



A MARKETER'S GUIDE TO LINKEDIN ADVERTISING



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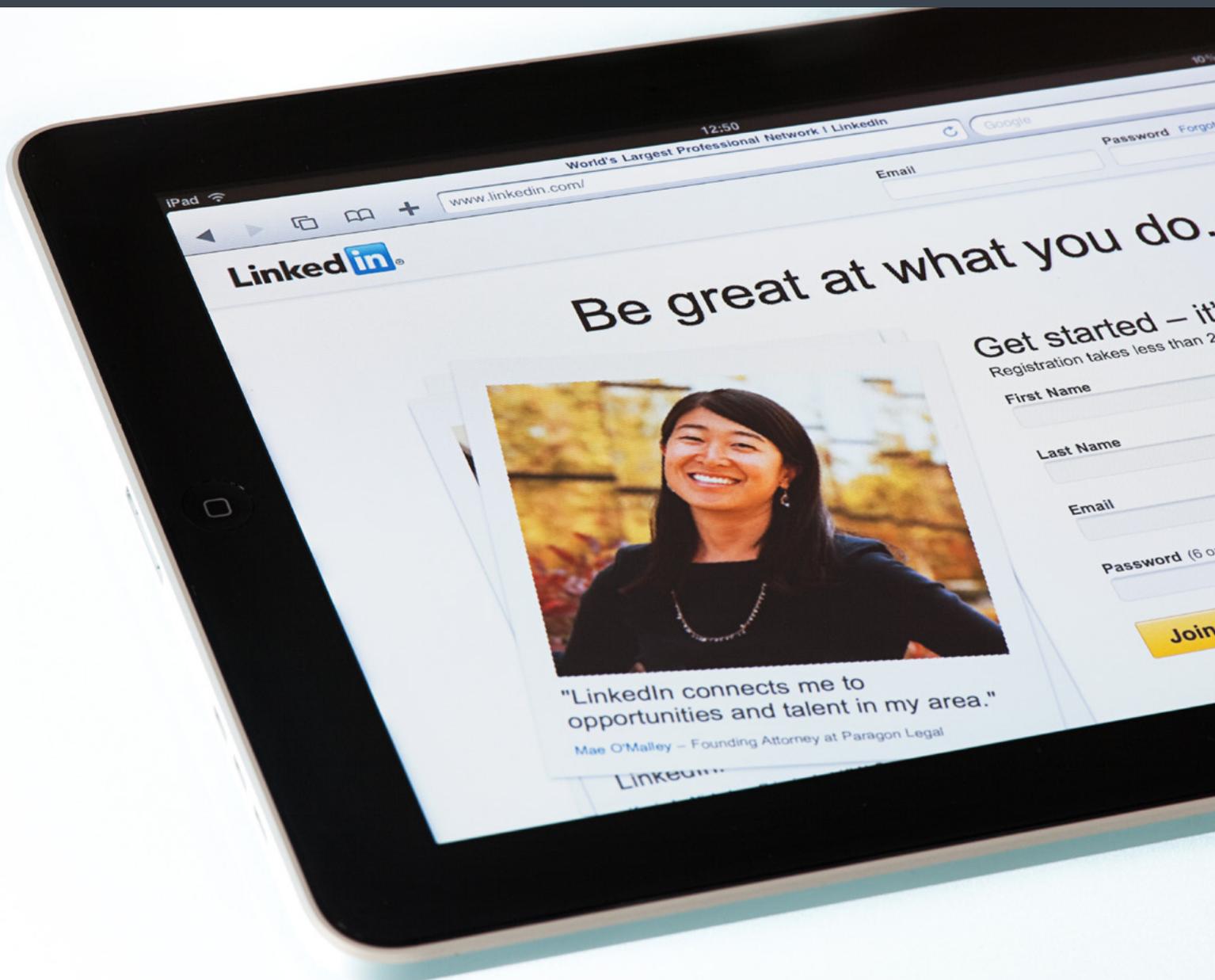
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INTRODUCTION

LinkedIn has a powerful ads platform – the detailed information members submit about themselves offers unparalleled targeting power. If you're already using pay-per-click (PPC) techniques to power your presence on Facebook, Twitter, or Google, you can add LinkedIn to that list, too.

With more than 575 million users worldwide who use the platform to stay connected and informed, advance their careers, and find industry tips and advice, this makes LinkedIn the most effective platform to engage the decision-makers, influencers, and other professionals that your business needs to reach.

