

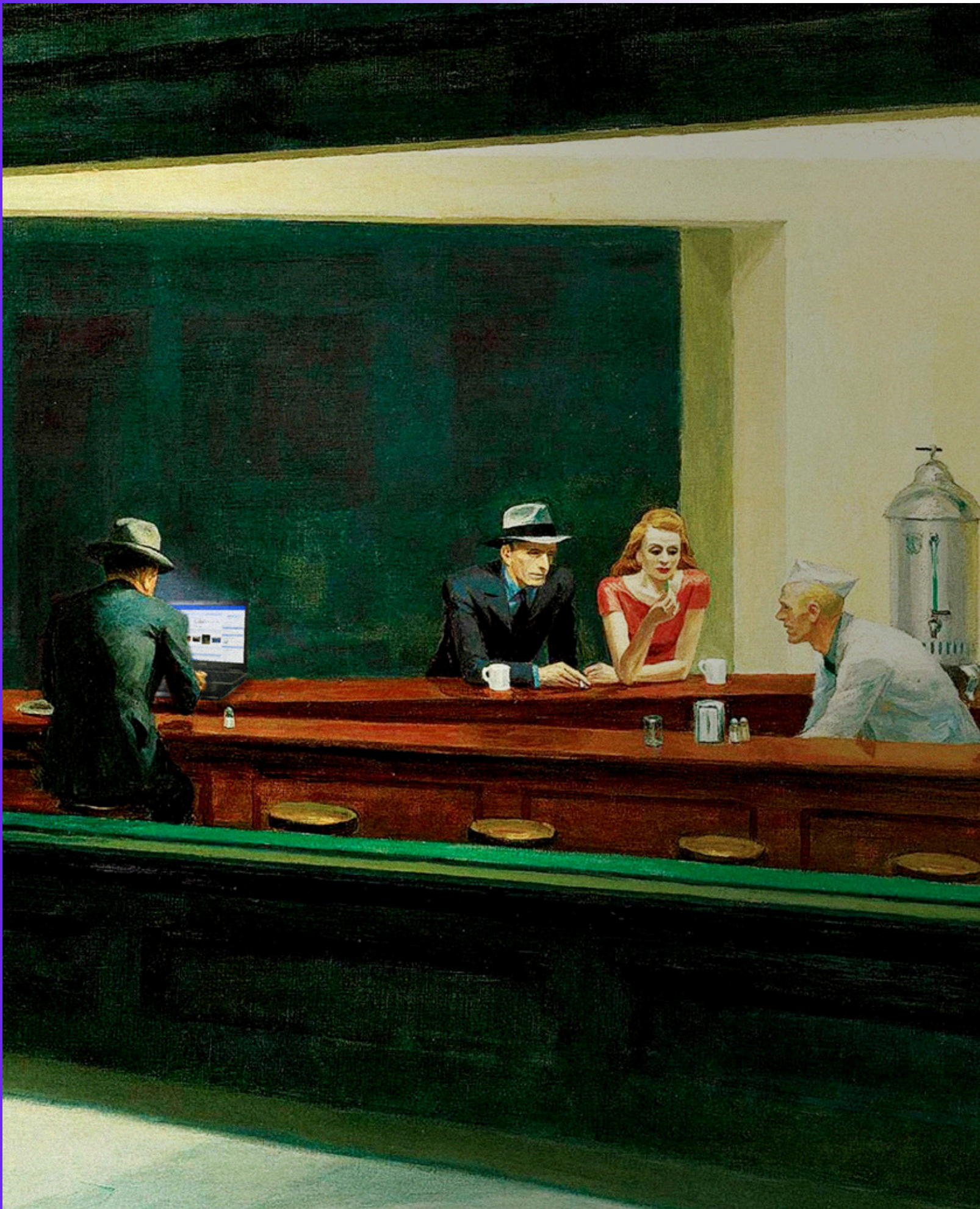
# LinkedIn Influencer Marketing

---

*Pulpkey's* newest product







**Why LinkedIn is important for  
the Indian Marketer**

**12cr users.  
2x more  
affluent.  
60% under  
25-35.**

**FASTEST GROWING PLATFORM IN INDIA**



# Let's understand LinkedIn

## **13 CR DESI USERS**

There are around 13CR LinkedIn users in India, 2nd highest in the world after the US

## **60% USERS ARE AGED 25-34**

Almost 60% of the users are in the 25-34 age bracket, compared to 36% on Instagram

## **MOST RELEVANT AUDIENCE**

LinkedIn has a high proportion of relevant audience that can turn into actual consumers

# Let's understand LinkedIn




## **HIGH TRUSTRABILITY**

4/5 users are more likely to click a link they see on LinkedIn when put against other platforms



## **INDUSTRY LEADER, PROFESSIONALS**

Creators are industry leaders and their voices are actually taken seriously by their followers



## **PREMIUM, AFFLUENT**

For brand positioning among a premium segment, there is no better platform



# End to End LinkedIn Influencer Marketing Solution

*BROUGHT TO YOU BY*

***Pulpkey***



# LINKEDIN CREATOR MAREKTING - ALL ABOUT IT!

## CREATOR PARTNERSHIPS

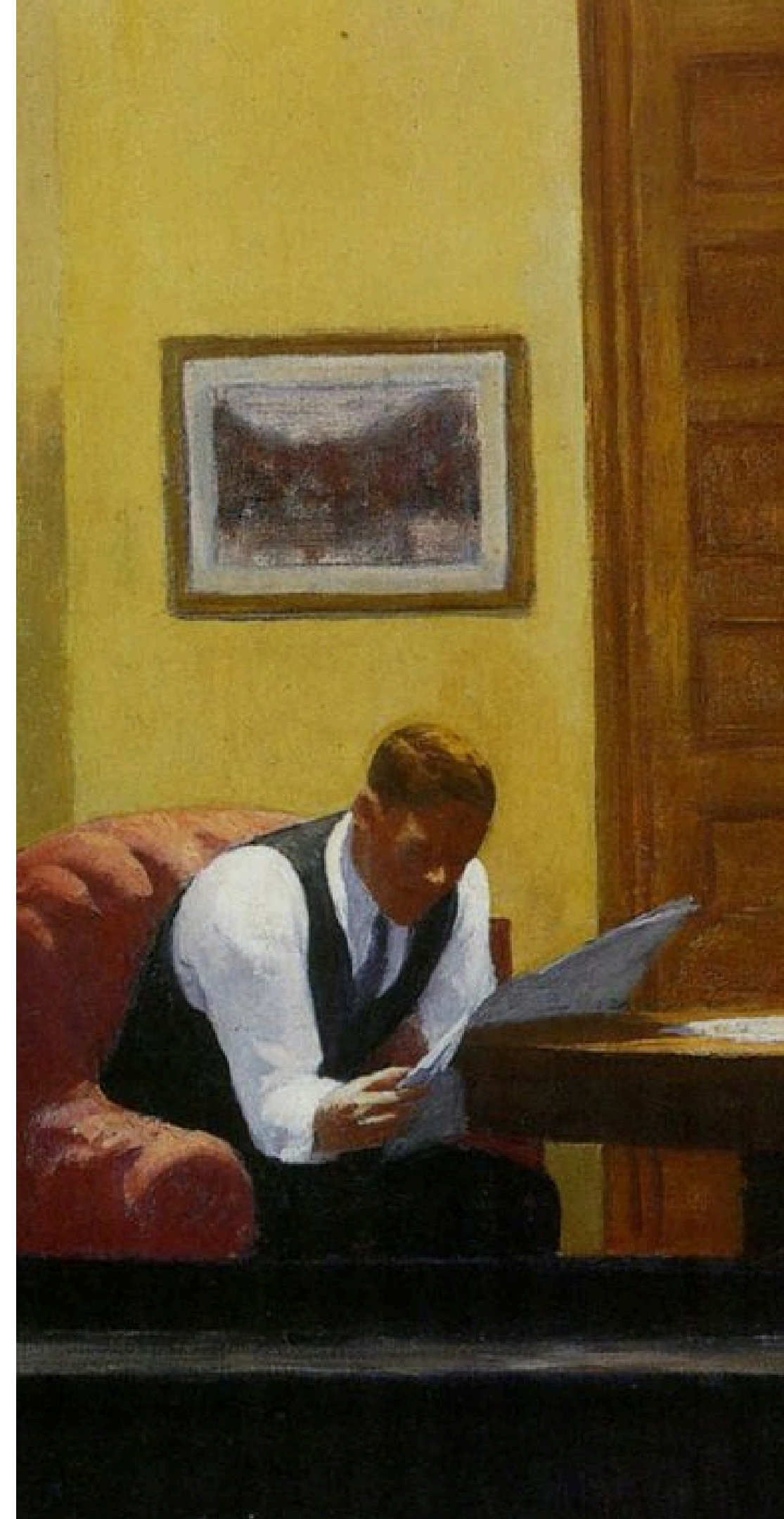
We partner with creators to help them identify the best content type that goes well with their profile. We try and keep the content organic so it matches the tonality of their regular content, resulting in higher engagement, and looking unsolicited

## CREATIVE AND STRATEGY

We identify the pain points and come up with full-fledged strategies, the types of creators that go well with the brand ethos, and how they could add value to our repertoire

## LARGE SCALE EXECUTION

Our team is equipped to handle large-scale execution, no matter how rigorous the brief. We have worked with hundreds of creators simultaneously, without any hiccups. So when we're by your side, you can rest easy





