



# Laser Focus

10 Ways to Optimize Your LinkedIn Sponsored Content

# Foreword

With the power of LinkedIn Sponsored Content at your disposal, you can engage directly with LinkedIn members on the largest professional network in the world.

But the content marketing world is getting crowded—and fast. According to a recent Content Marketing Study, [76 percent of B2B organizations say they'll produce more content in 2016](#). Furthermore, research shows that [B2B buyers conduct an average of 12 searches](#) before ever going to a brand's site.

This means that it's more important than ever to participate early in your customer's research process, nurturing your audience at the right moment, with the right content.

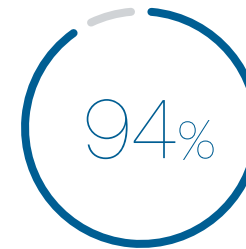
The purpose of this guide is to help you take your LinkedIn Sponsored Content to the next level by showing you how to:

- Optimize your campaigns to get the best bang for your buck.
- Make your content stand out from the crowd.
- Improve your performance and meet your marketing goals, like driving quality leads, engaging an audience, or building your brand.

We'll focus—***laser-focus***—on immediate steps you can take to polish up your LinkedIn Sponsored Content.



**Phillippe Han**  
Product Marketing Manager  
LinkedIn Marketing Solutions



of B2B content marketers  
use LinkedIn for their  
content marketing<sup>1</sup>



On average, a B2B buyer  
conducts 12 searches before  
ever visiting a brand's site<sup>2</sup>

<sup>1</sup> Content Marketing Institute, [B2B Content Marketing](#), 2016

<sup>2</sup> think with Google, [The Changing Face of B2B Marketing](#), 2015

# What is LinkedIn Sponsored Content?

LinkedIn Sponsored Content can help you get your content in front of the world's professionals.

## **Raise awareness with native ads in the world's only professional feed.**

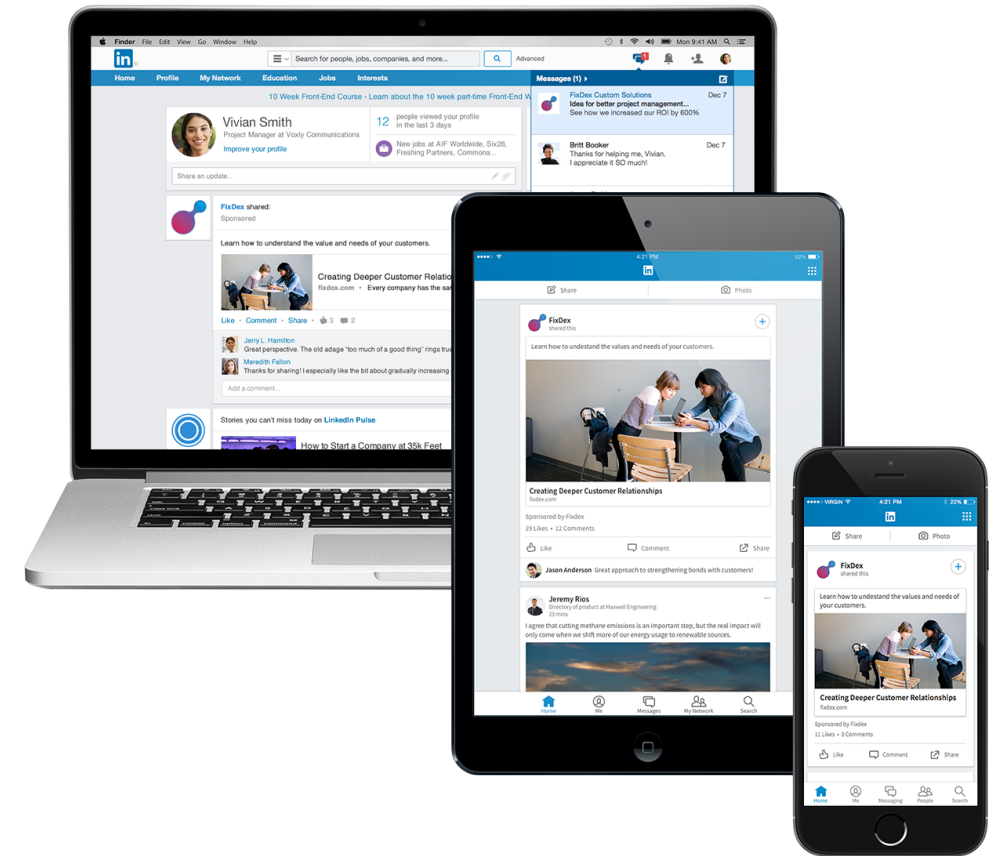
Get the word out about your brand across all platforms and use comprehensive targeting options to reach exactly the audience you choose.

## **Build relationships.**

Whether you're sharing your company's content or an upcoming conference, spark meaningful conversations with the right prospects.

## **Drive leads.**

With native ads in the world's professional feed, your content marketing captures the attention of highly engaged people—and drives qualified traffic right to you.



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to a section



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- 2 Take the “Goldilocks” approach to campaign targeting
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# 1 Start with a rock-solid content marketing strategy

A well-planned content marketing strategy is the foundation of every successful campaign. Today, [more than 94 percent of B2B marketers use LinkedIn to distribute content](#), and 66 percent rank LinkedIn as the most effective social media platform for their business.<sup>1</sup> So the fact you already sponsor content on LinkedIn means you're not only in good company, but off to a very good start.

