

B2B Succes med LinkedIn

Mikala
LinkedIn B2B marketing
og ads ekspert, +9 år



Strategisk fokus 2026 Thought Leadership (Ads)

- **Hvad & hvorfor**
- **Indtjenings-potentialet**
- **Content Playbook – 6 steps**
- **Strategi & Framework**
- **Investering**
- **Ad Tip**



Mikala

9 years specialized experience as LinkedIn Marketing Solution Expert

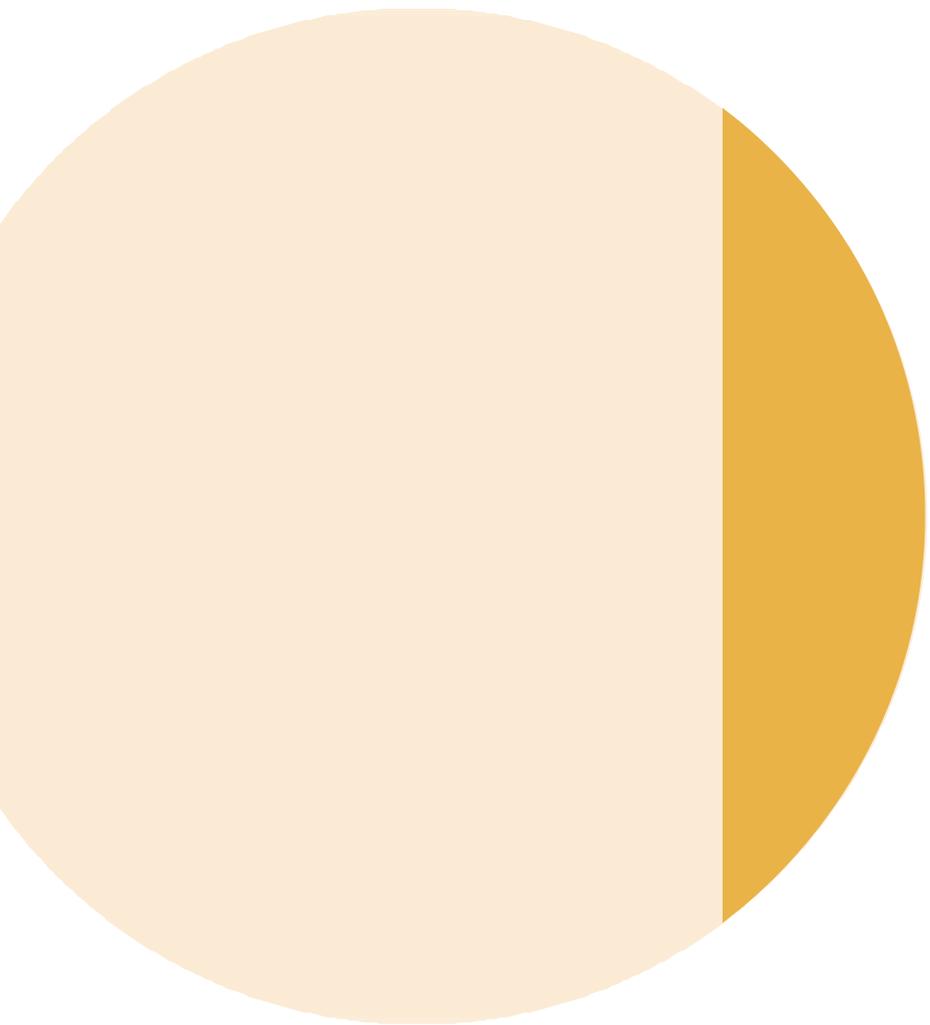
- 6 year managing the official Danish LinkedIn Marketing Solution Partner office by Ad Colony, Copenhagen
- 3 years as independent advisor at [marketinginmind.social](https://www.marketinginmind.social) – a LinkedIn only specialized marketing ad agency

My professional focus:

Guide clients in planning and optimizing their LinkedIn strategy, tactics and campaign management, by understanding each client's specific goals, industry, markets & challenges and combining each client's specific situation with my strong specialized & deep LinkedIn marketing knowledge to best leverage the LinkedIn Platform to be a successful marketing channel for each individual client.

LinkedIn Specialties: strategy, targeting, content creation, thought leadership ads & thought leadership programs, campaign management & optimization

Public speaker 2025 at [Linked Summit - Konferencen om LinkedIn](#)



Hvad & Hvorfor Thought Leadership?

Hvad er Thought Leadership - reelt?

Definition:

En content markedsførings metode, der opbygger et brands autoritet og ekspertise

Medarbejder Thought Leadership - content:

En content markedsførings metode med personligt professionelt afsæt, der opbygger autoritet via jeres ansattes unikke ekspert viden – forstår jeres kunders udfordringer og har løsninger på dem.