An ad account is simple to set up and there are ad placements to match a variety of objectives – we'll start with what formats are available.



AD PLACEMENTS

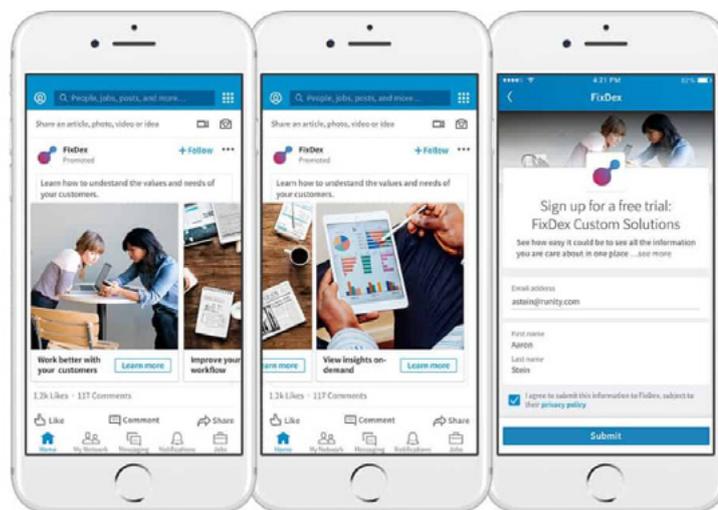
Sponsored Content

Showing in members' feeds, this is probably the most popular option for advertisers, driving awareness and leads by promoting your company updates to targeted audiences.

Carousel Ads

These feature multiple square images that can be scrolled through, similar to Facebook's carousel ads. Carousel ads can be created for two different campaign objectives:

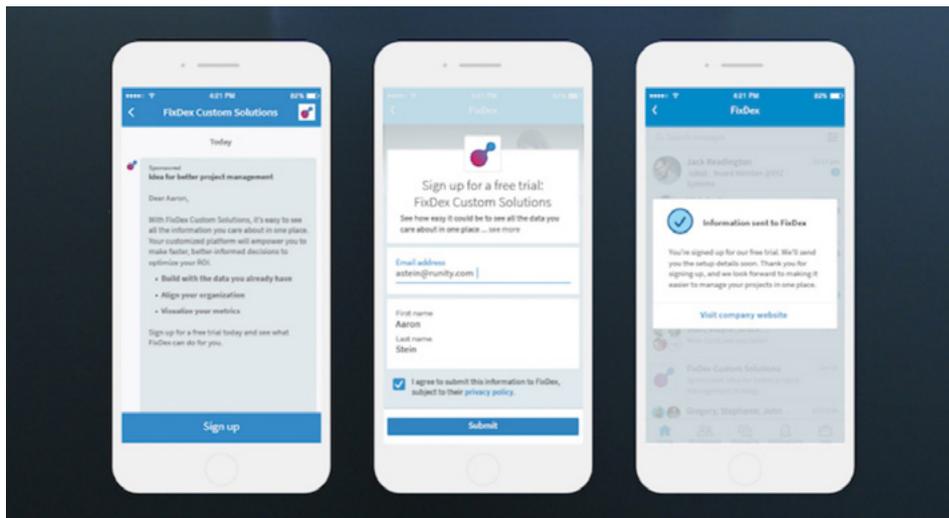
- Sending people to your website or content; or
- Collecting leads using a Lead Gen Form.



Lead Gen Forms

This makes a form pop up when someone clicks on the ad. It then pulls in data directly from the member's profile, including contact details, into a form that members can submit with one click.

This can be highly-persuasive as users don't have to visit your website and fill in a form. On the whole, it delivers a cheaper cost per lead.



Dynamic Ads

Appearing as a display placement on the right-hand side of the LinkedIn newsfeed, Dynamic Ads draw up to double the click through rates of traditional display ads on LinkedIn, according to LinkedIn.

The creative is automatically personalised with a member's profile info—like their photo, first name, company and job title. You only need to craft the creative and ad copy once, then LinkedIn automatically personalises it for users within the target group. Macros and data-mapping tools can be added to boost customisation even more.

The target-specific orientation of the ads allows you to engage hard-to-reach, high-end professionals and offer them customised opportunities.

Available options include follower ads to help promote a company, content ads to encourage members to download your content, and spotlight ads to promote specific products, services or events.

