



# EVERNOTE



***A Building Block To Success***





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# The Problem

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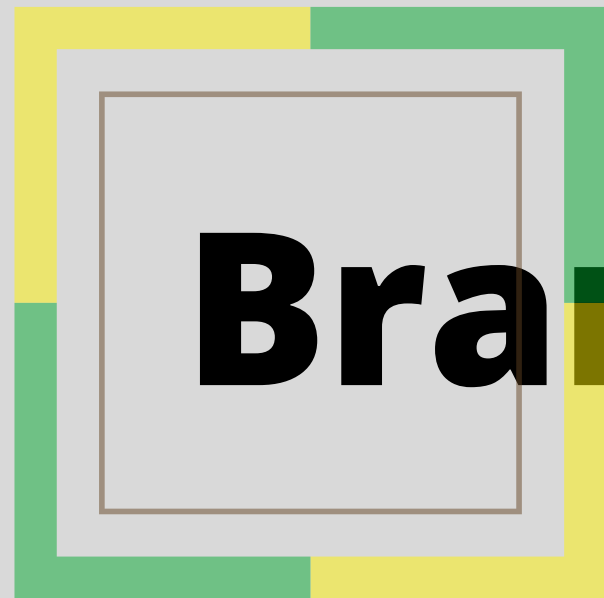
## The Challenge Statement

Develop a digital marketing campaign that positions a business software application (an App) as THE ultimate business tool for the start-up space.

## The Consumer Problem

- busy
- pre-loaded software (big brands)
- **meet/exceed their business goals**

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# Brand Analysis

Brand Mission: help individuals and groups remember everything, turn ideas into action, and work effortlessly together.

Brand Vision: We want to provide a way to help you focus on what matters most. Because focused people, driven by passion, can transform their lives.

## *What is Evernote?*

## *Brand Mission*

## *Brand Vision*

**All-in-one tool**

**Optimistic**

**Clever**

**Confident**

Evernote is an all-in-one organization tool designed for note-taking, organizing, task management, and archiving. It's optimistic, clever, and confident.

**Remember**



**Action**



**Work**

**Focus on what matters most**

To conclude here, Evernote makes money by helping people focus on what matters the most, organize their work, and finally, succeed.

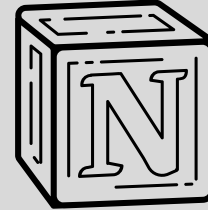
Source:  
<https://www.similarweb.com/website/evernote.com/#overview>

# Competitive Analysis

Evernote has more advanced features than their competitors. However, according to Similarweb, their website's total visits (35.11M) were less than any of their competitors. And most people browse the website before they decide to sign up for a free trial. So, it's important to (1)drive people to the website (2)create high-quality content on the website (3)highlight the features.



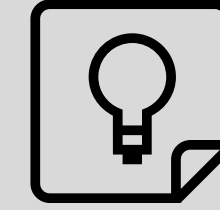
Evernote



Notion



Microsoft Onenote



Google Keep

**Features**



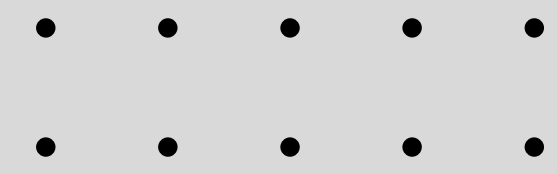
**Social Channels**



**Website Traffic**



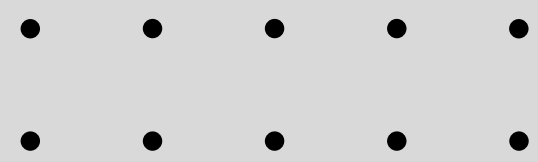




# Target Audience

Based on Evernote's current users and the background for the challenge, I came up with the following target audience demographics:

- **Age: 25-54**
- **Position: decision-makers (sales manager, marketing manager, etc.)**
- **Income: USD\$100,000 to \$130,000**
- **Education: bachelor's degree**
- **Industry: a majority in computer software**



Based on research and the background for the challenge, building credibility and creating feelings of ease of using Evernote are the key factors in convincing decision-makers to choose Evernote.



credibility

feelings of ease



organization

Based on research, getting organized is one of the biggest challenges most start-ups are facing. This fact is used to structure the objective and the content strategy.

# Personas



**HR Helena**  
HR Manager



**CEO Charles**  
CEO



**Sales Sam**  
Sales Manager

## Sales Sam



**Age:** 37  
**Work:** Sales Manager  
**Family:** Married, 2 kids  
**Location:** New York, NY  
**Education:** Bachelor's degree  
**Organization:** 5+ million, 50+ employees, New York-based  
**Industry:** Technology, Software Services  
**Company:** Light Up

### Learning

- regularly attends training classes that improve his management skills and communication skills to inspire the right emotions from potential customers and motivate them to purchase
- actively improves his skill of analyzing data on sales reports

### Goals

- easily organizes his schedule in an all-in-one tool.
- set reminders to important meetings
- ensure all information will be recorded and saved
- increase overall sales by spending less time on organization

### Challenges

has too many scheduled calls and appointments with clients; needs to prepare for pre-call training and helping with more complex sales; not sure about the best way to organize his schedule and separates it from his meetings with non-clients; scared of missing any important meetings; worries about losing any information he writes down if any urgent matter happens in the middle

### Bio

Sam is employed by a start-up company as the sales manager. He's been there around 2-3 years. He has made some accomplishments with his team together. However, he is feeling anxious and stressed recently due to the disorganization at work. His overall performance has been substantially decreased.

