Getting Started Guide:

Boosting

How to sponsor a post
from your LinkedIn Page

What you will learn in this guide

Introduction	How it works	How to set it up	FAQ	Resources
What is boosting	How does boosting work?	How to boost	Best practices	Useful links
Getting ready to boost		Step by step	Optimizing for performance	Contact LinkedIn
Why boosting		Boosting limitations	Key metrics	
What can you do with boosting			Frequently asked questions	
When should you use boosting?				

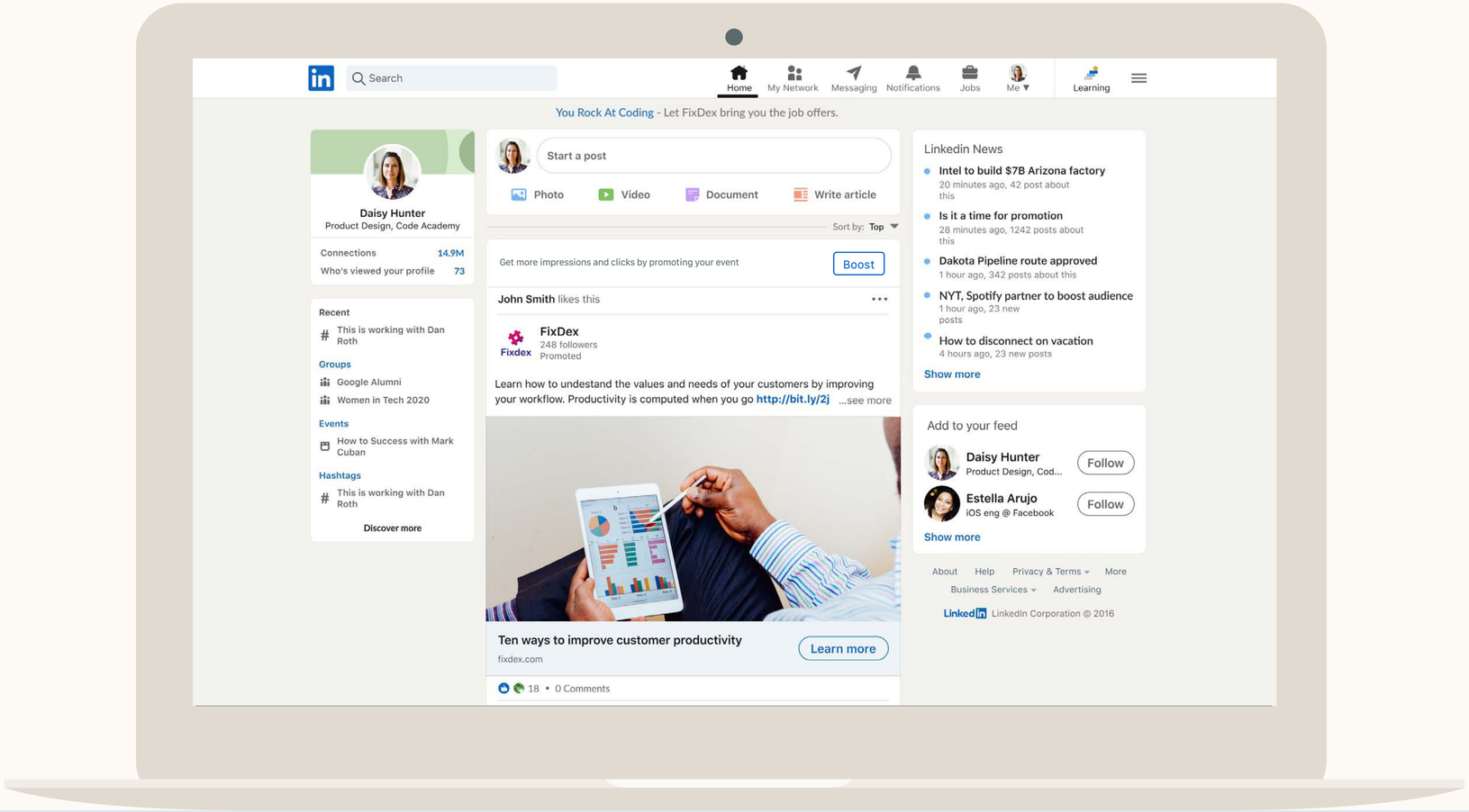
TIP: Click the home button to return to this page at any stage during this guide.

Introducing Boosting

What is boosting?

When you boost a post on your LinkedIn Page, it turns it into a paid ad on the LinkedIn feed of your target audience.

It is a **simple way to increase reach**

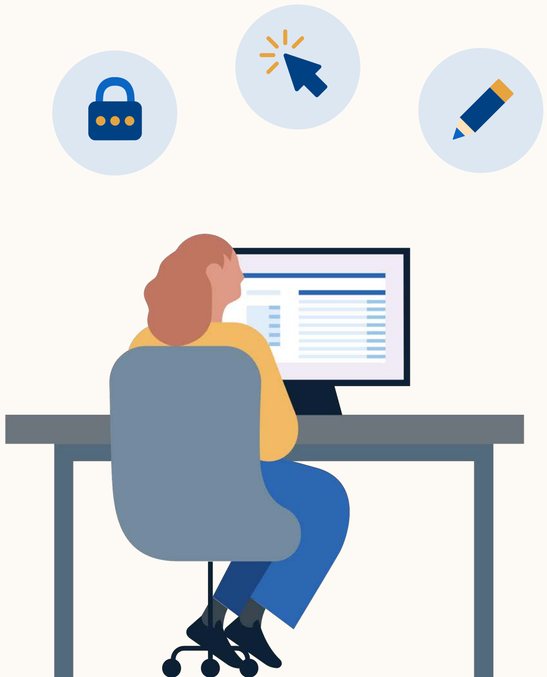


Who is boosting for?

Boosting is for anyone with access to a LinkedIn page, such as Page admins, social & PR managers or event organizers with a promotion budget.

Boosting is a **simple way to create a paid campaign** without having to learn how to use Campaign Manager.

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.

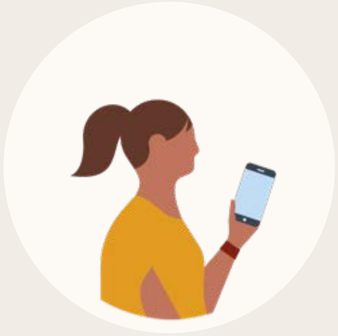
To get access:

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.

Why boost?

Get discovered by new audiences

Boosted posts appear in the feeds of audiences who are not current followers. Target your ideal customers based on their LinkedIn profiles, interests or choose from preset audiences.



