

Success has multiple facets, but at its simplest level, in addition to being competitive and being able to deliver, *the market must know about you.*

How Oracle Is Dominating LinkedIn

Oracle really know how to dominate LinkedIn compared to their competitors in making sure decision makers are aware of them. Here is a case study.

A senior executive was sensitive to market information filters as the company, a potential new client, were assessing vendors for a new ERP. **On his LinkedIn Who Viewed Me screen**, he was presented with multiple contact points for Oracle, subtle and professional, but it drew him in. *You will notice their competitors are not even in this information stream.*

This did not happen by chance but systematic marketing at the one-to-one level, yet at enterprise scale.