Thought Leadership - annoncering:

Ansattes bedste organiske Thought Leadership posts der direkte målrettes jeres potentielle kunder via LI sponsorering (LI data)

Ekspertes i spil !

Mennesker bygger tillid!



Hvorfor Thought Leadership satsning er SÅ vigtig?

Offensivt:

- **Thought Leadership content får B2B beslutningstagere til at gentænke løsninger på deres udfordringer**
- **”Make the Top 3 cut” i B2B beslutnings processen:**
 - ➔ **Peger beslutningstagerne i netop jeres retning (som løsnings-leverandør)**
- **I er top of mind når den potentielle kunder endelig går ind i beslutningsfasen – ved at sikre, I bliver der igennem HELE fasen (B2B 6 mdr. op til 2 år)**

Defensivt:

Beskytte relationen til jeres eksisterende kunder

Thought Leadership har Super Powers

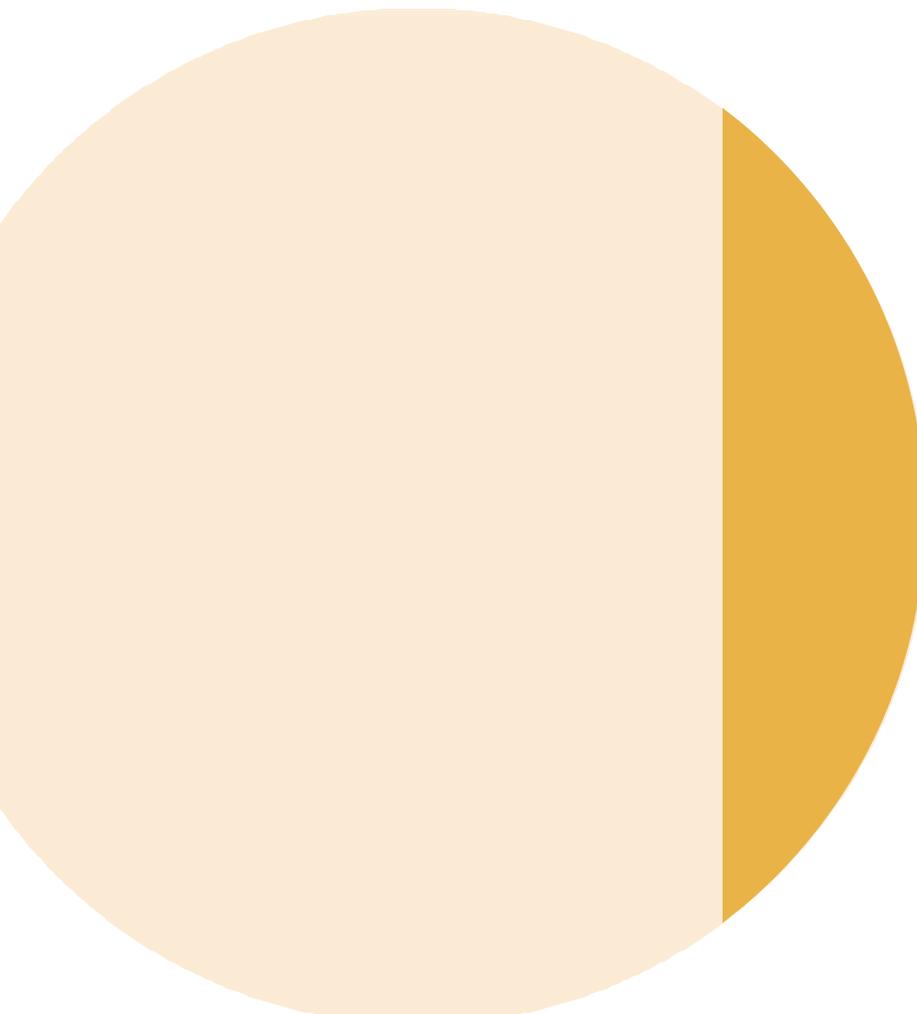


- Tillid H2H – menneske til menneske
- Direkte interaktion, parader nede

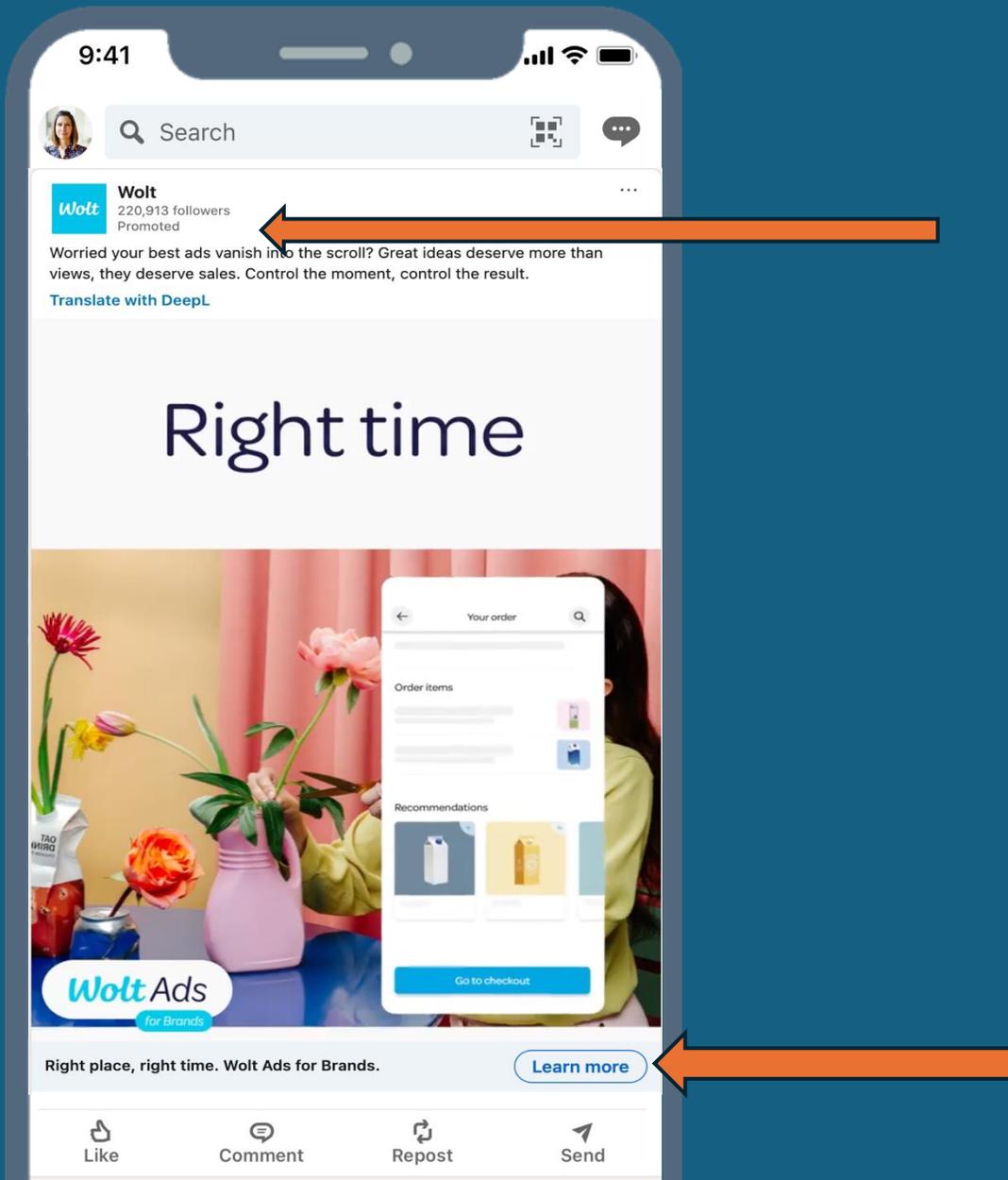
- Komme ind i hovedet på alle prospects
- Bygger tillids-bro fra H2H til jeres brand
- Jeres løsninger, top of mind