Fast & simple to use

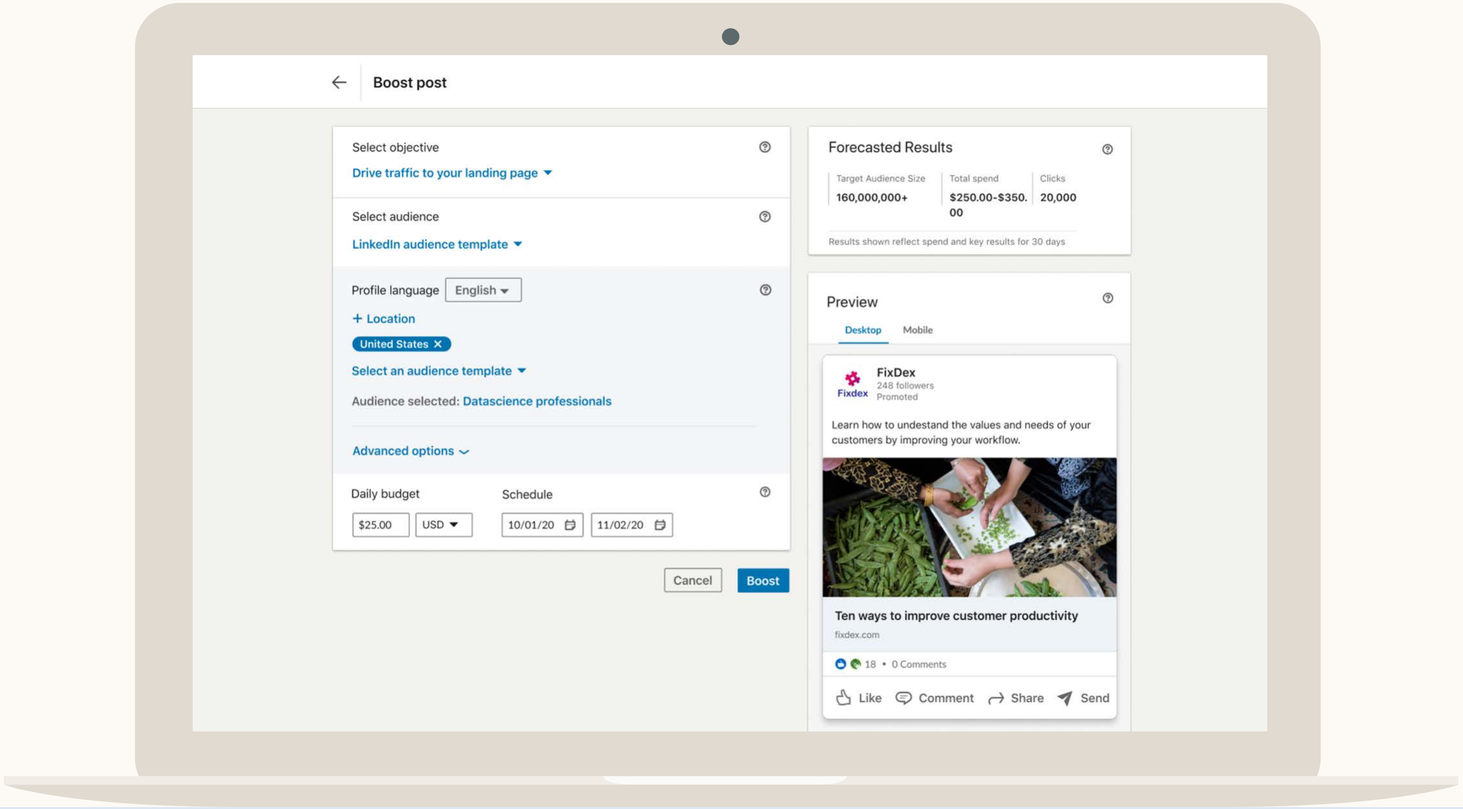
Quickly boost your post with just a few clicks and a credit card. There's no need to learn a new advertising tool. Just set your budget and go!

Drive success at every stage of the funnel

Reach more people. Generate comments, likes and shares. Increase traffic to your website.

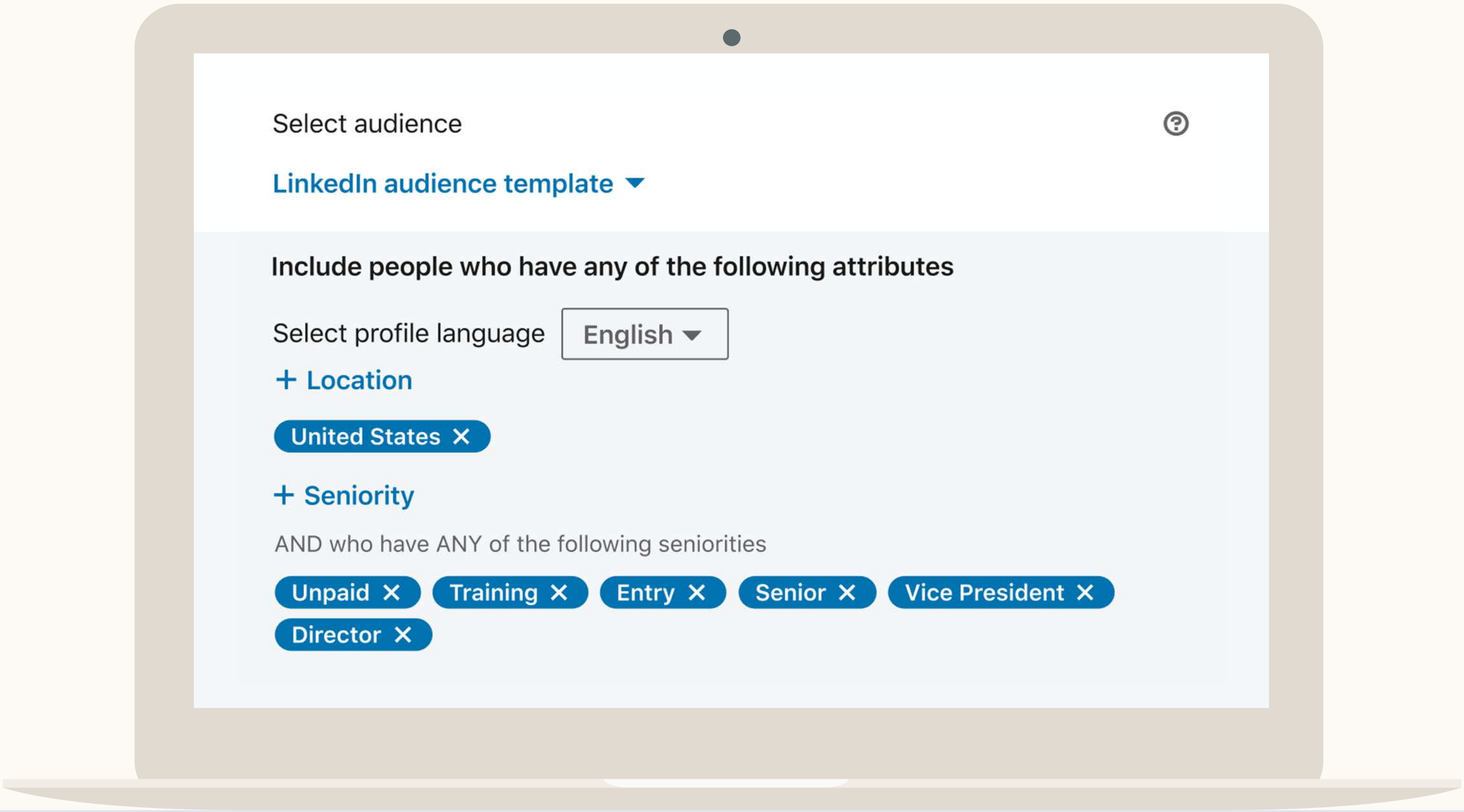
What can you do with boosting?

