



Ready to do business

# Brand-Building Takes Time. Finding the Right Tool Shouldn't.

Paid solutions best suited to your content marketing

# Single Image Ad, Video Ad, and Carousel Ads

Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just followers of your LinkedIn Page.

Direct Sponsored Content is a feature which allows you to share content directly in the feed — this gives you the ability to A/B test. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real-time to optimize performance.

You should be sharing:

- Links to your latest and greatest whitepapers
- eBooks
- Case studies
- Industry articles
- Helpful how-to content
- Bright visual video content

80%

of Sponsored Content engagement comes from mobile devices

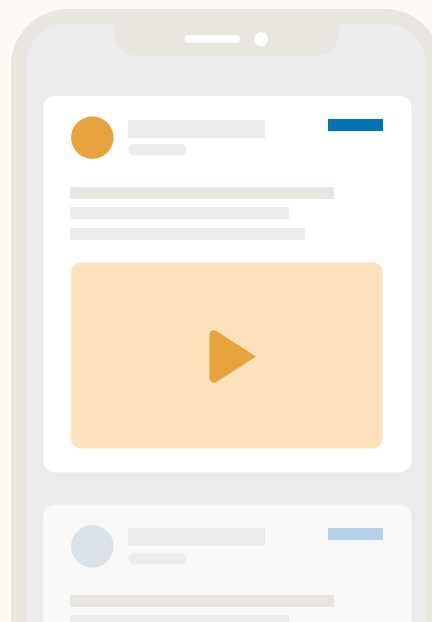


Make sure your website or landing page design is responsive.

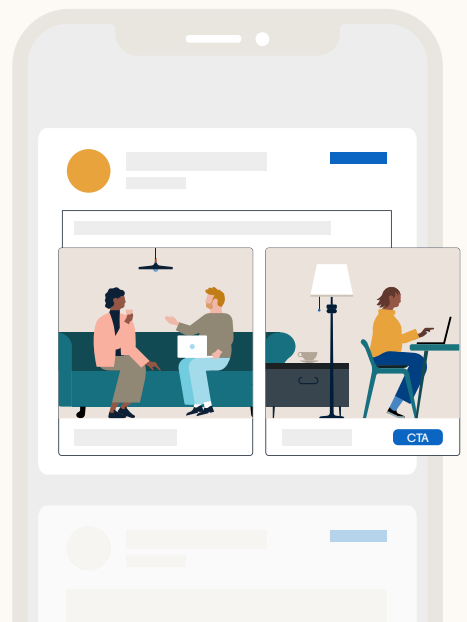
Single Image Ad



Video Ad



Carousel Ad



# Message ads & conversation ads

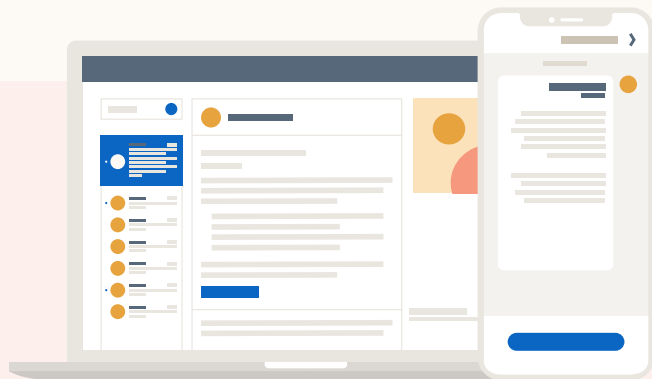
Engage your prospects in LinkedIn Messaging, where professional conversations happen.

With Sponsored Messaging, you can reach your prospects on LinkedIn with attention grabbing, highly personalized messages that speak directly to their interests.