**Carefully match your content to your audience.** Have you been running the same campaigns for more than a few weeks? If so, it's likely your key audience's needs have changed. Be sure to continually align your content to your core audience and where they are in the buyer's journey.

**Revisit your audience—often.** Who is your ideal buyer? Building out personas and

segmenting your audience helps to make your marketing message more relevant and timely.

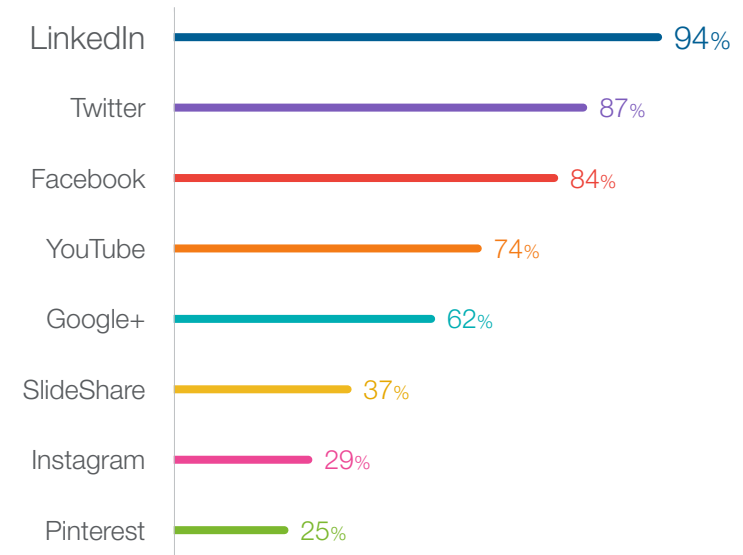
**Think about your business goals and your customer's needs.** How can you position your brand as a helpful resource? Once you've figured that out, you can begin to align your marketing goals to your business objectives and develop key messages that lead to more focused and effective content.

**Experiment with a variety of content on your Company Page and Showcase Page.** Whether it's a white paper that shares valuable insights about the industry, a video interview, or a rich media infographic, test to see what kind of content works best. You can then tap the wealth of content you've created on your Company Page or Showcase Page and sponsor your best performers.

<sup>1</sup> Content Marketing Institute, B2B Content Marketing

LinkedIn is the #1 social media platform for content distribution

B2B CONTENT MARKETING SOCIAL MEDIA PLATFORM USAGE



Fewer than 25 percent of B2B marketers said they use the following social media platforms: Vimeo (21%), iTunes (10%), Tumblr (9%), Vine (7%), Medium (6%), Periscope (6%), and Snapchat (5%).

2016 B2B Content Marketing Trends—North America: Content Marketing Institute/



Check out our previous eBook for more great ideas:

[10 Ways to Drive Killer ROI with your LinkedIn Sponsored Content](#)



## What your target audience wants to hear in 2016

Another good way to make sure your content resonates with your audience is to research what makes them **click, like, comment, and share**.

Not sure where to begin? Take a look at the latest trending topics for major verticals on LinkedIn.<sup>1</sup>

### HIGH TECH INDUSTRY ENGAGEMENT



### FINANCIAL SERVICES INDUSTRY ENGAGEMENT



### CONSUMER SERVICES AND GOODS INDUSTRY ENGAGEMENT



### HIGHER EDUCATION INDUSTRY ENGAGEMENT



<sup>1</sup> LinkedIn internal study, 2016

By capturing the attention of a prospect early in the buyer's journey, you can position yourself as an expert. **Prioritize quality of company posts** (useful insights, recommendations backed up by data, case studies, and industry reports) **over quantity**.

"But I don't have time to create content," you say.

Here's a dirty little secret—you probably already have more content than you realize. See the graphic on the next page for examples.

Start by checking out the [posts on your Company Page](#)—it's often overlooked but can contain a treasure trove of content that may appeal to your target audience.

**Make use of all the tools at your disposal.**

Start by looking at the content you already have—whether that's an organic post on a Company Page, or your Showcase Page.

Be sure to also check out [our Sophisticated Marketer's Guide to Content Marketing](#) for

expert insights on how to build out a winning content strategy.

Want to learn more about organic posting, and Company Pages? Check out our [LinkedIn Marketing Tactical Plan](#), which covers many ways to get started publishing content to LinkedIn through free channels like Company Pages, Showcase Pages, and more!



**PRO TIP**

Even with great content, a campaign can only be successful if it's distributed with a regular cadence—in fact only 32 percent of top B2B companies have a documented content marketing strategy.<sup>1</sup>

Don't push out all of your content at once. [Draft a publication calendar](#) to keep your audience consistently engaged and wanting more.

<sup>1</sup> Content Marketing Institute, [B2B Content Marketing](#)



## What's on your company website



Company blog



Company resources



"About Us" section



PR/News section

Relevant content  
Engaging images  
Cadence

Videos  
White papers  
SlideShare presentations  
YouTube channel  
Company eBooks  
On-demand webinars  
Other destinations

Content promoted on other social channels.

Company announcements  
Industry news



## How you can use it to create your LinkedIn Sponsored Content

## 2 Take the “Goldilocks” approach to campaign targeting

Ideally, you want your targeting the way Goldilocks wants her porridge—just right. That means you don’t want to target an audience that’s [too broad or too niche](#).

That’s not to say that “just-right” targeting is a fairytale. The key to success is scalability. In our [previous eBook](#), we recommended you keep your targeting broad and exploit features like [Audience Expansion to reach similar audiences](#).