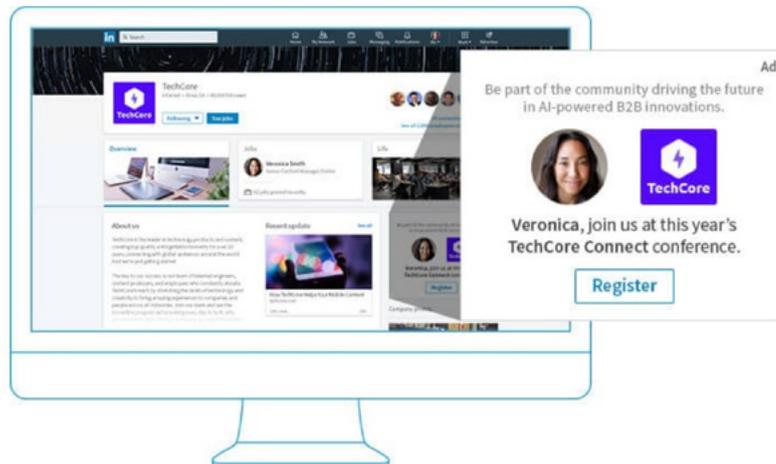
Here are some examples of Dynamic Ads:

Follower Ads: These build brand awareness, expand your audience and acquire more followers, and grow your influence when they see and engage with the organic content that you share:

Build brand awareness



Spotlight Ads: These drive traffic to your LinkedIn landing page or website to promote a specific product, service, event, etc, with a clear call to action to help grow conversions:



Content Ads: These generate leads when members download your content (you can either download your leads directly in Campaign Manager, or send them directly to your own CRM (customer relationship management) system or marketing automation tool:



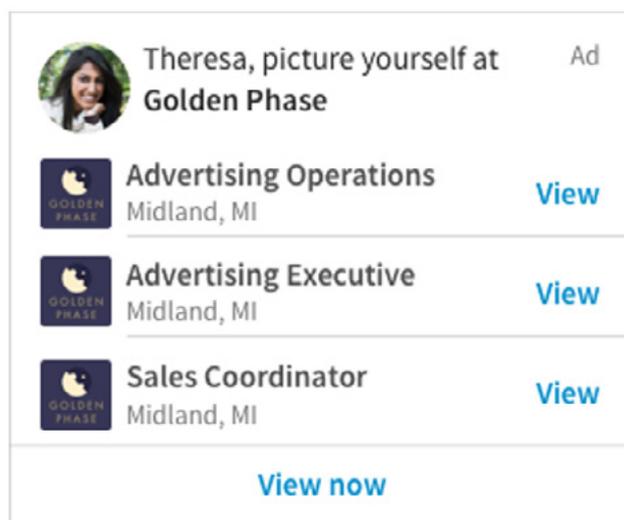
Note: content ads are only available through a LinkedIn representative.

Dynamic job ads

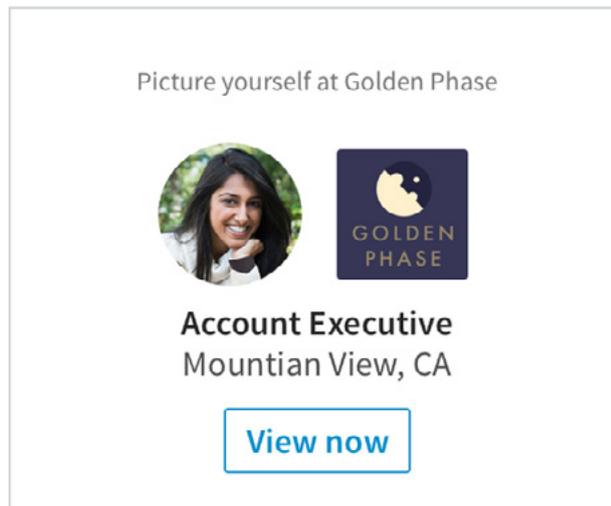
This format helps you to recruit top talent by encouraging relevant candidates to apply with your company. You can promote one or more job opportunities to qualified LinkedIn members and drive traffic to active job openings based on members' skills and experience.

As well as appearing as a regular dynamic placement, dynamic job ads will appear when members are searching for people already employed by your company.

What the member sees will depend on how well their profile matches with the job criteria you specify. For example, if they match with three or more jobs that you're recruiting for, they'll be shown three:



If they match with one or two roles, they'll see one ad:



Finally, if the member doesn't match with any of your jobs, they'll be directed your company job page on LinkedIn.

