Conversation Ads

Best Practices Guide

Tips & Tricks to Help You Get the
Most Out of Your Conversation Ads

LinkedIn

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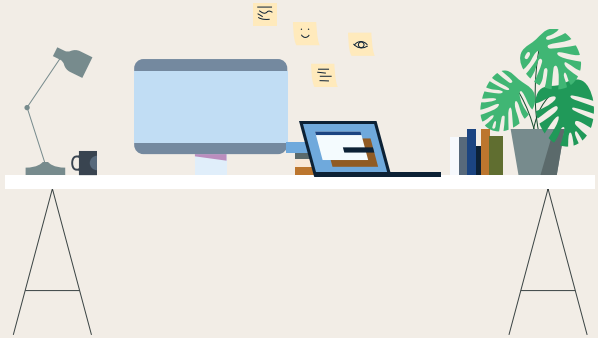
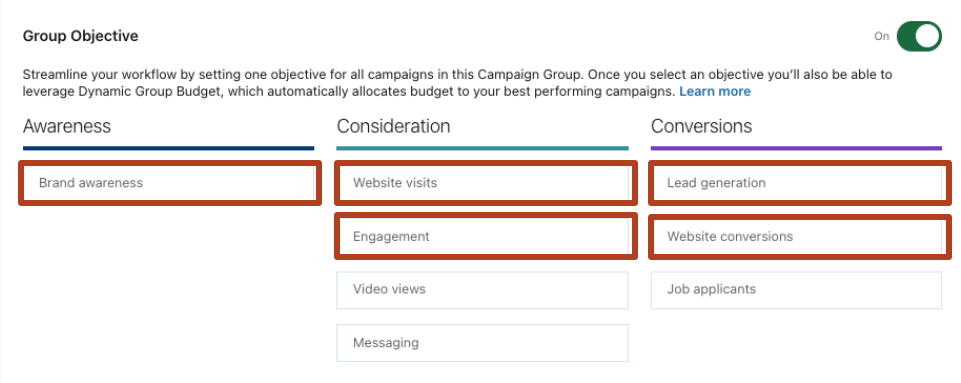
Assets you need to get started



Assets you need to create a Conversation Ad

Asset	Total characters
CTA buttons	25 characters
Message text	8,000 characters
Max CTA buttons per message	5 buttons
Banner Image (Desktop Only Delivery)	banner image (300x250px, jpg or png)



Available under five objectives in Campaign Manager

- **Brand awareness:** Must have at least 1 CTA button leading to a webpage
- **Website visits:** Must have at least 1 CTA button leading to a webpage
- **Engagement:** Must have at least 1 CTA button (any type)
- **Website conversions:** Must have at least 1 CTA button leading to a webpage
- **Lead generation:** Must have at least 1 CTA button with a Lead Gen Form