# We hang out with good companies

We have been in influencer marketing business  
since 2018, worked with over 250+ brands  
across 10 different sectors

[Check our public deck](#)





# Some LinkedIn Case Studies

---



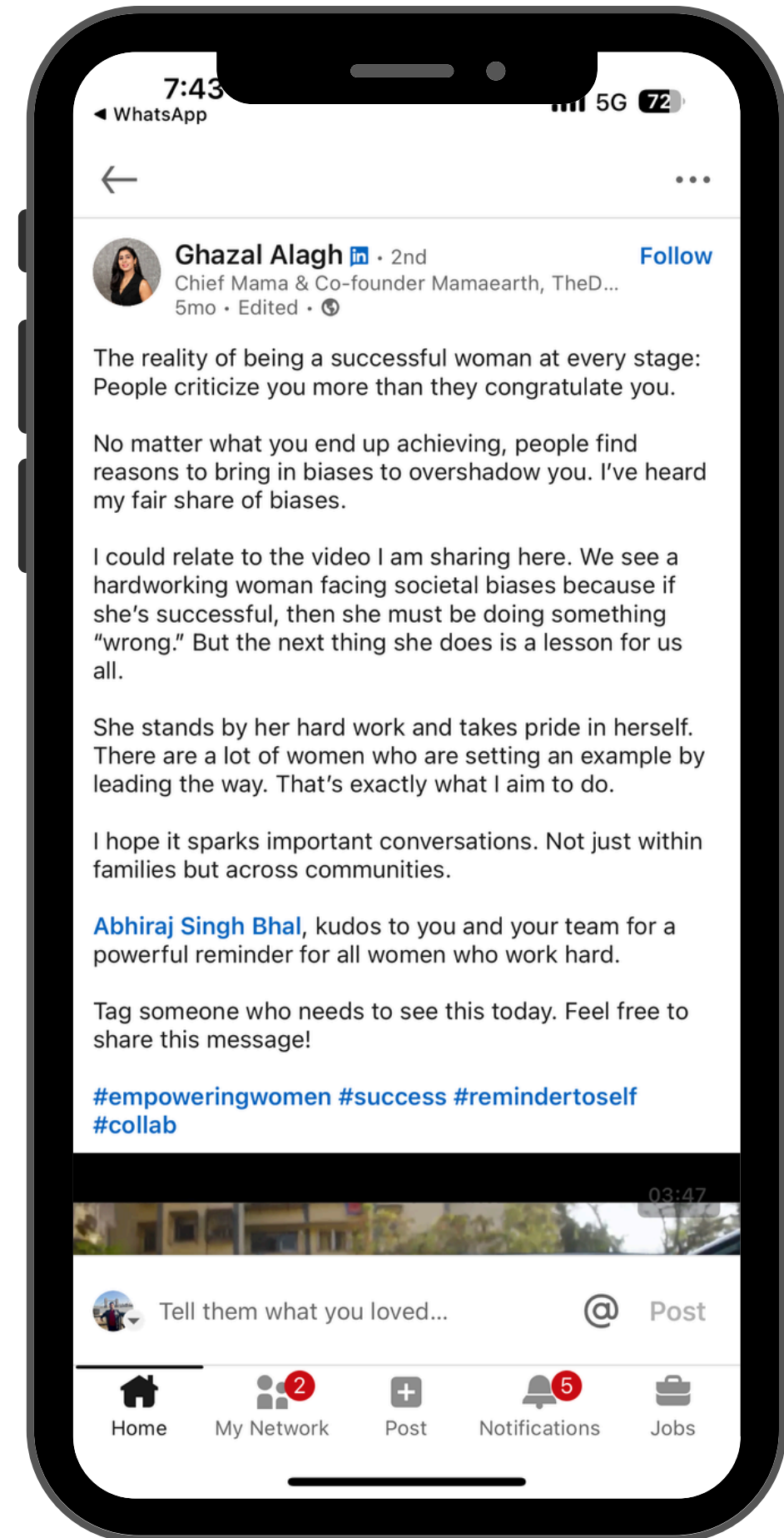
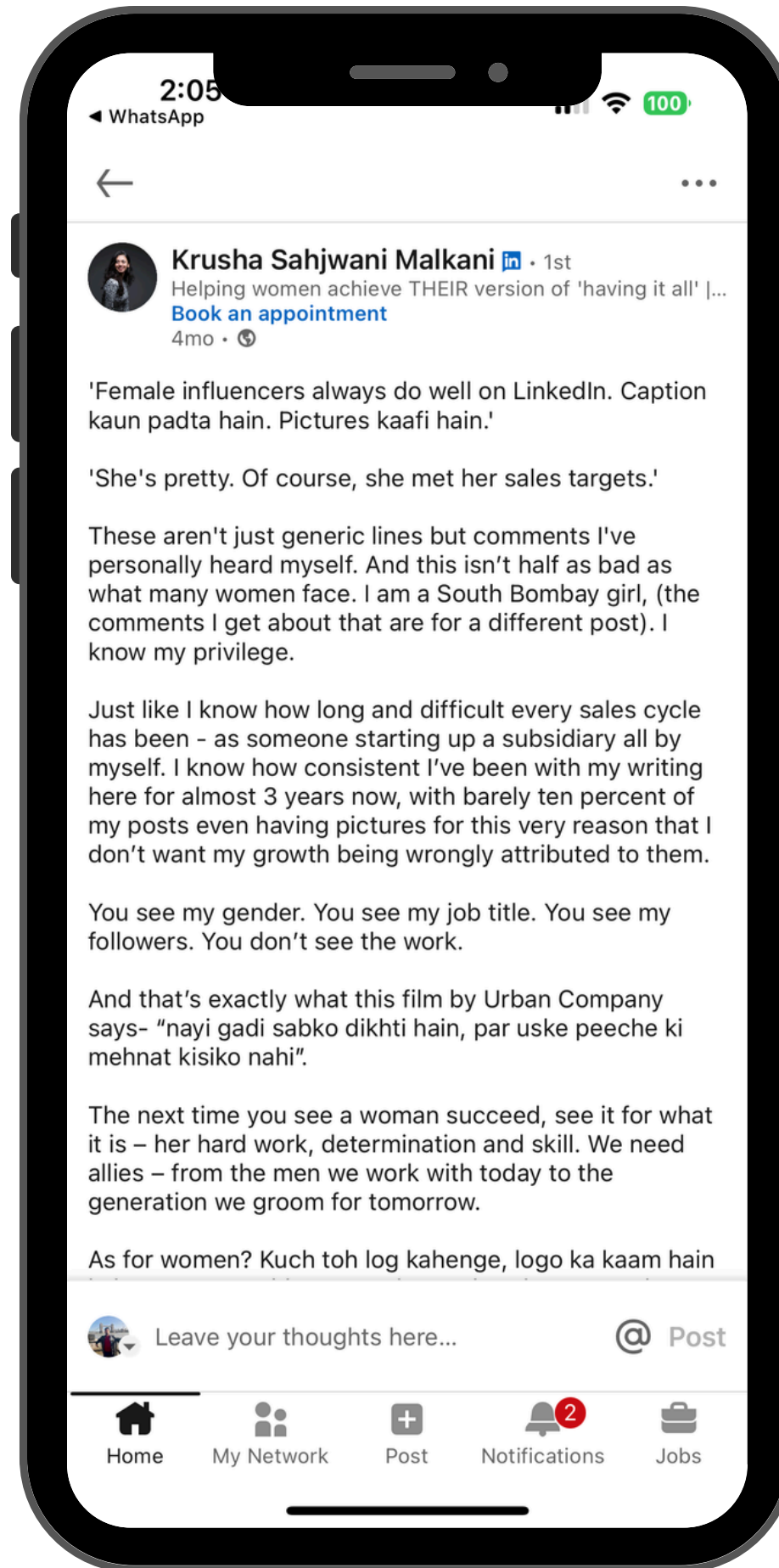
*Pulpkey*

-  iFast Corporation
-  Urban Company
-  UltraHuman
-  Rebel Foods portfolio
-  and more..