### Role

Reports to: VP of Sales or CEO

Team: 10 Sales Representatives

Responsibilities: hires and motivates high-performing sales teams; generates leads; meets and exceeds revenue forecasts

Job Measurement: positive feedback from supporting teams; increase in appointments with clients; growth in monthly sales; meet sales target

Tools: MS Outlook, MS Word, MS Excel, Google Docs, HubSpot, Zoom, Gmail, Keynote, Numbers

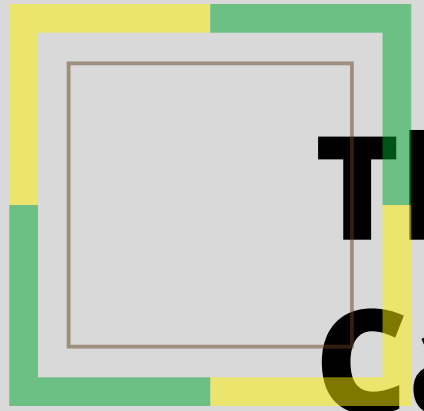
### Social Networks/Associations

National Association of Sales Professionals; Institute of Sales Professionals; networking events; online tech groups; LinkedIn, Facebook, and Quora for both personal and work use.

### Preference

Likes to be reached: Email, SMS, Facebook direct messages

Vendor research: Google search, online reviews, peer recommendations,



# The Campaign

The campaign was logically created based on all the analyses, so I introduced it before the content recommendations.

In order for Evernote to become the ultimate tool as stated in the challenge, it's necessary to ensure free trial users will convert to paid users. It's also common for SaaS companies.

## Objective

Become the No.1 choice of business organization tool in the start-up space in the US.

Evernote is a small App that offers a bit more advanced features and helps people succeed. After people have incorporated Evernote into their daily work, they might forget how powerful we are. However, we do make a difference. We are the essential basic unit of building your success.

## Big Idea

**A Building Block To Success**

The strategy is to showcase the brand's credibility, elicit feelings of ease of using Evernote, and convince decision-makers in start-ups to sign up for a free trial and subscribe by highlighting features that **help them increase their productivity and reach their goals.**

## Goal

**30% increase in free trial**  
**20% increase in subscriptions (paid version)**

## Strategy

**credibility    feelings of ease    features**



# Customer Journey

Awareness:

customer goal: identify the problems they have that decrease their productivity at work

business goal: Increase awareness & interest in our App

Consideration:

customer goal: learn more about the App, do some comparisons and try with a free trial

business goal: Convince people to sign up for a free trial

Decision:

customer goal: address questions with implementing and using the App with customer support


business goal: Ensure people not to opt out of the free trial (become **paid user**)


Post-purchase:

customer goal: continue to engage and enrich their experience with the brand

business goal: Nurture relationship and upsell


## Awareness

 Identify the problems they have that decrease their productivity at work

 **Increase awareness & interest in our App**

- Blog post (website)
- LinkedIn Paid Ads
- Q & A (Quora)
- Google Search Ads


## Consideration


Learn more about the App and try with a free trial 

**Convince people to sign up for a free trial** 

- Free trial landing page
- Remarketing Ads (Google Network)
- Product comparison (website)
- Customer stories (website)


## Decision


 Address questions with implementing and using the App with customer support

 **Ensure people not to opt out of the free trial (subscribe)**

- Drip emails
- Onboarding videos (website)
- LinkedIn Post
- Instagram Ads

## Post-purchase

Continue to engage and enrich their experience with the brand 

**Nurture relationship and upsell** 

- Drip emails
- Q & A community (website)
- Instagram UGC

The LinkedIn ad will take the prospect to the blog post. Both the blog post and the Quora post will take the prospect to the landing page. These educational contents are (1) good for SEO (2) works effectively for decision makers as the brand is showing their expertise.

# Content for Awareness

**Evernote**  
328 followers  
Promoted

Running a startup is never an easy task. How to stay organized? We have some tips.

5 Useful Tips to Get Your Startup Organized

[Learn More](#)

www.evernote.com/teams

47 • 21 Comments

Like Comment Share

LinkedIn Ad

**Evernote**

Evernote News Industry News Featured

5 Useful Tips To Get Your Startup Organized

The number of startups is growing at an incredible pace, especially in North America. Certainly, there are some reasons for people leaving their stable 9 to 5 job, like the freedom to work on their own schedule or innovate something they have always been interested in. While these entrepreneurial adventurers are embracing a new future, setting the cornerstone for startups is never easy - they need to keep everything organized in the first place. Here are 5 useful tips for a better organization at work:

1. Schedule your day by prioritizing tasks.  
Start with a list of all your tasks. And then rank them according to their urgency.
2. Share information effectively  
Make sure all teams have access to the same information and understand how to use them.
3. Save important information in the first place  
If you see something important, please save them right away before you forget. Learn more about how **Evernote** can help you better organize.
4. Save documents separately  
It's important to keep documents from different departments separately and categorize them.
5. Plan goals in advance  
You will know better what direction you are going if you have planned your goals in the beginning.

