LinkedIn Self-Service Playbook for Agencies

Helping agencies drive success for their clients by activating the easy, self-service advertising platform.
Table of Contents

03 What is LinkedIn?
04 Why Should I Advertise on LinkedIn?
05 Self-Service Platform
06 Set Up Your Account
13 How to Create a Campaign
55 Manage Your Campaigns
68 Additional Resources
70 Try Our Partner Program
What is LinkedIn?

LinkedIn is the world’s largest professional network with members worldwide and the largest community of influential, affluent, and educated people.

LinkedIn members are active professionals in a business frame of mind. They use LinkedIn to learn about new products and services, keep up with industry trends, research companies, network with peers, and conduct business.

So, whether your objective is to reach influential decision makers at companies or affluent consumers, advertising on LinkedIn is a great way to drive new leads to your company.

400M+ members worldwide

4 out of 5 LinkedIn members drive business decisions

39% of members are senior-level executives (and above)

Members spend 2.8x More time on the platform (than Average Internet Adult)

28% of members are responsible for managing budgets
Why Should I Advertise on LinkedIn?

It’s no easy feat marketing to today’s business professionals. When it comes to B2B or high-consideration B2C purchases, prospects are researching across websites and devices, and can be up to 90% of the way through their purchasing decisions before they “raise their hands” to talk to sales.

It’s up to marketing to help fill this gap before a sales conversation takes place.

**Target with Precision**

Connect and reach just the right prospects among a premium professional audience with our powerful and accurate targeting capabilities through first-party proprietary data without wasting impressions or clicks.

**Drive Performance**

Build brand credibility, educate prospects and influence business decision-makers through our performance-based advertising solutions. Connect with your ideal audience to drive high-quality leads and conversions.

**Measure Your Results**

Intuitive campaign analytics lets you track click performance and optimize your strategies over time. Test for content that resonates with your audience to continue driving results for your business.
LinkedIn Self Service

LinkedIn offers growing businesses an easy, self-service advertising platform to generate leads from their target audiences through Text Ads and Sponsored Updates. Marketers can get in front of the right prospects and drive them to their landing pages. Pay-per-click (PPC) or cost per impressions (CPM) pricing options without long-term contracts allow advertisers to fully control their own budgets.

<table>
<thead>
<tr>
<th>Text Ads</th>
<th>Sponsored Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get in front of the right prospects of business decision-makers and drive them to your landing page to generate high-quality leads while controlling your costs. Stay visible while your audience is active throughout the platform.</td>
<td>Reach a premium professional audience where they’re most engaged, proactively consuming content in the LinkedIn feed across all devices. Leverage Direct Sponsored Content to test messaging with different audiences, without posting to your Company Page. Increase brand awareness and credibility by developing relationships with prospects early in the consideration process and drive high-quality leads.</td>
</tr>
</tbody>
</table>

Where do they appear?

- Desktop only
- Text link at top of homepage (images/logos omitted); right-hand rail or horizontally at bottom of LinkedIn pages: homepage, profile page, search results, groups, SlideShare

Where do they appear?

- Desktop, tablet, phone
- LinkedIn news feed

*If you have a minimum quarterly budget of $25,000, explore and expand your strategy to include our other full-funnel marketing solutions. Contact a LinkedIn Marketing Solutions rep today!*
Let’s Get Started!
Set up your account
Create a Business Account

To start, you will need to make a business account for each client you manage.

A business account allows you to separate ads and billing information, share business account access with other team members and conveniently link a Company Page. With multiple business accounts, you can keep client campaign performance independent between your various clients.

01 Access LinkedIn’s Campaign Manager at https://www.linkedin.com/ads/home.

02 From the Campaign Manager homepage, click Add account in the top right-hand corner.

03 Choose the company with which this account will be associated and name the account.

04 Select the currency you want to use for payment and bidding. Once you select the currency, you cannot change it.

05 Click Add account. Your account will be on hold until you edit your billing details, which you can do now or after you set up your first campaign.
Enter Billing Information

If you have an account history and/or manage multiple business accounts that have spent at least $3,000 for two consecutive months, you qualify for invoicing. Contact us to get the invoicing approval process started!

01 Click the **Edit your billing details** link in the banner message.

02 Enter your credit card information.

03 Click **Review Order** to confirm and save your information.

We validate new credit cards with a one-time charge ($5) that becomes ad credit. Once the credit is depleted, you’ll be billed periodically for impressions or clicks that your ad incurs. You’ll continue to be billed through the end date of the ad or until you manually turn it off through your Campaign Manager.
For each account you will need to assign a billing contact. Only the Billing Contact will have access to print/access receipts and has permission to change billing details on the account. The billing contact will only be able to access the receipts for payments made during the time they are the Billing Contact.