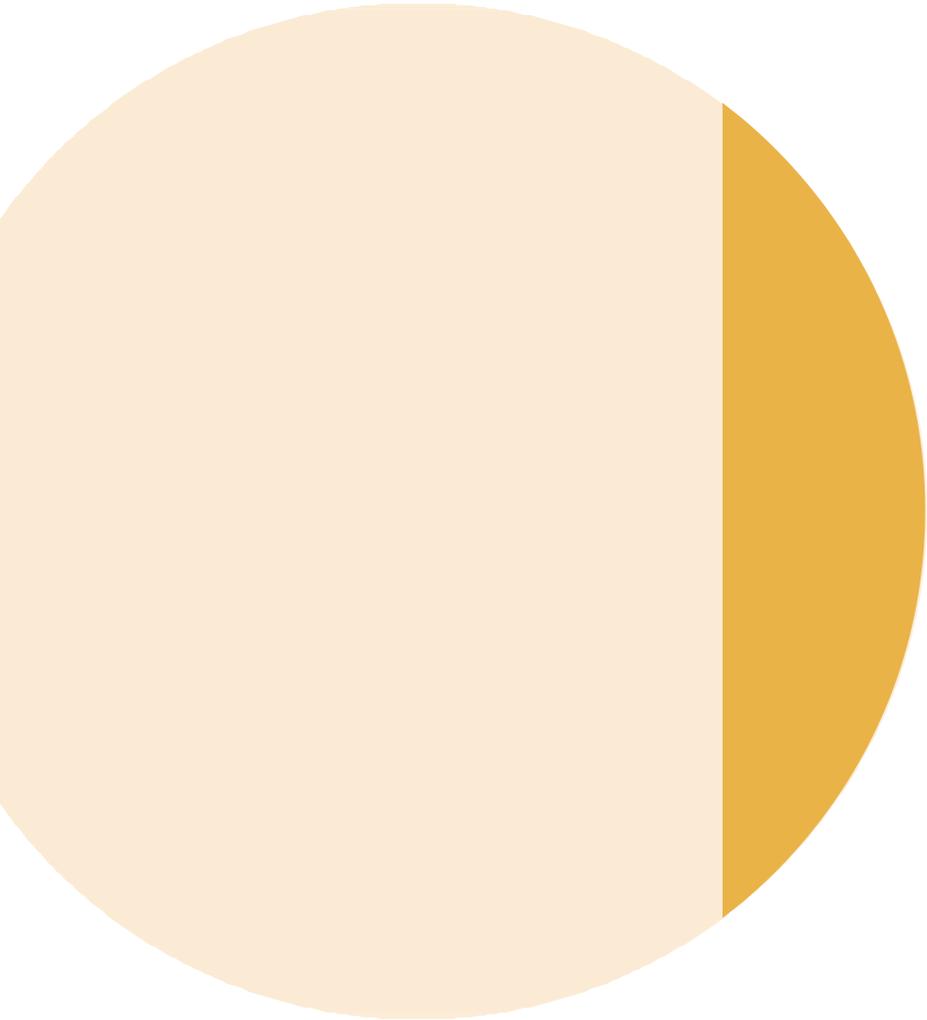
- Influer hele beslutningstager gruppen
- Influer inden kick of beslutnings processen
- Tilstede hele vejen igennem, top af listen

**Fremtidig indtjening -
versus (kun) her og nu opsamling af leads! 95/5% B2B reglen**



Organisk Thought Leadership posts & Thought Leadership Ads





Thought Leadership Content Playbook

6 content pillars

Thought Leadership Content Strategi

Ingen kerer sig om dit brand og produkter!
Alle tænker kun på sig selv 😅

Din (content)mission:
At berige dine potentielle & eksisterende kunder!



1. Perspektivere research & data - jeres egne/branche

Målgruppe:
Marketing og PR

Kilde :
Årlig Content Marketing Survey fra
Content Marketing Institute B2B brug
af LinkedIn som organisk social
platform - perspektiveret i forhold til
andre sociale platforme

Mikala Krüger LinkedIn Ads/Marketing Advisor/8 years | support B2B compa...
6mo · Edited ·

A whopping 98 % of all global B2B marketers are using LinkedIn organically!
In other words, almost the TOTAL* global B2B market are now utilizing LinkedIn (2024)!

Let that overwhelming #linkedin usage sink in for a moment.....

The B2B marketers' organisational usage of LinkedIn as an organic social media platform (over the past 12 months):

- 72% have increased the use
- 24% continuing the same LI focus

Other social platforms are lacking behind :

To give this further perspective:
Look at the below numbers for B2B companies – and their lacking in usage of other popular social channels for organic reach

81% not using TikTok
31% not using Instagram
27% not using X/Twitter
20% not using FB
20% not using YouTube

While only 2% are not committed to using LinkedIn

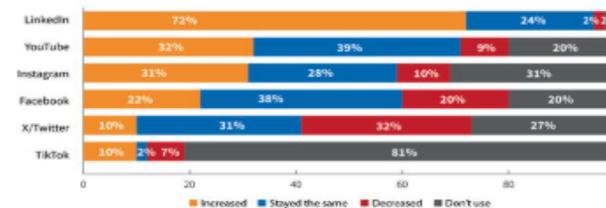
This data is completely in line with the trend I experience as an independent LinkedIn advisor among my B2B customers from various industries utilizing **LinkedIn** more focused now

Question to marketers:
Is this data in line with what you see in your organization?
Have you doubled down on your LinkedIn presence?

#marketinginmind #linkedincontent

Source:
14th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs
[Translate with DeepL](#)

B2B marketers' use of organic social media platforms in the last 12 months



Q. Please indicate how your organization's use of the following organic social media platforms has changed over the last 12 months.