A Building Block To Success  
"We are small, but we do make a difference."

f t in

Blog Post

Startups Success [Follow 90.7K](#)

## How to boost productivity at a startup?

1 Answer

**George J.**  
GM at Evernote. 22h ago

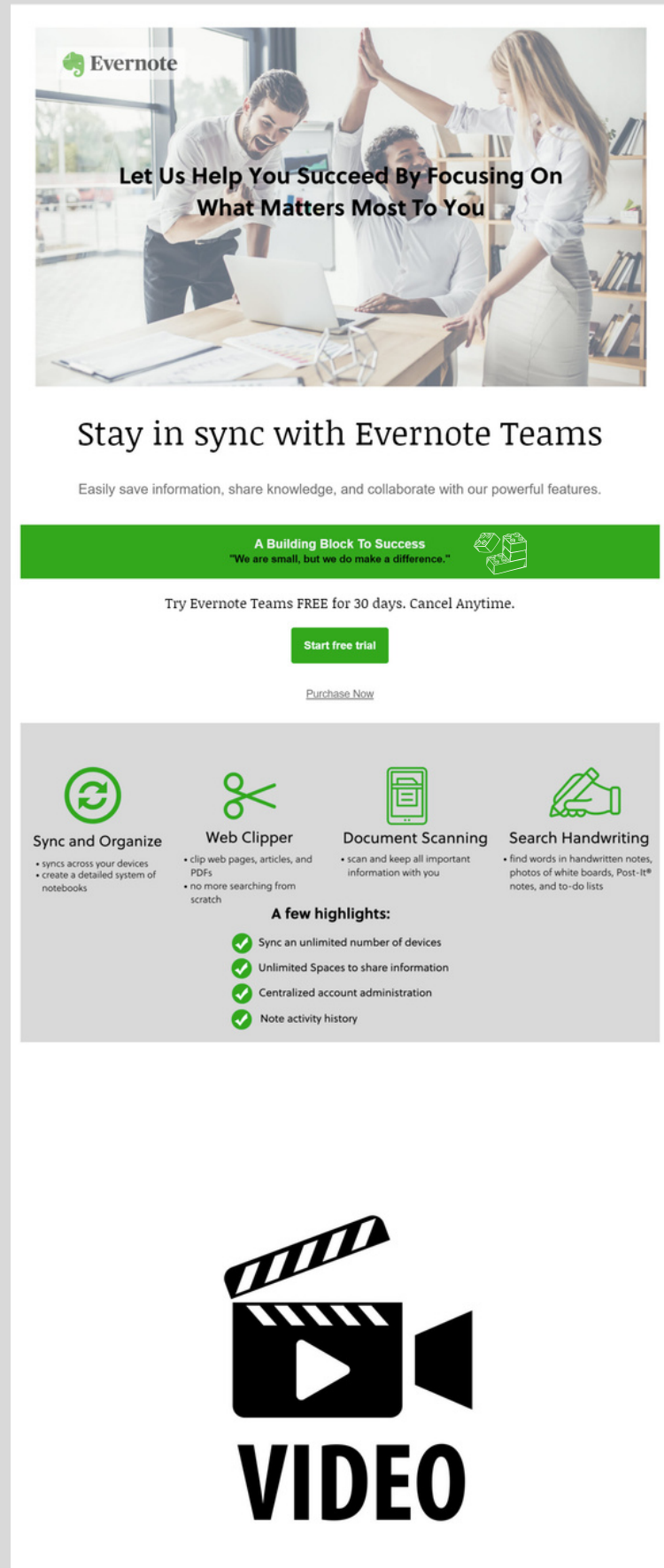
There are many ways to boost your productivity. One thing I find really matters is prioritizing your tasks. People in startups are often very busy and multitasking before they have fully developed an internal structure. Therefore, they need to list out the most important tasks and leave the rest for a later time. Here is how Evernote can help prioritize your plan and set reminders to your tasks.

3.2M views [↑ 2k](#) [↻ 1.2k](#) [💬 100](#)

Quora



# Content for Consideration



Evernote

Let Us Help You Succeed By Focusing On What Matters Most To You

## Stay in sync with Evernote Teams

Easily save information, share knowledge, and collaborate with our powerful features.

**A Building Block To Success**  
"We are small, but we do make a difference."

Try Evernote Teams FREE for 30 days. Cancel Anytime.


[Start free trial](#)

[Purchase Now](#)

- Sync and Organize**
  - syncs across your devices
  - create a detailed system of notebooks
- Web Clipper**
  - clip web pages, articles, and PDFs
  - no more searching from scratch
- Document Scanning**
  - scan and keep all important information with you
- Search Handwriting**
  - find words in handwritten notes, photos of white boards, Post-It® notes, and to-do lists

