LinkedIn

Boosting
Best Practices Guide

How to reach new audiences
with your content

What is boosting?

Reach new audiences with boosting.

Boosting is the easiest way to reach new audiences with your content

Boosting turns a post on your LinkedIn page into an ad on the feed

Boost to increase awareness, get engagement on your post and increase traffic to your website with just a few clicks

Who is boosting for?

- Social media or PR managers
- SMB digital marketers who prefer to work from the pages experience

Why boost?

It's an easy way to reach new audiences with your content.

With just a few clicks, you can turn an organic post into a paid ad without leaving the page admin experience.

Here are some reasons you may want to consider boosting:

- You're looking to expand your reach and gain followers
- You have a time sensitive opportunity such as an event or a promotion coming up
- You want to experiment with running a quick, paid campaign on LinkedIn
- You're looking for a simple way to reach new audiences
- You want to drive traffic to your landing page so you can retarget audiences or boost your search presence

Getting ready to boost

You need to get the right permissions to boost.

- **LinkedIn page admin permission.** We now offer 4 levels of access to a company page. You need to be at least a "content admin" of the company page you're boosting from. If you're not already at least a content admin, follow instructions in this article.
- **Access to campaign manager** (Optional). If you'd like the boost to be charged to an existing campaign manager account, you need "campaign manager" and above access for that account.

  To get access:

  1. Ask the marketing contact in your organization who the admin is on your account.
  2. Make sure you're connected with that admin on LinkedIn.
  3. Once you're connected they can then grant you "campaign manager" access.

"We got a ton of new followers from boosting our LinkedIn Event."

- IronNet Cyber Security

Boosting Best Practices

Follow these simple guidelines to maximize your results.

#1 Have an effective organic strategy

#2 Pick the right objective

#3 Use profile-based targeting

#4 Don't make your audience too small

#5 Try to budget at least $25 per day

#6 Schedule boost for 1-2 weeks

Best practice #1: Have an effective organic strategy.

Successful boosted and organic content go hand in hand.

If you post regularly to your LinkedIn Page, you'll be able to glean insights about the type of content that resonates with your target audience by comparing the performance of your unpaid posts.

So when it comes time to boost, you'll only need to look back through the organic posts to see which ones were most successful (proven content) and boost to amplify their reach.

Did you know?

↑ 14%

Organic can **boost demand** by 14%.

↑ SEO

Organic traffic from LinkedIn can **support your SEO efforts.**

Please note: *Remember that GIFs, documents or poll posts are currently not boostable.*

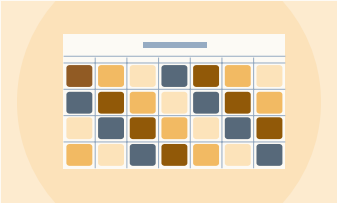
How do I develop a successful organic presence on LinkedIn?

Best practices for establishing your company's presence on LinkedIn:

Complete your LinkedIn page.

Have a custom **cover image, logo, overview** of your company and a **call to action.** A call to action is a free and valuable way to gather leads or drive traffic to your website. Please visit here for more tips.

Did you know? Pages with complete information get **30% more weekly views**

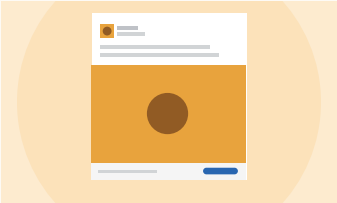


Make sure you have an active presence on your LinkedIn Page.

Create a monthly or weekly **content calendar** to plan what you are going to post. Daily posts are recommended so you stay top of mind. Share news like product launches or build trust with informative or inspiring professional content. Not every customer is ready to buy right away so you need to **develop a relationship** if you are going to become one of their preferred brands.

Be open to a two-way conversation.

Your LinkedIn pages acts as a **customer service channel** where customers can engage and give you feedback on what's important to them and the benefits and features they're seeking from your business. Reply to them quickly and make sure you **channel feedback back to your organization.**



Speak with one brand voice and personality but get straight to the point.

You develop credibility by establishing a single brand voice. Regardless of what type of voice you use, make sure you get straight to the point. LInkedIn is a professional platform so **focused messages tend to do better.**

Best practice #2: Pick the right objective

Picking the right objective matters.

The right objective can help improve the performance of your campaigns based on the outcome that matters most to you. So ask yourself: If I spent $1,000 on this campaign and got 100 views is that considered a success? Or do you want people to take a more specific action like follow your company or visit your website.

Knowing what action you want your audience to take allows us to **optimize the performance of your ad to get the result you want.**

While it doesn't determine the "look" of your ads, objectives are important because it helps us determine how to best serve your ad.

