

Top reasons education performance marketers should use Sponsored Video



Sponsored video is a compelling and engaging way to reach prospective students because you can:

- Tell a rich story about your brand and differentiate your school from the competition
- Measure performance of your campaigns with metrics like video view rate and completion rate
- Leverage call to action buttons to drive action to your landing page
- Add lead gen forms to increase leads
- Create retargeting pools based on members who've watched your video

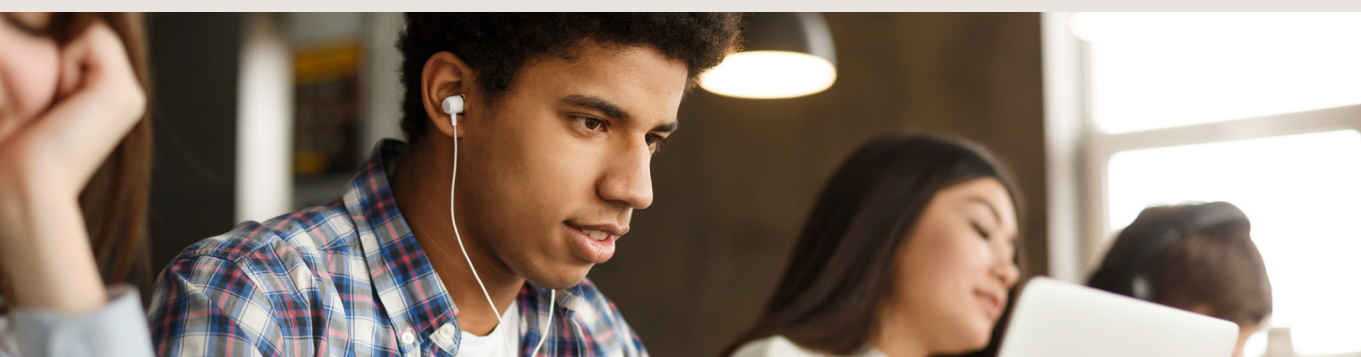
Versatile & Engaging-how and why education performance marketers are using Sponsored Video

Compatible with all campaign objectives, sponsored video can be used at any stage of your marketing funnel, from brand awareness through to enrollment. This ad format is a great way to stay top of mind among prospective students and customers, or increase lead generation and website conversions.

Keep these simple steps in mind to capture your audience's attention and drive maximum engagement:

1. Use bold imagery
2. Speak directly to your audience
3. Include closed captioning
4. Keep videos to 30 seconds or less

“LinkedIn members spend **3x more** time viewing sponsored video ads vs single image ads”



Show, don't tell with Sponsored Video

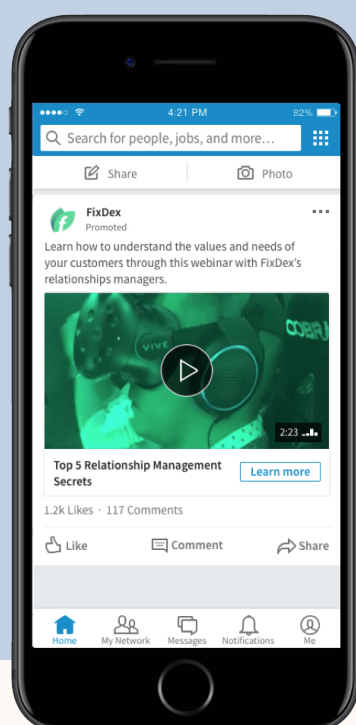
When setting up sponsored video ads, choose the objective that most closely aligns with your marketing goals. Similar to sponsored content, you can choose an existing video or build a new video to sponsor. You have the option to add call to action buttons, closed captions, or Lead Gen Forms.

Objectives include:

- Brand awareness
- Website visits
- Engagement
- Video views
- Lead generation
- Website conversions
- Job applicants

Captivate prospective students with sight, sound, and motion

Sponsored video is easy to set up, easy to manage, and easy to track. Engage your audience from awareness through to conversation and drive growth at every stage of the student journey with a hard-to-ignore format that inspires action.



An Education Performance Marketers' not-so-secret weapon

You're in good company on LinkedIn with Sponsored Video that helps connect you to prospective students in engaging and exciting new ways.

[Learn More](#)