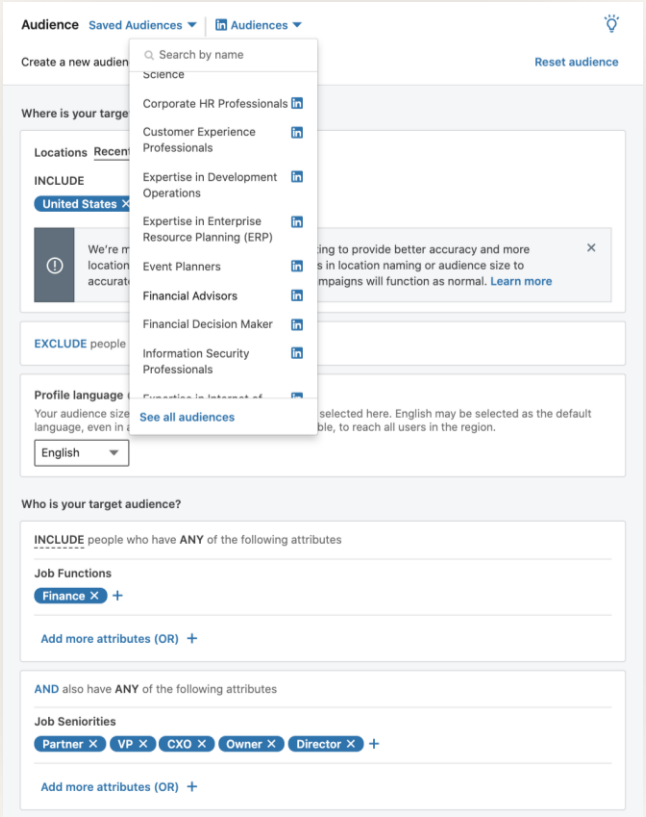
Sender options

When setting up your campaign, you must request sender approval from a first-degree connection. Upon approval, they will appear as a sender option in Campaign Manager.

Best practices for ad creation

Ad creation

First, hone in on your target audience



Targeting

You can use any targeting facets that you currently use with your other LinkedIn ads. Start by setting up your targeting as you would for Sponsored Content.

Some ideas

- Use top performing targets from your other LinkedIn campaigns, but exclude previous converters
- Retarget website visitors — they already know who you are from being on your website

Pro tip

Use one of the audience templates available in Campaign Manager.

Ad creation

Next, consider your budget & bid

Daily budget

Use this when:

- You have a large audience (100k+ members)
- Your campaigns are always on, and there is no specific end date for your offer

VS.

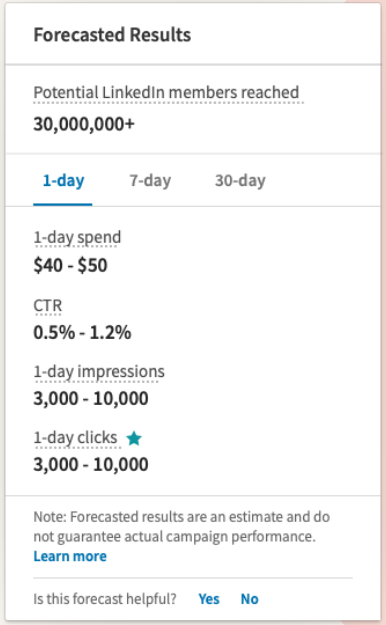
Lifetime budget

Use this when:

- You have a smaller, niche audience (<100k members)
- You have a set end date (i.e., event date is xx and members need to sign up at least 24 hours in advance)

Ad creation

Consider your budget & bid



Bidding

If you are using a **Daily Budget**, set your bid somewhere within the bid range. Monitor spend over a few days. If hitting daily budget cap, consider lowering your bid. If you are not hitting daily budget cap, increase your bid, as this means your competition may be winning out.

If you are using a **Lifetime Budget**, set your bid at the top of the bid range.

This will help ensure:

- You deliver your budget in full
- Remain competitive against other bidders in the auction

You also have the option to use both a **Daily and Lifetime Budget**.

Note

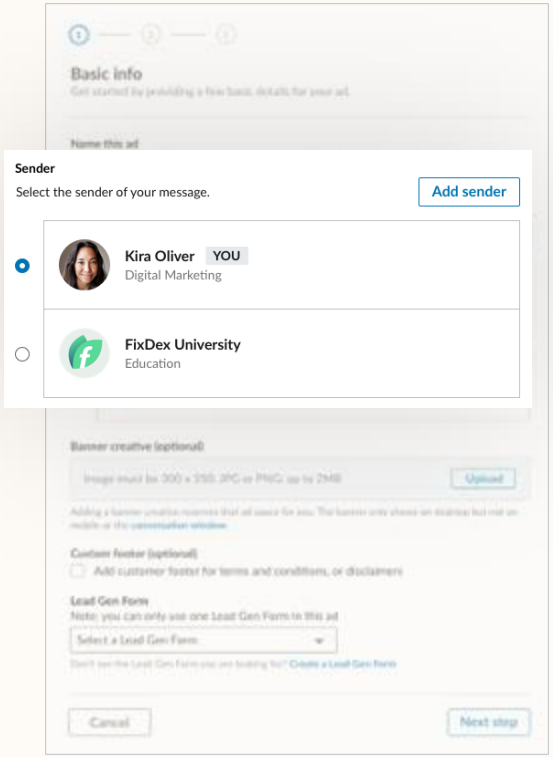
If you're not hitting your daily budget and your bid is at the top of the range, remember that the Sponsored Messaging has a cap for how frequently members can receive messages. So if your audience is niche, you may be unable to serve them with an ad due to frequency caps.