The user who creates the account will automatically be assigned as the billing contact. If the billing contact is switched to a different user, the account will be placed on hold until the new billing contact enters the updated billing information.

01 Navigate to the Campaign Manager homepage.

02 Click the settings icon and select Billing history.

03 Click the Manage in the upper right.

04 Select Edit and enter your new billing information.

05 Click Change.
Add/Edit Users

You can grant access to your Business Account and assign different permissions to each user. Account Managers can manage campaigns and view performance analytics. The user who creates the account will automatically be assigned the Account Manager role.

01 From the Campaign Manager homepage, click the settings icon and select Billing history.

02 Click Add user to account. Begin typing the name of the person you wish to add and select him or her from the list.

03 Next, choose the level of management rights for the user you’re adding. The chart below details the management roles:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Account Manager</th>
<th>Campaign Manager</th>
<th>Creative Manager</th>
<th>Viewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>View campaign data and reports</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Create new &amp; modify existing campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Create new &amp; modify existing creatives</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Edit account details</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Manage user access</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Add/Edit Users

You can grant access to your Business Account and assign different permissions to each user. Account Managers can manage campaigns and view performance analytics.

04 Once you’ve granted the appropriate management rights to a user, click **Add user to account** to save your changes. The person you’ve added will then appear.

To modify the management rights a user has, locate the user whose permissions you want to edit and click the dropdown menu to select the new role. Click **Save changes**.

05 To remove a user, click the x that appears to the right of his/her name. If you are removing a Billing admin, you must assign a new contact as the Billing admin before you can remove the user. Click **Save changes**.
You’ve created your account, now it’s time to launch your campaign!

How to Create a Campaign
18 Choose a campaign type
20 Create a campaign name
21 Sponsored Updates/Direct
Sponsored Content
31 Text Ads
39 Targeting your audience
50 Set your budget and bids
First, let’s come up with some goals for your campaign.
Define Your Campaign Goals

For any ad campaign to be successful, you need to understand your business goals.

Are you trying to build brand awareness, drive traffic to your website, or get new leads? The clearer and more specific your goals are, the more compelling your ad campaigns will be. Which ad units make sense to drive those goals?

Your campaign goals will directly affect how much you want to spend, who you want to target, and what creative assets and messaging you need to develop.

ProStock Example

Imagine you’re ProStock*, a small accounting software company, that wants to sell software subscriptions. What would your campaign goals be? The software is pretty expensive, so your best bet is to gather and nurture leads – then turn them into customers over time.

ProStock’s campaign goals are focused on driving leads in two ways:

1. Offering free trials of their software
2. Providing educational material on the benefits of using accounting software."

These goals can be achieved through both Text Ads and Sponsored Updates on the self-service platform.

*Fictional customer
"A lead would need to fill out a form in order to download the material
Choose a Campaign Type

Determine whether you would like to run Sponsored Updates or Text Ads (depending on your campaign goals) and create a campaign for that ad type.

Choose the option that best fits your goals.

- I want to reach LinkedIn members right in the LinkedIn feed with Sponsored Updates
- I want to drive targeted leads across multiple LinkedIn pages with Text Ads
Now that you’ve thought about your campaign goals, let’s create a campaign name.
Create a campaign name

Your customers won’t see the name – it’s just for you.

Choose a descriptive name that reflects the goals you’re trying to achieve.

If you’re just starting out, we suggest creating a name that reflects your target audience. Make it super easy to understand and remember!

When you have a lot of campaigns to keep track of, having a clear naming system will keep you organized.

ProStock Example

For example, one of ProStock’s campaigns is called “Software Trial | North America | Accountants”.

Great choice! Before we get started, what language do you want to run your campaign in? The language you choose should be the same one your target audience speaks.
Now, let’s start looking at your ad creative.
Deciding on creative assets

Lead generation success starts by developing and delivering the right content. You need to GIVE value to GET value.

Start by asking yourself... “What are the common questions my audience is asking?” Then answer those questions with your “Big Rock” content.

“Big Rock” content delivers VALUE where your audience will gladly exchange contact info to get it, including guides, research reports, webinars, and eBooks. It can include evergreen content that you repurpose into different forms. The more visual, the better.
Sponsored Updates/Direct Sponsored Content

Select content to sponsor

If you haven’t posted the update you want to sponsor yet, don’t worry. You can choose updates to sponsor after campaign setup as well or launch direct sponsored content instead (page 24).

01 From the **Campaign Manager**, select the update(s) that you would like to sponsor by checking the box to the left of it. You can filter for all available content on your company page and/or previously sponsored content.