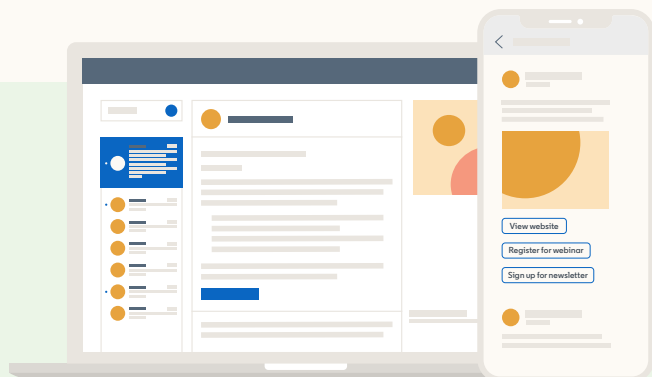
**Sponsored Messaging ads are available in two formats:**



**With Message ads,** you can deliver a targeted message with a single call-to-action.



**With Conversation ads,** you can start quality conversations with a choose-your-own-path experience.



**Both ad formats are effective in:**

- **Boosting conversions** with targeted product and service promotions
- **Promoting** content your audience wants to see, such as infographics, whitepapers, and reports
- **Personalizing** invitations to webinars and other virtual events

# LinkedIn Text Ads

LinkedIn Text Ads are intuitive, self-service, pay-per-click (PPC) ads you can use to easily create, manage, and optimize customized campaigns in a matter of minutes.

Text Ads are well suited for targeting a premium professional audience with:

- eBook launches
- Product one-sheets
- Webinar and virtual event invitations
- Program demos and certification enrolment
- Infographics
- Blog subscription campaigns

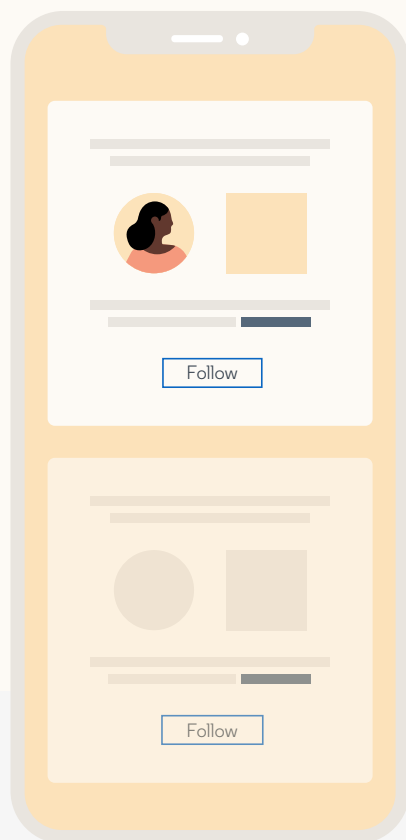


# Dynamic Ads for personalized targeting

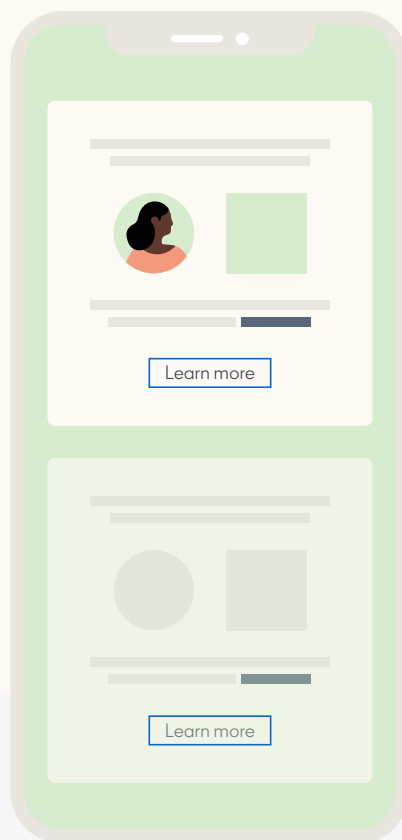
Message relevancy is critical to successfully connecting with target audiences and driving desired actions.

