

A portrait of Daniel Tonsen, a young man with short, wavy brown hair and a light beard, wearing a dark teal suit jacket over a light blue button-down shirt. He is standing with his hands in his pockets, looking directly at the camera with a slight smile. The background behind him is a solid dark blue.

ELITE ADVERTISING

– THE LINKEDIN AGENCY –

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CEO & founder

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ELITE ADVERTISING

– THE LINKEDIN AGENCY –

- Lead generation
- Brand awareness
- Videos/pictures
- Recruiting
- Organic posts



Why LinkedIn advertising?



The **only** social media where you, as advertiser, get information on **who is seeing your ads** and **how they react**.

You'll get a list with top 25:



Company names



Location (country/city)



Job titles



Company size



Industries



Decision power mm.



Why LinkedIn advertising?



LinkedIn is where Facebook was in 2008. **Extremely effective** compared to the investment needed.



Increasing amount of users on the platform: **770 mio** in the world and **46% active** minimum once a week.



Since Microsoft bought LinkedIn it has been a platform which quickly evolves.

Digital marketing is a new industry

- It did *not* exist 20 years ago.



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Digital marketing

- Growing with 17,6% per year.
- We are all moving more and more online - And so does the buying journey.
- In an average B2B customer journey, +11 online interactions are seen before purchase.



**THE FIRST
LINKEDIN CERTIFIED
AGENCY**



Companies want to work with the best within their field

- Instead of claiming we are good at everything, we have chosen to be the best for LinkedIn.



Our goal

McKinsey for B2B marketing

- The best LinkedIn agency in the world - As will be common knowledge
- +1.000 people globally



Customers

DTU

BOXIT

SOFACOMPANY

hintly.

CG JENSEN

TUBORG
FONDET

LIVING BETTER

IT UNIVERSITY OF COPENHAGEN

SEEDSTER 

AudioRista 

frameo



The team behind Elite Advertising



Advisory board today

Advisory board



Nick Traulsen

Co-Direktør hos The Marketing Guy ApS.

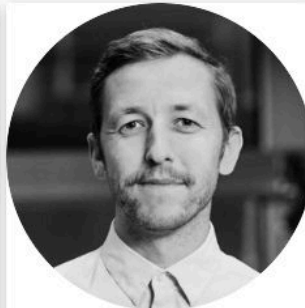
Partner
hos Elite Advertising ApS



Patrick Wolfgang

Co-Direktør hos The Marketing Guy ApS

Partner
hos Elite Advertising ApS



Thomas Frost Jensen

CMO hos Saphe A/S

Erfaring:
CMO hos Kromann Reumert



Søren Meiling

Angel investor & salgsguru

Erfaring:
Head of Sales hos Skagen, SAND, Estée Lauder mfl.



Stefan D. Buch

Angel investor & CFO

Erfaring:
CFO hos Coop Danmark
CFO hos Copenhagen Airports
CFO hos Salling Group



Peter Agergaard

CEO hos Agergaard+Co
HR konsulent

Erfaring:
HR direktør hos Falck
HR direktør hos G4S

What are we looking for?

1. Experienced CMO, who understand our buyers deeper than us.
2. Experienced CSO, who've build a consultancy to +100 employees and experience with selling enterprise.
3. Founder of an agency consisting of +100 people.