02 Select **Sponsor selected**. Any updates you select will automatically become sponsored once you’ve completed campaign setup.
Sponsored Updates/Direct Sponsored Content

Or, create direct sponsored content

You can also choose to create sponsored content without publishing to your company page. This allows you to test unique sponsored update variations to find what messaging or content resonates most with your audience target. Before you create your ad, think of the type of images or messaging that will catch your audience’s attention.

Introduction Text
Up to 600 characters, truncated after 160 characters and displays “Read More” text. To optimize for desktop and mobile, keep < 150 characters

10 Tips to Close Your Accounting Books Faster
The software you’re using can greatly impact how quickly you get through tax season. Get 10 tips to speed up your processes through our new, innovative software. Get the free report and start saving time now!

Description Text
Up to 230 characters, truncated after 160 characters and displays “...”, does not appear on mobile devices

More Ad Specifications
Creating direct sponsored content

If you haven’t posted the update you want to sponsor yet, don’t worry. You can also choose to create sponsored content without publishing to your company page, too.

Note: You will need to be granted permission by a Company Page Admin to create direct sponsored content. If you’re a Company Page Admin, go to the Company Page or Showcase Page and click the blue Edit button in the upper right. Scroll down to the Direct Sponsored Content Posters section and add the LinkedIn member you wish to grant privileges. Click Publish in the upper right.
Selecting Direct Sponsored Content

Your newly created Direct Sponsored Content will be labeled with:

You cannot edit a Sponsored/Company Update nor a Direct Sponsored Content once you’ve submitted it for review. Launch a new variation and pause or archive the old variation to effectively make changes.

Note: You cannot edit a Sponsored/Company Update nor a Direct Sponsored Content once you’ve submitted it for review. Launch a new variation and pause or archive the old variation to effectively make changes.

05 You can create a unique name for your Direct Sponsored Content to help distinguish between ad variations more easily when you’re assessing performance.

06 Click Save.

07 As before, select your new direct sponsored content and any additional sponsored updates by checking the box to the left of it. Then, click Sponsor selected. Any updates you select will automatically become sponsored once you’ve completed campaign setup.
Preview Your Ads

You can preview your ads to see how they’ll look as a Sponsored Update on desktop, tablet, and smartphones. Simply select the Preview icon to the right of your update.

01 Select the Preview icon to the right of your update.

02 Click the tabs above to preview your ad on different devices.
Here are some tips

Use strong thumbnail images.

If you don’t like the one scraped from your link, upload your own.

Have a compelling title.

Numbered lists, stats or figures work well. Offer thought leadership or valuable industry insights for the member.

Try name dropping.

Use business luminaries and recognized execs where relevant; for example, sharing a LinkedIn Influencer post from your CEO can be effective in driving high engagement.

Speak directly to your target audience through your introduction text.

For example, if you’re targeting finance professionals, include relevant job titles or the word “finance” within the introduction text.

Use industry-specific language that customers can relate to.

Create 3-4 variations of your ad per campaign.

Test images, text, and call-to-action phrases to see what works best with your audience.

Rotate in new creatives at least once a month.

Clearly list the benefits of your products and services.

15 Tips for Creating Compelling Company Updates
Sponsored Updates/Direct Sponsored Content

Here are some tips

01 Call out your audience

02 Use the word “you”

03 Explain what’s in it for them
## Sponsored Updates/Direct Sponsored Content

### Common Mistakes

<table>
<thead>
<tr>
<th>Mistake</th>
<th>Correct Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Using blurry or poor quality images</strong></td>
<td>Use bright visuals, especially those that include people. More eye-catching images will capture your audience’s attention.</td>
</tr>
<tr>
<td><strong>Only using one creative</strong></td>
<td>Be sure to use at least two creatives so you can test out variations of your ad. For example, try re-framing your title as a question or referencing the audience in the introduction text.</td>
</tr>
<tr>
<td><strong>Not including a strong call-to-action or offer in the introduction text</strong></td>
<td>One way to improve your ad is to grab your audience’s attention with key phrases in your ad’s intro text such as “Try Now,” “Download,” or “Free for 30 days.”</td>
</tr>
<tr>
<td><strong>Messaging the hard sell</strong></td>
<td>Focus on providing value in the feed using a call-to-action that drives people to click, then let your landing page do the converting. Remember this is a platform for professionals.</td>
</tr>
<tr>
<td><strong>Including long copy</strong></td>
<td>Write snackable intros; you don’t want your call-to-action buried behind a “Read More” link. Top posts average 140 characters.</td>
</tr>
<tr>
<td><strong>Using a generic title</strong></td>
<td>One way to improve your ad is to grab your audience’s attention with a title that offers thought leadership or valuable industry insights. Numbered lists, stats or figures work very well.</td>
</tr>
</tbody>
</table>
Sponsored Updates/Direct Sponsored Content

Designing your ad

Here is an example of a great sponsored update written for a campaign targeted to entrepreneurs.