The more you experiment with targeting, the more you learn about your audience—and that’s valuable data you can use to your advantage. That’s why it’s so important to regularly revisit your targeting criteria.

**The first rule of thumb is to maintain a minimum member target of 500,000 or larger at all times.** By doing so, you can avoid “exhausting” your target audience. If you expose a group to the same asset too many times, that group can experience fatigue and your ads may experience a decline in clickthrough rates.

Don’t limit your targeting to high-level executives. We’ve seen that targeting members at various levels of seniority can improve campaign performance and help you reach influencers.



### PRO TIP

LinkedIn lets you target your audience based on their professional profile characteristics. Rather than target your audience by age and gender, try combining two or three of these facets:

- Job Function
- Seniority
- Industry
- Skills
- Groups
- Company Name
- Geography

Do you have a set of targeting groups (or multiple sets) you re-use frequently? If so, you can save yourself some time by using the optional **“Save audience as template”** feature in Campaign Manager. Creating templates will enable you to quickly select the groups when needed rather than reinventing the wheel every time. [Learn more about saving targeting templates in Campaign Manager.](#)



Want to learn more about LinkedIn targeting?  
[Check out our short targeting video.](#)





#### PRO TIP

If you're targeting many audiences in one campaign (e.g., multiple industries and job titles), consider separating them into individual campaigns. This will help you better isolate groups that are engaging with your content, and identify which content resonates best with each audience.

[Capgemini recently revealed](#) their strategy for marketing to companies of all sizes and types—from IT professionals to business decision-makers. To solve for this challenge, they run multiple LinkedIn Sponsored Content campaigns simultaneously, sending different messages to different audiences, focusing on each group's unique needs.

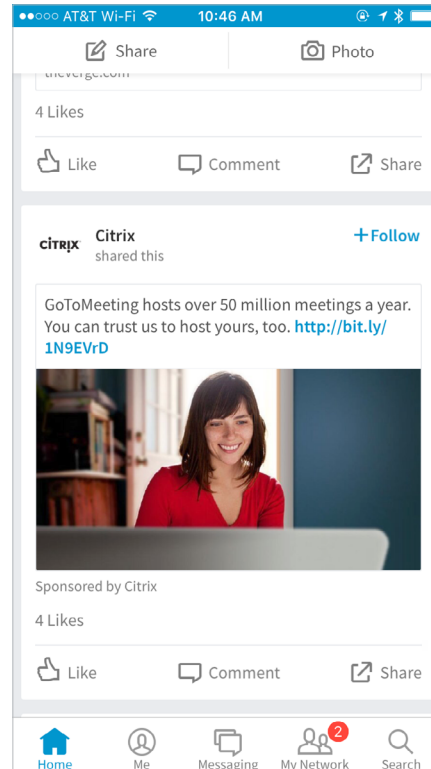
# 3 Optimize for all devices

Displayed on desktop, mobile, and tablet, LinkedIn Sponsored Content is more ubiquitous than ever.

A recent LinkedIn internal study concluded that ads with under 70 characters performed the best and got the highest rates of engagement.<sup>1</sup>

To ensure your content displays correctly across platforms, follow our [advertising guidelines](#) and these [latest specifications](#).

According to Buffer, [visual content is more than 40x more likely to get shared](#) than non-visual content. We can't say it enough, incorporate images! It's the easiest way to engage your target audience.



Recommended full image size: 1200 x 627px

## SPECIFICATION CHEAT SHEET

### Images

- Recommended image size: **1200 x 627 px**
- Maximum upload size: **100 MB**

### Introduction text

- Recommended character limit: **150**
- Maximum character limit: **600**
- Including the URL in your update is optional. When pasting in a link on Campaign Manager, it should show a preview of the link. You can then delete the URL address to save a few precious characters, or just leave the intro text field blank.

<sup>1</sup> LinkedIn internal study, 2016




### PRO TIP

In the immortal words of Yoda, “Do. Or do not. There is no try.” The point is if you have a clear message or question you want to pose in your introduction text, don’t mince words.

And, if your title speaks for itself, leave it blank—adding empty descriptions does more harm than good to clickthrough performance.


Check out the introductory text on the LinkedIn Sponsored Content from Yahoo!. They keep the message short, include a shortened link, and clearly address their intended target—digital business professionals.



**Yahoo** shared:  
Sponsored


[Follow](#)

Native ads gave advertisers and publishers a huge boost over the past year. Learn more in our new infographic.