- Turn an organic post into a paid ad that appears on your selected audience's LinkedIn feed
- Select an audience based on LinkedIn profile, interests or use pre-set audiences
- Set a budget and schedule
- Pay with a credit card or existing Campaign Manager account



When should you use boosting?

- You want your post to reach new audiences
- You don't have time to learn a new digital marketing tool
- You want to capitalize on the momentum of a post that's getting high engagement on a time-sensitive topic



How does boosting work?

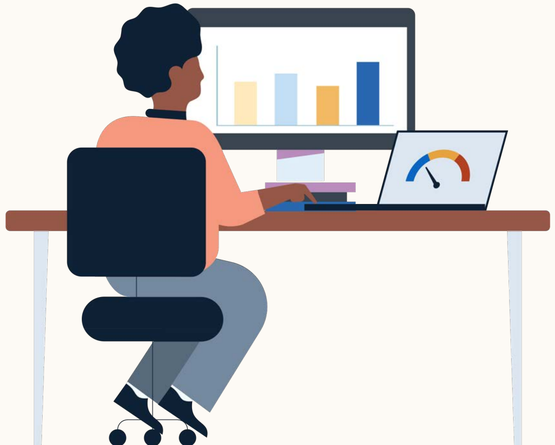
How does it work?

When you boost a post, you turn it into an ad that appears on the LinkedIn feed of a new audience you want to target.

5 stages of boosting

Here's a quick overview of the process that you will follow.

(Don't worry, we'll go through every step in detail in the next section)



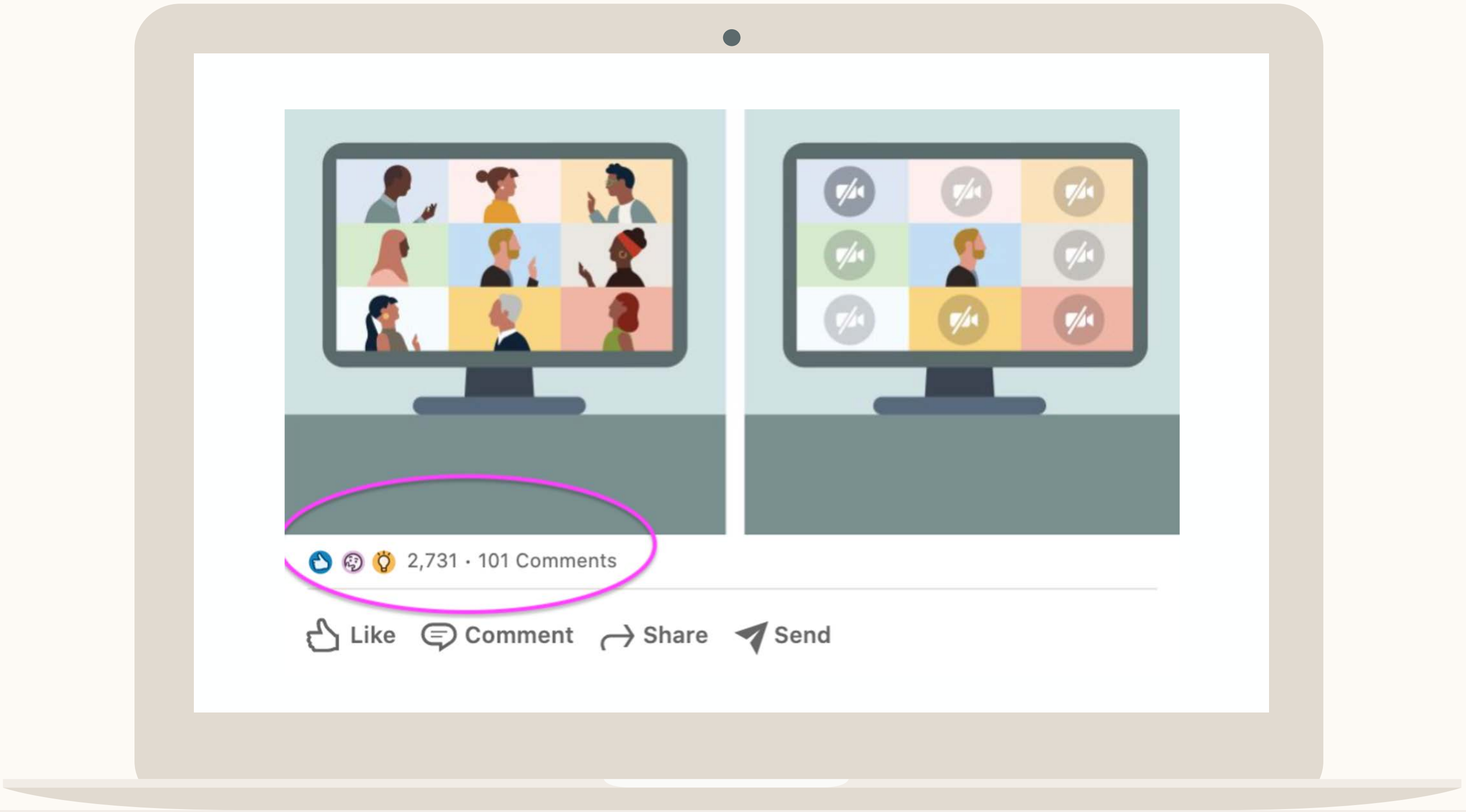
1. **Select a post to boost.** Look back on your recent posts for one that's received higher than average engagement (likes, shares, comments).
2. **Boost.** Click "boost" on the upper-right corner of the post.
3. **Select your objective, audience, budget and schedule.** When targeting by LinkedIn profile, you can select job function, industry, location & seniority. For job titles, you need to use Campaign Manager.
4. **Payment.** Enter your credit card information or select an existing account if you have one. Entering a credit card will automatically create a Campaign Manager account for you.
5. **Measure performance.** Access metrics located within the original boosted post by clicking on "manage ads" under ellipsis (•••) to access Campaign Manager or expand window to see both organic and promoted metrics.