**Address your audience directly, ask them questions**

**Strong Visuals:** Attention grabbing images such as recognized leaders, interesting infographics, or general pictures of professionals

**Be Concise:** Keep your intro to 140 characters

**Type of content:** Snack-able content, numbered lists, valuable industry insights

What are the trending topics in your industry for your audience?
Deciding on creative assets

Ads that perform best are relevant to the target audience and are written with clear, and compelling language.

Note: Your ad may be shown as a text only version in locations such as the top of the LinkedIn homepage.

Choose words that grab the attention of your target audience. Give LinkedIn members a reason to click through by highlighting special offers, unique benefits, downloadable white papers, free trials, or product demos.
Text Ads

Creating text ads

Try writing different variations of ad copy to determine which version speaks more to your audience. To create a new version of your ad, with the same target audience, click **Create another ad** and you’ll see a new creative box to fill out.

**Note:** You may only upload up to 15 variations in any one campaign.

01 A creative box will appear. Fill out the information for creating your text ad.

- **Where should members go when they click your ad?**
  - My Page on LinkedIn
  - My Website

- **Select a page**
- **http://www.example.com**

- **Add a catchy headline, image and copy**
  - **ex: Want to land a promotion?** 25
  - **Describe why someone should click your ad.** 75

- **Show me how to write a great ad**

02 Click **Save** and your new text ad will appear in the **Ads** tab.

03 To add a variation, click **Create another ad** to open a new creative box.
Here are some tips

**Include an image to grab your audience’s attention.**

Ads with images perform significantly better than those without. Images with bright colors are more likely to catch the attention of your audience.

We’ve seen a 20% lift in CTR when ads include an image.

**Include a strong call to action, such as “Try”, “Download”, “Sign up” or “Request a Quote.”**

Words and phrases that encourage action and urgency tend to perform well.

**Speak directly to your target audience through your headline and text.**

For example, if you’re targeting finance professionals, include relevant job titles or the word “finance” within the ad.

Use industry-specific language that customers can relate to.

**Create 3-4 variations of your ad per campaign.**

Test images, text, and call-to-action phrases to see what works best with your audience.

**Double check your landing page**

Make sure your landing page (the place where someone goes when they click) matches your ad.

**Rotate in new creatives at least once a quarter.**

**Make sure text is concise and easy to read.**

**Clearly list the benefits of your products and services.**
Text Ads

Common mistakes

❌ Not including an image
✓ Use an eye-catching image that describes your product or service. Images of professionals tend to perform well.

❌ Only using one creative
✓ Be sure to use at least two creatives so you can test out variations of your ad. For example, try re-framing your headline as a question or referencing the audience in the headline.

❌ Not showing the “best” creative more often
✓ Keep testing multiple creatives in your campaign to determine the best performing versions and pause any under-performing versions.

❌ Fully capitalizing your ad or repeating punctuation
✓ No one wants to be yelled at – unfortunately, that’s what all caps and lots of exclamation points feel like to your readers. Instead, try using normal punctuation and use exclamation points in moderation.

❌ Not including a call to action or offer in the body or headline of the ad
✓ One way to improve your ad is to grab your audience’s attention with key phrases in your ad’s headline such as “Try Now,” “Download,” or “Free for 30 days.”
Designing your ad

Here are two ads that ProStock (our accounting software company example) could write for their target audience.

**Effective**
- Headline draws attention of the target customer
- Description identifies the product
- Ends with a strong call-to-action or offer

**Less Effective**
- Headline is too generic
- Image is not engaging or relevant to product/service

Review the [advertising guidelines](#) for details on what’s acceptable to include in your ad.
You can preview your text ads to see how they’ll look on desktop. Simply go to the Ads tab and select the Preview icon to the right of your ad. The Ad Preview also appears next to the ad creation form as you’re entering in your ad information. You may also click Edit to make any changes to your text ad at any time.

**Note:** You may only preview your text ad after completing campaign set-up.
Once you’ve designed your creatives, it’s time to get it approved.
Getting your creative approved

After you create and submit your ad, our team will automatically review your creative to make sure it meets our Ads Guidelines. You don’t have to do anything.

Note

During this review period, your ads won’t be shown on LinkedIn. You don’t need to take any further action while your ad is under review. It will be turned on once it’s been approved (usually within 24 hours).
Next up, targeting your ads, where we’ll cover personas, filters, and testing.
Develop your targeting persona

Who should you target?
When choosing target options, start by narrowing down your target audience to LinkedIn members who are likely to be interested in what you offer. Here are some things to consider when thinking about your target audience:

- Do they have specific job functions?
- Do they have certain skills?
- Where are they located?
- Do they work in a certain industry?
- Do they belong to certain LinkedIn Groups?

