



Steal this Campaign

Leverage your existing campaigns
for Success on LinkedIn



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As any cover artist or old-time standards-singer knows, you don't have to go to the trouble of creating entirely new material from scratch every time that you need a hit. Take a proven formula, freshen it up and introduce it to a new audience in a sharper form. You'll often find yourself with bigger returns for a lot less effort. And it's as true of B2B content marketing as it is of the music business.

Here are six hugely effective B2B tactics that are proven to deliver fantastic results on LinkedIn. Each of them takes activity that's already working for you elsewhere, plugs it into the targeting capabilities of the LinkedIn platform, and has the potential to supersize the returns that you see from it.



Copy your click-tastic emails

Email campaigns that are already generating clicks can reach new audiences and generate even higher open and click-through rates as LinkedIn Sponsored InMails.



Steal your subscriber database

Got an army of loyal newsletter subscribers? Then you've got a perfectly primed audience for your LinkedIn campaigns.



Commit top tweet theft

Top-performing tweets provide great source material for Sponsored Content. We explain how to adapt them.



Borrow your blog's biggest hits

If they're driving engagement on your blog, they're ideally suited to setting the agenda for your category on LinkedIn.



Fleece your Facebook campaigns

If your content gets traction on Facebook, it's well worth amplifying it to a more focused professional audience.



Swipe your search marketing keywords

You've done the hard work identifying the most relevant keywords for your business - now reach the people for whom they're most relevant.

1.

Copy your click-tastic emails

Those email campaigns that stand out a mile in a results presentation? The ones with a click-through rate that gets the marketing team cheering? Don't just settle for a performance that's 10 out of 10. Migrate the email content you already have to LinkedIn - and we guarantee you'll turn it up to 11.

Stealing top-performing emails and adapting them to become top-performing Sponsored

InMails is one of our favourite strategies as a LinkedIn Marketing team. It leverages the inherent advantages that mean Sponsored InMail almost always delivers higher open and click-through rates than even the strongest-performing email.

Those advantages include guaranteed deliverability (Sponsored InMail only arrives in members' inboxes when they are actually logged in and engaged on LinkedIn, so that

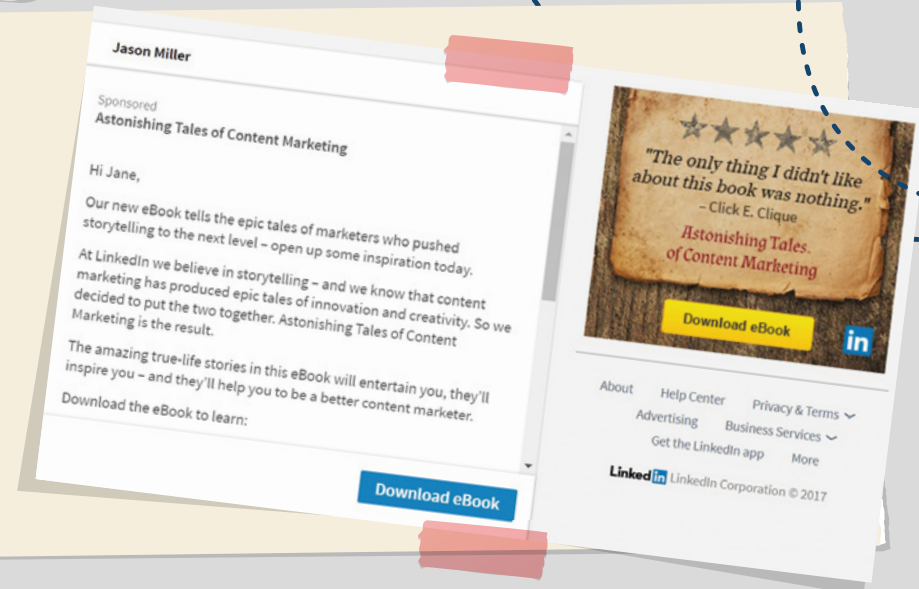
they can't miss your message), strict frequency caps to ensure other brands aren't cluttering up your audience's inboxes and reducing your visibility, and a professional environment where prospects are on the look-out for relevant, value-adding propositions.