Brand awareness

This objective is all about getting as many people as possible to see your post in their feed. When should you use brand awareness?

You want to increase your share of voice.

If you're a new player in an industry or your brand awareness is low, you need to **nurture trust.** Establishing awareness is critical before customers will take actions requiring more commitment such as filling out a form or clicking to your landing page.

Announce new news or communicate issues affecting your current customers.

Brand awareness campaigns can **inform your customers** on important business updates. Use it to drive awareness of a new product launch, promotions or alert customers to critical product or customer issues.

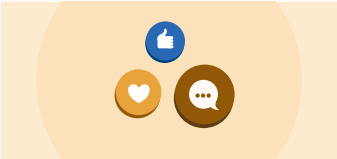
Engagement

The engagement objective was created to maximize followers, likes or reshares of your post. Use it to:

Grow your followers.

Engagement is the ONLY objective that will **add a "follow" button** to your boosted posts.

Please note: *your boost preview may not show "follow company" button if you as the user boosting the ad is already a follower of that company.*



Get viral engagement on a post.

If you're a social or PR manager wanting to spark engagement, whether it's "likes" or commenting on your post - The **more people engage with your post,** the more it can go viral as it gets seen by more folks in the network.

Maintain credibility and stay top-of-mind.

While your customers may not be ready to share their information or buy, **maintaining a relationship** with them is important so you stay top of mind as they come into consideration or buy mode.

You can't decide on an objective.

Engagement is a good "catch all" objective since it **optimizes performance against most viewer actions.** Engagement also tends to be cheaper on a cost per click basis than website visits objective.

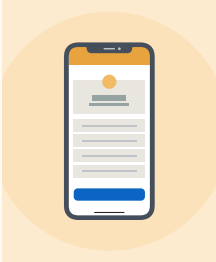
Website visits

Do you want to drive traffic to your website or landing page? Then the website visits objective is for you. This objective funnels traffic to your website to capture leads, download content or explain your product or service in more detail.

Please note *that you can only use website visits objective if you have a link to a URL within the body of your organic post. Clicking on the image of the boosted post will take members to your landing page.*

Consideration.

You can **direct traffic to your website** where you can showcase your product or service in more detail.



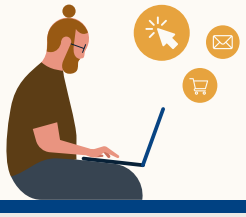
Conversion.

Conversions refer to **actions you want your customers to take** on your own website that are important to you, such as visiting a specific page or providing lead information on your own website.

It's important to tailor your ad and the info on your website as well as your targeting to constantly improve the quality of your leads.

Don't forget to follow-up with your leads, to nurture them into a business opportunity.

Please note: *LinkedIn's prefilled lead gen forms are not available in the boosting feature. To use LinkedIn lead gen forms pre-populated with member information to collect leads, you must use our more advanced "Campaign Manager".*



Best practice #3: Use profile-based targeting.

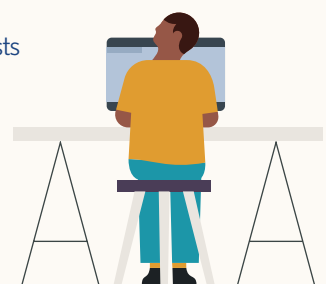
Reach members by their seniority, job function and industry.

The power of LinkedIn lies in our ability to reach the right business people when they're thinking about business.

In addition, our targeting has very high accuracy because members have an incentive to keep their profiles updated, with the intention of attracting job and business opportunities.

There are 3 ways to target during boosting:

1. By **dimensions or attributes of members' LinkedIn profile**, like seniority or industry
2. By commonly used, **preset** LinkedIn audiences
3. By professional **interests**



We highly recommend building your own target audience using members' audience attributes (#1).

This way you can **pinpoint exactly who you want to reach** from thousands of professional dimensions like job function (marketing, finance, etc.), seniority (manager, director, etc.), industry and more.

A great way to build your audience is by **mapping your personas to the kinds of jobs your target audience might have.** Then you can layer on additional attributes from there.

Please note:

- *Unlike other non-professional platforms, demographic targeting is discouraged on LinkedIn.*
- *Targeting by job titles is not available yet. You can use a combination of seniority plus job function to get around this.*

Best practice #4: Don't make your audience too small.

> Making the audience too small is the most common mistake we see.

If your audience is too small the boost won't work or you won't reach enough people to make it worth your while.

Follow these tips to ensure that you target an optimum audience size (generally 50k or more):

You'll also want to check the forecasting panel (on the upper right corner of your boosting experience) to make sure it's hitting your business goals.