Using personas to picture your audience
Put yourself in the shoes of your target audience by creating a persona. ProStock, as an accounting software company, would have a sample customer like this:

Mark Smith
Age 45
Title Accounting Director
Company ABC Investing Corp.
Location San Francisco Bay Area
Professional interests Entrepreneurship, Leadership, Finance/Accounting, Investing
Choose your targeting filters

You can filter your target audience by criteria such as: job title, job function, or industry. A maximum of 100 selections are permitted per targeting option.

As you select your target options, we’ll show you an estimate of the audience size you’ll be able to reach. Keep your target audience between 60,000 and 600,000 members, as this range has the best history of success.

To start out, we recommend having at least 100,000 members per target group for text ads and 300,000 members per target group for sponsored updates so you don’t miss out on unexpected opportunities.

Targeting Filters

- Location
- Company name
- Company industry
- Company size
- Job title
- Job function
- Job seniority
- Member skills
- Member schools
- Degrees
- Fields of study
- Member groups
- Member gender
- Member age

You’ll want to avoid gender and age targeting until you get the hang of the system and learn a little more about what works for your business.
Targeting by geography

Choose who sees your ad based on where they live or work.

Start by choosing at least one geographic location for your campaign.

Select geographies based on where your leads or customers are located.

You can target by regions, sub-regions, or countries.

Use information you know about your prospects to develop thoughtful targeting – but don’t go so narrow that you miss other opportunities by casting too small of a net.

Note

If your products or services are applicable to members all over the world, you can select all regions. However, for higher engagement we recommend you focus only on those audiences who are most likely to be interested.
Targeting by company

When you target by company, you can select:

- **Company by name**
- **Company by category**

**Company by name**

If the product or service that you’re offering could appeal to employees at a particular company, you may want to target by company name.

When you enter the name of a company you’d like to target, we’ll automatically suggest similar companies that you could target as well.

Keep in mind that this is a very specific targeting method, and we only recommend it to those who feel comfortable going very narrow. Even in cases where you want to target a specific company, we recommend you also include some “similar” companies to your campaign. Including similar companies will give you a better chance at getting impressions and clicks.
Targeting by company

**Company by category**

If you’re new to online advertising, still refining your target audience, or want to scale campaigns, this broader targeting option is recommended for you. You can choose from company size and/or industry.

---

**Company Size**

Target LinkedIn members based on the size of the company they work for.

You can target companies with as few as one employee or as many 10,000+ employees.

Some companies choose not to identify their size, so we recommend testing out targeting to both “all sizes” and your “target size”, or excluding by company size instead. Your results will show which works best for your campaigns.

**Industry**

Target based on your audience’s industry.

Choose broad industry categories or get more specific with industry subsets. There are over 17 categories to choose from.

*Different industries may use different terminology so consider creating separate campaigns and ad copy for each industry you’re targeting.*
Targeting by job

When you target by job title, you can select:

- **Job Title**
- **Job Function and/or seniority**

**Job by Title**

When you enter a specific job title, we’ll suggest similar titles for you to target.

Because different companies have different titles for the same jobs, try using additional words in the job title.

LinkedIn will help you by suggesting additional titles.

If you know the job titles for the audience you’d like to target, this is a good option for you.

**Example**

If you’re looking for an Account Manager, also try targeting a Senior Account Manager, Junior Account Manager, Director of Accounts, Account Strategist, and so on.

You can target up to 100 similar job titles in a single campaign, so the more you choose, the broader your ad’s reach.
Targeting by job

Job by Function and/or Seniority
Job function and seniority are two job title categories you can use to hone your targeting.

Job Function
Target by job function if you want to show your ad to members in a specific job discipline.

If your offering could appeal to multiple job functions, consider creating separate campaigns with ads tailored to each function.

Seniority
If you’re trying to target professionals with a certain level of professional experience, you may want to try targeting by seniority.

Since LinkedIn is a professional network, members don’t list age on their profile. We recommend targeting by seniority instead of age.

Job function, seniority, and industry can be combined for more accurate targeting.
Targeting by Groups

Since over 80% of our members belong to at least one group, targeting by groups is an effective way to reach an already highly engaged audience.

Get started searching for groups using the LinkedIn Groups Directory: https://www.linkedin.com/directory/groups/

Since the autocomplete doesn’t pick up ALL relevant groups when you enter certain words, it helps to experiment with multiple word combinations.

Next, try testing a campaign just for Groups. Target as many groups as possible with a common theme and highlight that theme in your ad copy.