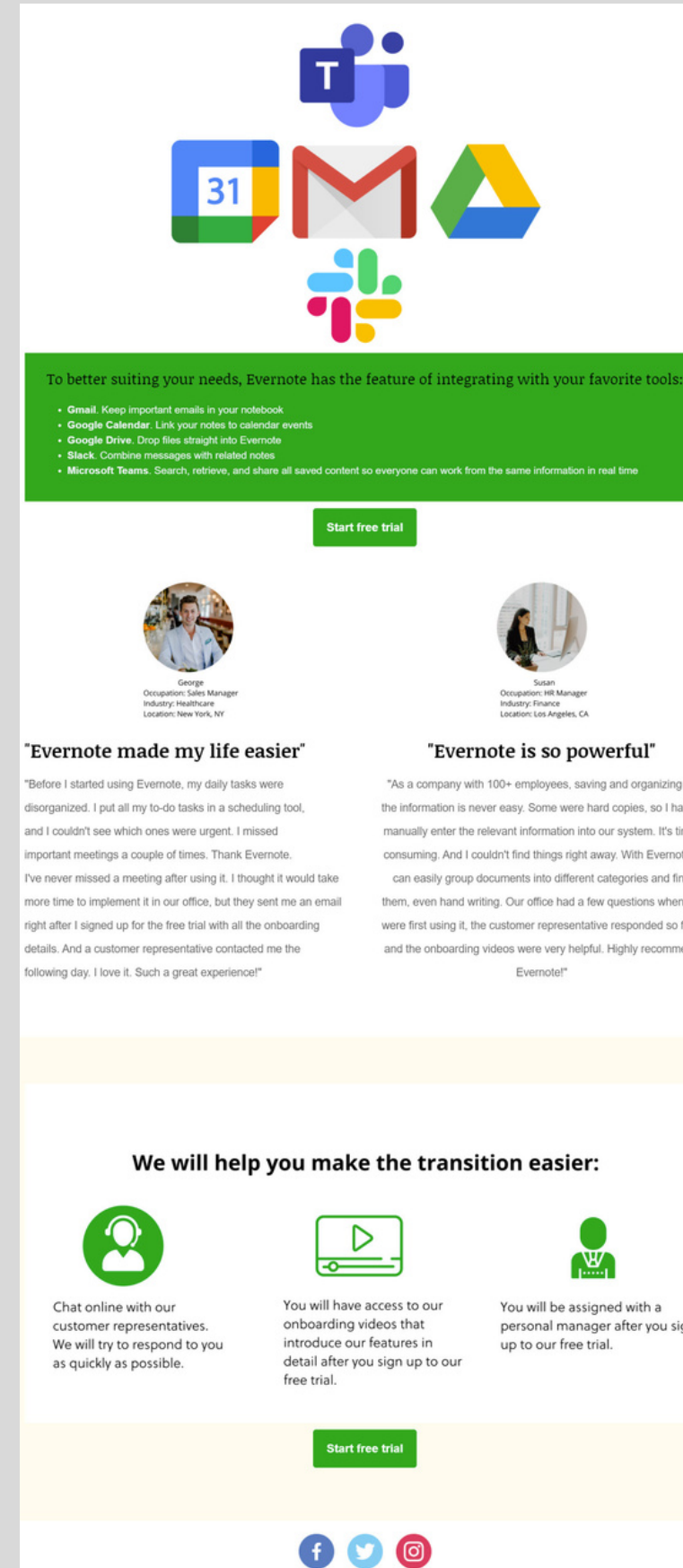
**A few highlights:**

- ✓ Sync an unlimited number of devices
- ✓ Unlimited Spaces to share information
- ✓ Centralized account administration
- ✓ Note activity history



# VIDEO


Landing Page



To better suit your needs, Evernote has the feature of integrating with your favorite tools:

- **Gmail.** Keep important emails in your notebook
- **Google Calendar.** Link your notes to calendar events
- **Google Drive.** Drop files straight into Evernote
- **Slack.** Combine messages with related notes
- **Microsoft Teams.** Search, retrieve, and share all saved content so everyone can work from the same information in real time


[Start free trial](#)



George  
Occupation: Sales Manager  
Industry: Healthcare  
Location: New York, NY

**"Evernote made my life easier"**

"Before I started using Evernote, my daily tasks were disorganized. I put all my to-do tasks in a scheduling tool, and I couldn't see which ones were urgent. I missed important meetings a couple of times. Thank Evernote. I've never missed a meeting after using it. I thought it would take more time to implement it in our office, but they sent me an email right after I signed up for the free trial with all the onboarding details. And a customer representative contacted me the following day. I love it. Such a great experience!"






Susan  
Occupation: HR Manager  
Industry: Finance  
Location: Los Angeles, CA

**"Evernote is so powerful"**

"As a company with 100+ employees, saving and organizing all the information is never easy. Some were hard copies, so I had to manually enter the relevant information into our system. It's time-consuming. And I couldn't find things right away. With Evernote, I can easily group documents into different categories and find them, even hand writing. Our office had a few questions when we were first using it, the customer representative responded so fast, and the onboarding videos were very helpful. Highly recommend Evernote!"

**We will help you make the transition easier:**

-  Chat online with our customer representatives. We will try to respond to you as quickly as possible.
-  You will have access to our onboarding videos that introduce our features in detail after you sign up to our free trial.
-  You will be assigned with a personal manager after you sign up to our free trial.

[Start free trial](#)

[f](#) [t](#) [i](#)

Landing Page

- In order for prospects to sign up for a free trial, these elements are included:
- (1) campaign big idea
  - (2) a hero image
  - (3) a USP
  - (4) highlights of features
  - (5) customer testimonials
  - (6) what to expect after signing up
  - (7) 3 call to actions across the page

[Clikc here](#) to the video



The product comparison page and the customer story page are here to help the prospects learn more about the features and how Evernote helped other people with similar issues. The content here is focused on highlighting features.

**Evernote**

### Product Comparison

For features, we simply offer a bit more than what everyone else is offering. That is how we make a difference and help you succeed.