How we copied our click-tastic email campaigns

For the launch of our Astonishing Tales of Content Marketing eBook, we already had an email with a striking subject line and a clear emotional benefit, which are also characteristics of the best performing Sponsored InMails. We made sure the Sponsored InMail felt as personal as possible by emphasising that it came from the author of the eBook, Jason Miller:

Converting our email campaign to Sponsored InMail more than doubled our already high open and click-through rates with minimal additional effort. Any email that drives a 40% open rate is doing very well indeed. However, this Sponsored InMail generated an open rate of 95% with our audience of 7,000. We took full advantage of the extra opens we were generating with a clear, bullet-point summary of the benefits readers could expect from the eBook, and an equally clear call to action.



Top Tips for Engagement

Ready to boost open and click-through rates by translating your top performing email campaigns into Sponsored InMail? Here's a quick checklist for stealing the most value through this strategy:

1 Signal value in the subject line

Stress the benefits, exclusivity or opportunities that you have to offer the audience.

2 Keep it conversational and concise

Sponsored InMail lands in a more intimate and exclusive inbox than email. If you have time to make tweaks to your email copy, then focus on making your intro as conversational as possible, to reflect this environment. Try to trim copy down to below 1,000 words as well if you can. Bullet points are a very effective format on Sponsored InMail.

3 Put your audience at the centre of your message

A top-performing email almost certainly talks to your audience members' specific concerns already - but remember you can add more personalisation on Sponsored InMail with a dynamic macro to pull in members' names. We've found that using first name personalisation within Sponsored InMail subject lines drives higher open rates.



4 Focus Sponsored InMail on your highest-value audiences

Email campaigns often focus on a fairly broad audience - but if there are specific high-value segments that you need to reach, Sponsored InMail is often the way to go. Want to make sure your message is getting through to time-poor executives? Sponsored InMail score open rates of up to 58% with such audiences.

5 Set up A/B tests to perfect your approach

Test different variations of elements such as your subject line, image or intro and then switch budget to the best performing versions. This will help to make sure you are giving that click-tastic email content the best chance of success as a Sponsored InMail.



2.

Commit top tweet theft

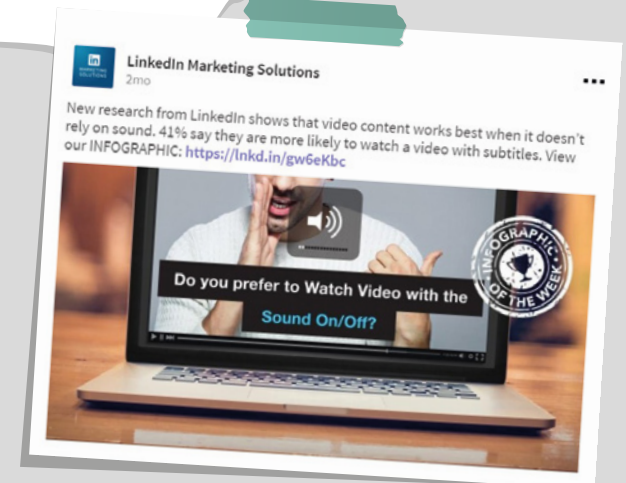
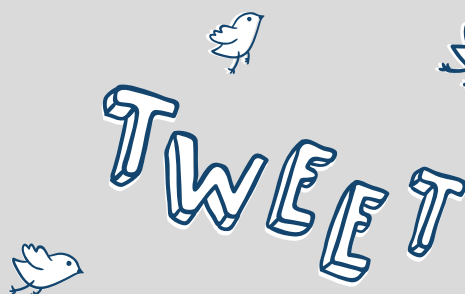
here's a real art to crafting a compelling tweet: getting a clear message and call to action across in 140 characters or (preferably) less, referencing the hashtags that will drive visibility, incorporating an image that will help you stand out in your audience's twitter feeds. It's a shame for all that content marketing skill to get just one shot at delivering results for you. Especially when the characteristics of a top-performing tweet have a lot in common with a top-performing piece of Sponsored Content. And especially when research shows that the B2B content achieves more influence when it's shared on both Twitter and LinkedIn¹.