Dynamic Ads make it possible to accurately target decision-makers and deal influencers with highly relevant, dynamically generated, customizable creative.

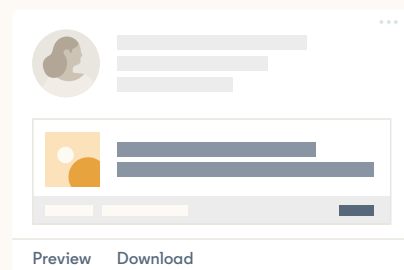
Follower Ad



Spotlight Ad



Content Ad

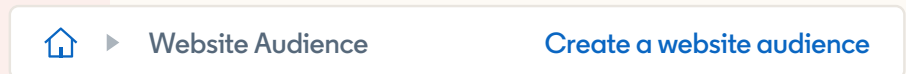


# Matched Audiences targeting

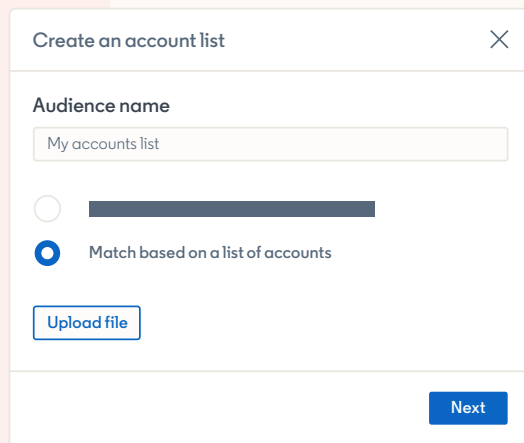
Matched Audiences provides three targeting tools to connect with your audiences on LinkedIn, giving you the unique ability to combine LinkedIn's powerful professional data with your own data.



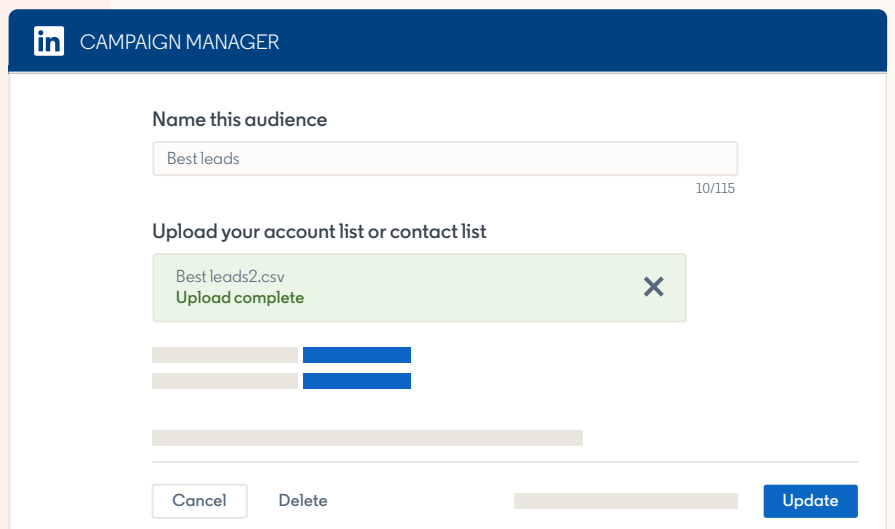
**With Website Retargeting,** you can create target audiences from your website visitors to nurture them with always-on campaigns.



**With Account Targeting,** you can support your account-based marketing programs by reaching decision-makers at your target accounts.



**With Contact Targeting,** you can engage prospects and contacts on LinkedIn through integration with Marketo, Oracle Eloqua, or LiveRamp platforms.



Ready to do business

# Do business where business is done

Reach buyers, drive engagement, and build trust with LinkedIn Marketing Solutions.

Get started



## About LinkedIn Marketing Solutions

LinkedIn operates the world's largest professional network on the Internet with more than 740 million members in over 200 countries and regions. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content — all in a professional context.