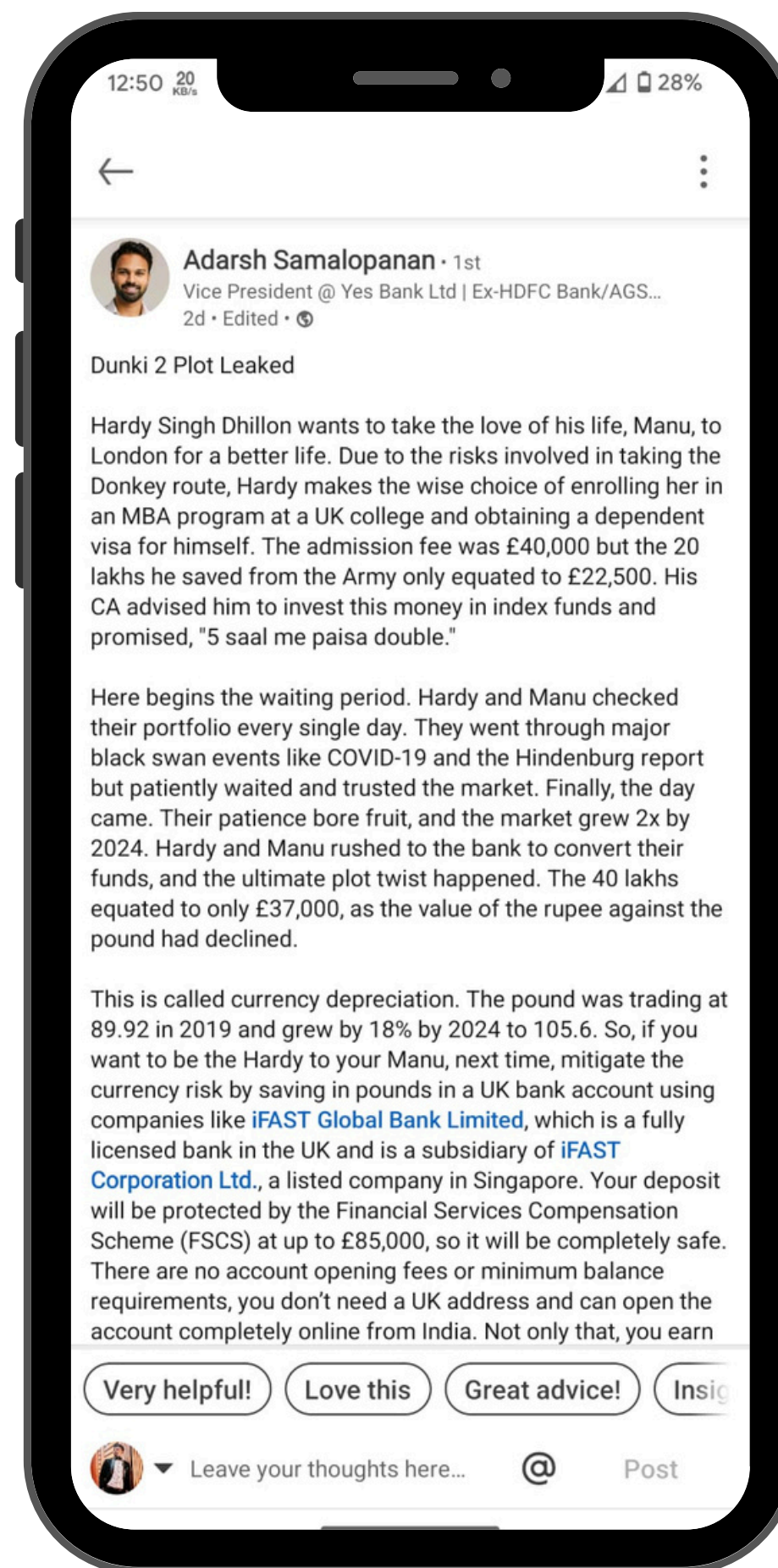
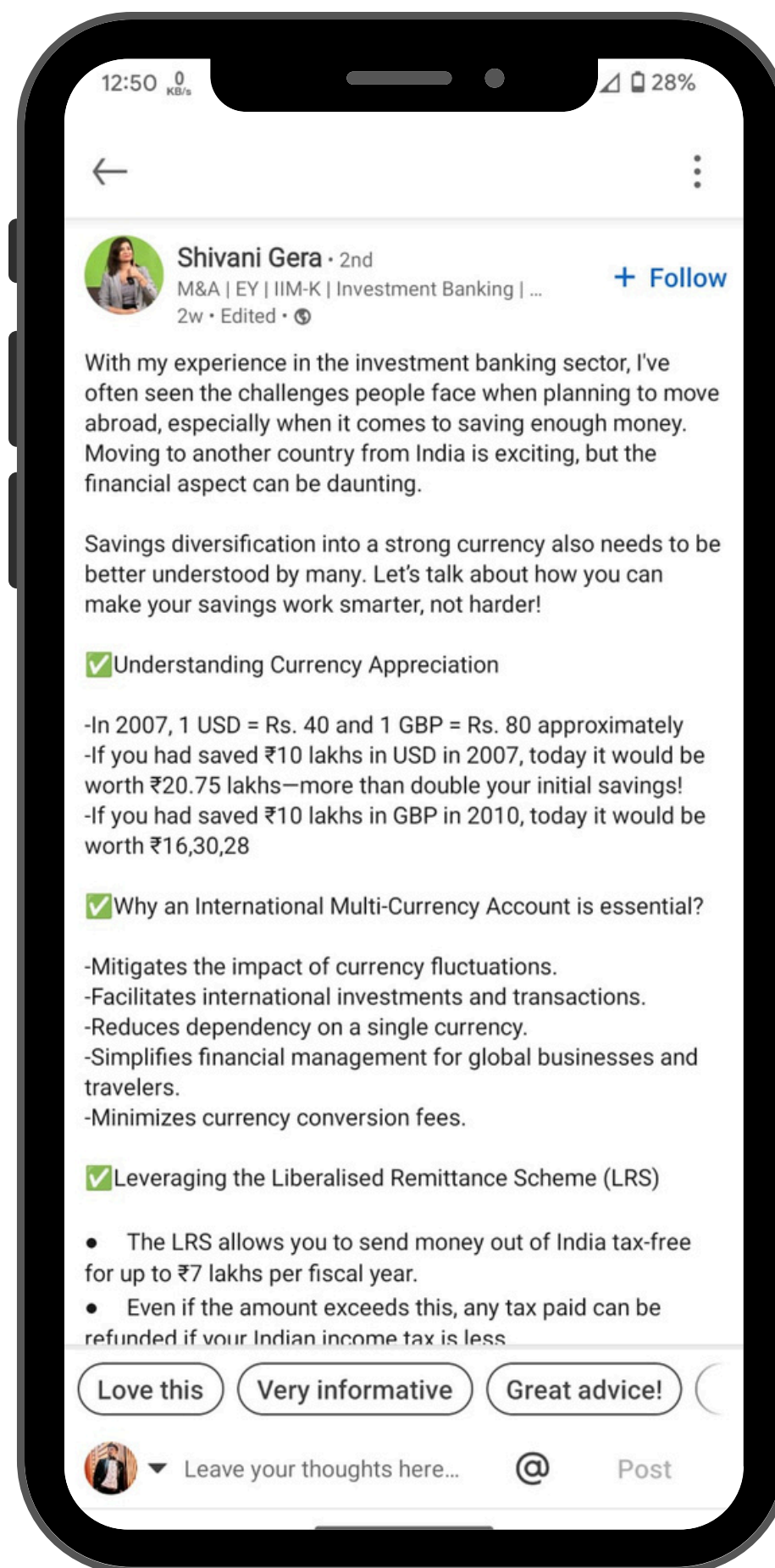
*To promote the ad created by Urban Company 'Chhoti Soch' - that talks about Aall work done with purpose, is worthy of dignity. And what society might say is not worth dignifying. Everyone has the right to work with pride and dignity, and more importantly, to be respected for it*