2. Hjælp kunder med deres udfordringer

Sparkforce:

B2B bureau for B2B tech scale up 's

Målgruppe:

Marketing

Budskab:

Take på hvad han gør som B2B tech marketing ekspert - og hvad han ville gøre hvis han sad i deres rolle (konkrete takeaways)



Frederik Saabye Møller

CMO @ SparkForce | Demand & growth marketing for B2B tech scale-ups
Promoted by SparkForce

Too many companies expect that when you turn on your ads, the leads start to pour

when in fact that's not how marketing works

Sure, it's the job of marketing to generate qualified inbounds and pipeline, but if you expect a waterfall of closed won revenue 17 minutes after pushing start, then you will be disappointed.

What you can do, though, is have a strong leading indicator framework that helps you see if you're moving some important leading metrics.

Here's how I look at it:

1. Account engagement & activation
- On LinkedIn and on the website. Are we engaging and activating the right companies?
2. Brand searches & direct traffic
Organic and paid searches for our brand and people typing the website directly into the browser
3. Key page views & Inbounds
Are we seeing the engaged companies moving to the right pages and are we seeing them inbound, too?
4. Meetings booked & sat
Are they also booking a meeting and actually attending the call?
5. # of deals & opps created
Can we create a deal on this account and are they turning in to an opportunity?

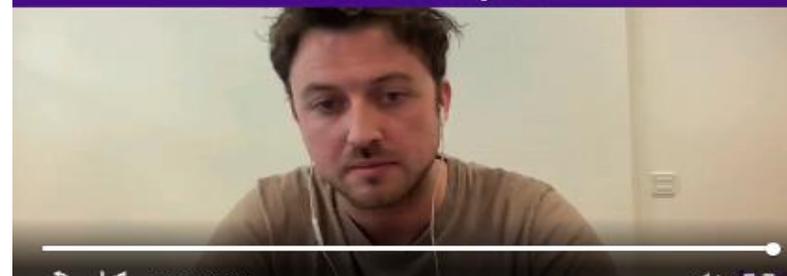
How long until each?
Number one you'll be able to see within 7 days.

The rest depends on how well you message and how long your sales cycle are.

If you don't see # 2 move, then you know that your messaging sucks.

[#demandgen](#)

Measuring Progress in Long-Term B2B Demand Generation Projects





Steffen Hedebrandt

B2B Activation & Attribution | Cofounder at Dreamdata.io
Promoted by Dreamdata

Our customer **Moss** Reduced Cost Per Lead by 74% with Smarter LinkedIn Audiences!

This is the kind of case that makes me feel proud as a co-founder.

It's proof of the **Dreamdata** vision coming to life:

Helping B2B companies not only understand what works but empowering them to act on those insights.

Moss was facing challenges that many B2B marketers know all too well:

1. Manual, time-consuming audience-building processes.
2. Outdated, static lists that misaligned marketing and SDR efforts.
3. Lack of developer resources to implement LinkedIn's CAPI (Conversion API).

But with Dreamdata, they transformed their approach:

No more manual processes:

- No more manual processes --> our Audience Builder let them create precise, up-to-date LinkedIn audiences in just a few clicks.
- Daily audience syncs kept marketing and SDR outreach in timely alignment.
- Seamless LinkedIn CAPI integration enabled smarter audience targeting without relying on developers.

The results speak for themselves:

- A 74% reduction in cost per lead in key markets
- Fully aligned marketing and SDR efforts for a true "all-bound" strategy.
- Hours of time saved every week, allowing their team to focus on growth—not spreadsheets.

To quote **Alexei Ivanov**:

"Because our audiences are now accurate to our ICP, real-time, and constantly synced to LinkedIn, their quality has significantly improved."

If you're curious about how Moss made it happen, check out the full case study.

3. Case stories, social proof

Dreamdata:

B2B attributions værktøj for marketing til at tracke kunderejsen på tværs af virksomheder og kanaler

KundeCase:

Moss, web cloud storage løsning

Budskab:

Forbedret metode til at bruge deres data til at modulerer målgrupper, altid up to date, valide data

Virker 2 delt :

A. vise hvordan de hjælper kunder

B. Bevis at deres dreamdata løsning skaber resultater for deres kunder

4. Nyt (provokerende) perspektiv – udfordre mainstream



Steffen Hedebrandt

B2B Activation & Attribution | Cofounder at Dreamdata.io
Promoted by Dreamdata

Hot take 🌶️ 🔥

Fewer marketers would get fired if they excelled at attribution.

(Attribution = quantitatively + qualitatively)

Prove me wrong.

[#marketing](#)

5. Mere humor!



Laura Erdem

B2B Attribution & Activation ■ Dreamdata ■ Sales leader with a crush on marketing

Promoted by Dreamdata

It takes over 135 days in average for a deal to go from First touch till that opportunity is closed at [Dreamdata](#).