Text Ads

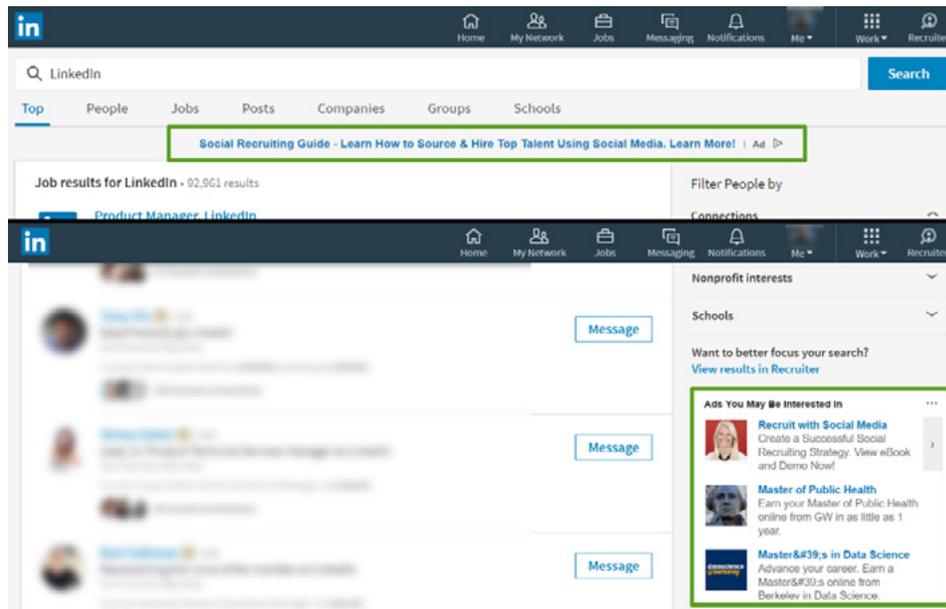
Known widely as the 'budget friendly' option, Text Ads allow you to advertise to influential decision-makers across companies, target potential consumers on desktop devices across LinkedIn, and drive high-quality leads on a budget.

Text Ads allow advertisers to create ads consisting of a headline, description, and an optional image. Text ads are the fastest way to get an ad in front of your target audience. Your campaigns can be set to cost per click (CPC) or cost per impression (CPM).

Text Ads may appear on any of the following pages:

- Homepage
- Profile page
- Search results page
- Groups pages
- LinkedIn inbox
- People You May Know page
- Who's Viewed My Profile page

An example of how text ads appear in search results pages:

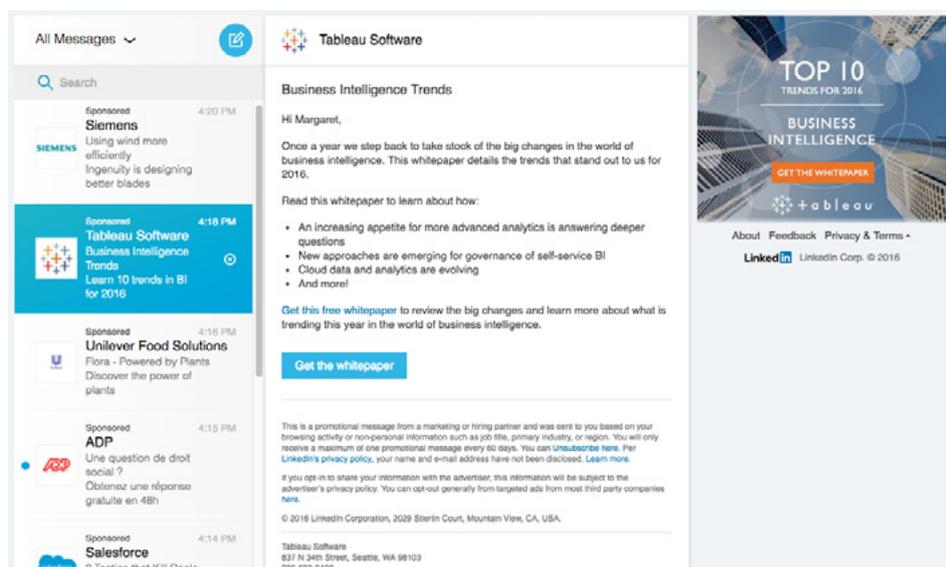


Sponsored InMail

These land in the inbox of your target audience on LinkedIn desktop or mobile.