### The Explosive Growth of Native Advertising

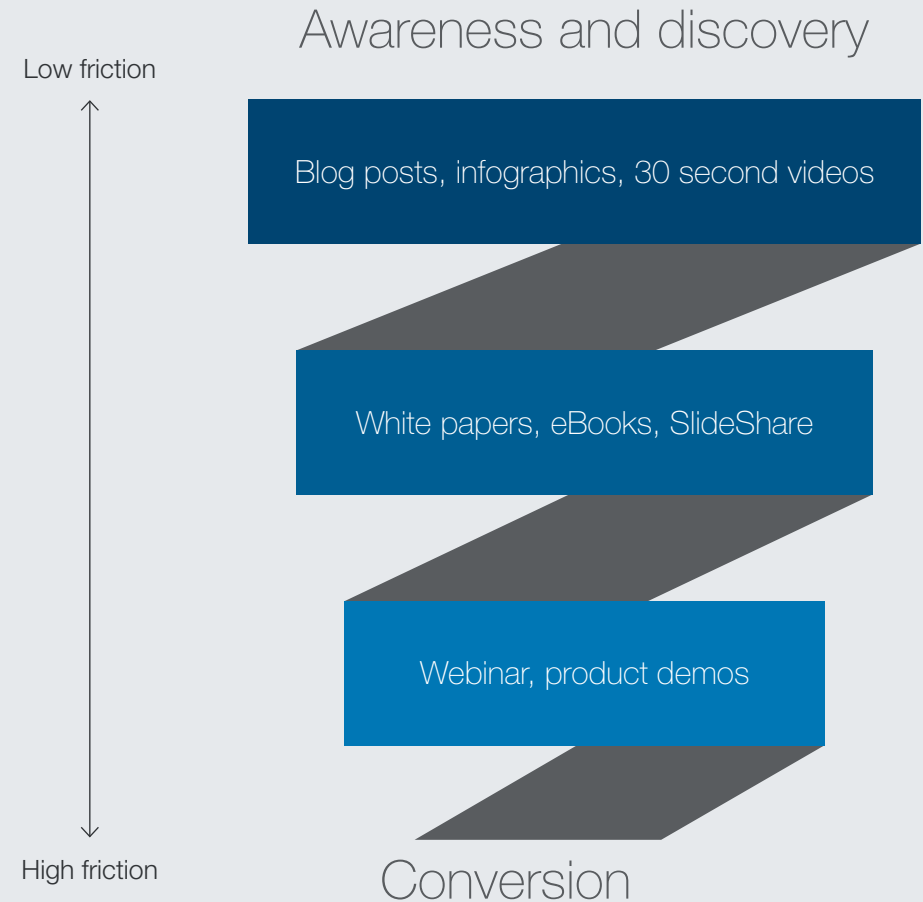
[advertising.yahoo.com](#) • At this year's Mobile Developers Conference, Yahoo discussed the spectacular performance of native for publishers and advertisers alike.

[Like](#) • [Comment](#) • [Share](#) •  20

# 4 Match your offers to each buying stage

When deciding what content to offer, think about where your target audience is in the purchase process and tailor your message accordingly. If they're at the beginning of their journey—still at the discovery and awareness stage—you'll want to serve up snackable content (like an infographic or short video) that's light and easy to digest. Likewise, you'll want to save your richer, more in-depth offers (think webinars and white papers) for those prospects that are further along in the purchase cycle.

In other words, **offer low-friction content** to prospects at the top of the funnel (e.g., ungated content that's focused on addressing a topic or problem relevant to your target audience). **Reserve your high-friction material** to those closer to converting (e.g., gated offers or content targeted to prospects who are ready to learn about your specific solution).





# 5 Leverage all that LinkedIn Campaign Manager has to offer

With [LinkedIn's newly enhanced Campaign Manager](#), you have more control over your campaigns than ever before. To take advantage of this supercharged platform, use all the tools available to you.

**Now you can have up to 100 creatives per campaign—do it.** [You should have multiple drafts ready to go](#) in case a creative isn't performing up to standard or is exhausting its shelf life (usually indicated when clickthroughs begin to dip).

**Restart successful campaigns.** Just finished a successful campaign and want to run it again? Simply log into the completed

campaign and follow the prompts. The Campaign Manager will ask if [you want to restart the campaign](#). Then you can specify a new end date and allocate budget accordingly.

**Keep your campaign list clean!** Be sure to [archive campaigns that you have completed](#) and no longer need. Remember, you can always access archived campaigns later by selecting “Archived” under the Campaign Status toggle.



Make the most of Campaign Manager's features to save time and make your ad workflow as efficient as possible.



## PRO TIP

If you have a limited budget, try setting daily budgets and pacing evenly off of that.

This will help you control your spend steadily across your campaign dates.

Conversely, if you're not spending fast enough, set a campaign end date and a total campaign budget instead. This ensures that on a daily basis, you don't limit the number of impressions or engagement you could be getting.

# 6 Make your landing page shine on mobile

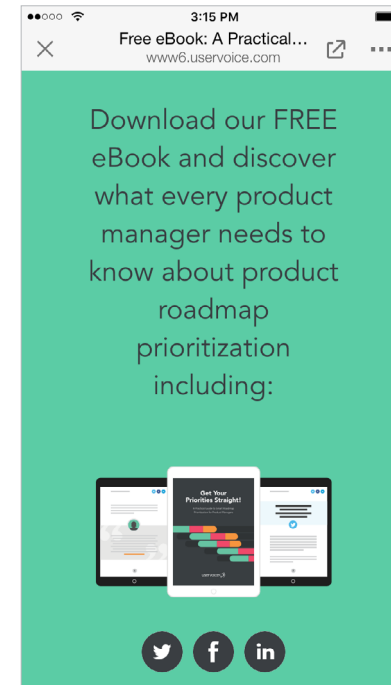
This is where the magic happens—you have less than eight seconds to make a compelling offer and convince the reader that you have unique, relevant insights to share with them. Roll up your sleeves, because we're about to science-up your landing page.

**The single most important thing you can do to boost engagement is to optimize your landing page for mobile.** More than 85 percent of LinkedIn engagement comes from mobile,<sup>1</sup> so if your landing page isn't

easy to navigate on the small screen, you risk alienating a huge percentage of your audience. Focus on responsive design, font legibility, and user experience.

A good rule of thumb is to ask yourself, **“How is this piece of content making the reader successful?”** Too often, the landing page copy reads like a syllabus—too much description, not enough ‘so *what?*’ Keep in mind the difference between informing and empowering your readers and, potentially, your future customers.