*"A Building Block To Success"*

	Evernote	OneNote	Google Keep
Web Clipping	+annotate +highlight	basic	Chrome only
Tasks	+directly assign	basic	basic
Search (handwriting)	+identify 28 typewritten and 11 handwritten languages	British and American English only	basic
Notebooks	+customizable	basic	basic
Support	+live support +training	email forum	email forum

Facebook, Twitter, Instagram, LinkedIn

Product Comparison Page  
(on Evernote's website)

**Evernote**

### Customer Stories

Discover how Evernote Business is helping startups organize work and lead to success.

**Charles, CEO  
Brighter**

Brighter is a web marketing company based in San Francisco, CA. They started as a small agency with less than 5 people. Now, they have expanded their market across the U.S. and Canada with 50+ employees. "Our teams rely on Evernote everyday so much that we even don't really think about it," said Charles, the CEO. "We keep all the important information in notebooks. The search function is so powerful. We can find everything within seconds. And it's safe to keep them on Evernote."

[Learn More](#)

**Lily, Team Leader  
Find**

Find is a recruiting company based in Chicago, Illinois. Although the company is still growing at the early stage, they have already served many customers across different industries. Those customers were quite satisfied with their service. "With Evernote, we don't lose anything," said Lily, a team leader. "You can imagine how it looks like working in a recruiting company. We have thousands of resumes from candidates each week. We have to group them based on the jobs they applied for and some other categories. Gladly, Evernote has made all the work much easier. Our productivity has been increased a lot."

[Learn More](#)

Facebook, Twitter, Instagram, LinkedIn

Customer Story Page  
(on Evernote's website)

# Content for Consideration

If the prospects leave before or in the middle of signing up for the free trial, the remarketing ad (Google Network) will show up while browsing other websites.

**Evernote**

Let us help you organize your ideas and work better.


[Start free trial](#)

*"A Building Block To Success"*

Remarketing Ads (Google)


The welcome email and the personal manager email will be sent right after the prospects sign up for the free trial. The prospects can choose the way they prefer to communicate with the manager: (1) WhatsApp (2) Facebook Manager (3) online appointment (4) Email. The onboarding videos are here to help them learn how to use each feature and collaborate across teams. The retargeting email will be sent if the prospects leave after ending the free trial.

# Content for Decision




## Welcome to Evernote Teams!

Thank you for starting the free trial with Evernote Teams! Now it's time to remember everything and tackle any project with your notes, tasks, and schedule all in one place. Here are a few highlights:



**Onboarding Videos**

click [here](#) or log in to your account to watch videos about how to use our features and collaborate within teams.




**Personal Manager**

Your personal manager will be assigned and contact you soon. Feel free to reach out and ask any questions.


Start remembering everything with us!

[Sign in](#)

Cheers,  
Evernote Team




Welcome Email



Hi \_\_ (company name),

My name is Jack from Evernote, your personal manager. I'm so excited to have you join us and remember everything with Evernote! Please feel free to contact me if you have any questions about:



- features
- collaboration
- downloading
- account settings
- billing & payments
- security

Not sure how to contact us? Choose the way you prefer from the following:


- WhatsApp: xxx
- FB Messenger: xxx
- Email: jack@evernote.com
- [click here to schedule an appointment](#)

Remember, you have access to the onboarding videos by signing into your account.


[Sign in](#)

Enjoy your journey with us!

Cheers,  
Jack from Evernote



Personal Manager







## Don't miss out on great features!

Hi \_\_ Company,

We are sad that you didn't subscribe to us after ending your free trial, is there anything I can help with? Feel free to contact me via the following options:

- WhatsApp: xxx
- FB Messenger: xxx
- Email: jack@evernote.com
- [click here to schedule an appointment](#)

With Evernote, organization can be easier:


 <p><b>Sync and Organize</b></p> <ul style="list-style-type: none"> <li>• sync across your devices</li> <li>• create a detailed system of notebooks</li> </ul>	 <p><b>Web Clipper</b></p> <ul style="list-style-type: none"> <li>• clip web pages, articles, and PDFs</li> <li>• no more searching from scratch</li> </ul>	 <p><b>Document Scanning</b></p> <ul style="list-style-type: none"> <li>• scan and keep all important information with you</li> </ul>	 <p><b>Search Handwriting</b></p> <ul style="list-style-type: none"> <li>• find words in handwritten notes, photos of white boards, Post-it® notes, and to-do lists</li> </ul>
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**A few highlights:**

- ✓ Sync an unlimited number of devices
- ✓ Unlimited Spaces to share information
- ✓ Centralized account administration
- ✓ Note activity history


[Subscribe Now](#)

Cheers  
Jack from Evernote




Retargeting Email


## Features



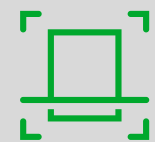
basic note-taking & tag




create templates




web clipper



document scanning




tasks




search handwriting


## Collaboration



sync



spaces



centralized administration

Onboarding Videos





Hi \_\_\_ company!

Since you've been with us for some days, I just want to say thank you again and see if there's anything we can help you with. Remember, I'm always here if you have any questions.

To better improve our service, if you wouldn't mind taking a short survey — we'd really appreciate it.

Start survey

Looking for a place to share your thoughts on using Evernote and industrial topics? Join our Evernote Community and connect with experts all around the world!

