

#DATASOUP  
GENNAIO 2021

bDigital  
Barabino & Partners



# 5 RAGIONI PER COMUNICARE SU LINKEDIN NEL 2021



Una audience  
crescente

01

UTENTI IN ITALIA

**+14mln**

UTENTI IN EUROPA

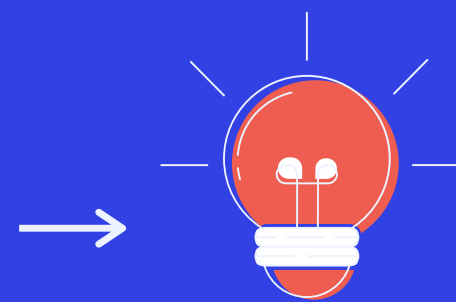
**+206mln**

UTENTI NEL MONDO

**+660mln**

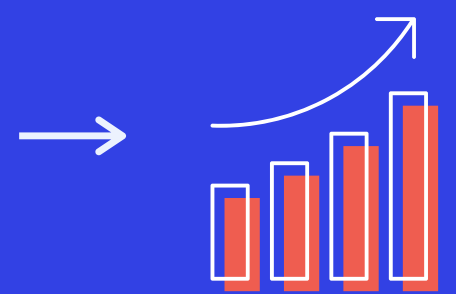


# Una audience profilata



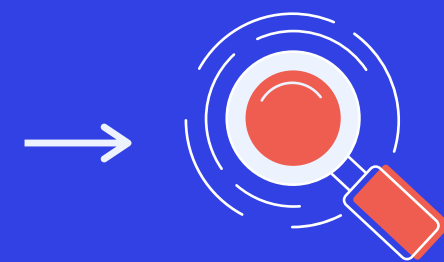
**63mln**

di decision maker



**40mln**

di mass affluent
















**79%**

dei manager italiani  
è su LinkedIn

# Il social più autorevole

DIGITAL TRUST REPORT 2020

	2017	2018	2019	2020
1				
2				
3				
4				



# Il social degli executives



**10min**

di c-level



**45%**

dei lettori di LinkedIn article ricoprono upper-level position: c-level, vp, director, manager



E' il social  
del B2B



**50%**

del traffico dai social  
verso i siti B2B,  
proviene da LinkedIn

05

→ **94%**

dei marketer usa  
LinkedIn per diffondere  
contenuti

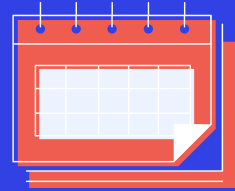


IN A NUTSHELL

# LinkedIn is a big opportunity



for BRANDS



for EXECUTIVES



for SALES



# Cosa possiamo fare per voi?

-  LinkedIn Brand Strategy & Management
-  LinkedIn Executive Strategy & Management
-  LinkedIn & Social Media Training for executives, sales & employees

# Ready to start? Contact us!

INSTAGRAM

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