Ad creation

Choose your sender carefully

Pro tips

- Make sure that this person has a high quality LinkedIn profile photo that's visible to the public — and a smile never hurts!
- Send variations of your ad from different senders to test for effectiveness by the sender's title (prestige), picture (welcoming), or name (recognition).



Note

At this time, company senders are only available through your LinkedIn rep.

The sender plays an important role in representing your brand and influencing your audience's experience. So before setting up your sender, ask yourself who would your audience recognize or connect with.

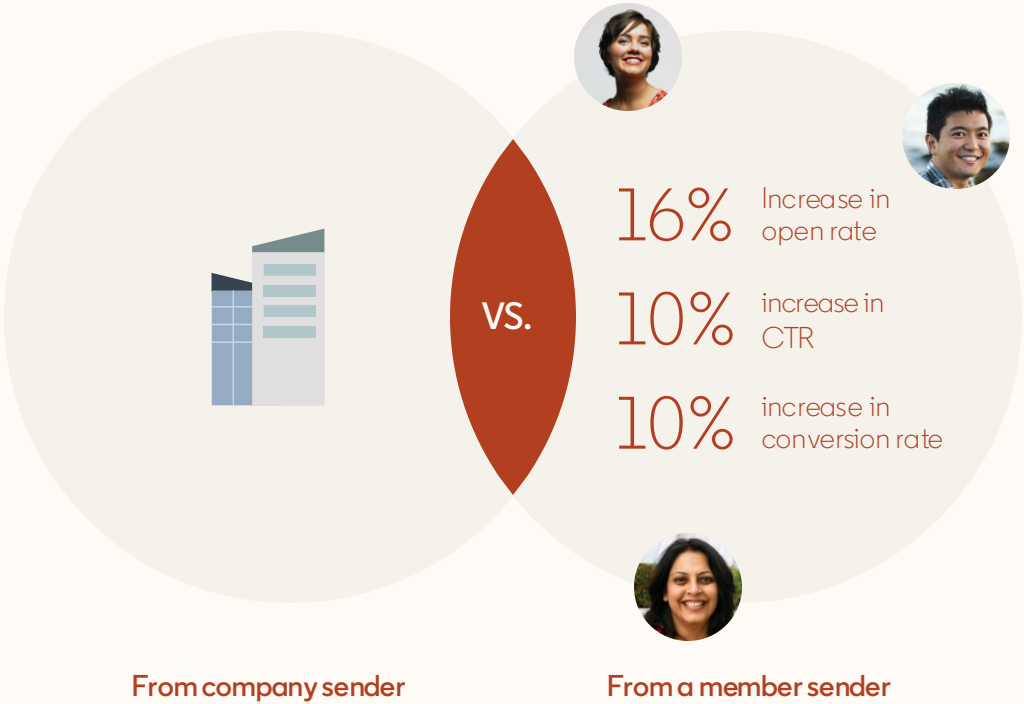
Some ideas

- To drive product demos, consider having your Conversation Ad come from a Director of Product
- To drive MBA applications, consider having the Conversation Ad come from the Head of Admissions
- To drive event registrations, consider having the Conversation Ad come from the CEO

Ad creation

Member sender outperforms company sender

In one Sponsored Messaging campaign:



In most cases, ads that are sent from a member sender have shown **stronger results** than messages sent from a company.