<sup>1</sup> LinkedIn internal study, 2016



UserVoice.com makes its landing pages responsive and easy to navigate on all device sizes.

A screenshot of a mobile browser displaying a landing page for a free eBook. The page has a white background with a teal header. Below the header is a form with four input fields labeled "FIRST NAME", "LAST NAME", "EMAIL", and "PHONE". At the bottom is a large teal button with the text "GET IT!".



# More ways to optimize your landing page



**Make your call to action (CTA) clear—** don't just use a vague "submit" button. Do you want your prospect to download an eBook, or register for a webinar? Be specific about the action you want them to take and make your promise/offer clear.

**Limit form fields to only the information you absolutely need.** Start with one to six fields and experiment. Then add or remove fields based on your results.

**Be informative, but concise.** Do you have too much content on your page? According to research from Kissmetrics, [people who don't see a page load within 3 seconds](#) will likely jump ship. Strip out extraneous content—keep it simple.

**Make sure the offer in your LinkedIn Sponsored Content matches the offer on your landing page.** If the information you promised in your ad doesn't match the content on your website, members will experience content tune-out. Not only does this harm your chance of converting that prospect, but it also hurts your chances of re-engaging them down the road.

[Google found that if a mobile site or app doesn't deliver information](#) that was promised:

- Only 9% of consumers will stay
- They're 40% less likely to come back
- They're 28% less likely to purchase in the future

**On desktop, place your form above the fold for maximum exposure.**

According to Neil Patel, [engaged time peaks above the fold](#).



## **Use pop-ups sparingly.**

Make sure they don't interfere with the site navigation or appear more than once.

# 7 Fail often and fail fast

A/B testing is a smart, cost-effective way to see what resonates best with your target audience. The fact of the matter is few campaigns succeed right out of the gate. That's why it's important to create multiple versions of your creative and test the heck out of them. Features like Direct Sponsored Content enable you to personalize content for specific audiences and test it in real time. Here are some best practices.

**If you aren't winning in the auction, consider increasing your bid.** LinkedIn uses a Second-Price Auction system, so what you bid is not necessarily what you will pay. You only pay the minimum price above the next highest bidder.

## **Pause under-performing creatives.**

Pause any ads that aren't delivering the desired results and those that have been running more than one week. Be sure to have alternate versions you can swap into rotation as needed.

**Keep close tabs on your campaigns.** Are there any campaigns that still haven't been posted or activated yet?

**Saved any drafts or posts? Launch them and test them out.** To revisit your draft campaigns before launching, select Draft Mode under Campaign Status.

**Monitor your content and post often.** If your organic company posts are performing well, that's a signal you may want to sponsor them to expose them to a larger audience.

Also, look at the posts that have been running for the last month. If any are getting above 0.2 percent clickthrough rates, that's a strong indicator of success.

**Mind your metrics.** Pay attention to those success metrics that are most relevant to your goals. You should evaluate the success of each post by its intended objective. For example, if your objective is to gain brand awareness, look at impressions. If you're gathering leads, look at clickthrough rates and think about going a step further to measure conversions you're getting via your landing page. For more on this, check out [The Sophisticated Marketer's Crash Course to Metrics & Analytics](#).

**Need a refresher?** Check out the Help center article on [Direct Sponsored Content](#).



[Download eBook](#)



#### PRO TIP

It's important to leave yourself enough time and bandwidth to test and tweak your variables both before and after you launch your campaign. Always be learning and don't be afraid to alter your target audience based on the results of your experiments.

In a recent case study, [the College of William & Mary found that experimenting with different targeting facets helped maximize their lead prospects](#). By testing audiences in different geographies, and by focusing on diversity-based messaging for their campaigns, they were able to capture five highly qualified leads within days of launch.



## HEAR FROM OUR EXPERTS



**Philip Bannes**

Partner Operations Manager  
LinkedIn Marketing Solutions

# Expert tips for A/B testing your LinkedIn Sponsored Content

## Limit your variables.

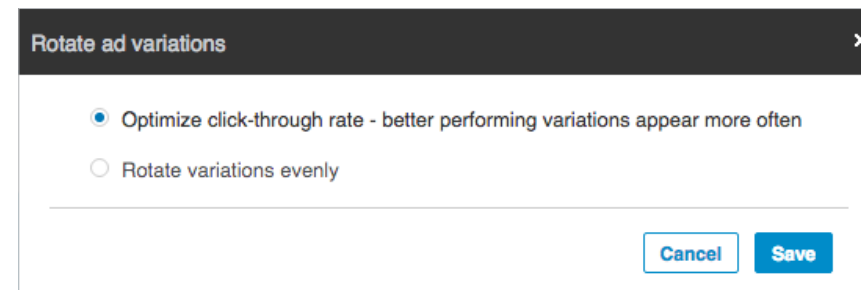
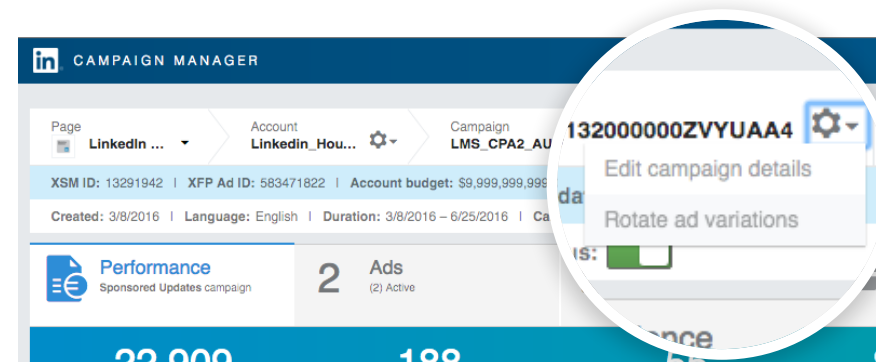
A/B test a single variable at a time. First test two images. Then test two headlines. Then test two calls to action. You can't clearly identify a winner if multiple variables are changed per post. Testing should go no longer than one week.