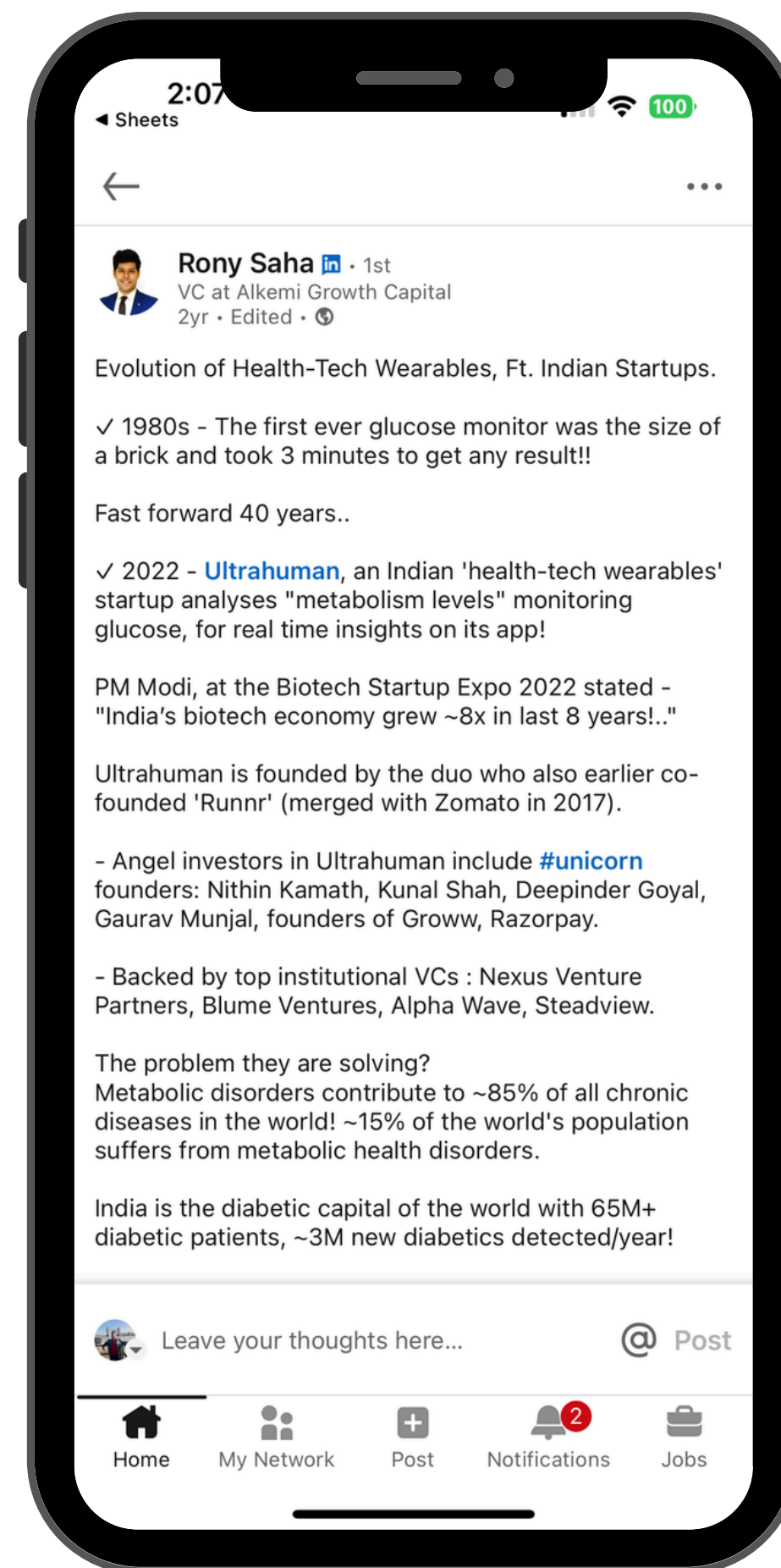
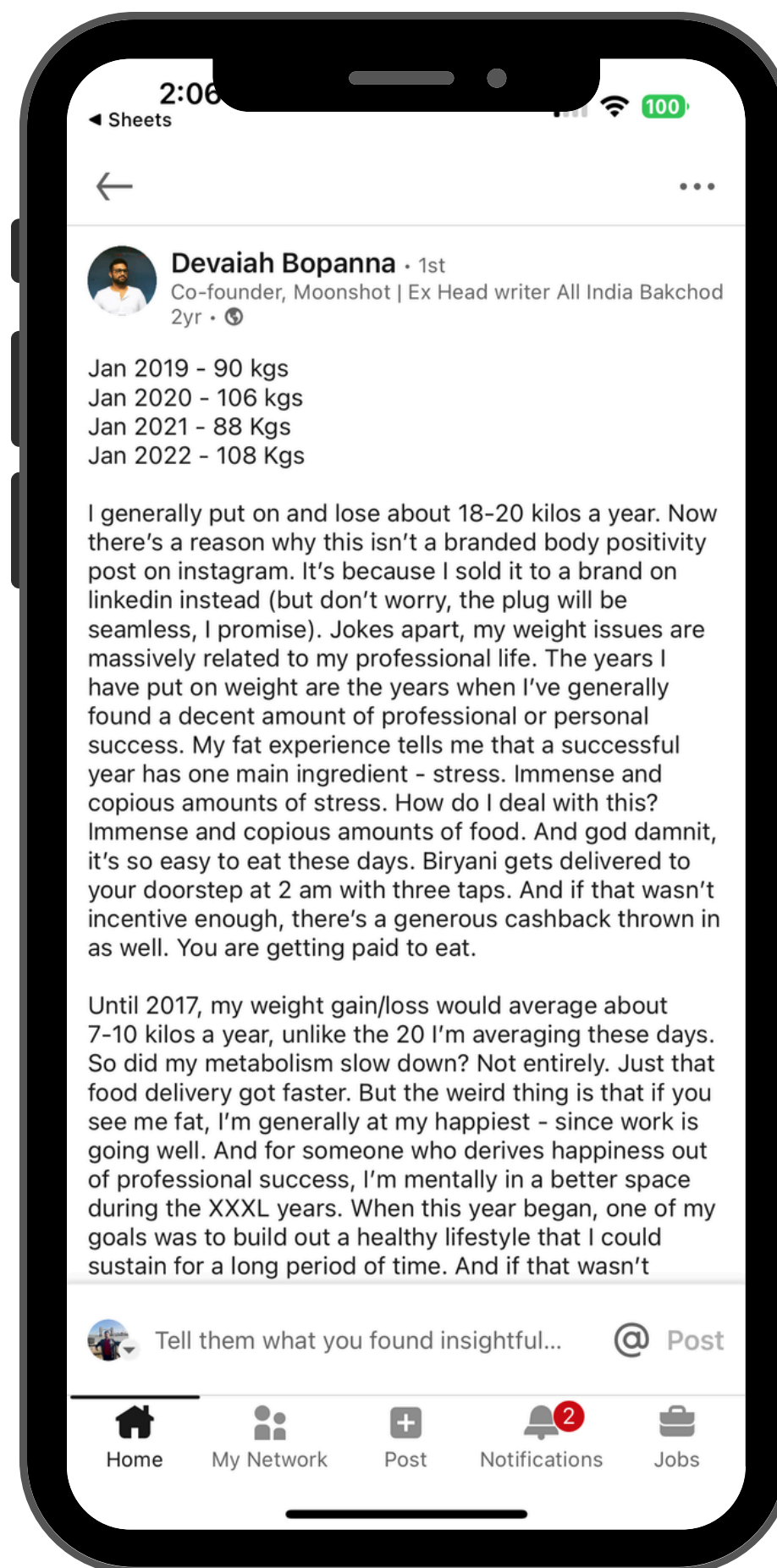
*In order to raise awareness about Indian-origin individuals opening iFAST accounts for global onward and inward transactions between India and the UK*





# ULTRAHUMAN

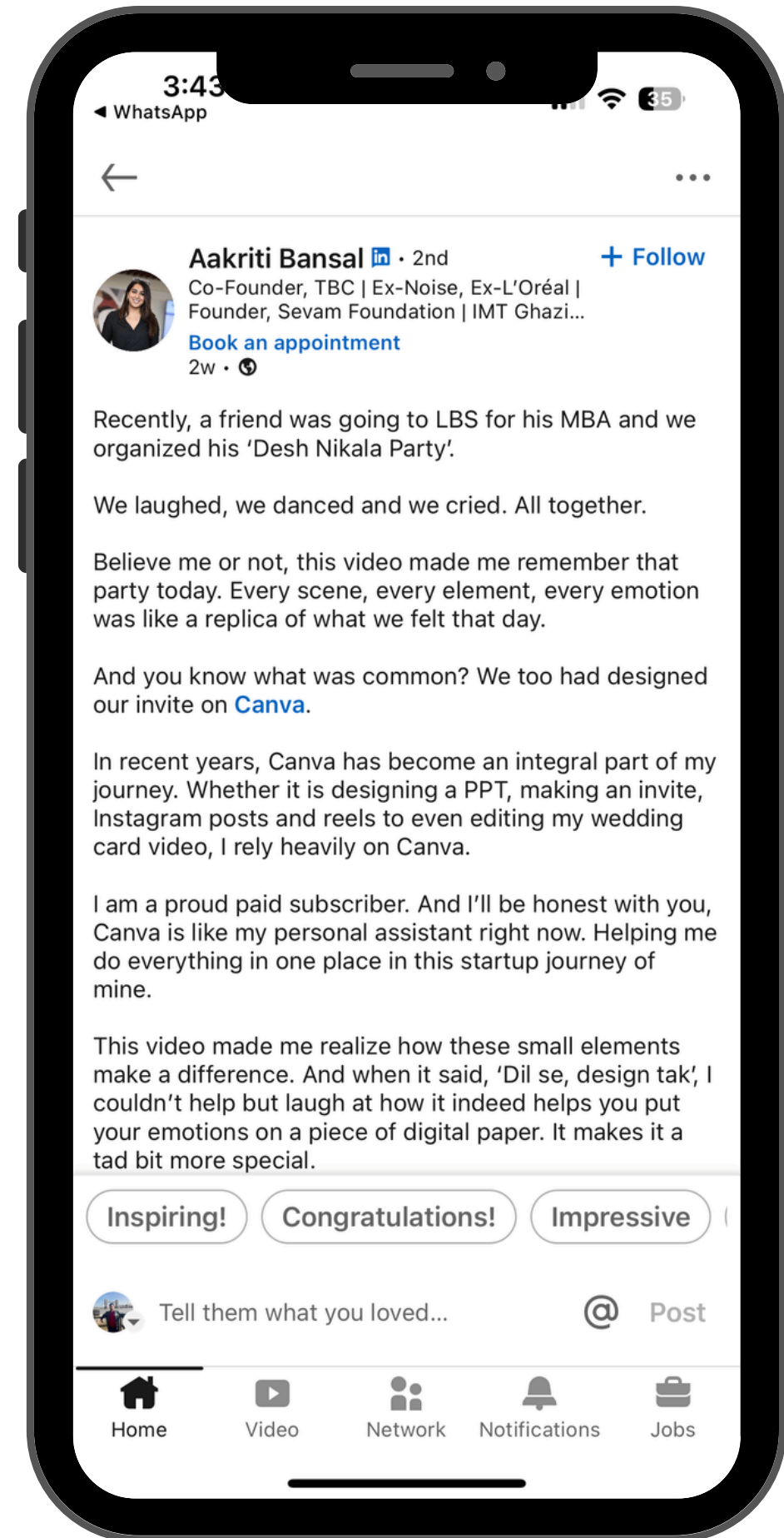
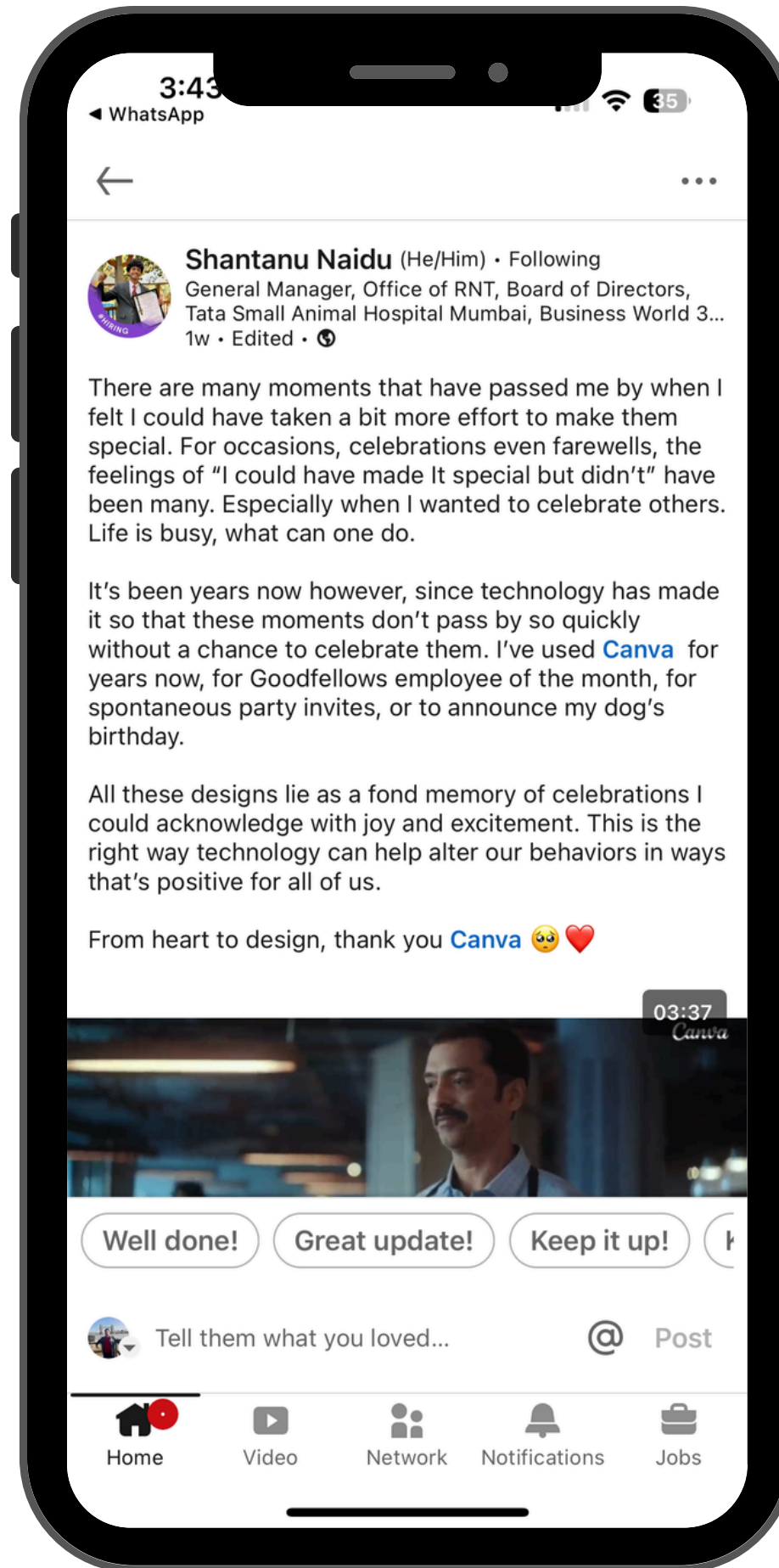
*To increase engagement with  
UltraHuman's new ring, which is designed  
to evolve around new-age health-tech  
measures metabolism and glucose levels*