The bigger and more aligned your overall target audience, the better the chance your ad will get multiple clicks.

You don’t have to be a part of the same LinkedIn Groups as the members you want to target in your campaigns.
## Targeting: More options

### Skills

Imagine you’re organizing a developer conference in your area. You may want to target professionals who have skills like HTML, CSS, Javascript, or Flash listed on their profile.

Call out the skills you’re targeting in your ad copy.

### Gender and Age

Because LinkedIn is a professional site, many members choose not to list personal information such as age and gender on their profiles. We recommend focusing on other targeting options instead.

### Schools

Target by a single school or many.

If you’re offering a GMAT prep course in the New York Area, for example, you may choose to target members at schools like Columbia University and New York University.

### Degree

Let’s say you’re trying to increase registrations for a higher education program, you may choose to target members that have a bachelors degree or negatively target members who already have advanced degrees.

### Fields of Study

If your higher education program is focused on a subject, you may choose to target members who have studied in a related field.

### Audience Expansion

To increase the reach of your campaign, check this option to enable Audience Expansion.

### Ad Languages

Select from one of our many supported languages for your ad campaign so you can target say, French speakers, no matter where they’re located.

You’ll need to write your ad copy in the language you’ve selected. Otherwise, we won’t be able to run your ad campaign.

---

*Once you’ve submitted your campaign for review, it’s no longer possible to change the language of the ad.*
Test and iterate

Always start broad so you cast a wide enough net to gather statistically significant data. When you’re feeling comfortable running campaigns, and are generating enough click volume to measure performance, try testing different targeting criteria. Use your click data to inform optimizations and expansions to your campaigns. This way, you can see which combination of targeting filters is the most effective in generating clicks and conversions.

Here are some suggestions along with examples based on ProStock’s typical customer persona, Mark Smith.

---

ProStock Example

Try each targeting option as its own campaign. Once you know which target works best, you can start optimizing for that target.

**Campaign 1.** Industry (Accounting)  
**Campaign 2.** Job Function (Accounting)  
**Campaign 3.** Groups (Finance)

---

ProStock Example

Go a step further and create different targeting combinations to see if a particular pairing performs better than others. If you’ve identified a segment that performs well, try using other targeting options to reach that audience.

**Campaign 1.** Industry + Job Function  
**Campaign 2.** Job Function + Groups  
**Campaign 3.** Industry + Groups  
**Campaign 4.** Skills (Accounting)  
**Campaign 5.** Field of Study (Accounting)

---

Using 2+ targeting criteria can increase your performance by up to 10% according to our internal LinkedIn analysis. Keep in mind your own campaign performance could vary.
We’ve covered a lot of ground related to targeting. Let’s move on to budgeting.
Setting a budget & time period

You can control your advertising costs by setting a daily maximum and total budget. Plus, you only pay for performance, which means you only pay when you receive clicks or impressions.

For additional flexibility, you can log into the Campaign Manager at any time and switch your campaigns on or off.

Some things you’ll want to decide:

1. The total budget you want to invest in your LinkedIn Ads campaign.
2. The total number of campaigns you want to create based on your total budget.
3. Your daily maximum, which is the amount you want to spend per day.
4. Whether you want to run a CPC or CPM campaign, and how much you’re willing to bid.
5. Whether you want your campaign to run continuously or for a specific period of time.
6. What’s a click, impression, CPC, or CPM campaign? You can learn about these terms on page 53.
Here are some terms you might find helpful

**Payment Methods**

**CPC** is cost per click. You’ll only get charged when someone clicks on your ad.

For CPC, if your maximum bid is $3.00 per click, you’ll be charged less than or equal to $3.00 every time your ad receives a click. If your ad doesn’t receive any clicks, you won’t be charged. Bid your maximum CPC because your actual CPC will be lower.

CPC is ideal for performance advertising since you only pay when someone in your target audience clicks on your content, company name, or company logo.

**CPM** is cost per thousand impressions, so you’ll be charged. Every time we show your ad 1,000 times.

CPM is a good option if you care more about the number of times your ad is shown, versus clicks received. This is a good choice for campaigns with brand awareness goals. We generally recommend this type of bidding option for people with experience advertising on a CPM basis.

**Daily Budget** is the amount you’re willing to spend per day. To set your daily budget, multiply your CPC or CPM bid by the number of clicks or impressions that you’d like to receive each day.

For example: If you want 1,000 clicks each day and want to spend no more than $3 per click, you’ll want to set your daily budget at $3,000/day.

**Clicks** are exactly what you think – when a visitor actively clicks on your ad.

**Impression** refers to when your ad is shown to a LinkedIn member.

**Bid Price** is the amount you’re willing to pay LinkedIn every time someone clicks on your ad or every time your ad shows 1,000 times.