How we committed top tweet theft

At LinkedIn Marketing Solutions, we make a point of recycling our top-performing tweets as rapid-turnaround pieces of Sponsored Content. We keep the same image and same core copy. Since members can now search for LinkedIn content by hashtag, it's often worth leaving these in as well. In a matter of minutes, we've got a new piece of Sponsored Content ready to go, multiplying engagement by presenting our content to new audiences in a new context.

Tweet thievery is such an effective tactic, because a great tweet is such an ideal starting point for effective Sponsored Content. During 2016, we found that the most effective Sponsored Content campaigns tended to have 140 characters or less, making tweet content ideal. They chose impactful, conversation-starting visuals, were often either funny or provocative, and responded to news and trends. If you've got a smoothly oiled tweet-generating marketing machine ready to respond to events as they happen, then you'll find the same

rapid-response content also delivers results on LinkedIn. And with LinkedIn targeting capabilities you'll be able to super-size the engagement that these pieces of concentrated content deliver, by ensuring that you are putting them in front of the most relevant professional audience.



Top Tips for Engagement

Ready to boost engagement for your tweet by stealing it and posting in the LinkedIn feed? Here's the checklist for this B2B heist:

1 Keep your Sponsored Content mobile-optimised

Twitter is a mobile-first channel - and so too is LinkedIn. In fact, 57% of engagement on our platform takes place on mobile devices. That's a great reason for retaining the short copy and striking visuals of your top-performing tweet. Double-check that your image fits into 1200 x 627 pixels if you want the full picture to display in the LinkedIn feed on mobile. It's also important to note that the text safe area is 1000x586.

2 Stay original with the visuals

Twitter doesn't usually reward standard stock photography - and the same rules hold true in the LinkedIn feed. You can boost impact further by incorporating copy into your images or using animated gifs.

3 Lead with high-impact stats

A well-chosen stat can make or break a tweet. If you have an impactful number that's generating traction on Twitter, use the same statistic in your Sponsored Content. Teaser stats are a regular feature of top-performing Sponsored Content campaigns.



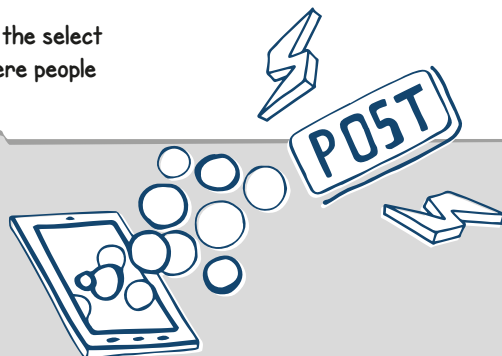
3.

Fleece a fantastic Facebook campaign

If your content gets traction on Facebook, then the chances are that you can dramatically increase that engagement by putting it in front of a more focused, professional audience on LinkedIn. Since a Facebook campaign often involves longer copy, you may have more editing work to do to develop this into concise Sponsored Content for the LinkedIn feed. On the flipside though, you'll also have great source material for long-form copy that your Sponsored Content will click through to (see the chapter 5 for more ideas on how to optimise this for LinkedIn). If you're promoting content to a B2B audience then the slight extra effort involved in customising it for LinkedIn will almost certainly be worth it.

Like Facebook, LinkedIn is one of the select few digital media destinations where people

converge in large numbers using a range of different devices. However the same people tend to use LinkedIn and Facebook for different purposes. Whilst Facebook is the space for connecting with friends and family, LinkedIn is where the world's professionals come to connect to brands, high-quality content and new opportunities. If your B2B activity connects on Facebook, then translating it into LinkedIn content is a no-brainer when it comes to maximising that engagement. This holds true whether you're creating awareness of your brand and products early in the buying journey, positioning your brand as a thought leader and engaging audiences more deeply, or generating quality leads and new business by prompting people to take action.



Top Tips for Engagement

Ready to fleece that Facebook campaign and distribute it to a more dedicated audience on LinkedIn? Here's the checklist:

1 Adapt the hook for your Facebook status to create Sponsored Content

As mentioned in Chapter 2, the best-performing Sponsored Content often weighs in at less than 140 characters. Facebook status updates can be huge by comparison - so you may need to isolate the compelling intro from your Facebook campaign and re-purpose it as your Sponsored Content copy.