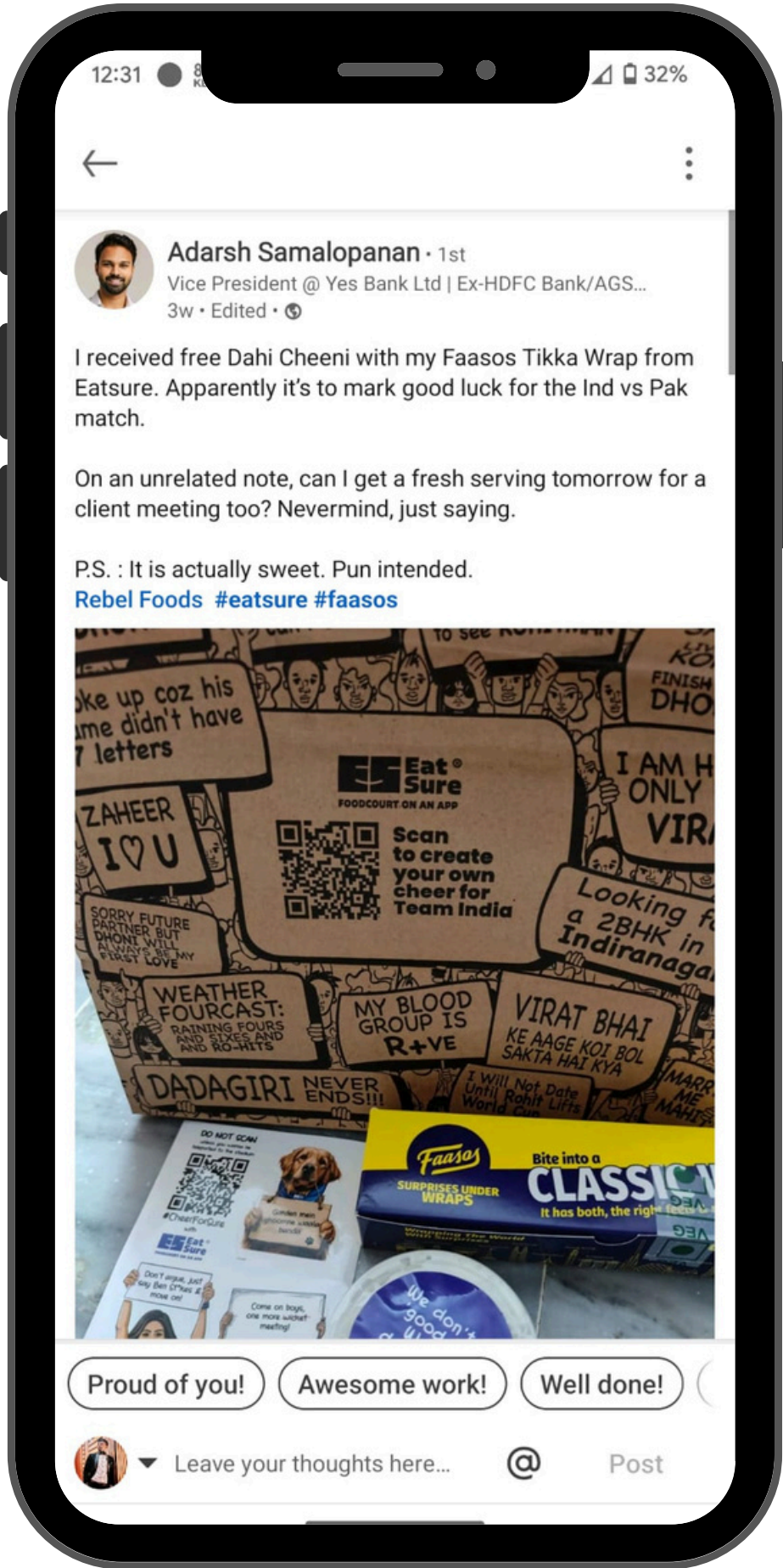
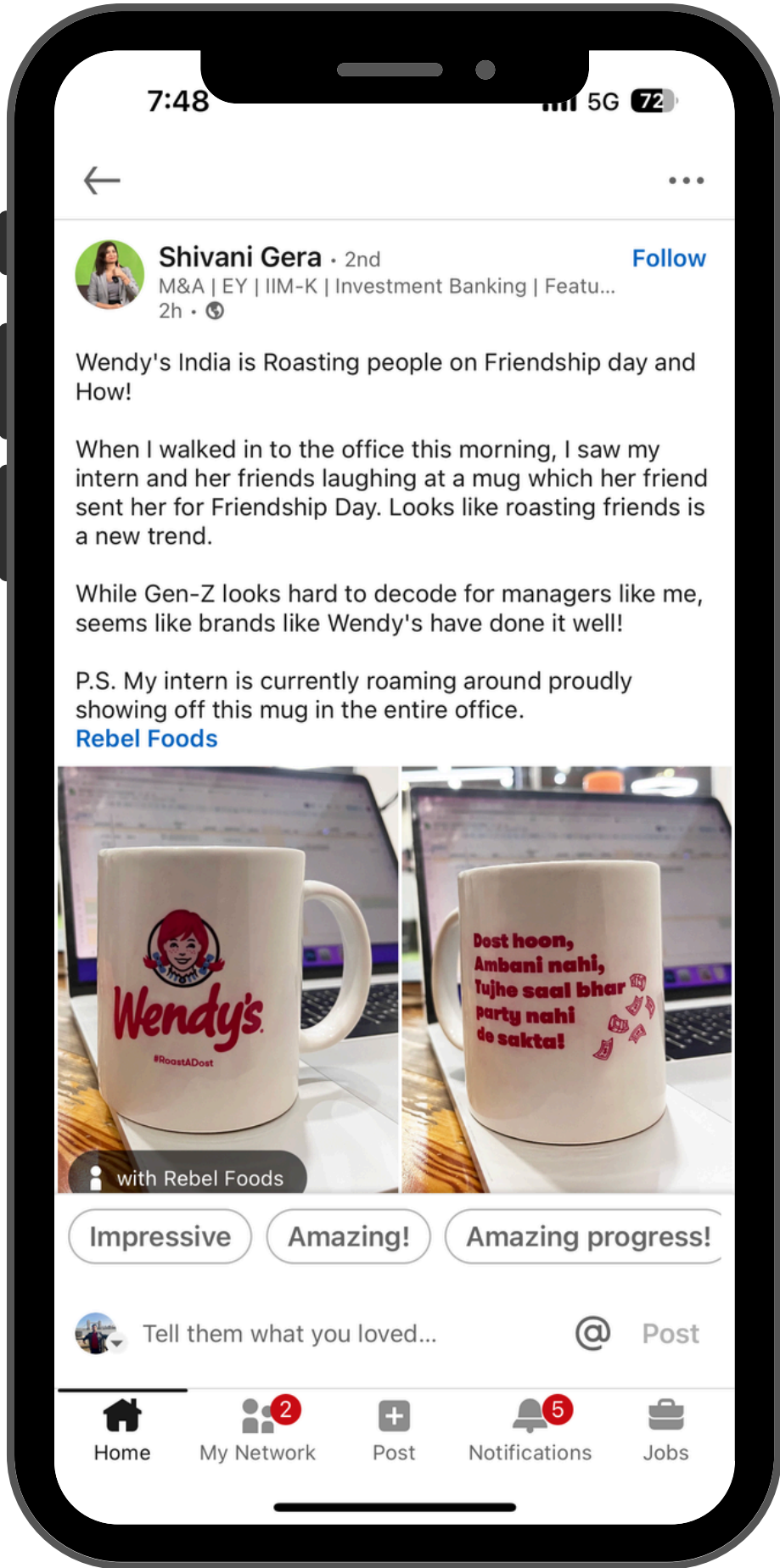
# Canva