We’ll provide a Suggested Bid Range to help you choose the best possible bid price. The range represents an estimate of the competing bids by other advertisers for your target audience.

If you’re just getting started with LinkedIn Ads, we suggest bidding above the minimum so you increase your chance of winning in the auction. Don’t worry—if you outbid the competition, you will only be charged just enough to win the auction, so you should bid the maximum you’re willing to pay for a click or impression. This will maximize your chance of winning the auction.

**Most people visit LinkedIn on weekdays, so focus your budget on those days.**
Bid & budget details

The minimum CPC bid (cost per click) is $2.00 per click.

The minimum CPM (cost per 1,000 impressions) bid is $2.00 per thousand impressions.

Your ads are priced based on a second price auction, which means that you’ll only pay enough to beat the next highest bidder.

Note

Although we turn off your advertisement for the day once your daily budget is reached, the change isn’t instantaneous. You will be charged for clicks or impressions that are delivered during that time, up to 20% over your daily budget.

Social engagement is free! This means you won’t pay when members click on the like, comment, or share actions. It’s also free if a member follows your company directly from your Sponsored Update.
Click **Launch Campaign** and your campaign is complete!
Now that your campaigns are up and running, what’s next?

Manage your campaigns
64 Duplicate campaigns
65 Edit campaigns
67 Monitor conversion rates
Track results

From the Campaign Manager homepage, you can monitor your account at a high level and make quick changes to your campaigns. Filter for campaigns that you would like to view and scroll down. Here, you can turn existing campaigns On and Off, Archive campaigns and find Draft campaigns to complete.

Activate or de-activate campaigns based on how they are performing. If you want to pause a campaign that’s already running or restart one that is not currently running, just choose either the On or Off button under the Status column.

You may choose to hide campaigns that you are not actively working on. To do so, turn the campaign Off and click the Archive link in the Status column. You can view your archived campaigns by filtering your campaigns for Archived status.
Track results

From the Campaign Manager homepage, you can also monitor your performance metrics over a custom date range. This includes the Performance and Social Actions tabs in the table below the graph. Keep an eye on how your target audience is engaging with your ads and campaigns. Both the table and graph will adjust to the filters that you have placed on your campaigns.

Track the clicks, impressions or amount spent over any given time by choosing a date range and selecting your metric of interest.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>Total Social Actions</th>
<th>Total Eng.</th>
<th>Average CPC</th>
<th>Total Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,484,372</td>
<td>2,724</td>
<td>4,595</td>
<td>$22,724.53</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Track click through rates (CTR) over time.

The more relevant and interesting your ad is to your target audience, the higher your CTR will be. The higher your CTR, the more times your ad will be shown.

In general, a good CTR is 0.030% or greater for text ads and 0.3% or greater for sponsored updates/direct sponsored content.
Track results

Keep an eye on how your target audience is engaging with your ads and campaigns. Use this data to inform optimizations and identify opportunities for expansion into other target audiences.

Note: Some LinkedIn members may be in multiple categories, resulting in total percentages exceeding 100%.
Track results

Filter for **Avg CPC**, **Avg CPM**, or **Total Spent** to view these metrics over time. You can edit bids and budgets by clicking on the **Budget** tab in the table that appears below the graph.

Monitor CPC and total spend.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Avg CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time series</td>
<td>(60 days)</td>
</tr>
</tbody>
</table>

You may bid higher to get more impressions or edit your daily budget to meet your total budget.

<table>
<thead>
<tr>
<th>ID</th>
<th>Daily budget</th>
<th>Total budget</th>
<th>Bid</th>
<th>Duration</th>
<th>Active ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>117657653</td>
<td>$25.00</td>
<td>N/A</td>
<td>$2.53</td>
<td>6/30/2015 – Indefinite</td>
<td>1</td>
</tr>
<tr>
<td>117111473</td>
<td>$25.00</td>
<td>N/A</td>
<td>$2.49</td>
<td>6/26/2015 – Indefinite</td>
<td>2</td>
</tr>
</tbody>
</table>
Track results

View your performance metrics at an ad level by clicking into the campaign of interest. In the default **Performance** tab, your ads will be displayed in the same fashion as your campaign view. Here you can turn existing ads **On** and **Off**, **Archive** ads and filter by performance metrics. **Click demographics** are also available at the ad level.
Track results

You can download your performance metrics and click demographics at both the campaign and ad level by clicking on the Download button above the metrics table. All filters that you have applied will also be reflected in your downloaded report.
You can view and download your click demographics at both the campaign and ad level by clicking on the **Click demographics** tab above the graph. All filters that you have applied will be reflected in your graphs. Use this information to validate your targeting criteria as well as understand the audience that is clicking through to your ad. The click demographics can be used to inform your optimizations by fine-tuning your targeting. It can also reveal opportunities to expand into new campaign targets of potential prospects.
Duplicate campaigns

Once you’ve set up your first campaign, you can create a duplicate version to reuse the targeting, bid, and budget information. Campaigns can be duplicated from one account into another account that you manage.

