

THE LINKEDIN INSIDERS' TOP SECRET

TIP SHEET



In *Confessions of the LinkedIn Insiders*, we reveal all of the carefully guarded secrets that our campaign managers, content evangelists and agency partners share with their clients to improve performance. These same secrets can help anybody advertising on LinkedIn to get more value from their budget, reach their audience more cost-effectively and drive measurable ROI for their business.

For this tips sheet, we've pulled together the secret techniques that can have an instant impact on your success when marketing on LinkedIn. Scan them, remember them and start putting them into action – we guarantee you won't regret it:

MANAGE BIDS TO ENSURE YOU NEVER WASTE BUDGET

***You don't have to bid high in order to qualify for the highest-quality audiences.** If the people you are targeting are genuinely relevant, you can use bidding as a lever to control how much traffic you need. If you have a small budget, you can bid all the way to the floor and still generate traffic."*

AJ Wilcox

LinkedIn Ads pro



***Start off your campaigns with all the elements in your favour and build your relevancy.** Over time, you'll be able to decrease your bid and increase your ROI."*

Lucas Brun

ex-Campaign Manager



***If your budget is small, start with two or three campaigns,** spread your budget evenly across them, and you can then make data-driven decisions about which to invest in."*

If your campaign is generating a click-through rate (CTR) of 0.90% or more, switching your bid from CPC to CPM can save you budget."

Grace MacDonald

Campaign Manager turned Marketer



TARGET TO REDUCE YOUR COST PER LEAD (CPL)

“Being creative in how you target your audience means **you tap into an inventory pool that others aren’t using**, which enables you to bid lower for that audience.”

Jaime Pham

Content Marketing Evangelist



“If there’s an obvious way to target your audience on LinkedIn that means other advertisers could have the same idea. **Try different campaigns with other targeting approaches.** Pull lists of relevant companies from your CRM and target those on LinkedIn with Matched Audiences. Use Campaign Demographics to refine and optimise. AB testing targeting is just as important as testing creative.”

Lucas Brun

ex-Campaign Manager



“**Don’t start with too small an audience.** There are 28,000 job titles to choose from – and if you include just one you exclude the other 27,999. Try using the 26 job functions that these 28,000 job titles are mapped to – and combining this with seniority to get the audience you are interested in.”

Felim McMahon

Online Advertising expert



SET UP YOUR ACCOUNT TO SAVE TIME AND MONEY

“**Use a standardised syntax and naming convention** if you’re running more than one campaign – it will help you use the search function and filters in Campaign Manager to find exactly what you’re looking for.”

Gaurav Nihalani

LinkedIn Insider



GET THE FULL PICTURE ON ROI

“A 1% click-through rate is a strong performance, but if you’re only targeting 1,000 people it won’t add up to much in terms of business impact. If you’re not investing in reaching people at scale, and you’ve defined your audience too narrowly, then **you’re missing the real opportunity to drive ROI.**”

Gaurav Nihalani

LinkedIn Insider



“B2B sales cycles are long, so don’t focus on ROI to begin with. **Start with effectiveness of LinkedIn traffic going to leads.** Then pay attention to how many leads it takes to produce a Sales Qualified Lead (SQL), then how many SQLs it requires to close a deal.”

AJ Wilcox

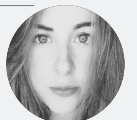
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“You can measure performance in terms of cost-per-click (CPC) and cost-per-impression (CPM), but what you really need to look at is **how those clicks perform in terms of conversions and dollars spent with your business** – because that’s the metric that really matters.”

Katie Geoghegan

ex-Campaign Manager



“**Calculate the lifetime-value of a customer** (prediction of the net profit attributed to the entire future relationship with a customer) and how this varies per channel. If you can report on these metrics, you’ll be able to paint the full picture for your CMO and sales organisation.”

Lucas Brun

ex-Campaign Manager