To amplify Canva India's first campaign  
film in India "Farewell Made Special"





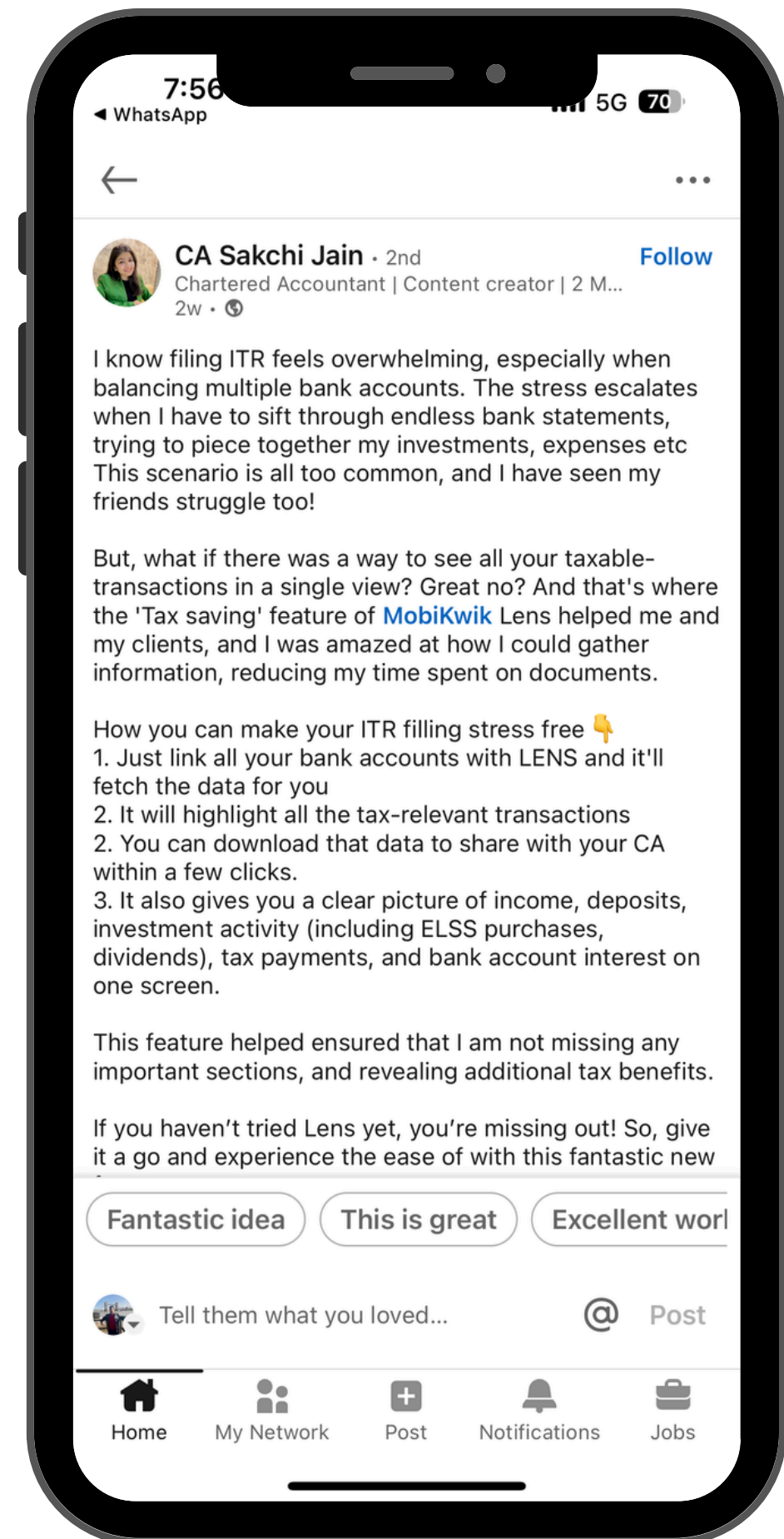
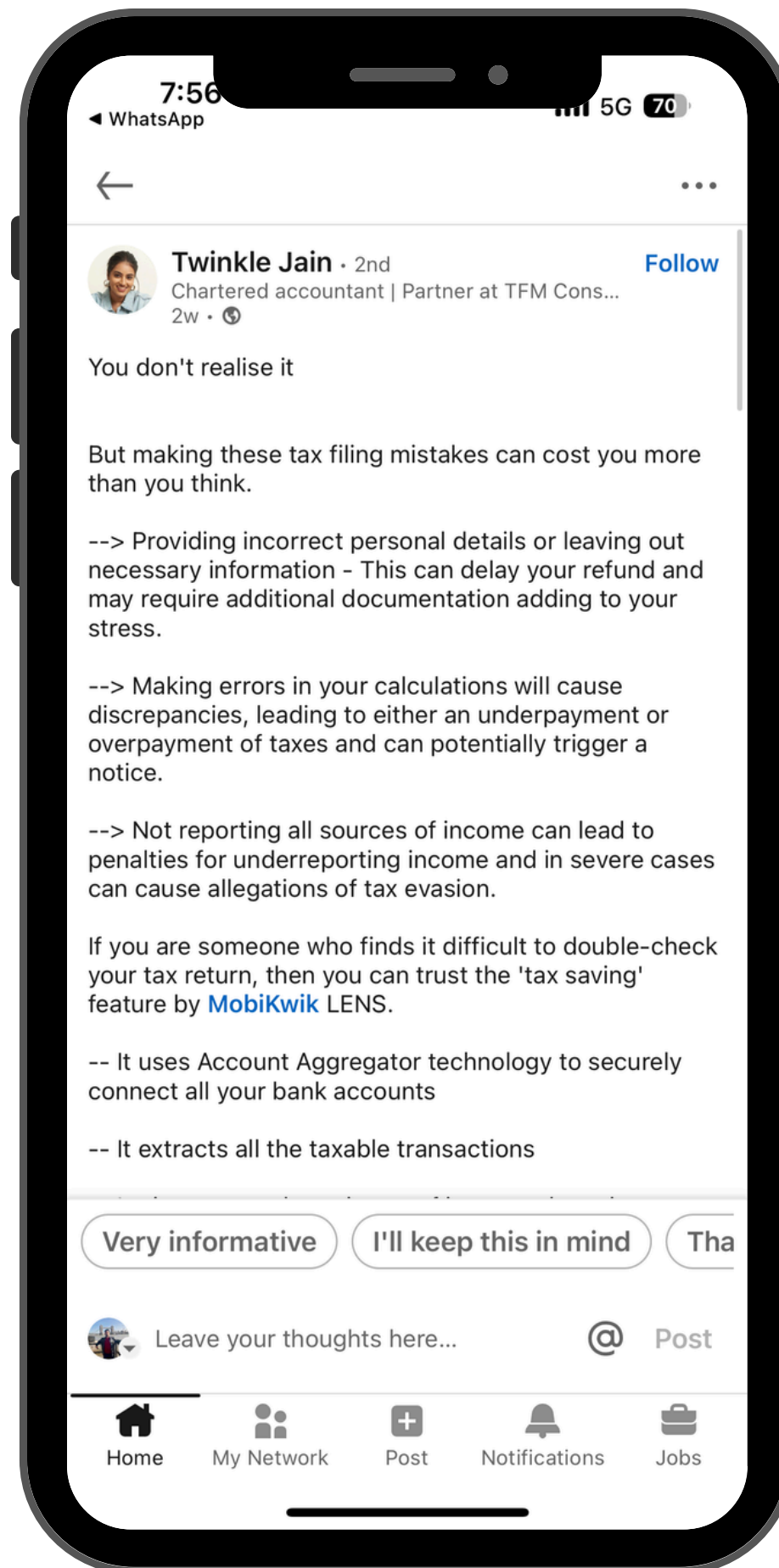
*The portfolio consists of multiple brands under Rebel Foods to either discuss new launches, festival targets - mostly catering to corporate people who prefer hygienic and tasty offerings*