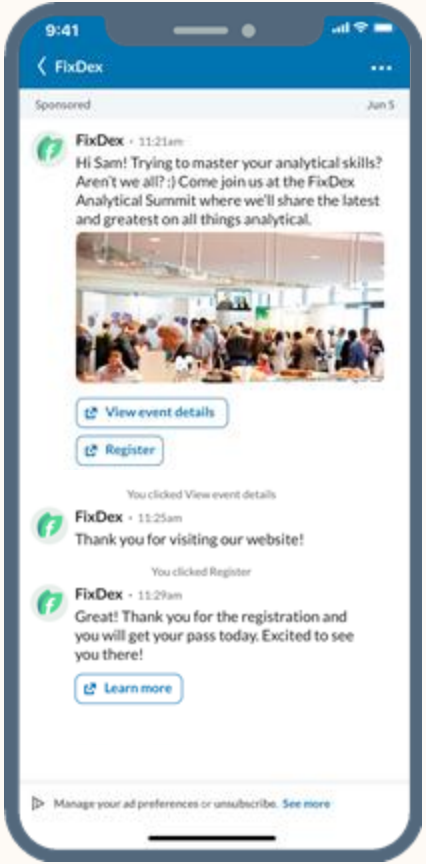
In one case of a Sponsored Messaging campaign testing a member sender, we saw:

- 16% increase in open rate
- 10% increase in CTR
- 10% increase in conversion rate

Ad creation

When creating content, start with your goal, then strategize your content

With so much flexibility and conversation paths to choose from, it can be overwhelming to know where to start.



Always start with your main goal and/or objective: **What is the ideal action you want the member to take when they receive your Conversation Ad?**

Some ideas

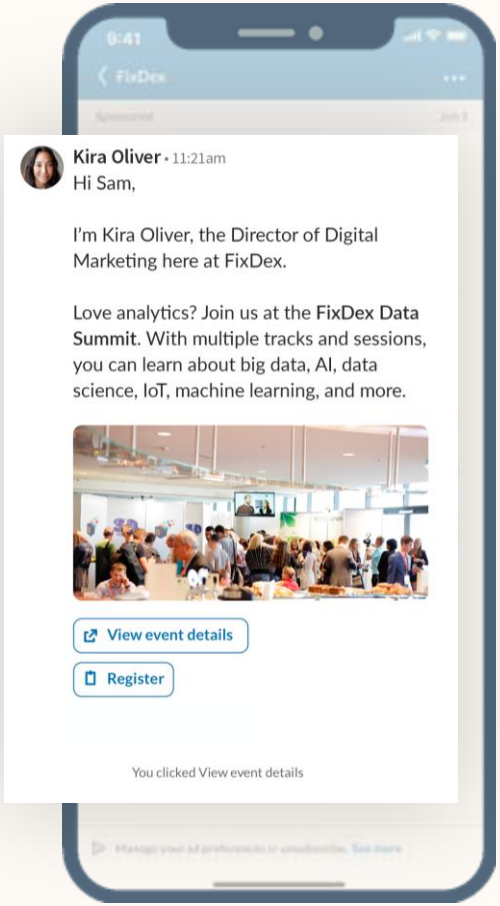
- **To drive brand consideration:** Link to your blog posts, pre-recorded webinars, or industry trends and analysis
- **To drive leads and turn prospects into customers:** Share product demos or tutorials, customer success stories, or invite prospects to attend an event

Ad creation

Start with your opening message

Pro tip

Because your audience will see your subject line in their LinkedIn Messaging, make it count. **Add a subject line that's concise, relevant and conversational with a clear call-to-action.**



Introduce yourself

When using an individual as a sender, use the opening message to introduce yourself and let members know why you're reaching out.

Consider including your name, title, and the company you represent.

