

Facts and figures to impress: The numbers to convince all businesses to take LinkedIn seriously

In the ever-evolving landscape of digital marketing and professional networking, LinkedIn has emerged as a powerhouse for businesses, professionals, and job seekers alike. For SME (Small and Medium-sized Enterprise) owners in the United Kingdom, understanding the facts and figures behind the platform can be the key to unlocking its full potential for business growth and success.

This figures below underscore the platform's extensive reach within the professional community and demonstrates why any B2B organisation should be taking it incredibly seriously.

12 Statistics that Demand your Attention

30% of a company's engagement on LinkedIn comes from its employees

Source: Hootsuite <https://blog.hootsuite.com/linkedin-statistics-business/>

Employees are **14x** more likely to share content from their employers than other types of content on LinkedIn

Source: Hootsuite <https://blog.hootsuite.com/linkedin-statistics-business/>

LinkedIn posts with images get **2x** higher engagement ... larger images do even better, with **38%** higher click-through rates than other images.

Source: Hootsuite <https://blog.hootsuite.com/linkedin-statistics-business/>

4 out of 5 people on LinkedIn "drive business decisions"

Source: LinkedIn <https://business.linkedin.com/marketing-solutions/generate-leads>

93% of B2B content marketers use LinkedIn for organic social marketing

Source: Hootsuite <https://blog.hootsuite.com/linkedin-statistics-business/>

Companies with a complete, active LinkedIn Page see **5x** more page views

Source: Hootsuite <https://blog.hootsuite.com/linkedin-statistics-business/>

LinkedIn generated a 'visitor-to-lead' conversion rate almost **three times** that of Twitter or Facebook

Source: Hubspot <https://blog.hubspot.com/blog/tabid/6307/bid/30030/linkedin-277-more-effective-for-lead-generation-than-facebook-twitter-new-data.aspx>

In November 2023, there were around **34.5 million** LinkedIn users in the UK

Source: <https://www.linkedin.com/search/results/people/?geoUrn=%5B%22101165590%22%5D&>

LinkedIn's audience has **TWICE** the buying power of the average internet audience

Source: LinkedIn <https://business.linkedin.com/marketing-solutions/generate-leads>

52% of buyers list LinkedIn as the most influential channel during their research process

Source: DemandBase [http://e61c88871f1fbaa6388d-](http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG081_SURV_B2BBuyers_Jun_2018_Final.pdf)

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Your posts and connections have a higher chance of reaching men with the audience distribution being **57.2%** male - so if your average customer is male, this is good news!

Source: Digital 2022: Global Overview Report <https://datareportal.com/reports/digital-2022-global-overview-report>

The average time a LinkedIn user spends on the platform is **7 minutes and 38 seconds** ... per visit!

Source: Influencer Marketing Hub <https://influencermarketinghub.com/linkedin/>

To Conclude: Elevate Your Business with LinkedIn

In the competitive landscape of SME marketing in the United Kingdom, leveraging LinkedIn can be a game-changer. The numbers don't lie – the platform's extensive user base, B2B networking potential, the impact of demonstrating your leadership, and the value of employee advocacy all contribute to making LinkedIn a crucial tool for business success.

As a UK SME owner, taking LinkedIn seriously means more than just having a profile. It's about actively participating, networking, and showcasing the best of your business. By understanding and harnessing the power of LinkedIn, you can position your business for growth, industry recognition, and long-term success. So, don't just connect – connect strategically, share thoughtfully, and watch your business thrive on the professional stage.

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