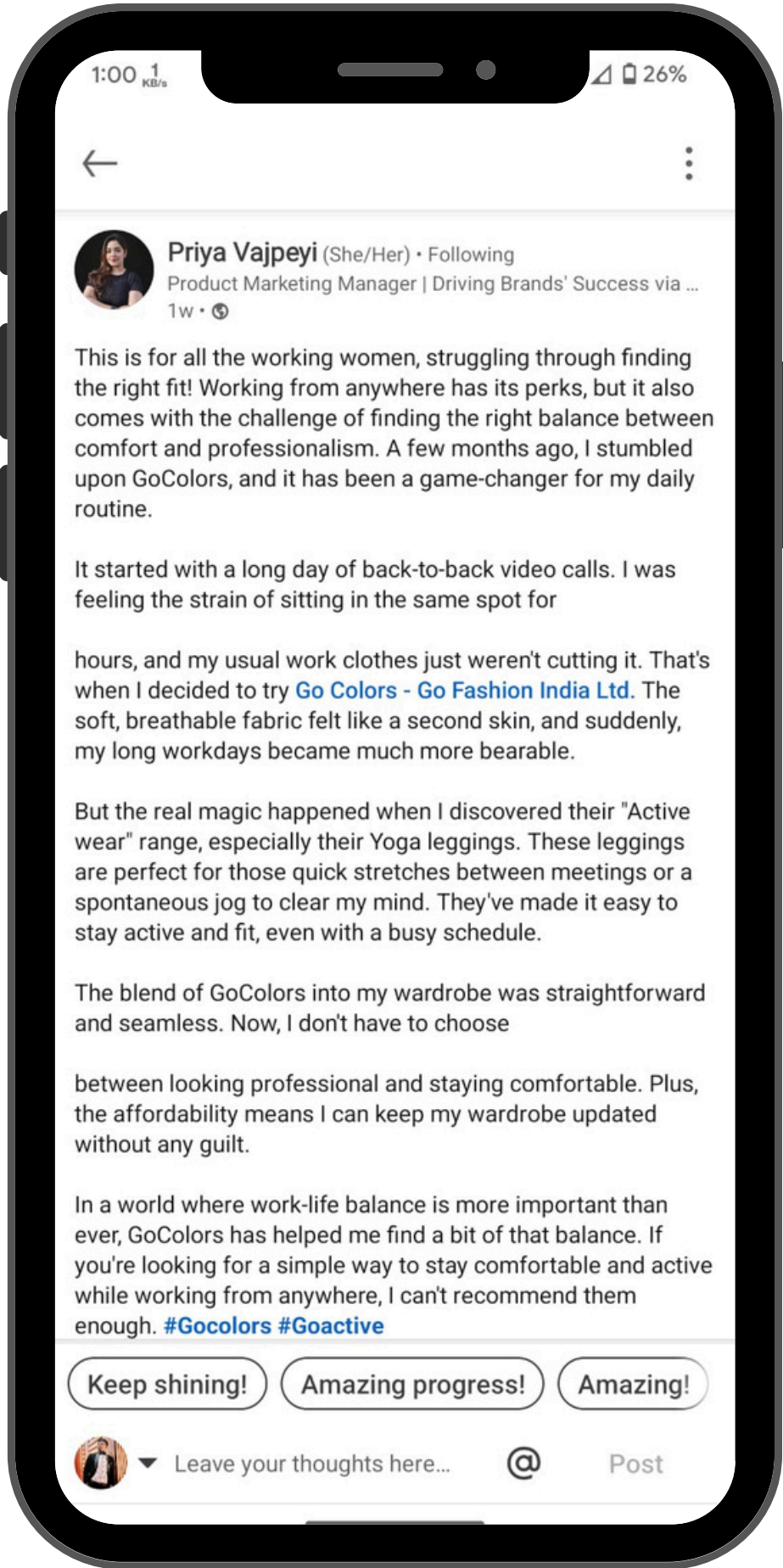
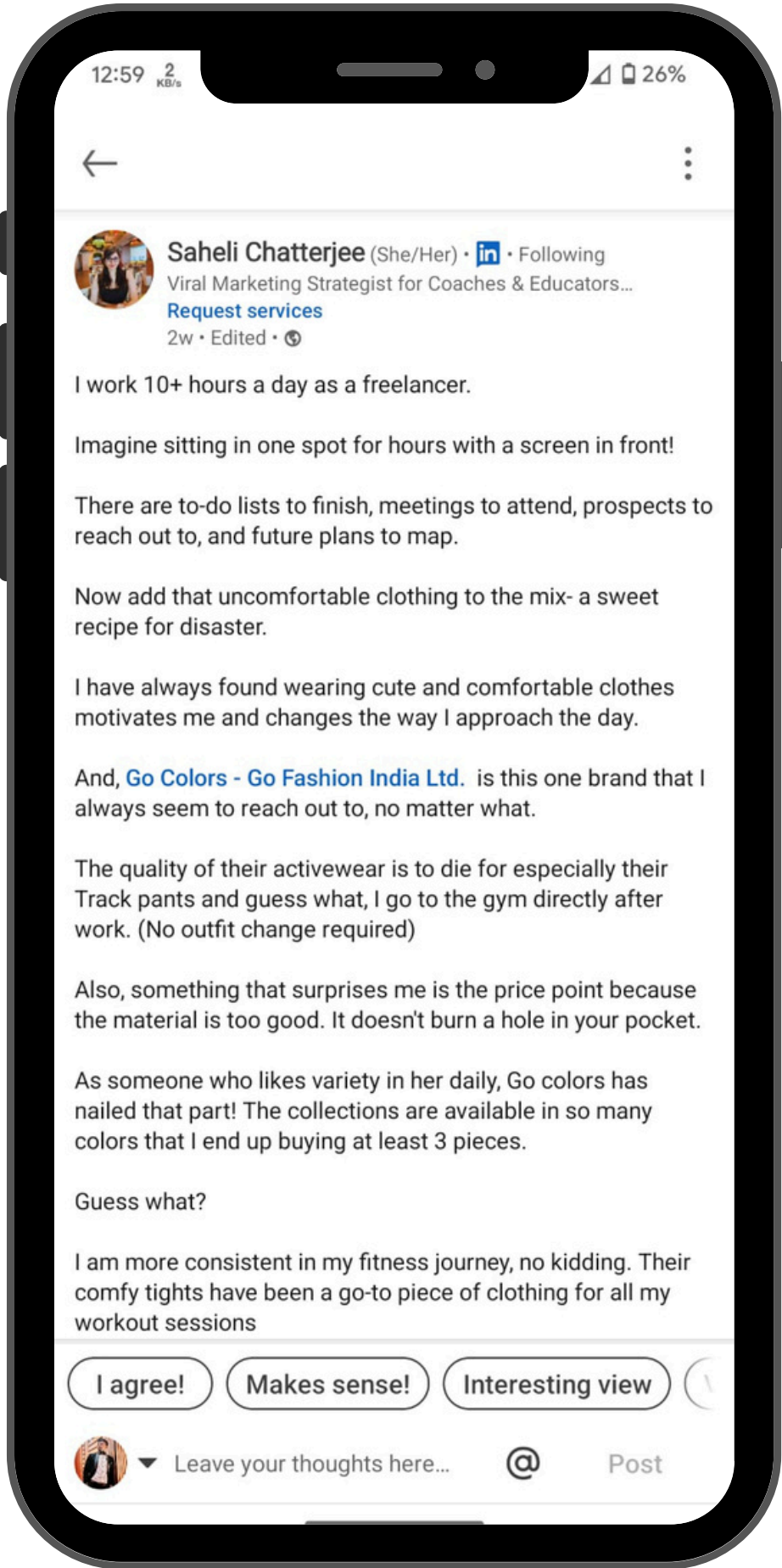


*To raise awareness about mobiKwik  
newest product in FY 24-25 called  
mobiKwik LENS that helps ITR tax filling  
smooth and quick*