Sponsored InMail messages consist of a custom greeting, call-to-action (CTA) button, body text, custom banner image, and ability to add a link to the message body. You can also add an optional custom footer to disclose legal terms, promotion rules, contact information, and more.

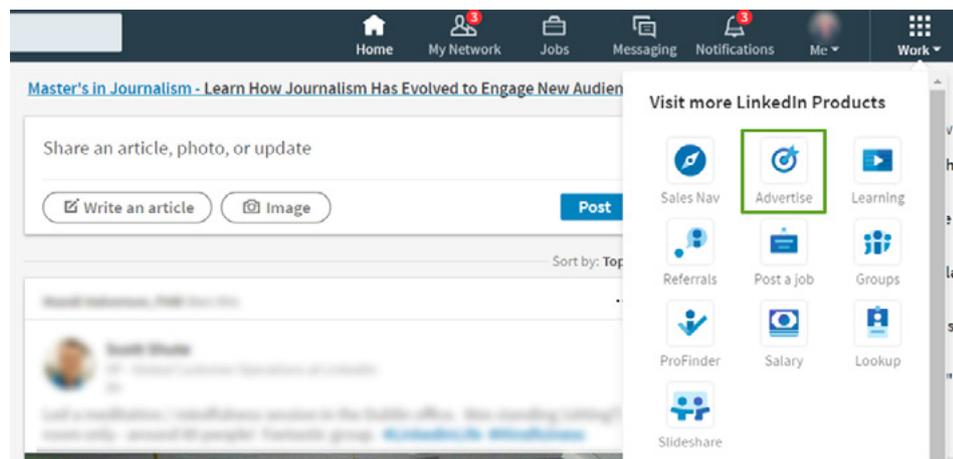
Sponsored InMail messages are purchased on a “cost per send” basis, which means you will pay per unit for each Sponsored InMail message delivered.



CAMPAIGN MANAGER

Ads are created on a self-service basis via the professional network's Campaign Manager, which allows you to set up and monitor everything in one dashboard.

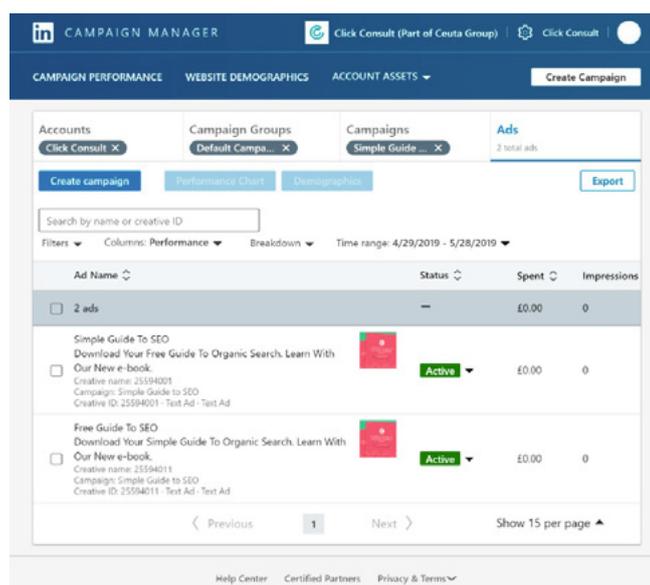
Accessing Campaign Manager



Select, Work>Advertise. Existing advertisers will be directed to the account overview page in Campaign Manager. New advertisers will be directed to a welcome screen prompting you to create a new ad account.

If prompted, use the same email address and password you use to access your personal LinkedIn account.

Campaign Manager is structured by Account, then by Campaign Group, by Campaign, then Ad:



You can create multiple accounts for LinkedIn Ads campaigns, which is useful if you advertise on behalf of several companies.

SETTING UP A CAMPAIGN

Choose your campaign objective: awareness, consideration or conversions:

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Website visits	<input type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants

You'll then be taken to a screen like this:

1. Estimated Audience Count

2. Targeting Options

3. Matched Audiences

4. Audience Expansion

5. Audience Templates

Name your campaign in the top left hand corner. These are only visible internally, so the more informative the name, the better.

You'll then be asked to select an Audience by selecting locations that you want to target (and/or exclude) and language.

This is where it starts to get really interesting, as you can get incredibly granular with your targeting. Begin searching for audience attributes using targeting criteria like job title, industry, experience and skills.