## Switch creative rotation between Evenly and Optimized.

Rotate ads evenly in the testing phase to ensure even exposure to audience. Once you've identified your top performers, switch it back to "Optimize clickthrough rate" to drive performance.

## Understand impression thresholds.

During testing, each creative should have about 5,000 impressions or 1 percent of audience size—whichever is greater—to ensure statistical relevance. Creatives should be in market for a few days to limit environment variables (e.g., news events, site traffic, day of week).



You can switch settings temporarily to rotate ads evenly when A/B testing for top performing creatives.

HEAR FROM  
OUR EXPERTS



**Portia Wen**

Sr. Content Campaign Strategist  
LinkedIn Marketing Solutions

## Expert tips for A/B testing your LinkedIn Sponsored Content

### **Use fresh creatives for A/B testing.**

When A/B testing, build new creatives to get a fresh start. Restarting creatives that have already run come with baggage like past performance and a relevancy score, which could bias the results of the test.

### **Choose a clear objective to measure.**

When optimizing and refining ad copy, make increasing clickthrough rates your primary goal. If leads are your priority, make lead scoring/capturing your primary goal.

### **Be aware of your test budget.**

Be sure to allocate a sufficient amount of your campaign budget to testing: a good rule of thumb is 10-20 percent of your total budget. This will ensure that you have the funds you need to back the final winning creative.

## CASE STUDY: LINKEDIN MARKETING SOLUTIONS



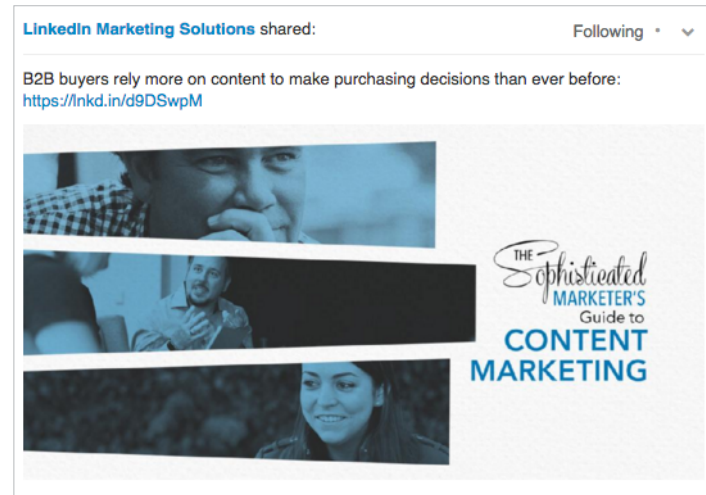
**Cassandra Clark**

Marketing Manager

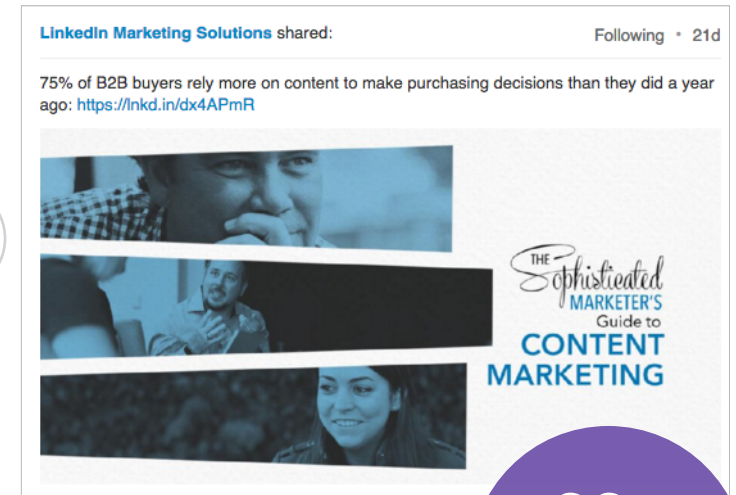
LinkedIn Marketing Solutions

# Testing the use of stats in the headline copy

A) "B2B buyers ..."



B) "75% of B2B buyers ..."



VS

At LinkedIn, we like to practice what we preach. Here are some tests conducted by our own LinkedIn Marketing Solutions team to determine which LinkedIn Sponsored Content performs best.

Here, we tested a short and sweet introduction that leveraged a snackable statistic. While both ads have a concise description, the ad with the stat had a 33 percent higher engagement rate and 32 percent higher conversion rate.

33%  
higher  
engagement  
than "A"

32%  
higher  
conversion rate  
than "A"



## CASE STUDY: LINKEDIN MARKETING SOLUTIONS



**Cassandra Clark**

Marketing Manager

LinkedIn Marketing Solutions

# Testing variations of the CTA

## A) "Download it now"

LinkedIn Marketing Solutions shared:

Following • 21d

Here's everything you need to know about content marketing. Download it now:  
<https://lnkd.in/dFPbJk>



VS

## B) "Download the eBook"

LinkedIn Marketing Solutions shared:

Following • 21d

Here's everything you need to know about content marketing. Download the eBook today:  
<https://lnkd.in/dVZGiA7>



25%  
higher  
conversion rate  
than "A"

Here's an example of a test we ran to try different variations of the CTA ("Download it now" vs. "Download the eBook"). To our surprise, while CTR was the same, conversion rate was much higher for "Download the eBook." The word "eBook" let our audience know exactly what they were getting when they got to the landing page, resulting in lower bounce rates.