Join Community

Cheers,

Jack from Evernote



Survey+Community Email



## Space for Startups

Learn, share, and connect with professionals in the start-up space all around the world.

About Using Evernote

Trending Topics

Industry News



What is your favorite feature in Evernote?

Answered by Cecilia (CEO of PURE):

"My favorite feature is handwriting search. Our company had been working in a traditional way for a long time. We wrote everything on paper. We just started to change recently. But it was so hard to manually enter all the information into the system. Thank Evernote, we can just scan everything and search the words. It saved lots of our time."

Share your thoughts



Community Page

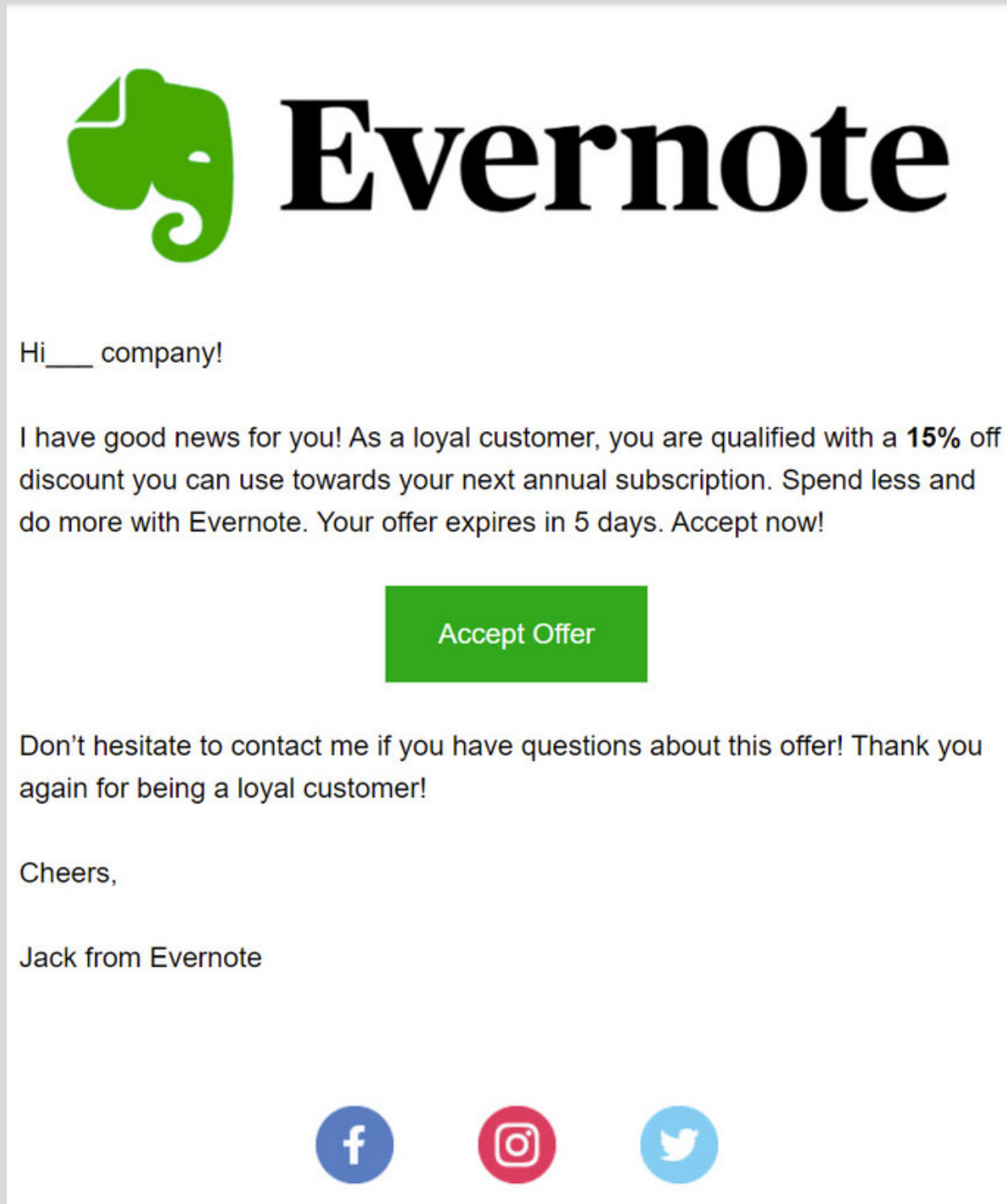
# Content for Post-Purchase

The survey+ community email will be sent after the prospects become the paid user. The survey shows we care about the them. The community is designed just for users in start-ups. Decision-makers love this kind of community where they can learn, share their thoughts, and connect with experts all around the world. It conveys the message that we are a reliable brand. It's also a great way to engage users with the brand.