2 Use the body of your Facebook status for long-form content

Translate the remainder of your Facebook campaign into long-form content for your audience to link through to from your Sponsored Content. See Chapter 5 for more ideas on how to do this.

4 Keep the humour

If you've found a lighthearted tone delivering for your campaign on Facebook, there's no need to changes that for your campaign to work on LinkedIn. Being funny is a proven strategy on our platform as well.

3 Leverage the same compelling images

The LinkedIn feed is every bit as visual an environment as the Facebook feed. If you're using video on Facebook then bear in mind that YouTube video plays natively in the LinkedIn feed as well.

4.

Steal your subscriber database

If you've been busy building a subscriber database for your newsletter or blog then you have another valuable asset to use in your LinkedIn targeting. With [LinkedIn Matched Audiences](#), you can upload your email database as a customised audience segment on LinkedIn, meaning that you can reach opted-in audiences across a range of different LinkedIn touchpoints and maximise engagement and sharing on our platform.

On the other hand, if you're running LinkedIn campaigns to help build your subscriber database (something we at LinkedIn Marketing Solutions regularly do), you can use Matched Audiences to exclude from your campaign all of those who are already signed up.



5.

Borrow your blog's biggest hits

A top-performing blog post is a content goldmine. You've proven that it captures the attention of your target audiences, delivers the value they're looking for and drives engagement and sharing. The obvious thing to do next is to put that content in front of more members of your target audience - as many as you can. Turning that blog post into self-published, long-form content on the LinkedIn platform is a great place to start.

In exchange for zero additional investment, you get significantly enhanced reach, the opportunity to start a visible dialogue around your content that will increase its thought-leadership value, and the opportunity to build the personal brands of your experts, executives and potential influencers. You've hit gold - posting on LinkedIn will help you mine it.



How we borrow our blog's biggest hits

When one of the posts on our Marketing Solutions blog really connects with an audience, we don't just leave it on the blog. We encourage the author to post it on LinkedIn, automatically promoting that content to their network and encouraging more sharing and commenting. One recent example is the post that Jason Miller wrote with reflections on his podcast interview with Doctor Jody J. Foster MBA. Doctor Foster is the author of *The Schmuck in my Office*, a book about dealing with disruptive

personality types at work. Jason's post focused on the characteristics of narcissists - and how best to deal with them. This was a successful post for our blog - it was viewed a lot, it drove that particular podcast episode to near the top of the charts, and it generated a decent amount of shares. However, when Jason later posted it to LinkedIn, the level of engagement went through the roof. In fact, it increased ten-fold.

We've seen a similar pattern with other successful blog posts that we've re-published on LinkedIn: we get significant additional engagement, we enhance the profile of our thought-leaders, and we generate interesting comment streams that introduce our content to still more people.



Top Tips for Engagement

Ready to borrow that blog post and put it in front of more members of your target audience? Here's how to get most value from it:

The majority of the most successful self-published posts on LinkedIn are under 1,000 words - but that's not to say longer posts can't succeed on the platform too. The best approach is to cut out duplication of effort, publish your content as it stands, and monitor which lengths of posts generate the greatest engagement for you. This will help you to understand whether your audience is most interested in shorter or longer copy.

1 Pay attention to the image

The main image plays an important role in the presentation of self-published posts on LinkedIn. A customised, original image will almost always outperform a standard stock image that could accompany any post. You may need to adapt your image so that it displays effectively.

2 Byline self-published posts to your most relevant experts

Sometimes the posts on your blog will be team efforts, with several people contributing. On LinkedIn, you'll generate most engagement when you associate a post with a relevant individual. Choose C-suite leaders for reach and influence, or relevant subject matter experts to help build their profile and increase your content's credibility.

3 Monitor and respond to comments

One of the advantages of re-publishing a successful post on LinkedIn is the additional capacity for engagement that it has through comments. Check the comments regularly to see how LinkedIn members are responding to the post and be ready to reply to keep the conversation going.



6.