I agree that it is a lot of Sales work and high five to everyone in sales, but there is A LOT going on during those 135 days thank just Meetings, Emails and Calls!

[Chris van Praag](#) ⚡ thanks for this meme gift the other day!

High five Marketing!

Love you!



6. B2B influencer marketing –Partnerskaber/Kunders perspektiv



Hannah Jordan · 2nd
Director, Digital Marketing
Promoted · Partnership with LinkedIn

+ Follow ...

One of the things I'm asked about most is how we use Demandbase internally to power our campaigns across other channels, especially in LinkedIn. ...more

LinkedIn Demandbase



Maximize your marketing budget by dynamically updating your target lists

Download eBook

👤👤👤 and 326 others

21 comments · 8 reposts

An orange arrow points from the right side of the image towards the 'Partnership with LinkedIn' text in the post header.



André Stoorvogel

Head of Marketing at Workwise

Promoted by Remotion: LinkedIn Ads Agency

We almost gave up on LinkedIn Ads.

Now, we're closing our best quarter ever for inbound leads—thanks to finding the right agency.

Last year, we struggled to make LinkedIn Ads work. I knew the potential was there, but we just weren't seeing results. That's when I reconnected with [Remotion: LinkedIn Ads Agency](#). After an audit and a chat with their CEO, [Gabriel Ehrlich](#), I felt confident they could turn things around.

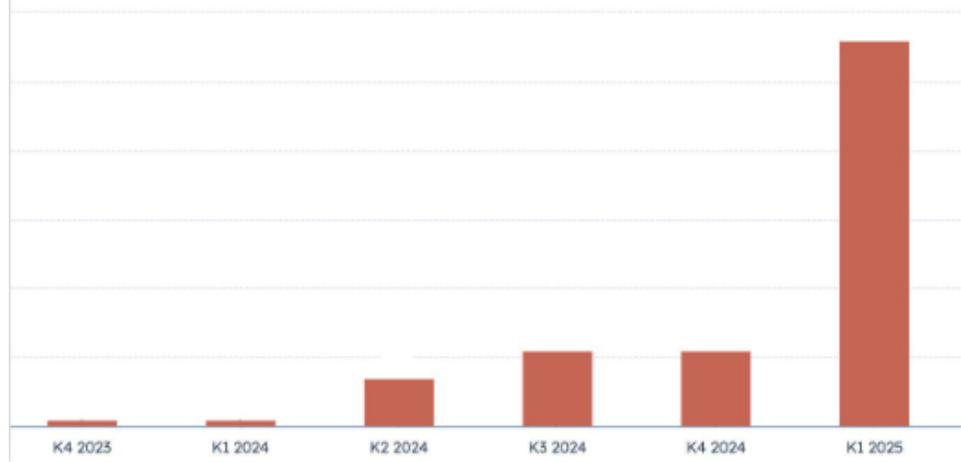
I expected good results—but I didn't expect them this fast. Within days, our high-quality leads skyrocketed. We scaled our investment, leading to:

- ✓ 600% more SQLs
- ✓ 50% lower cost per SQL

...in just one quarter.

A part of me wants to keep them a secret, but their team deserves all the credit! 🚀

Traffic: ● Paid Social



6. Partnerskaber - social proof

Workwise:

Automatiseret rekrutterings/jobsøgningsværktøj for virksomheder. Få de rette nye folk ansat nemt

Målgruppe:

Marketing som kunde (på vegne af Remotion)

Budskab:

Hvordan remotion's specifikke Li ads viden gav dem langt bedre resultater end deres egne tidligere erfaringer med LI annoncering