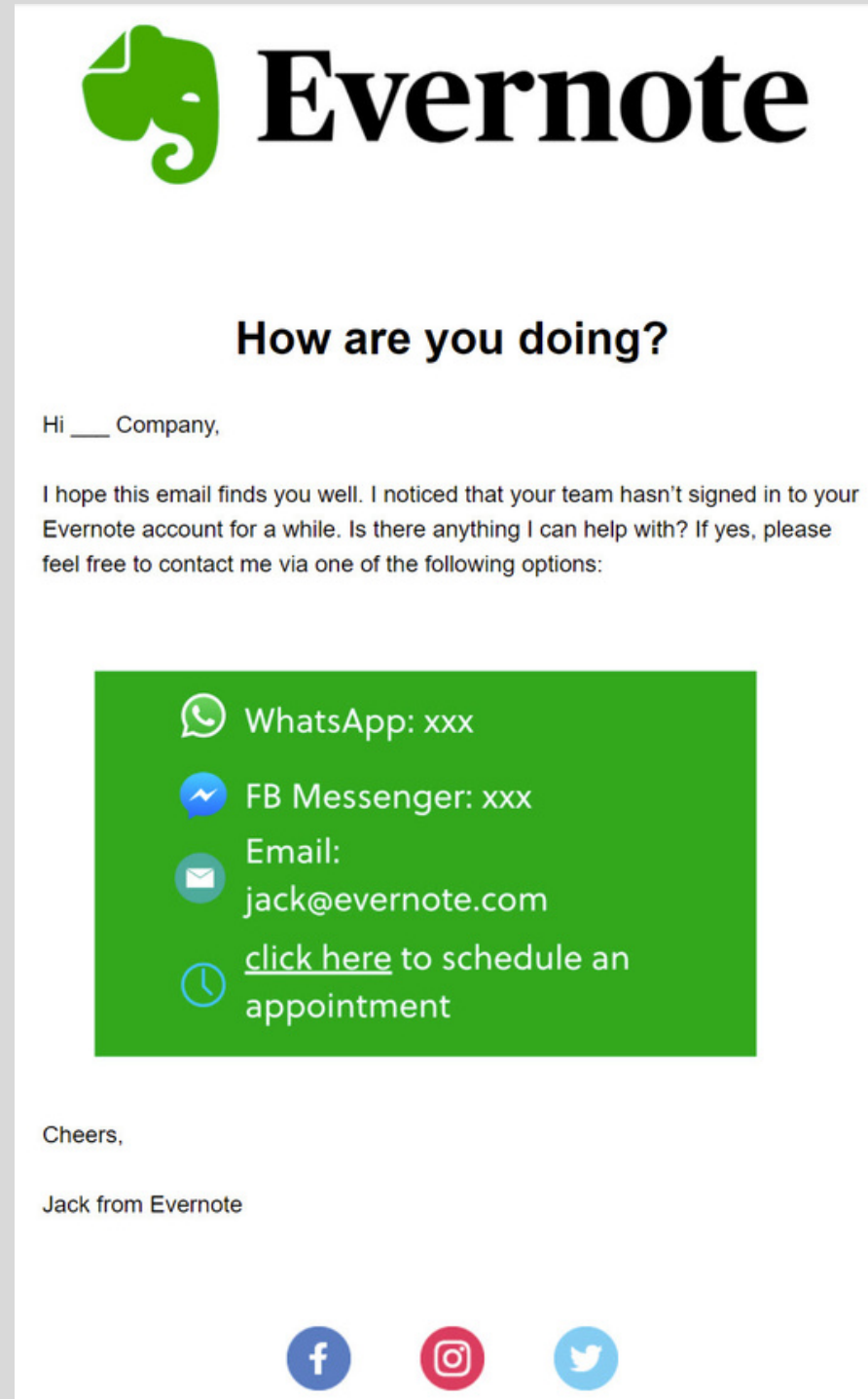
If the prospects use Evernote every day (and has been using it for more than 3 months), we will send them an upsell email to provide a discount and encourage an annual subscription by creating a sense of urgency. If they don't sign in often, we will send them a follow-up email to ask if there's anything we can help with. The hashtag "loveevernote" is introduced to encourage users to share their stories with Evernote and how the features help them reach their goals. This type of UGC effectively communicates current users' satisfaction with using Evernote, which drives more prospects to enter the customer journey. It also resonates with the big idea.

# Content for Post-Purchase



The upsell email template features the Evernote logo at the top left. Below it is a personalized greeting: "Hi \_\_\_ company!". The main body of the email contains a promotional message: "I have good news for you! As a loyal customer, you are qualified with a **15% off** discount you can use towards your next annual subscription. Spend less and do more with Evernote. Your offer expires in 5 days. Accept now!". A prominent green button labeled "Accept Offer" is centered below the text. At the bottom, there is a closing message: "Don't hesitate to contact me if you have questions about this offer! Thank you again for being a loyal customer!", followed by "Cheers," and "Jack from Evernote". Social media icons for Facebook, Instagram, and Twitter are positioned at the bottom right.

Upsell Email



The follow-up email template starts with the Evernote logo and the heading "How are you doing?". It includes a personalized greeting: "Hi \_\_\_ Company,". The main text reads: "I hope this email finds you well. I noticed that your team hasn't signed in to your Evernote account for a while. Is there anything I can help with? If yes, please feel free to contact me via one of the following options:". Below this is a green box containing contact options: "WhatsApp: xxx", "FB Messenger: xxx", "Email: jack@evernote.com", and "[click here](#) to schedule an appointment". The email concludes with "Cheers," and "Jack from Evernote". Social media icons for Facebook, Instagram, and Twitter are at the bottom right.

Follow-up Email



The Instagram UGC post is from a user named Sam. The profile picture shows a man with glasses. The main image is a man sitting on a couch, working on a laptop and a tablet. Below the image are icons for likes and comments. The post has "416 likes". The caption reads: "Sam Can't love Evernote More. I use it when I work in the office or at home. Never thought a small tool can be such powerful. #loveevernote".