Top tips

- Make sure your buyer personas are well-defined before you start. This will help you deliver the right messaging to a specific subset of LinkedIn members.
- Combine the Job Function option with the Seniority option to reach decision makers with a specific expertise. For example, if you're looking to reach decision-makers in the IT function, try targeting the Information Technology, Engineering, and Operations functions and pairing that with a seniority targeting of Senior, Manager, Director and Owner.
- Avoid limiting your reach by targeting only a few titles. When you begin entering a title in the tool, Campaign Manager will auto-suggest other relevant job titles that you may want to add. You can also broaden the scale of your campaign by targeting both current and past holders of a given Job Title. These members may have changed roles but still have a relevant skillset and be of interest to your business.
- Company Size is one of the options where excluding options works well if your business caters to businesses in a specific stage of growth.
- Before selecting Industry targeting, look at LinkedIn Pages from a few companies that fit your options to see which industry they fall under. Consider including all relevant industries in your targeting.
- Before selecting the Groups option, do some research on LinkedIn homepage to find relevant groups. The larger and more active groups will typically appear at the top of the list.
- Don't over-target as it could limit the scale of your campaigns and reduce performance.

You can also select from LinkedIn's audience templates, which are templates pre-populated with various targeting options to help you reach desired audiences more easily and efficiently.

Once you've filled all of this in, you can choose to save it as a template for future campaigns.

Set up a Campaign Group

Campaign Groups allow you to organise related campaigns, eg, those sharing target audiences, or marketing objectives, and to share common budgets, run dates, status and reporting for those multiple campaigns. You can create up to 200 Campaigns per Campaign Group

1. Click Create campaign group located under the Accounts tab.
2. Complete the fields for Campaign group name, Total budget, Start date, End date, and Status.
 - The total budget, start date, end date, and status act as limits across all the campaigns within that group.
 - Start date and status are required fields to create a Campaign Group. Total budget and end date are optional, but if you do set a total budget, the end date is required.

Matched audiences

This option allows you to use LinkedIn to retarget your website visitors, market to your known contacts from your databases and marketing automation platforms, and reach decision makers at target companies for your account-based marketing programs.

- **Website Retargeting:** Target your website visitors with LinkedIn ad campaigns by adding the LinkedIn insight tag to your web pages, such as your homepage or contact us page.
- **Contact Targeting :** Build a customised audience by connecting your contact management platform or securely uploading a list of email addresses.
- **Account Targeting:** Run account-based marketing (ABM) campaigns by matching your target companies against the 8+ million LinkedIn Pages.

SETTING A BUDGET AND SCHEDULE

Budget & Schedule

Budget ⓘ

Set a daily budget ▼

Daily Budget

£20.00 Actual daily spend may be up to 20% higher ⓘ

Schedule ⓘ

Run campaign continuously from a start date

Start date

5/29/2019 📅

Your campaign will start at 12:00AM UTC on your start date.

Set a start and end date

Bid type

Maximum CPS Bid ▼

I will adjust my CPS (cost per send) bid manually. ⓘ

Bid amount

£0.20 per Sponsored InMail sent

Recommended bid: £0.20
Other similar advertisers are bidding between £0.20 - £0.30

When you create a campaign in the Campaign Manager tool, you can set your bid, budget, and schedule.

Set a budget

For every campaign you have the option to set a daily and total budget. When only inputting a daily budget, you're telling LinkedIn how much on average you would like to spend on a daily basis. If you have a flexible budget, use the daily budget only option.

If you have a fixed cap on your budget, use the daily and total budget option. When using the daily and total budget option, you're indicating that you would like to spend a certain amount on a daily basis, but for us to never exceed your total budget throughout the lifetime of your campaign.

Across both options, daily spend can be up to 20% more than your daily budget. If you notice that daily spend is more than your daily budget, it means your campaign is spending more on days with more opportunities to hit your objective and bid goals. Factors such as seasonality, traffic, ad inventory and bid type can impact your daily spend. The flexibility allows your campaigns to drive the best results on busy days. If you add a total budget in addition to daily budget, will not exceed your total budget amount.

Set a schedule

This helps to determine the lifetime of your campaign. You can choose to run campaigns continuously from a start date or set a start and end date. As with any other social advertising network, make sure to factor in the time it takes for the ads and linked websites within the ads to be reviewed.