01 Select the campaign you want to duplicate and click on **Duplicate campaign** in the upper right corner.

02 Choose the account where the newly duplicated campaign will go and click **Select and continue**.

03 You will be taken to the **Duplicating campaign** screen to rename the campaign and reconfigure your new campaign and ads. Click **Duplicate** to save your new campaign.
Edit campaigns

Making any changes to your campaigns is easy! Simply click into the campaign that you want to edit from the Campaign Manager homepage.

You can change the campaign name or start/end dates by clicking on Edit campaign details from the campaign settings dropdown menu.

If you have multiple creatives running in one campaign, you can choose whether to prioritize showing your most successful creative in the campaign or to evenly rotate which creative appears. Choose your preference and click Save.

The default is to optimize the creative that shows based on click through rate. This helps to keep your click through rate high so that you will have a better chance of winning in the auction. However, if you’re testing fairly between ad variations, we recommend rotating your creatives evenly.
Edit campaigns

You can make any additional changes to your ads, targeting and bid/budget by clicking through to each respective tab in your campaign view.

**Note:** After modifying your targeting, you have the option of updating your bid, budget, or duration before submitting your changes. We will automatically revise your bid if it is below the minimum to ensure you have a chance to win the auction.
Monitor conversion rates

Why is conversion important and how can you track it?

Let’s start with a definition. What’s a conversion? A conversion is simply the event that you’re tracking, like sales or the number of leads your campaign generates. Your conversion rate is the percent of new leads or customers you were able to get out of the number of visitors that your ad drove to your website.

It’s critical that you know how many actual customers you managed to get from your ad campaigns. And since you’re probably running a variety of marketing programs, you want to know which marketing channels are working best for you.

---

**ProStock Example**

This week ProStock had 100,000 impressions (which means that their ad was seen 100,000 times). Their CTR was 0.025%, which means that 25 people clicked on their ad and landed on their landing page. Now, this is the point in the process where LinkedIn tracking stops and your conversion tracking begins.

By using tools such as Google Analytics, ProStock can now see that of the 25 people who came to their site from LinkedIn, 5 subscribed for a free trial of their software. That means that this week’s conversion rate was 20% (5 divided by 25).

Regardless of which tools you choose — conversion tracking tools are a great investment so that you have visibility into which marketing channels are working for your business. So if you don’t have one, go out and get a website analytics solution that can help you track conversion.
So, that’s it! Need more help?

Additional resources
Here are some helpful links

### Text Ads
- Tips for Creating Text Ads
- Text Ads Playbook
- Text Ads Optimization Guide
- Text Ad FAQ
- Case Studies

### Sponsored Updates
- The Complete Sponsored Updates Guide
- A Gallery of Great Sponsored Updates
- How to Optimize Your Sponsored Updates for All Devices
- The Sophisticated Marketer’s Guide to LinkedIn
- Testing through Direct Sponsored Content

### Video Resources:
- Getting Started with Sponsored Updates
- Targeting Your Sponsored Updates
- Setting Campaign Options
- Making Changes to Your Campaigns
- Reviewing Campaign Performance
- Using Company Page Insights
- How The Second-Price Auction Works
- Optimize Your SU Campaigns with Direct Sponsored Content
Need more resources or better management tools?
Try our partner program
LinkedIn’s Certified Partners

Strengthen your customer relationships, campaign performance, and company presence using the powerful technology and expertise of our partners.

Did you know that last quarter, marketers typically saw 63% higher performance when they ran their LinkedIn campaigns with one of our Certified Partners?*

These marketers are using our partners’ sophisticated tools and services to simplify and improve the launch, tracking, and management of their LinkedIn native ad campaigns:

- Campaign dashboards designed for power users of Sponsored Updates and Text Ads
- Workflow automation
- Integration with all major social networks
- Native conversion tracking
- Day-parting
- Bulk editing
- Expert managed service
- And more!

How can LinkedIn’s certified partners help improve your campaigns? Complete this form and one of our partner specialists will contact you for a free consultation.

Act now and we’ll also send you a free copy of our e-book, the “Ultimate Guide to Marketing Success on LinkedIn”

*Source: LinkedIn data. Sponsored Updates campaigns running with the LinkedIn partner API during Q4 2014 generated a monetized click-through rate that was 63% above the LinkedIn mean during the same period.
Questions?
Please [contact us](#).