Another way we increase performance is using insights from testing to fine tune our content. If an ad isn't performing as expected, we test that ad with Direct Sponsored Content. We've seen minor tune-ups to a campaign make all the difference.

## CASE STUDY: LINKEDIN MARKETING SOLUTIONS



**Cassandra Clark**

Marketing Manager  
LinkedIn Marketing Solutions

# Testing variations of the image

## A) Image featuring devices



We sometimes use stock photos in our creative to save time and stay on budget. When we do, we make certain the images we choose are compelling and likely to resonate with our target audience.

In a recent test of images, we ran two creatives: one featured devices and the other featured a person. We saw a 160

## B) Image featuring person



percent increase in CTR and a whopping 289 percent increase in conversions on the content that featured a person. That's HUGE. And it underscores the value of testing.

We should note that although we've found that images featuring people often perform best—it's not always the case. Depending

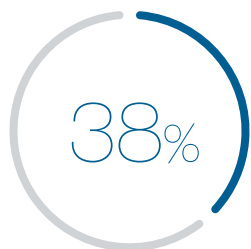
160%  
higher  
clickthrough  
than "A"

289%  
higher  
conversion rate  
than "A"

on subject matter and copy the opposite may apply. Your gut isn't always right, so make sure you test your audience to find out what truly resonates best.

# 8 Incorporate rich media into your LinkedIn Sponsored Content

Rich media can help your LinkedIn Sponsored Content come to life. Whether it's an inspiring quote, a direct call to action for your intended audience, or an interesting statistic, rich media is another way to make your message stand out.

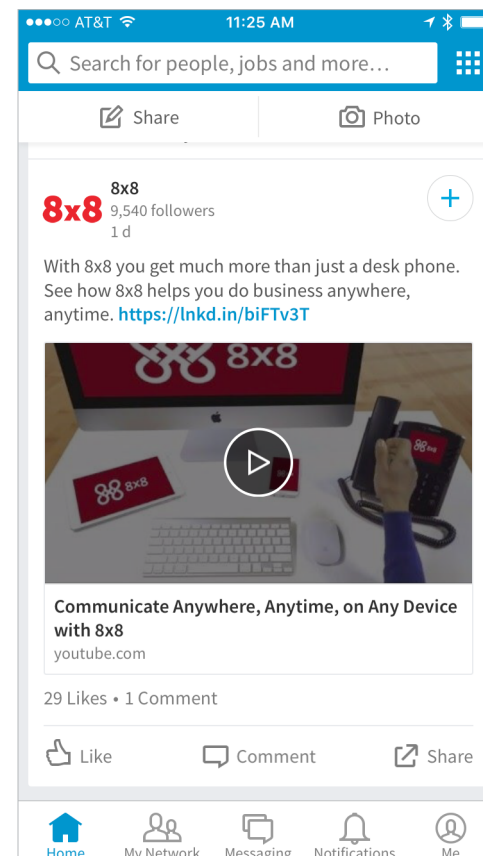


higher clickthrough rate  
by adding rich media to  
LinkedIn Sponsored Content<sup>1</sup>

<sup>1</sup> LinkedIn internal study, 2016

You've also heard a picture is worth a thousand words. Now just imagine what a moving picture—video—is worth. To paraphrase Canadian film director John Pozer, "every frame is a painting." With such wide mobile adoption, it's no surprise that video is growing in popularity alongside rich media.

According to a report by online video services provider Ooyala, [share of mobile video plays grew 44 percent](#) in 2015, and this momentum is expected to grow in 2016. In fact, [48 percent of smartphone users are more likely to buy from companies whose mobile sites or apps provide instructional video content](#). Consider incorporating video into your content marketing mix.



## PRO TIPS

Always link directly to the video URL, and don't forget to set your privacy settings to public.

LinkedIn Sponsored Content will always display videos in pre-expanded view on desktop. This will help make sure your LinkedIn Sponsored Content gets maximum exposure.

When linking to videos, keep in mind that videos hosted on YouTube, Vimeo, and SlideShare will display correctly in-feed.

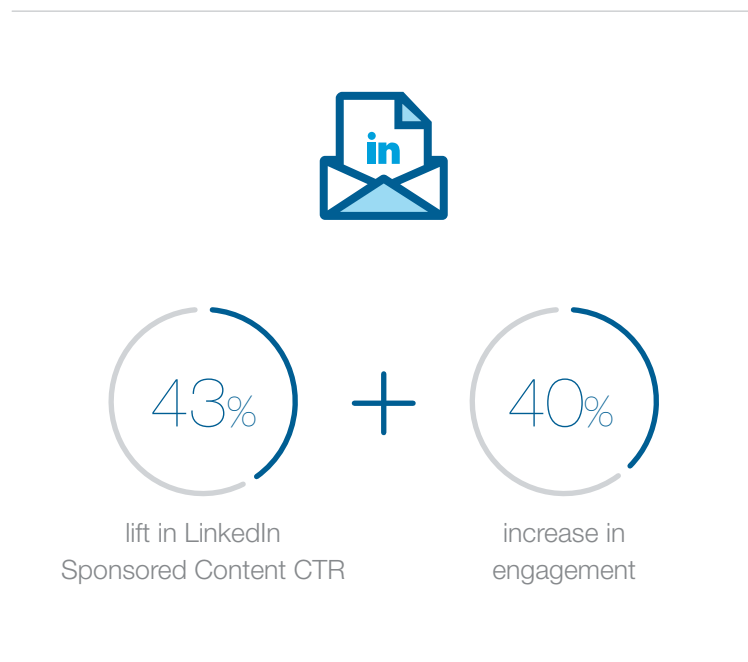
Be sure to adjust your thumbnails. On most popular video platforms, you can set the default image for sharing. This can have a huge impact on engagement with your content.