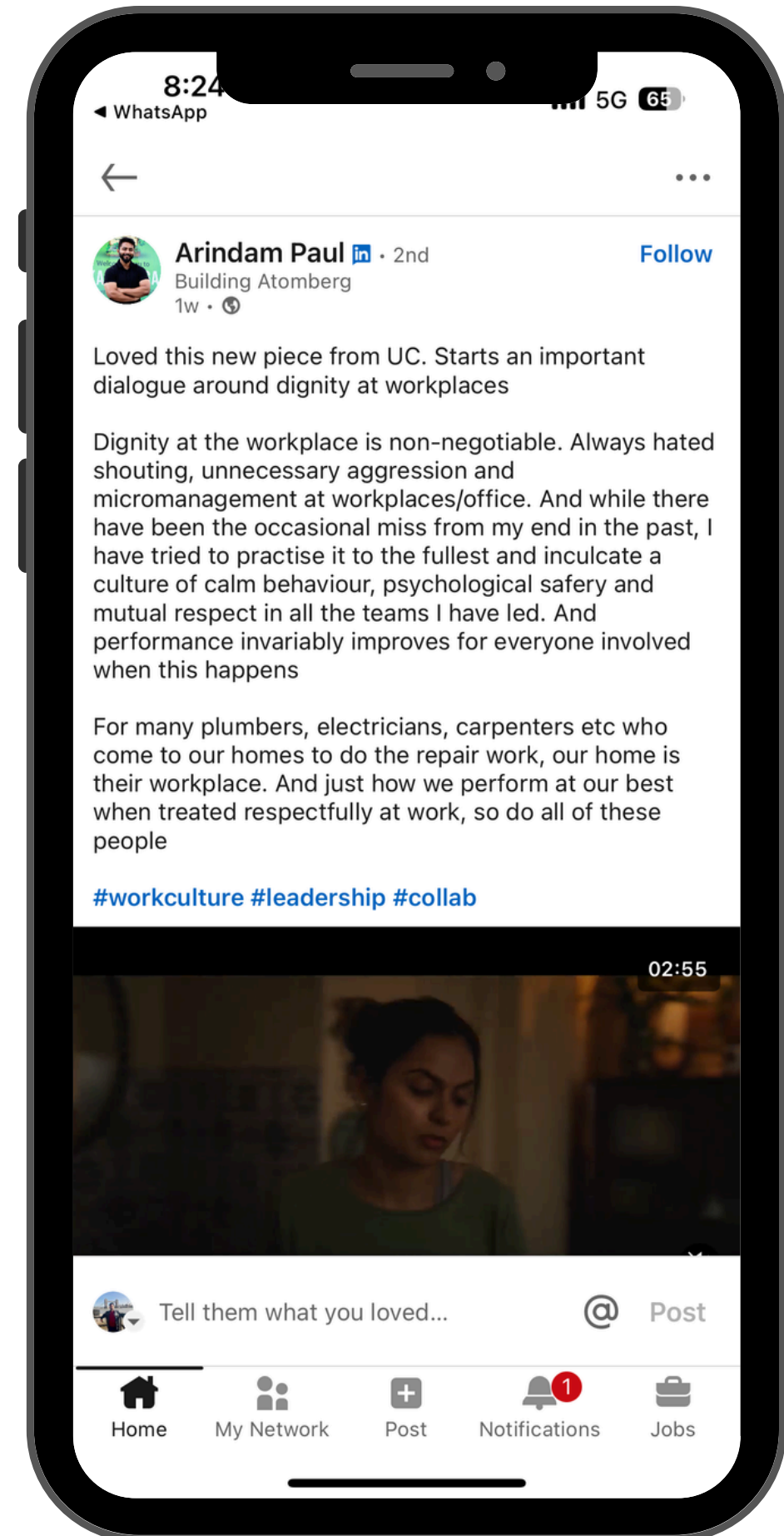
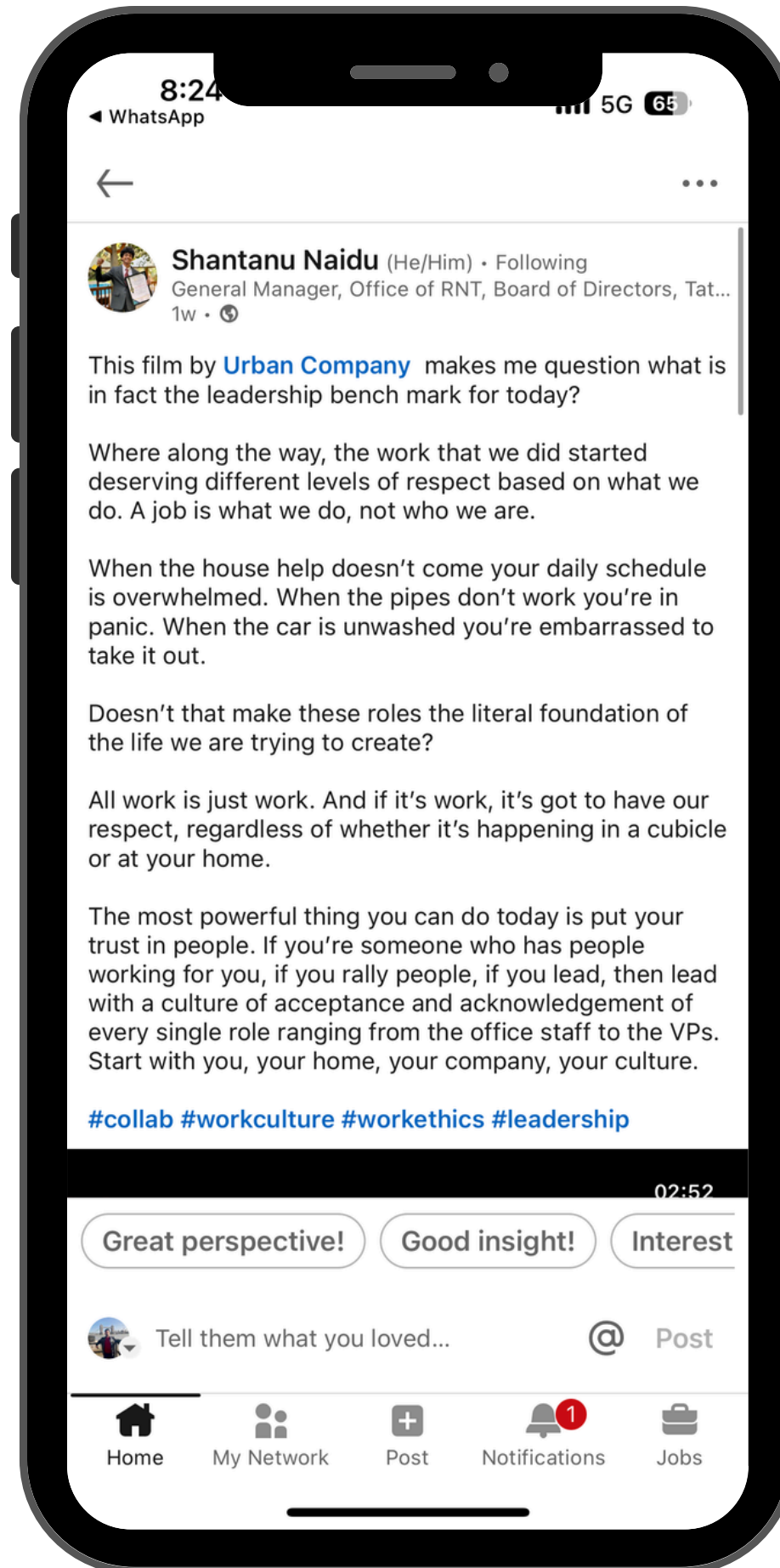
To promote Go Color's ActiveWear and its feature that provides comfort during long office hours or meetings







*To seed the the third series of the property called Chhoti Baat that talks about irrespective of the stature or nature of work, mutual respect forms the bedrock of dignity*



## Few of the LinkedIn creators we work with



### DEVAIAH BOPANNA

Co-founder, Moonshot | Ex Head writer  
AIB

---

Founder at Moonshot, behind many  
commercial for Creds, Lenskart,  
Shaadi, MakeMyTrip etc



### SHANTANU NAIDU

General Manager, Office of RNT, Board of  
Directors, Tata Small Animal Hospital

---

Known for working closely with Ratan  
Tata, Shantanu has over 215k  
LinkedIn followers



### SAHIBA BALI

Ex-Brand @ Zomato  
& Unacademy

---

A seasoned marketing voice who's  
worked with the internet's beloved  
brands like Zomato and Unacademy,  
she also has the face of a Cat A  
Influencer



## Few of the LinkedIn creators we work with



### ARINDAM PAUL

Founding Member &  
CBO @ Atomberg

---

Writer on LinkedIn dedicated to marketing, direct-to-consumer, audience, and Indian startup stories



### ADARSH SAMALOPANAN

Vice President @ Yes Bank Ltd,  
Ex-HDFC Bank

---

An outspoken and witty LinkedIn creator with a solid financial and marketing background



### CA TWINKLE JAIN

Content Creators, Forbes Top  
100 digital star

---

The latest content on personal life, insurance, and business

**And there are hundreds more...**

## Few of the LinkedIn creators we work with



### ANANYA NARANG

Building Entourage,  
Ex-KPMG, SRCC

---

A founder of a startup providing content as a service, writing valuable content on LinkedIn for the community



### GHAZAL ALAGH

Chief Mama & Co-founder Mamaearth,  
TheDermaCo, Dr.Sheth's

---

Writes insightful content about building businesses as a LinkedIn Top Voice, featured on Shark Tank



### GANESH BALAKRISHNAN

Co-founder at Aurm, Momoe and  
Flatheads

---

Top Voice when it comes to branding and marketing, featured in Shark Tank

**And there are hundreds more... Send us a hello >**





# Start a Campaign today

We'd love to discuss all things about LinkedIn



**EMAIL US**

[hi@pulpkey.com](mailto:hi@pulpkey.com)



**WEBSITE**

[www.pulpkey.com](http://www.pulpkey.com)

***Pulpkey***