Swipe your search marketing keywords

The benefits of keyword research don't just apply to bidding for the right search terms. If you've invested in a data-driven view of the search terms that are most relevant to your business, you can use that insight to explore relevant audiences on LinkedIn.

Use your most valuable search engine keywords as the basis for targeting your next Text Ad, Display Ad or Sponsored Content campaign by using them for skills-based targeting. Creating a campaign targeting a particular skill will reach LinkedIn members who list that skill on their LinkedIn profile, and also members who have mentioned it frequently in their profile and summary descriptions. When you type in two related keywords as Skills filters, you are bidding specifically for people who show themselves to be relevant to both those skills.

Turning your search engine campaign into skills-based targeting on LinkedIn expands the size of the audience you are reaching - and it does so by adding people for whom your search term is particularly relevant. These aren't just people who have typed a keyword into a search box - they are people for whom that keyword is a fundamental part of their professional identity. Reaching them at scale helps to get full value from your keyword campaign, it means you can reach them with a richer variety of advertising and content, and it enables you to do so in a less cluttered and competitive environment than a search engine results page.





Top Tips for Targeteting

Ready to swipe your search terms and extend your campaign on LinkedIn? Here are the top tips to bear in mind:

1 Start by typing keywords into Campaign Manager

Building a LinkedIn campaign around your search engine keywords is a straightforward process. Start typing your keywords into the Skills box of Campaign Manager, and the tool will suggest relevant skills to match.

2 Add targeting facets to increase relevance

For each of your keyword-based campaigns, you can then layer on additional targeting parameters to increase relevance: Company Industry or Seniority, for example. Avoid limiting the reach of your campaign by restricting yourself to two or three targeting parameters in total.

3 Create different campaigns for each keyword

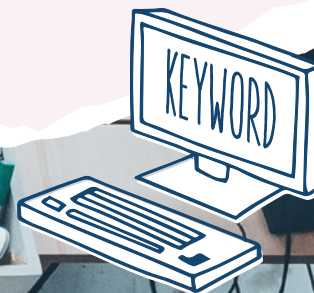
Avoid hyper-targeting by creating a different campaign for each of your keywords. This will maximise your potential reach.

4 Adjust your bids based on performance

As a starting point, you can use the bid amounts that you've identified for your search engine keywords when bidding on LinkedIn skills. Be prepared to monitor performance and increase the bid if necessary, though. You'll give your campaigns a higher chance of success the more competitively you bid.

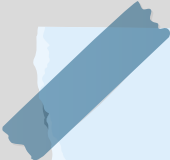
5 Translate search ads to Text Ads or adapt to other formats

LinkedIn Text Ads have a very similar number of characters to pay per click search ads, and so the easiest option for translating your search campaign onto LinkedIn is to adapt search ads to this format. However, with a little extra editing and imaginative use of images, you can also target your audience through Display Ads and Sponsored Content.





CONCLUSION



In this light-fingered guide to B2B marketing, we've discussed six different types of marketing activity that you can steal and apply to LinkedIn to generate an even greater Return on Investment (ROI). Remember though, you are not restricted to stealing one or two of these campaigns every now and then.

When you turn the recycling of existing activity into a regular strategy, you'll be able to create integrated LinkedIn campaigns that maximise engagement by reaching our

members across a range of different LinkedIn touchpoints. You can raise awareness through Sponsored Content swiped from Twitter and Facebook campaigns, build your thought leadership through self-published posts lifted from your blog, and build on this with personalised calls to action delivered through Sponsored InMails that are adapted from proven email campaigns.

And you can target all of this activity using skills-based targeting that takes its lead from your SEO keywords.

Whatever the marketing activity you have invested in, extending that activity to LinkedIn is the surest way to reach more of your intended audiences, in a relevant environment with proven engagement and response rates. It's a fantastic way to increase the value of the time and money you invest in developing campaigns. Once you've got a hit on your hands, make sure you give it all of the airtime you can on LinkedIn.



Next Steps

To learn how LinkedIn Marketing Solutions can help your business, contact Sales.

[Contact Sales](#)

Already a customer? Get started and sign into campaign manager.

[Get Started](#)

For the first time in the history of media, you can reach the world's professionals all in one place. More than 500M 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.