# 9 Boost engagement by adding Display and Sponsored InMail

Using different types of LinkedIn ads can help you further boost engagement with your audience. For example, a recent study of 75 LinkedIn advertisers over a six-month period revealed incredible lift rates when users added LinkedIn Sponsored Content to their Sponsored InMail campaigns. InMail campaigns that added LinkedIn Sponsored Content to run concurrently for a minimum of two weeks saw up to a 43 percent lift in LinkedIn Sponsored Content clickthrough rates and up to a 40 percent increase in engagement<sup>1</sup> relative to LinkedIn benchmarks.

Take advantage of the synergy presented by multiple LinkedIn products, as they can help you reach your target audience wherever they are most engaged—be it on desktop or mobile, home feed, or inbox.

<sup>1</sup> LinkedIn internal study, 2016



Customers who use multiple LinkedIn ad formats see improved performance.



## CASE STUDY

Toshiba of Canada enjoyed similar results when they made [LinkedIn Display Ads](#), [LinkedIn Sponsored Content](#), and [Sponsored InMail](#) all part of their marketing mix. Overall, LinkedIn delivered impressions that were 5 percent over the Toshiba target, while LinkedIn Sponsored Content generated clickthrough rates 1.5x LinkedIn benchmarks. Plus, Sponsored InMail achieved an open rate of 31 percent and a clickthrough rate double the LinkedIn average. And—finally—they delivered leads at a cost that was 25 percent lower than other channels.

5% overall impressions above the Toshiba target

1.5x LinkedIn Sponsored Content clickthrough rates above benchmarks

31% Sponsored InMail open rate

25% lower lead cost than other channels





#### PRO TIP

Use LinkedIn Sponsored Content and Sponsored InMail to lower cost per lead.

In a recent case study, [Ernst and Young used LinkedIn Sponsored Content and Sponsored InMail](#) to achieve clickthrough rates of 67 percent and open rates of 53 percent, respectively. By using a mix of LinkedIn Sponsored Content and Sponsored InMail, Ernst and Young saw huge engagement levels among existing employees exceeding industry and company benchmarks.

While LinkedIn Sponsored Content in itself is a flexible tool for both early and late-stage phases in the buyer's journey, using tools dedicated to awareness (Display) and direct response (Sponsored InMail) can help you focus each step of the lead nurture process.

The lesson here is to decide on your upper and lower funnel strategies, then choose the right tools in combination to hit your objectives.

# 10 Sharpen your focus with Account Targeting

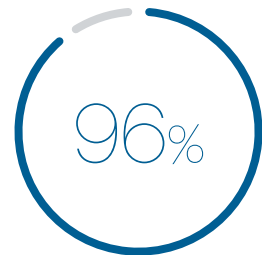
Account Targeting is [LinkedIn's new account-based marketing \(ABM\) solution](#) that enables you to tailor your LinkedIn Sponsored Content or Sponsored InMail campaigns to a priority list of accounts.

First, we match your target account list against the 8M+ Company Pages on LinkedIn. Then, we use profile-based targeting—such as job function or seniority—to put your content in front of the influencers and decision-makers at your key accounts.

LinkedIn Account Targeting enables you to engage the right people at the accounts that

matter most with relevant content in the feed and personalized messaging in their LinkedIn inbox.

[Discover how you can use LinkedIn Account Targeting](#) to segment and reach just the right professionals across your key accounts.



of B2B marketers say ABM is key to their success<sup>1</sup>

<sup>1</sup> Demand Metric, [The Account-Based Marketing Checklist](#), 2015



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## PRO TIP

New to account-based marketing? Check out [10 Definitions of Account-Based Marketing](#) from the experts.



## BEST PRACTICES

# LinkedIn Account Targeting



**Tailor messaging and content** to the lifecycle stage of your target accounts.

- Upsell and retain your current customers
- Engage your prospect accounts
- Re-engage lost accounts to win back business

**Avoid** account lists with special characters, all CAPS, and URLs instead of names.

**The larger your list**, the better your scale—plan accordingly. Scalable account target lists range from 500 to 30,000 companies.

**Avoid hyper-targeting.** Don't just focus on decision-makers; target the influencers too.

- Focus more on seniority and function—consider IC, Senior, Manager, and Director
- Focus less on company-related facets like size and industry

# Conclusion

As an ever-growing professional network, LinkedIn is now the most effective platform for B2B content distribution. It has quickly become the preferred place for business professionals to download and share dynamic content, making LinkedIn Sponsored Content a richer platform than ever before.

LinkedIn Sponsored Content can help guide your prospects at every stage of the buyer's journey. We hope this eBook inspires you to take your LinkedIn Sponsored Content to the next level, and helps you identify even more prospects to convert into customers.

**Market to who matters**

For the first time in the history of media, you can reach the world's professionals—all in one place. More than 433M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com).