Set a bid

For every campaign, you may choose Automated or Maximum cost bid type. Automated bidding uses machine learning to help you spend all of your budget as effectively as possible by getting you the lowest costs per optimisation event (the number of times your ads achieve the outcome for which it's optimised) for your entire budget. This bid type aims to spend your entire budget as efficiently as possible. This is the best option if you want to optimise for performance at the lowest cost.

However, automated bidding is not available for campaigns that utilise the Job Ad or Sponsored InMail ad types.

Maximum cost bidding is best for staying at a specific cost per optimisation event. If you have strict rules about your bids, this option ensures better cost control.

AD COPY & LANDING PAGES

This is the next step after setting your budget and bid. Once you establish the basic parameters for your ad, you'll be prompted to start building it. Decide where you want visitors to be directed when they click on your ad — either to a specific LinkedIn page, or to a website. You'll want to create the copy for your ad, pair it with an image, and preview the different layout options.

Headline

You only have a limited number of characters so make them count. Use first person copy, and start with a question or quote to quickly capture attention. Highlight a unique selling point (USP).

Ad body

The copy should be relevant both to the person viewing the ad, and the offer or page to which you're sending them.

For best results, create a different ad for each of your buyer personas, and tweak the copy accordingly.

What's in it for them? Incorporate your value proposition into your ad copy — that can make people more likely to click on your ad. By boasting something like, "20% off your first purchase," or "Clearance sale ends today, shop now", you're sending a clear signal of what someone will specifically gain when he or she clicks your ad and adding a sense of urgency.

Calls-to-action (CTA)

Having an actionable CTA within your ad copy will also help you improve your ad's click through rate. Consider asking people to "Download your eBook now," or "Click now for free samples".

Landing pages

If you want a respectable conversion rate, you need to put careful thought into what they see when they arrive on your landing page (whether you choose this to be your LinkedIn page or your own website); if it doesn't match the expectations you set in your ad, it's unlikely they'll convert.

LinkedIn also specifies:

1. Don't deceive, confuse, or degrade the experience of the member who clicks on your ad.
2. The domain of your display URL must match the domain of your destination URL.
3. All members must be sent to the same destination URL and landing page from a click on your ad.
4. Don't send members to a landing page that generates a pop-up.
5. The landing page must allow members to use their browser's Back button to return to the previous page.

AD SPECIFICATIONS

Sponsored content - Dynamic Ads

Assets required:

- Ad description (above images): Choose from one of the suggested options or supply your own custom text. Note: The suggested templates will auto-translate, while the custom text will not. Maximum 70 characters including spaces.
- Ad headline (below images): Choose from a suggested option or supply your own. Maximum 50 characters including spaces.
- Company name: Maximum 25 characters including spaces. The company's name will be displayed when hovering over the company logo.
- Ad image: The minimum image size is 100 x 100px for .jpg or .png. (smaller company logos may appear pixelated and may not perform as well. Larger company logos will be reduced to 100 x 100px. Company logos that are not square will be reduced so that the largest dimension will fit).

Follower Ads

- Choose from three pre-set call-to-actions:
 - Visit Company (default) will redirect to your Page tab of your LinkedIn Page.
 - Visit Jobs will redirect to the Jobs tab of your LinkedIn Page.
 - Visit Life will redirect to the Life tab of your LinkedIn Page.

The selected CTA will dynamically display in follower ads served to members who already follow the company. Members who don't yet follow the company will see a Follow CTA.

Spotlight Ads

- Call-to-action (CTA) button text: Maximum 18 characters including spaces.
- Landing page: Your LinkedIn landing page or website.
- Custom background Image (alternative option): The image must be exactly 300 x 250px and 2MB or less.

Content Ads

- Available for managed accounts only.

Sponsored content – Carousel Ads

- You must have a minimum of two cards, maximum ten.
- Intro text/commentary/description area is limited to a maximum of 255 characters (intro text may truncate at 150 characters on some mobile devices).
- For the individual cards within the carousel:
 - Max file size: 10 MB
 - Recommended individual image spec is 1080x1080 pixels with a 1:1 aspect ratio.
 - Rich media formats supported:
 - JPG
 - PNG
 - GIF (non-animated only)
 - Headline text for each image card is a maximum of two lines before being truncated.
 - 45 character limit for carousel ads that direct to a landing page
 - 30 character limit for carousel ads with a Lead Gen Form CTA
- Carousel cards can be directed to different landing pages, but if the Lead Gen Form option is selected, the CTA will link to the same Lead Gen Form for all of the carousel cards.