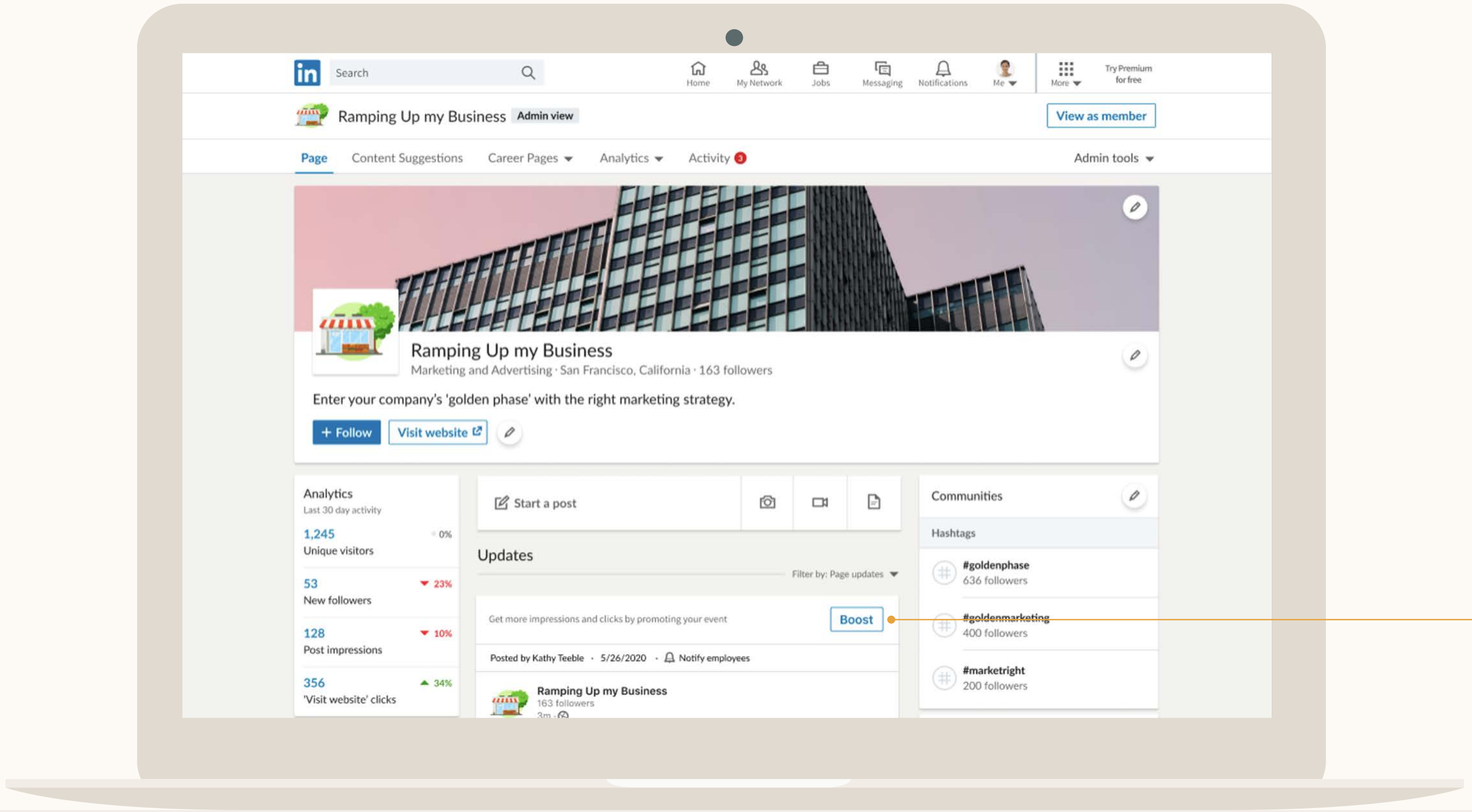
How to boost

Pick a post with high engagement

1. Make sure that you have the right page permissions. To use an already existing account, you need both LinkedIn Page and “Campaign Manager” and above permissions on Campaign Manager. If you don’t have one, you can simply use a credit card.

2. Pick a post with high engagement to boost.





Next, click “Boost”