Ad creation

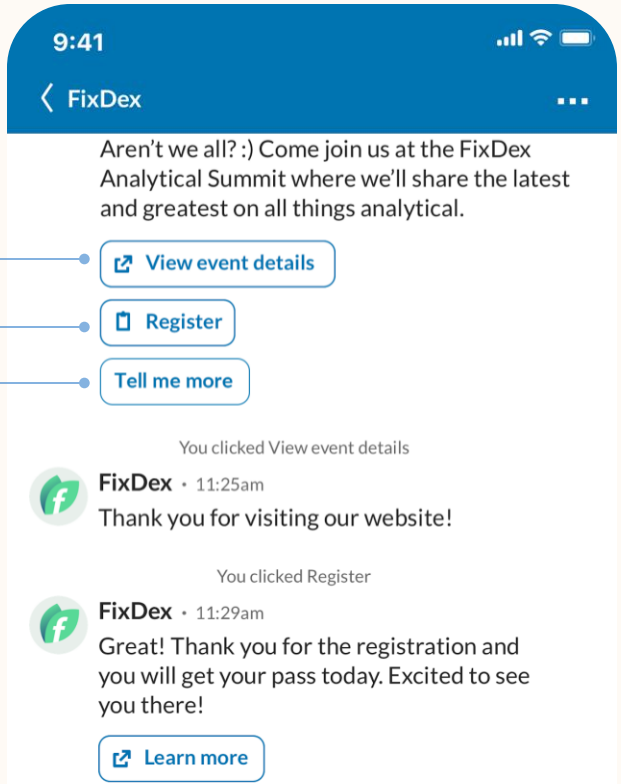
Decide what your call-to-action buttons will do

You can select up to 5 CTA buttons per message

Link to your landing page

Open a LinkedIn Lead Gen Form

Drive engagement with more information in the next message

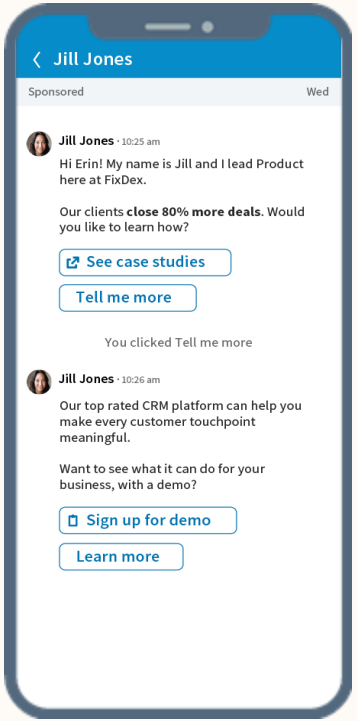


Note

A "Not Interested" CTA is required and automatically applied as one of the five buttons for the intro message.

Ad creation

Create an engaging experience



Use multiple messages & buttons

Remember, your conversation should have 2 to 5 layers. Each layer will consist of message text and at least 2 CTA buttons with responses to the question in your message. For instance, if your goal is to drive content downloads, share two pieces of content that your audience can choose from.

Ask your email marketing team for ideas

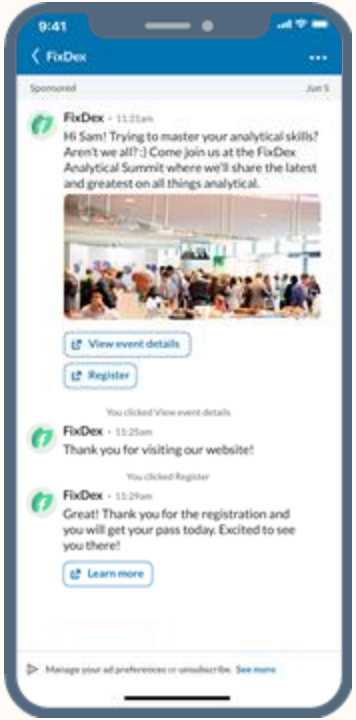
Check in with your email marketing team to understand what works best for them. Use their top performing email copy as inspiration for your Conversation Ad.

Get creative

With all of the flexibility in the product, Conversation Ads can be used in a variety of ways. Don't be afraid to experiment!

Ad creation

Tips for crafting your messages



Keep your copy short and sweet

Conversation Ads are meant to feel more like a live conversation. Keep your messages short and friendly, and don't forget about the character limits. Consider using language that is more casual, the way you would over the phone.