Always establish the end-goal you're trying to hit before you start your campaign.

How many clicks or leads do you want from this boost? Then use the forecasting panel to work backwards and see if the audience you've chosen (in combination with the budget and schedule) will achieve your end goal.

Don't use more than 2-3 targeting criteria or "facets."

For example, if you're targeting based on "seniority" and "job function", then you may not want to include "industry".

Your forecasted results will indicate the size of your audience.

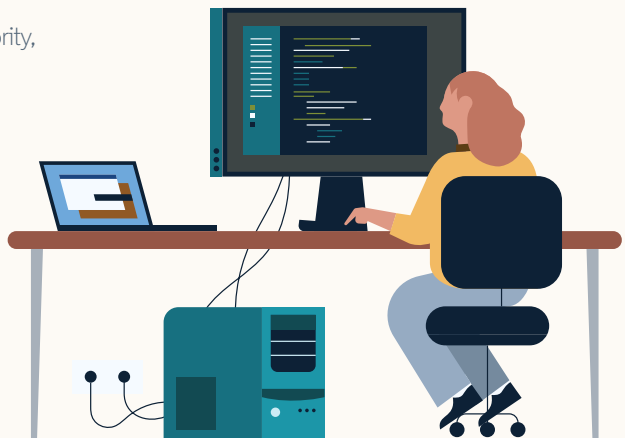
Your audience should be at least 50K or more. If your audience is below 300, you may not be allowed to boost. Audience size will generally be smaller on LinkedIn vs. other platforms.

Boosting uses only "AND" targeting.

With "AND" targeting, the more criteria you add, the narrower your audience gets. For example, this means that if you select "directors" (seniority) and "marketing" (function), your audience will only target directors within the marketing function. It doesn't mean "directors" OR "marketing" professionals.

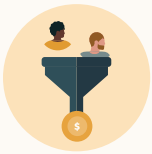
Remember that 'excluding' an audience is optional.

As an example, if you're including all 3 of the critical targeting attributes like job function, industry and seniority, you don't need to use the field "exclude" unless you want to.



Best practice #5:
Try to budget at least $25 per day.

> What sets LinkedIn apart is our premium audience of influential decision makers and professionals.

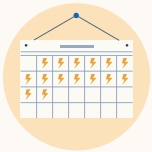


We have seen successful boosts among **clients with high lifetime value customers** such as B2B products.

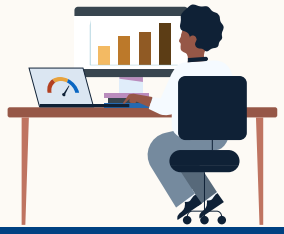
High-value B2C products such as financial services, luxury goods or educational services may also be good fit for boosting.

Best practice #6:
Schedule your boost for 1-2 weeks

> It's important to give your boosts enough time to seed, so be patient.



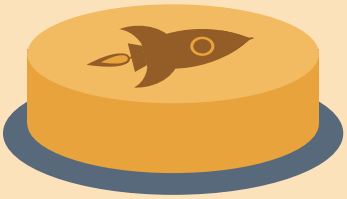
We recommend a minimum boost duration of approximately **1-2 weeks to see optimal results.**



You can check the forecast on the upper right of your screen to determine if your campaign is long enough to hit your goals. If it's not, you'll need to increase the duration and/or your boosting budget.

Congratulations!
You're ready to boost.

Visit our Boosting Landing Page to learn more about reaching new audiences



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Appendix

What is Campaign Manager?

A boosted post is considered an ad. Many ads on LinkedIn are created in Campaign Manager, which offers more customized, advanced solutions with more objective, targeting options and formats.

	Boosting	Campaign Manager
Objectives	Awareness, engagement, website visits	Awareness, engagement, website visits **plus** video views, conversions, lead generation
Targeting Options	Language, location, job experience (seniority, industry, job function), interests, or preset audiences	Language, location, job experience (seniority, industry, job function **plus** job titles, member skills, years of experience), education (degrees, field of study, member schools), company (company name, company industry, company followers, company growth rate, company category, company size)
	Member interests	Interests **and** traits (member interests, member groups, member traits)
	Preset LinkedIn Audiences	Preset LinkedIn Audience Templates (customizable)
		Matched audiences (website retargeting, retargeting by engagement, contact targeting, company list targeting)
		Ability to save audiences
Formats / Creative Control	Single image and video posts	Single image and video posts **plus** carousel, message ads, text and dynamic ads (right rail and top rail ads)
	Must use existing organic posts (cannot edit)	Create ads from scratch, add specific descriptions and call-to-action buttons
Conversions	-	Conversion tracking (insight tag/pixel)
		Prefilled lead generation forms