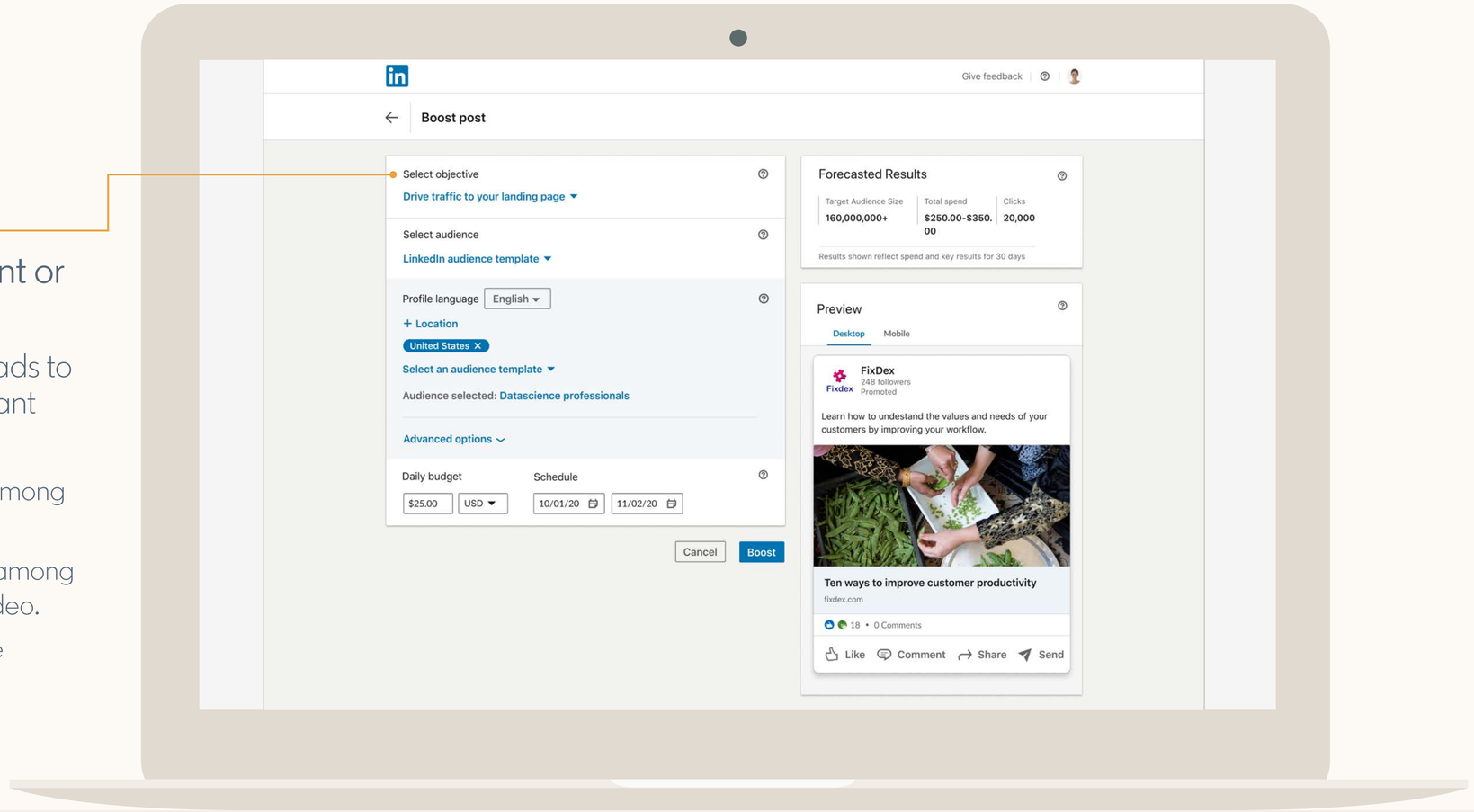
Set up your campaign

Choose an objective

Awareness, Video Views, Engagement or Website Visits.

Selecting an objective helps us deliver the ads to people most likely to take the action you want (view, engage or click).

- For awareness, we deliver your ads to people among your target audience most likely to view you ad.
- For video views, we deliver your ads to people among your target audience most likely to view your video.
- For engagement, we deliver your ads to people among your target audience, most likely to like, share, comment, click or follow.
- For website visits, we deliver your ad to people most likely to click to your landing page.

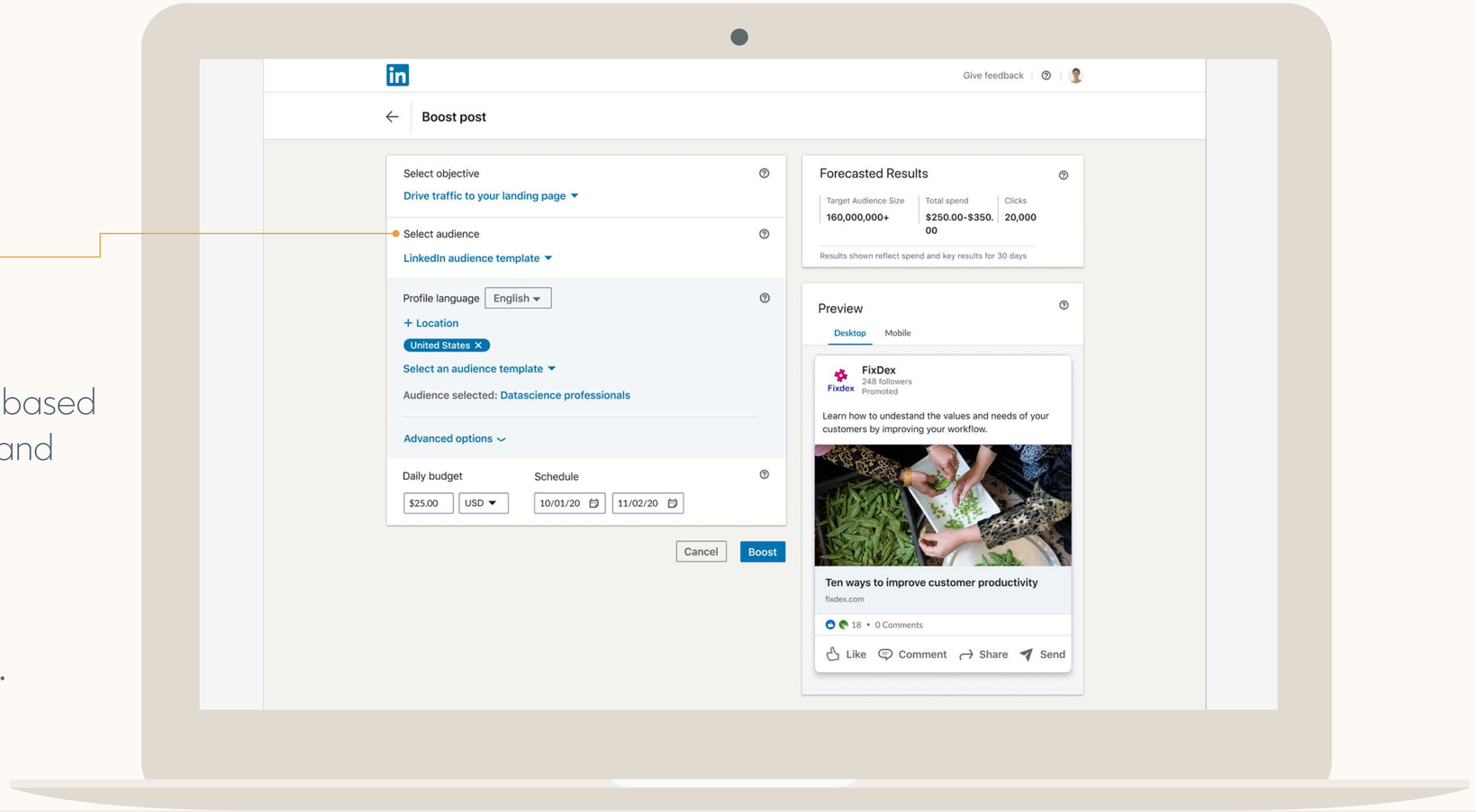


Set up your campaign

Select your audience

There's three ways to do this:

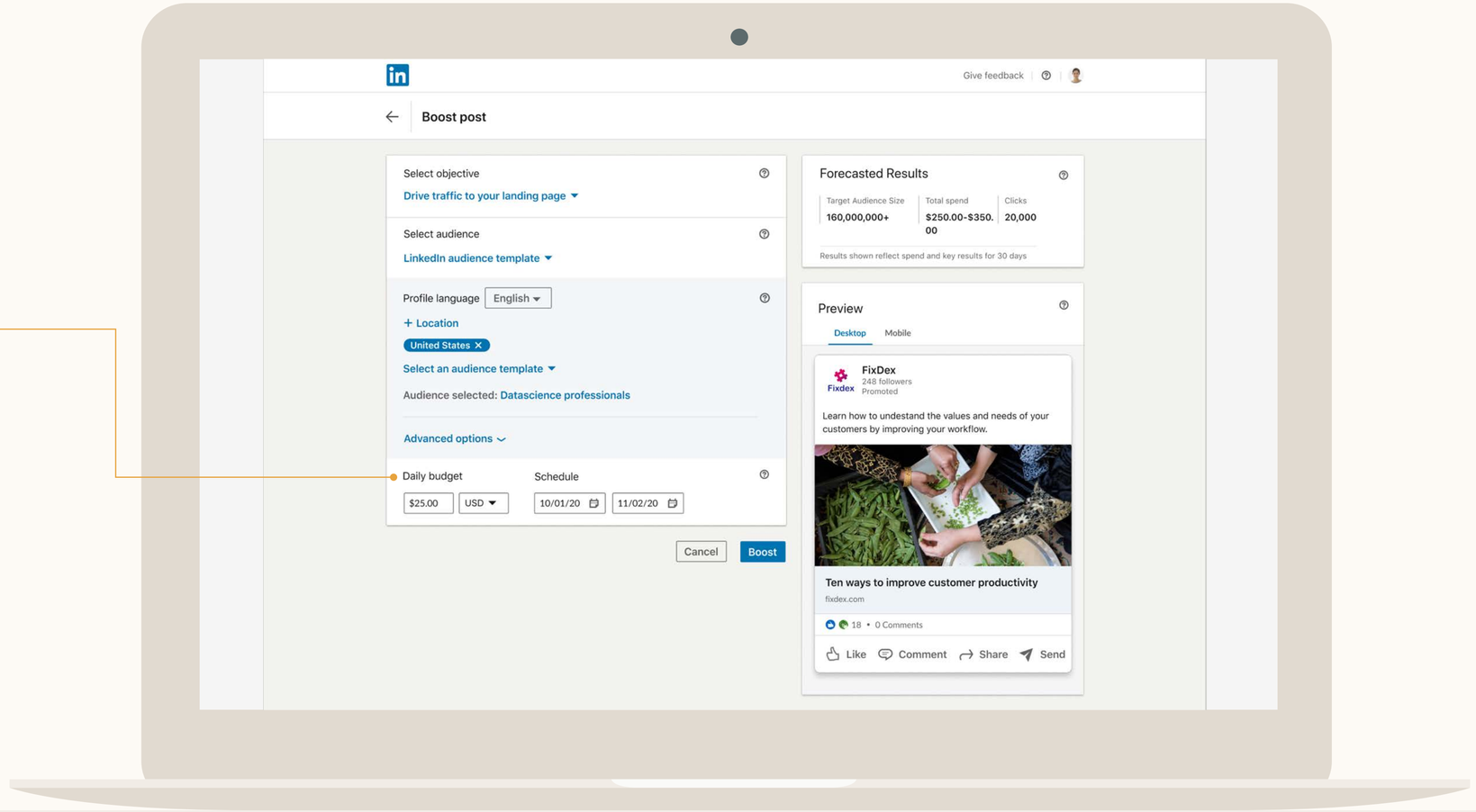
1. choose an audience from scratch based on location, job function, seniority and industry on their LinkedIn profile;
2. choose from commonly used LinkedIn audiences; or
3. target based on member interests.



Set up your campaign

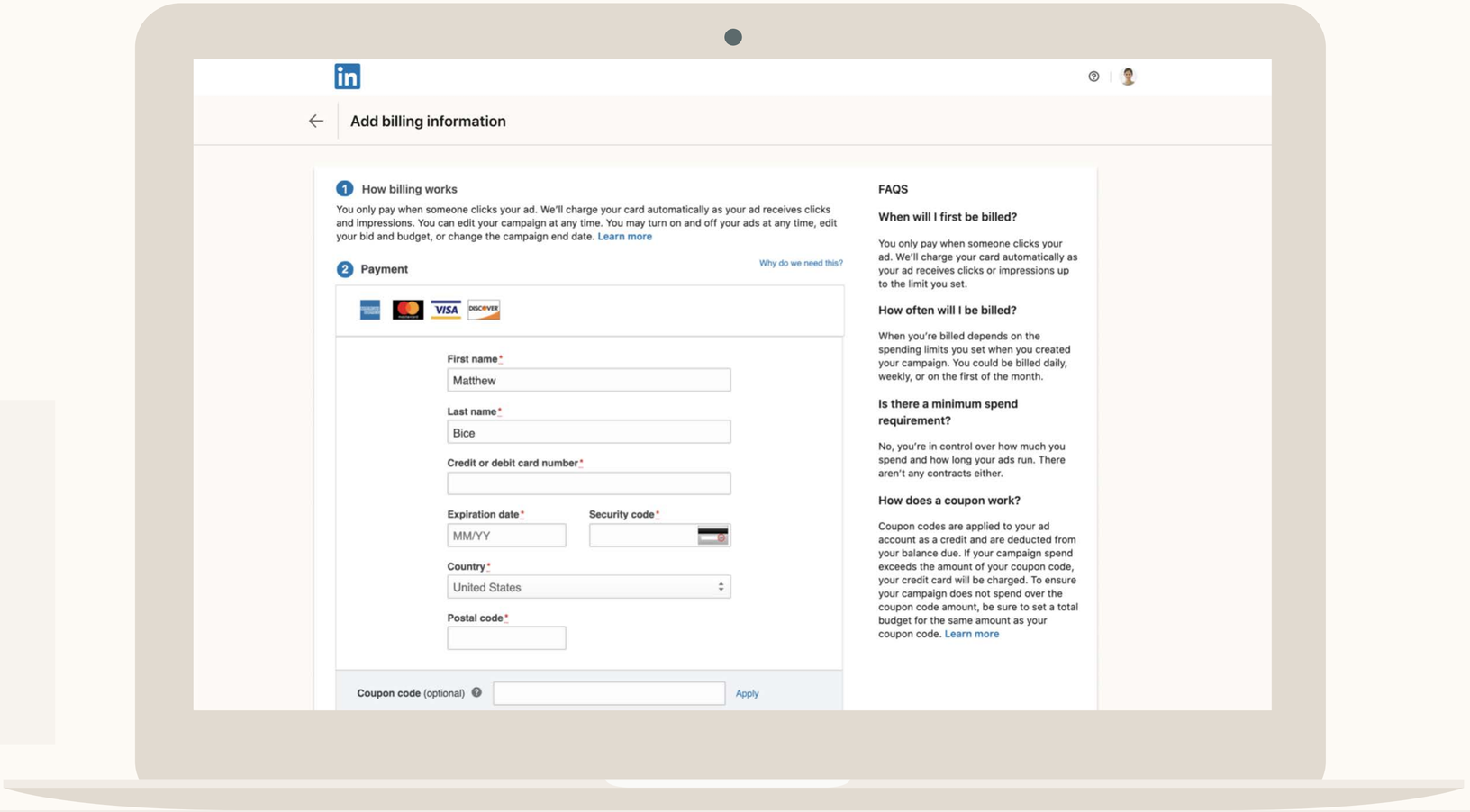
Set a lifetime budget & schedule

Set a lifetime budget and how long you want the boost to run. We recommend a lifetime budget that averages at minimum $25 USD/day to see results.