Stick to a conversational tone

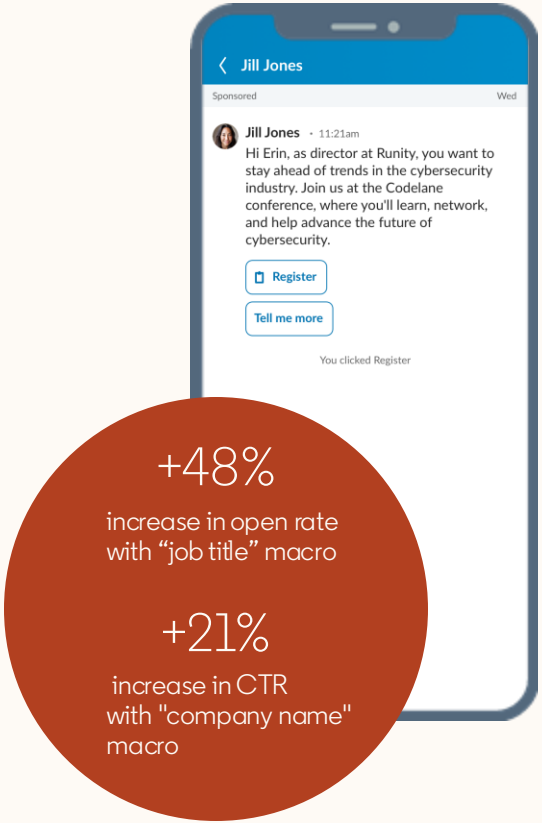
While you may be engaging a B2B audience, remember that it's people who make the decisions to buy your product or service, and they want to know that your brand is human and authentic.

Pro tips

- Speak simply, avoid big words and concepts
- Ask questions to keep the two-way dialogue going
- Eliminate formalities, but don't be too informal (don't use slang.) Write as if you're talking to a friend.

Ad creation

Personalize your content seamlessly



Personalize by using Macros

One of the key benefits of Conversation Ads is that you can personalize this — it’s a 1:1 interaction with a prospect!

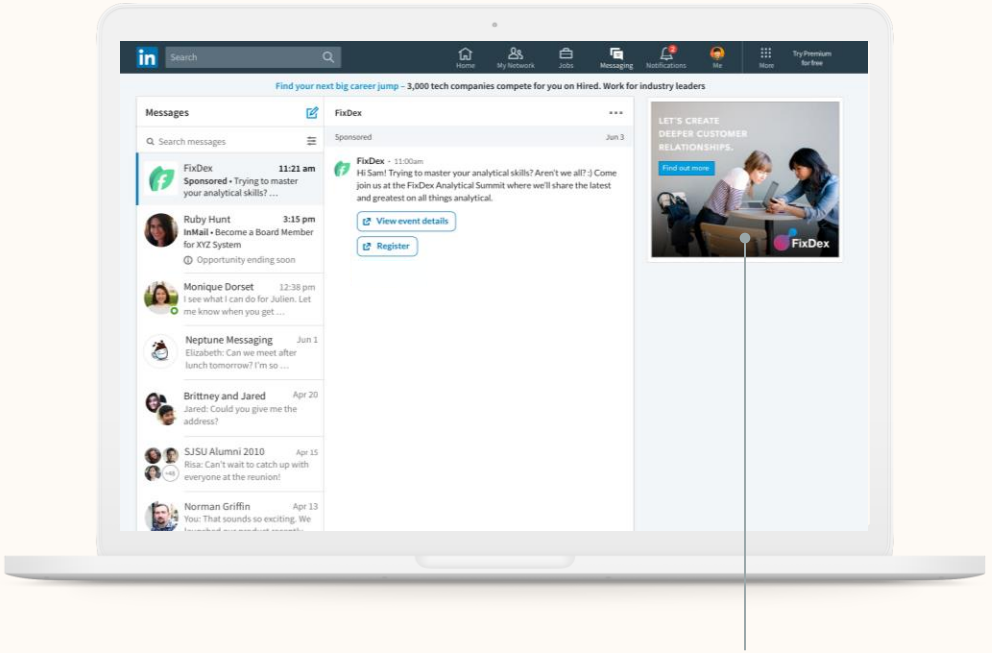
Our macros allow you to pull a member’s LinkedIn profile data into your ad for instant personalization. We offer these the following macros:

- First name
- Last name
- Job title
- Company name
- Industry

One case study showed that using a company name in a Sponsored Message campaign boosted CTR by **21%**, while another case study showed using the Job Title macro boosted open rates by **48%**.