Instagram UGC















Although some of the contents are only listed in the customer journey, I included KPIs for them (to show as a complete measurement plan)

## KPIs for Awareness

Channel	Content	Metrics	KPIs (by the end of the 3-month campaign)
website	blog post	bounce rate traffic	10% decrease in bounce rate 5% increase in website traffic
LinkedIn	paid ad	Impressions CTR	3% increase in impressions 0.3% increase in click-through rate
Quora	Q&A	CTR	0.2% increase in click-through rate (to the page of features)
Instagram	Paid Ads	Impressions CTR	2% increase in impressions 0.4% increase in click-through rate

# KPIs for Consideration

Channel	Content	Metrics	KPIs (by the end of the 3-month campaign)
website	landing page	conversion rate	2% increase in conversion rate month over month (sign up for free trial)
Google Display	remarketing ad	impressions conversion rate	4% increase in impressions 2% increase in conversion rate month over month (sign up for free trial)
website	customer stories	average time on page	3% increase in average time on page
website	product comparisons	average time on page	3% increase in average time on page



# KPIs for Decision

Channel	Content	Metrics	KPIs (by the end of the 3-month campaign)
email	welcome	open rate CTR	8% increase in open rate 1% increase in CTR (to onboarding videos)
email	personal manager	bounce rate open rate	2% decrease in bounce rate 8% increase in open rate
email	retarget	open rate conversion rate	8% increase in open rate 2% increase in conversion rate (subscribe)
website	onboarding videos	views	10% increase in views
LinkedIn	organic post	# of likes, comments	8% increase in # of likes and comments
Instagram	paid ads	CTR	0.5% increase in CTR

# KPIs for Post-Purchase

Channel	Content	Metrics	KPIs (by the end of the 3-month campaign)
email	survey +community	open rate Conversion Rate	8% increase in open rate 3% increase in conversion rate (complete survey ; join community)
email	discount	open rate conversion rate	8% increase in open rate 4% increase in conversion rate
email	follow-up	open rate	8% increase in open rate
website (community)	Q&A	# of likes, comments	10% increase in # of comments, likes
Instagram	UGC	# of hashtags	10% increase in # of hashtags (being tagged)



# Reporting & Optimization

Personalization: include the following in the emails:

company name in the subject line  
personal name in the greeting  
industry and role in the body

Segmentation: segment audience in the email list who:

(1) log in every day; has been using Evernote for more than 3 months

(2) log in less often

Send the upsell email to audience (1), the follow-up email to audience (2)

Track: daily

Report:  
biweekly

I will track data on a daily basis and report back biweekly.

- Personalization
- Segmentation
- A/B Testing
- Mobile & Accessibility

A/B Testing: based on the location, audience, call to actions for ads and the titles for email.

make sure all the content is accessible and readable on all devices.

Data will be collected from Google Analytics; LinkedIn Analytics; Instagram Analytics; Mailchimp



# Budget Breakdown

- Awareness
- Consideration
- Decision

LinkedIn  
**subtotal: \$28,500**

\$3500  
 \$3500  
 \$3500

\$3500  
 \$3500  
 \$3500

\$1250  
 \$1250  
 \$5000

Instagram  
**subtotal: \$21,750**

\$3625  
 \$3625

\$3625  
 \$3625

\$2250  
 \$5000

Google Search  
**subtotal: \$9000**

\$1500  
 \$1500

\$1500  
 \$1500

\$500  
 \$2500

Google Remarketing  
**subtotal: \$12,750**

\$4250

\$4250

\$4250

Website  
**subtotal: \$10,000**

\$6000

\$2000

\$2000

Email  
**subtotal: \$1005**

\$335

\$335

\$335

Optimization  
**subtotal: \$16,995**

\$5665

\$5665

\$5665

**Total: \$100,000**

In order to spend the reasonable amount of money at the right time, the budget is divided into different stages in the customer journey.

LinkedIn: I allocated more budget because that's where our target audience is mostly present.

Google: I allocated more budget to remarketing ads because it has a higher chance of converting people.

Website: Mainly for content creation. After most of the content has been created, we just need to update them regularly. That's why we are spending much more in the first month.

Email: Mailchimp Premium  $\$299 * 1.12$  (tax) =  $\$335$  approximately / per month

I also gave less budget to ads targeting people at the early stages in the last month just in case if they don't have enough time to get to the decision stage (waste of money)

I will move some of the optimization budget to the better-performing ads. If some ads are not doing well, I will move some of their budget to the better-performing ones.

# Sources for benchmarks and photos:

<https://evernote.com/>

[https://www.barilliance.com/email-marketing-statistics/#:~:text=Average%20Email%20Conversion%20Rates%20\(CR\)%20Statistics%20Over%20Time,-The%20first%20thing&text=The%20average%20conversion%20rate%20peaked,respectable%2015.11%25%20conversion%20in%202020.](https://www.barilliance.com/email-marketing-statistics/#:~:text=Average%20Email%20Conversion%20Rates%20(CR)%20Statistics%20Over%20Time,-The%20first%20thing&text=The%20average%20conversion%20rate%20peaked,respectable%2015.11%25%20conversion%20in%202020.)

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

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<https://www.theb2bhouse.com/linkedin-ad-benchmarks/>

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