Add payment

You can either add a credit card or use an existing Campaign Manager account that has a budget.



Tip: Entering your credit card information will automatically create a Campaign Manager account. You can access reporting in Campaign Manager or make edits to your campaign there.

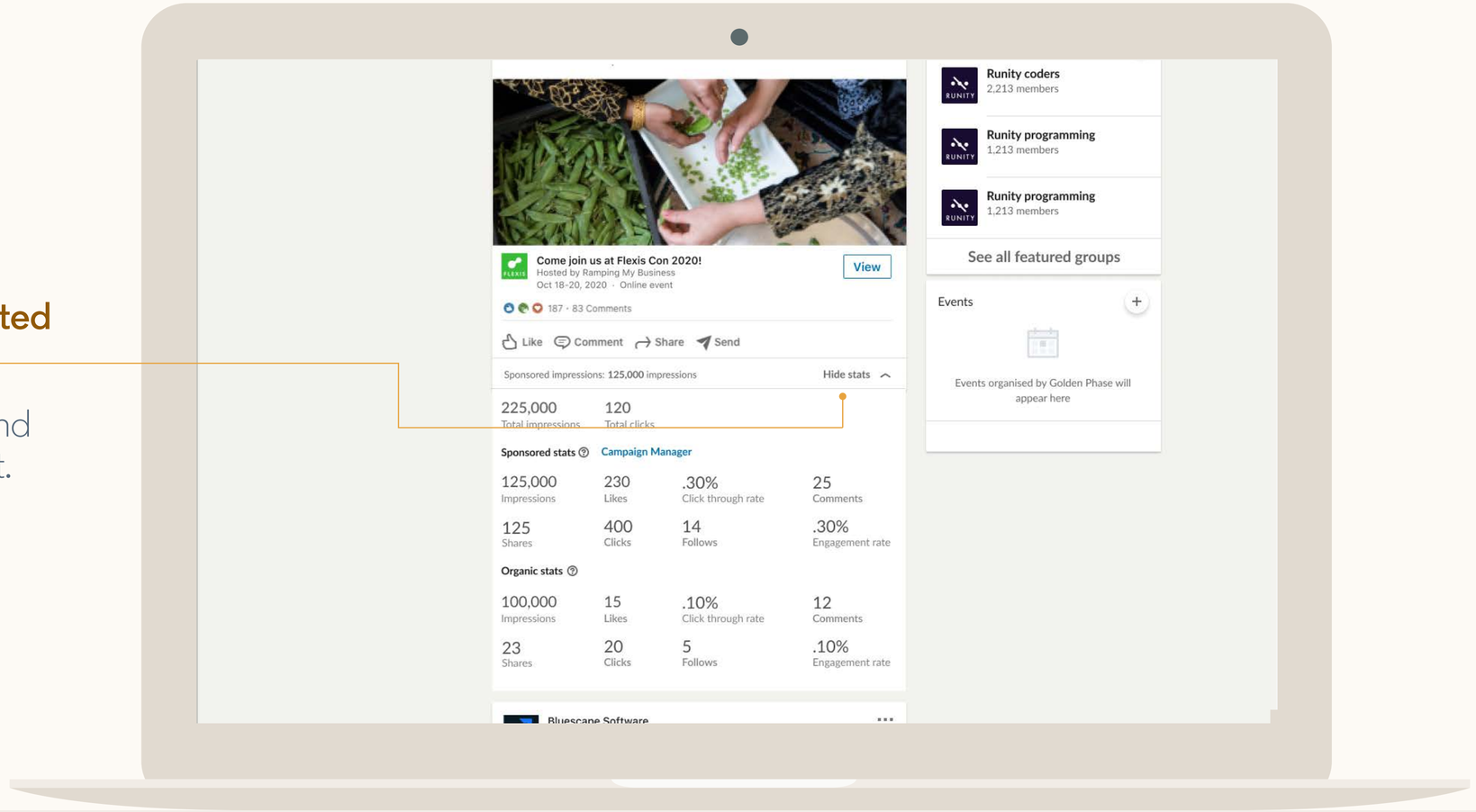
If you don't see an account you want to use, please make sure you can have the right permission in that Campaign Manager account.

Not all currencies are supported. View here.

Track performance

Expand the window below the boosted post to see your boosted results

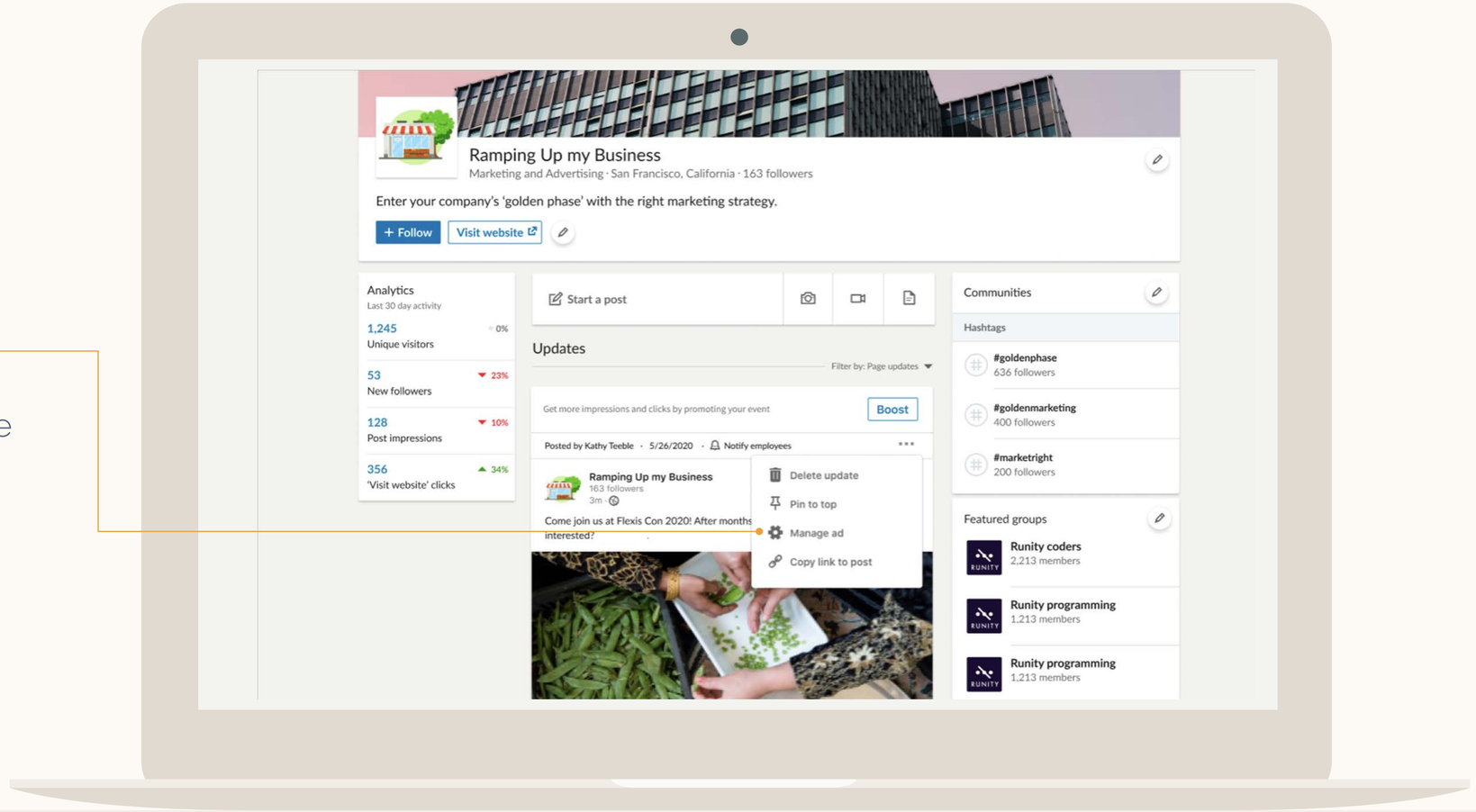
This will show you both the Organic and Sponsored (boosted) stats of your post.