Sponsored content – Lead Gen Forms

- Offer headline: 40 characters or less.
- Offer detail field: Character limit of 160 characters and will truncate after two lines (about 70 characters).
- Privacy policy URL: Provide a webpage that describes your company's privacy policy and what you will be doing with the information if the member chooses to submit it to you. LinkedIn is a members-first company and it's important for our members to know exactly what will be done with their information when shared.
- Custom privacy policy text: explain how you'll use the member's data and link to your company's privacy policy.

Sponsored content – Text Ads

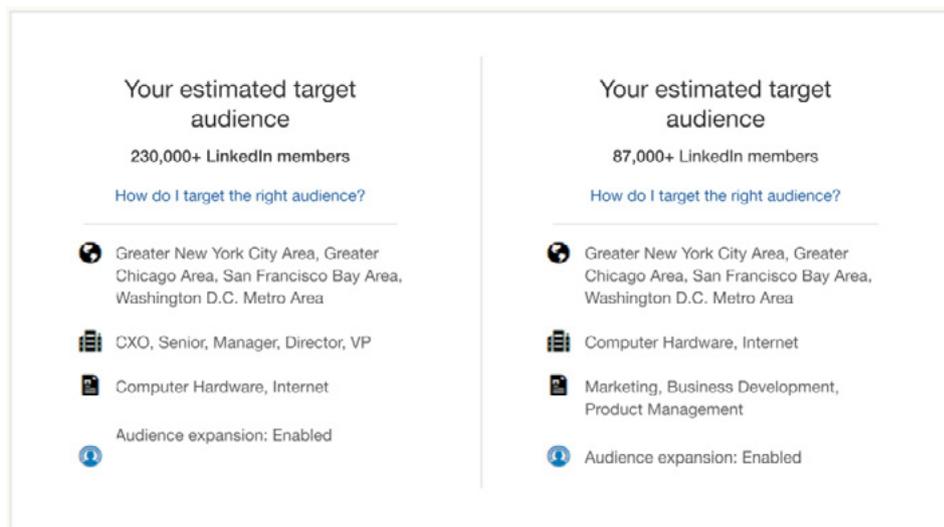
- **Headline:** 25 character limit (including spaces).
- **Description:** 75 character limit (including spaces).
- **Image:** Optional (size 100x100 pixels).
- **Text Ads** appear in a variety of sizes: 300x250; 17x700; 160x600; 728x90; 496x80.
- **Link:** You can choose your landing page and destination URL. For example, you can link to your company's LinkedIn Pages or your own website.

Sponsored InMail

- **Sender's name:** 30 characters maximum (including spaces).
- **Subject line:** 60 characters maximum (including spaces).
- **Body copy:** 1500 characters maximum (including spaces).
- **Clickable links:** 3 links maximum.
- **Hyperlinked text in body:** 70 characters maximum (including spaces).
- **CTA) button copy:** 20 characters maximum (including spaces).
- **URL in Hyperlink or CTA Button:** no restriction.
- **Custom T&Cs:** 2500 characters maximum (including spaces and punctuations)
- **300x250 Banner Ad**
 - **File Type:** .jpg, .gif (non-animated), or .png (no flash)
 - **Maximum file size:** 40kb
 - **Click-through URL**

TESTING

Once you've set a campaign live and you begin to see results, you can monitor the performance of your campaigns and optimise your targeting to ensure you're reaching your audience most effectively by A/B testing via Campaign Manager. By testing two similar campaigns with one small variation in your targeting options, you can see which combination is more effective. To perform an A/B test on your targeting, create a campaign, duplicate it, and then slightly alter your targeting parameters. For example:



Don't be afraid to test your ad copy, either. You can create multiple variations of your ad in each campaign, which allow you to test different images and copy within ads, to find what works best for your audience.

To find out more about effective A/B testing, download our [CRO cheat sheet](#).

GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO); and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE SOCIAL MEDIA ANALYSIS AND REVIEW

REQUEST NOW



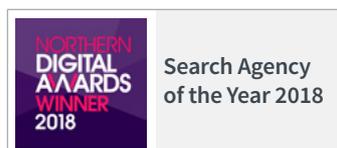
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OUR ACCREDITATIONS



OUR AWARDS



Search Agency of the Year 2018



Most Effective Agency 2018



Digital Agency of the Year 2018

OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**