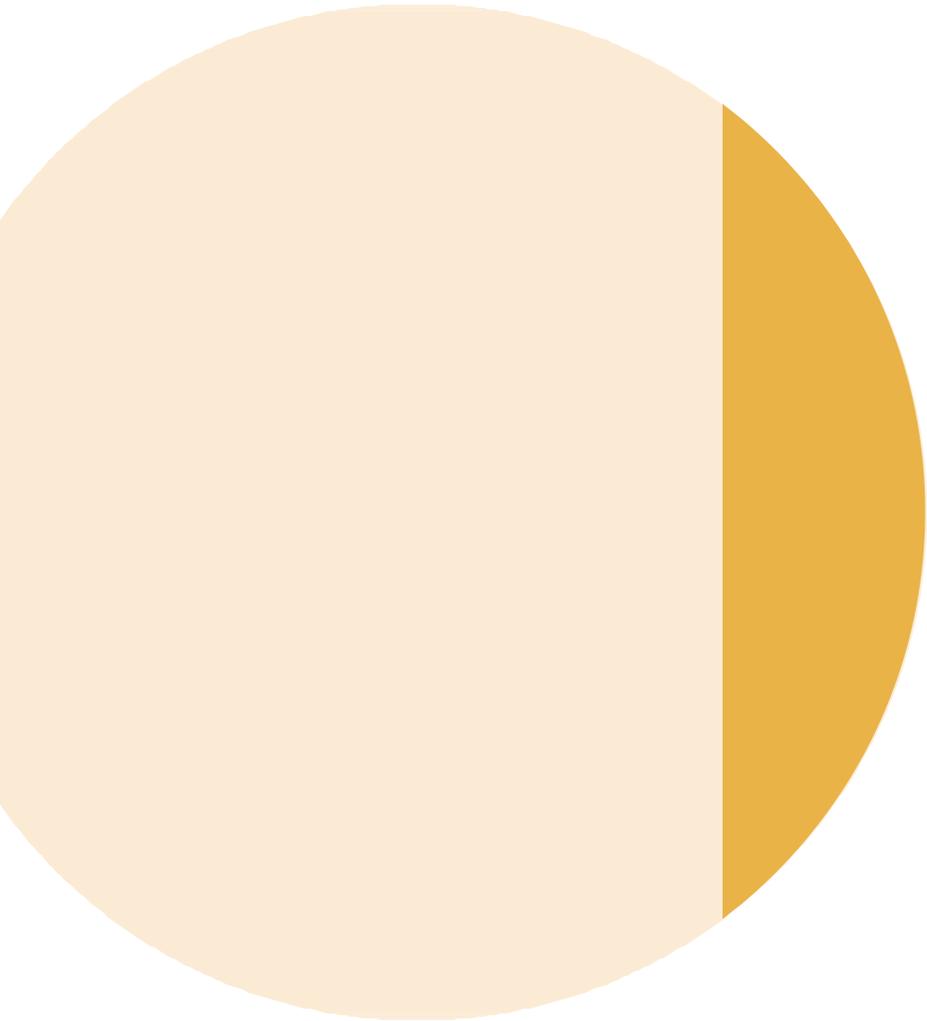
SUM UP: 100% succesfuld Thought Leadership Content Strategi

1. Perspektivere research og data
2. Hjælp kunderne med deres udfordringer
3. Case-stories (hvorfor og hvordan virker vores løsning)
4. Nyt perspektiv – udfordre det eksisterende
5. Humor (behind the scenes)
6. Partnerskaber i spil (direkte social proof)

Mestre 2-3 punkter - fint på vej

Alle 5-6 punkter - Pokalmestre!





Thought Leadership Strategi – Framework

Forretnings succes med Thought Leadership annoncering kræver en strategisk forretnings-beslutning



Ledelses beslutning



- **Målsætning**
- **Klar ressource-allokering**

Alloker ressourcer & stå til ansvar

- **Projekt ansvar**
- **Support struktur – gør det nemt!**
- **Kontinuitet - opfølgning**



Professionel & personlig motivation

- **Thought Leader champions!**
- **Ressourcer – tid & mål**
- **Konkurrence (teambaseret)**
- **Bygge eget brand (personlig ROI)**



Thought Leader Champ Adfærd

k



1. **Connect(follow) & post**
2. **Prioriter tiden hver uge**
3. **Vær gavmild!**

Få Succes med TLA !

**Ledelses beslutning =
Ressourcer & ansvar + Motivation**



Investering & Tids Plan



Ressource allokering

Dagligt:

- 30 min svarer på alle kommentarer (egen post)
- 30 min Kommenter på andres (relevante) posts

1 x Ugentligt:

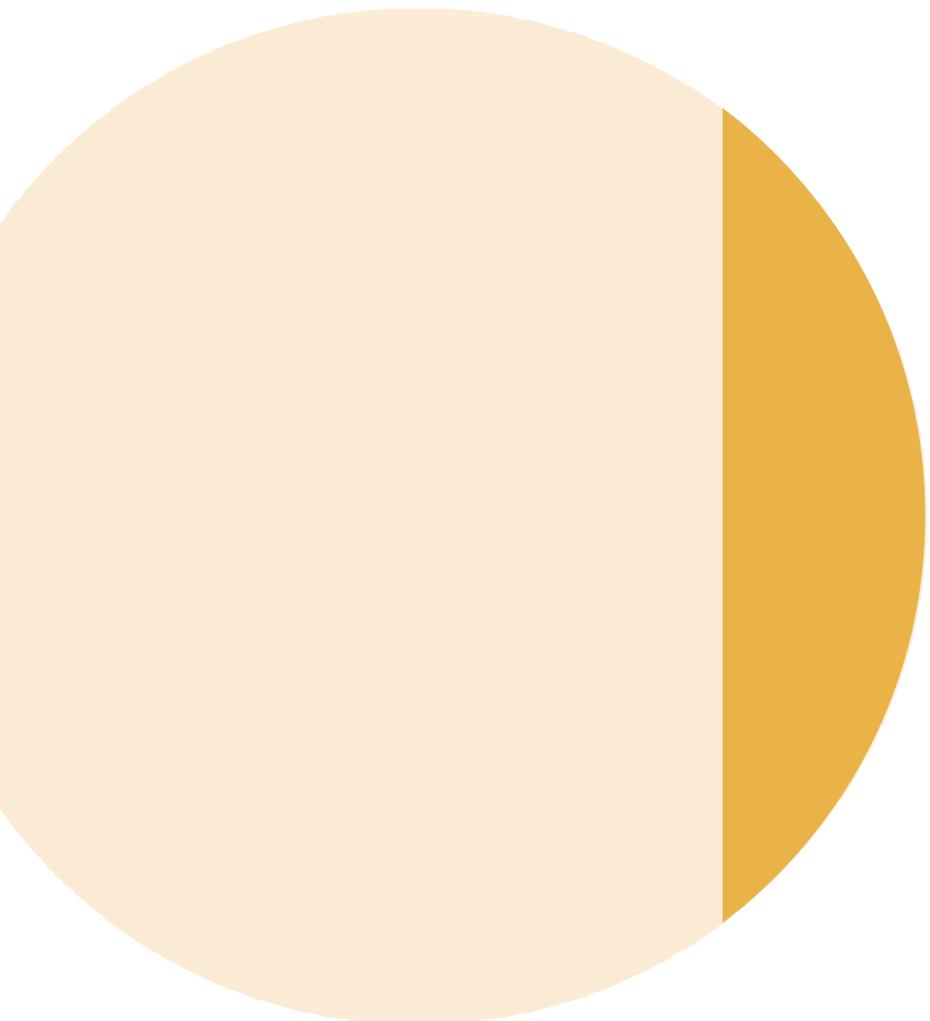
- invitere relevante potentielle kunder til netværk
- invitere/følge andre branche eksperter/TL for inspiration

Post:

- Frekvens: 1-3 x/ugentligt
- Tid estimat: 1 time pr. post

Thought Leadership annonce budget/månedligt

Budget: Antal profiler i målgruppen x 40% (mdl. LI aktive)
x 3-5 frekvens x ? CPM pris



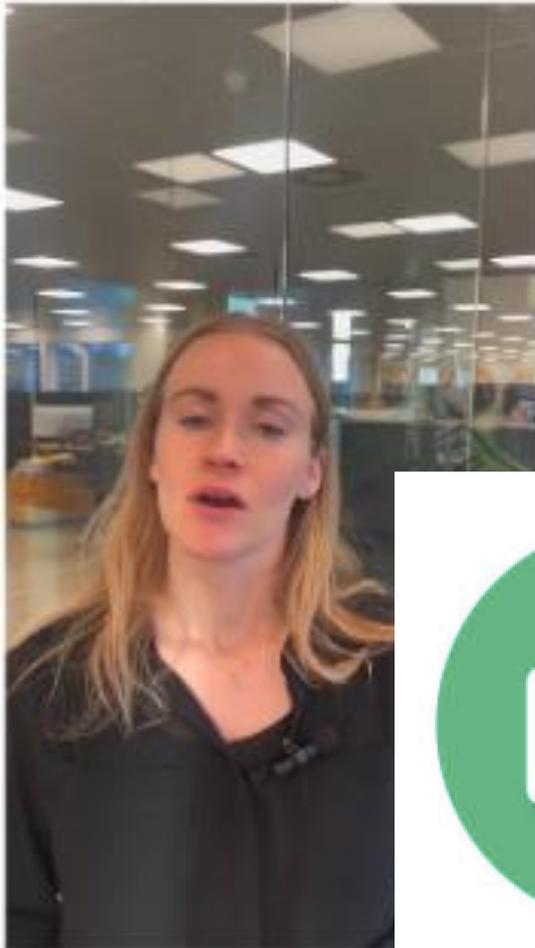
Vigtigste Ad Tip!



Daisy Nielsen · 3. · + Følg ...

Økonom hos Spar N.
Promoveret af
Spar Nord

I denne uger er de lange renter steget i både USA og flere europæiske ... mere



Ida · + Opret forbindelse ...

Fr...
Sal...
Prom
over
et af
neml
ig.co
m

For at fejre påsken med vores fantastiske kunder afholdt vi ... mere





**Before you
Press Go!**

- ❖ Ressourcer allerede in house
- ❖ Business beslutning
- ❖ Fremtidig indtjening
- ❖ Ledelses drevet