Ad creation

Remember to add a banner image



The banner image is only visible to members when using LinkedIn on desktop, but this space is **prime real estate**. It's an easy way to ensure your brand is top-of-mind.

While this image is not clickable, if you don't upload a banner image, another brand's image can show up in this placement.

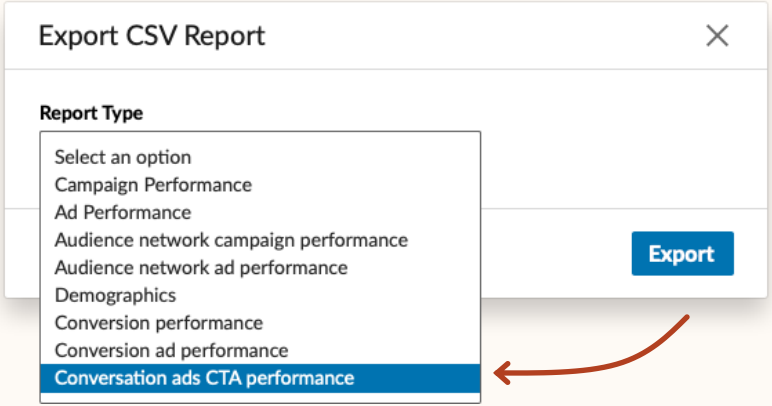
Best practices for reporting & optimization

Reporting & Optimization

Better understand your audience's intentions

With Conversation Ads, you get additional reporting detailed reporting.

Using the "Conversation ads CTA performance" reporting, you can gain deeper insights about your target audience like how many people click on each offer and how engaged they are in the conversation.



To access this report, click on "export," then select the "Conversation ads CTA performance" option.

Review what buttons have the highest CTRs, most efficient CPLs, or strong conversion rates.

How can I interpret this report?

Once you export this report, you can pivot the data by CTA Button copy. You'll be able to see volume of clicks by CTA Button to help tell the story of what is engaging vs. what's not.

Is demographic reporting available?

Yes! You can still view demographic reporting in Campaign Manager as you can with other campaigns. Use this to understand who's opening your messages, and who's clicking and optimize your targeting from there.

Reporting & Optimization

Easy ways to optimize your Conversation Ad

- **If you are seeing low open rates, double check your sender**
  Make sure the sender's profile image is a high-quality, professional image of their face (no group shots!). Of course, a friendly smile goes a long way. Ask sender to make sure that their profile photo is visible to LinkedIn members (set to "All LinkedIn Members" or "Public" so all recipients can see it).

- **Review your initial message to make sure the ask is clear**
  Seeing drop-off after the first message? Revisit the copy, and make sure the ask is clear. Try asking a question or teasing the conversational format of the message.

- **Use rich media**
  Seeing lower engagement? Considering adding in rich media (like photos). **Note:** Video support will roll out later this year, but you can add a link to a video.

Checklist for success

Things to consider before setting up your Conversation Ad campaign

Establish your target audience	For optimal engagement, leverage exlcusion lists and target specific regions, interests, and other beaviors based on your objective.
Pick your sender	Member senders convert at higher rates because it feels more authentic, and you are building a relationship with a prospect.
Write a compelling intro message	Tell the customer or prospect why you're reaching out, what's your offer is, and make it extremely easy for them to convert.
Personalize	Use macros to really personalize your message. You can use Name, Job Title, Company, and Industry.
Craft your messages	Use CTA buttons to get your prospect to visit a landing page, fill out a Lead Gen Form, or request more info via an automated text response.
Create an engaging experience	Add rich media to provide an additonal layer of context of why you're reaching out and a snapshot of your main CTA.
QA & launch	Send yourself a test message to make sure everything looks good. Make sure to check how it looks on mobile too!
Measure & optimize	Review campaign performance, demographic reporting, optimize your target and creative. Always be iterating!

Thank you

Visit the Conversation Ads website for case studies, how-to videos, and best practices.