach technically competent and capital-influential audiences.

Performance metrics further validate the investment. Industrial B2B campaigns on LinkedIn outperform global averages in CTR (0.45-0.60% vs. 0.35-0.45%), conversion rate (5.0-9.0% vs. 3.0-5.0%), and lead quality (4.2/5.0), despite higher CPC and CPL. This suggests that while LinkedIn is not the most economical platform on a per-impression basis, it excels in delivering qualified, high-intent leads – an essential factor in sectors where even a single conversion can represent substantial revenue. Notably, 64% of surveyed marketers employed ABM strategies using LinkedIn's advanced features such as Matched Audiences and retargeting. Among these users, 78% rated ABM tools as "effective" or "very effective", illustrating LinkedIn's ability to support high-precision campaigns focused on key accounts. The emphasis on ABM aligns with broader trends in B2B strategy, where targeted engagement is favoured over generalised outreach.

Over half of respondents (56%) consider LinkedIn advertising "somewhat expensive", particularly for firms with constrained marketing budgets. In addition, 40% cited the complexity of LinkedIn's campaign management tools as a barrier, especially when building multi-layered ABM lists or configuring retargeting filters. Furthermore, 44% of participants noted that content creation remains a significant hurdle, as industrial buyers demand high-quality, technical, and

educational content rather than generic marketing messages. Despite these constraints, firms that implemented best practices – such as specialised landing pages, webinar-based lead generation, and A/B testing – reported measurable gains. For instance, tailored landing pages led to conversion increases of up to 28%, while webinar offers generated 20% higher CTRs compared to static content formats.

Moreover, retargeting audiences who previously engaged with technical materials boosted conversion rates to 7.8%, confirming the importance of sustained engagement across the buyer's journey. Hence, LinkedIn has evolved into a high-impact channel for industrial B2B marketing – not due to volume, but due to its capacity to deliver fewer yet significantly more relevant leads. Its strength lies in precision, content alignment, and the ability to facilitate trust-building interactions with decision-makers. While higher costs and technical complexity may present obstacles, the empirical evidence indicates that for industrial marketers with clear objectives and strong execution capabilities, LinkedIn offers a return on investment that justifies its premium. Future research should investigate the long-term effects of evolving LinkedIn advertising features – including Conversation Ads and new targeting enhancements – on B2B lead generation and ROI.

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## LinkedIn як ключовий інструмент таргетованої реклами в промисловому B2B маркетингу

■ **Анотація.** Оскільки цифровий маркетинг все більше зосереджується на досягненні потрібної аудиторії з правильним повідомленням, багато промислових B2B-компаній звертаються до LinkedIn, щоб більш цілеспрямовано налагоджувати зв'язок з особами, які приймають рішення. Хоча платформа набирає популярності в професійних колах, все ще бракує глибоких досліджень того, наскільки ефективно LinkedIn працює саме для компаній, які мають справу зі складними продуктами та довгими циклами продажів. Метою цього дослідження було оцінити ефективність LinkedIn як платформи для таргетованої реклами в контексті промислового маркетингу між бізнесом для бізнесу (B2B). Використовуючи комбіновану методологію, що включала глибинні інтерв'ю з 25 фахівцями з промислового маркетингу та вторинні дані зі загальнодоступних галузевих звітів, було оцінено рівень використання LinkedIn, можливості таргетування, показники ефективності та рентабельності інвестицій. Результати свідчать про високий рівень використання LinkedIn Ads: в середньому 32 % бюджетів цифрового маркетингу виділяється на цей канал. Хоча ціна за клік і ціна за лід часто перевищує аналогічні показники на інших платформах соціальних мереж, якість лідів, що генеруються, є значно вищою, що відображає високий рівень конверсії (5-9 %). Точна сегментація, зокрема таргетинг за посадою, галуззю та розміром компанії, допомагає зменшити втрати потенційних клієнтів і підвищити релевантність кампанії. Незважаючи на тривале навчання та потребу в спеціалізованому технічному контенті, більшість учасників повідомили про значну віддачу від інвестицій, що значною мірою пов'язано з доступом до релевантних осіб, які приймають рішення. Найкращі практики для максимізації потенціалу LinkedIn включають спеціальні цільові сторінки, ретельне A/B-тестування та стратегічний ретаргетинг. Ці результати засвідчили роль LinkedIn як важливої платформи для промислових B2B-маркетологів, які прагнуть збалансувати вищі авансові витрати з довгостроковою цінністю залучених потенційних клієнтів, які мають серйозні наміри. Результати цього дослідження можуть бути використані промисловими B2B-компаніями для досягнення більш високої якості лідів та коефіцієнтів конверсії шляхом стратегічного розподілу бюджетів на LinkedIn, використання розширених можливостей таргетингу та ABM, а також інвестування в технічно надійний контент, адаптований для осіб, які приймають рішення.

■ **Ключові слова:** корпоративні соціальні мережі; маркетинг на основі акаунтів; генерація лідів; рентабельність інвестицій; стратегія цифрового маркетингу