Track performance

Alternatively, you can click on “manage ad” under ellipsis (• • •)

This will take you to the reporting page in Campaign Manager



Boosting limitations

For more advanced features, you will need to use Campaign Manager.

- Multiple-images / carousels, polls or document posts cannot be boosted.
- When creating audiences from scratch, job titles and matched audiences are not available. You can include location, seniority, job function and industry, as well as language targeting.
- When building your audience, you can also only exclude based on Locations, Job Seniorities, Job Functions, and Company Industries.
- Campaigns are currently limited to these objectives: brand awareness, video views, engagement and website visits.

Frequently asked questions

What are some best practices for boosting?

- It's best to start from a post that's already getting high engagement. This way you know the content is working with your audience and worth boosting.
- Make sure your LinkedIn Page is complete. Having correct logos, regular posts and accurate descriptions on your Page all help to drive credibility and amplify conversions.
- Consider which audiences are most important for you to reach and how long you want your post to be boosted. LinkedIn is a professional platform so think through the professional profile of the audience you want to target, not just demographics.
- Make sure you allow enough time for your boosts. Generally, 2 weeks minimum depending upon your audience. Our platform engagement tends to be lower than other platform, so you'll need to schedule enough time to see results.

What's the best way to configure my boost?

Follow these steps to get the most out of your boost:

1. **Be clear on your objective**. Do you want to drive impressions or visits to a landing page? Make sure your post content and creative is aligned with your objective.

2. **Boost the right post.** Starting from a post that's already getting lots of engagement is likely to result in better paid performance. Make sure that the event post is getting higher than average engagement (clicks, views, comments).

3. **Schedule weekdays.** Since LinkedIn is a B2B platform, it may help to start your campaign on a weekday. In general, avoid weekends and major holidays.

4. **Set your budget.** We recommend a lifetime budget that averages at least $25 USD per day. Unlike other ad platforms, targeting a professional audience in a business context generally comes at a premium.

What metrics should I pay attention to?

The key metrics you focus on will depend on your objective.

Tip: The bid type for boosting is always "maximum delivery". We'll automatically set and adjust your bid to help you get the most results possible while utilizing your full budget.

1. **I am trying to build awareness: Impressions**
   Measures how many impressions or views your paid posts is getting. If you choose "awareness", this is your key metric. You will be charged on a CPM basis.

2. **I want more people to see my videos: Video views**
   Measures how continuous 2+ seconds of your video members watched.

3. **I want people to click to my website: Clicks**
   Measures how many members are clicking to your event post to find out more and/or register. If you choose "website traffic", this is your key metric.

4. **I want people to get involved: Engagement**

   Measures how many members are liking, commenting and sharing your post. If you choose "engagement", this is your key metric

5. **CTR**
   This is clicks divided by impressions. This is a good indicator of the quality of your content among your chosen audience.

Frequently asked questions

What you should know about boosting posts

Can I switch back and forth from boosting to Campaign Manager?

No. Once you click to go into Campaign Manager from the advanced targeting section in boosting you cannot return to the boosting experience. All your existing selections will be carried over into Campaign Manager.

What do you need to do if you want to target by job titles?

In the boosting experience, you can use job function (marketing, etc.) combined with seniority (director, etc.) in place of job titles. If you want to target by job title you will need to use Campaign Manager.

Can I boost the same post twice?

Not from your LinkedIn Pages experience. However, you can duplicate the boosted post from Campaign Manager and launch again.

Why is the post not available for boosting?

There are some formats like video or organic posts that exceed paid ad specifications that are not available for boosting. Or you may have already boosted this post.

A Campaign Manager account I want to use for boosting isn't available.

You likely don't have the right permissions to boost from that account. You can ask your account manager to upgrade your permissions.

Can I still sponsor through regular Campaign Manager?

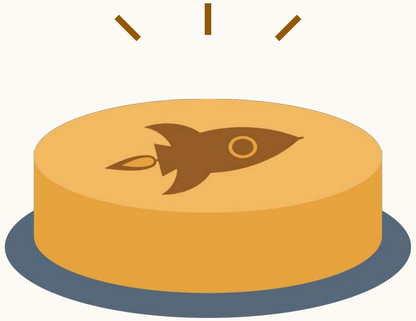
Yes, you can still sponsor through regular Campaign Manager by selecting "organic content" in Step 3 of campaign creation.

How am I charged?

All boosts will be charged based on impressions regardless of the objective. However, we still show your boosts to people most likely to perform the action (view, engage, or click) based on the objective you choose.

Congratulations.

You're ready to boost.

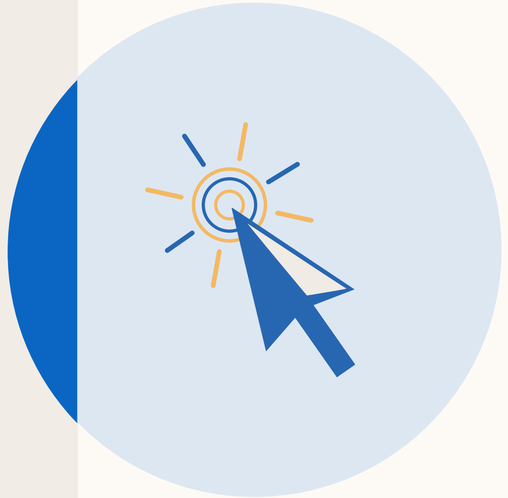


Learn more with these useful resources

Boosting best practices

Boosting website

Boosting help center article



Thank you

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