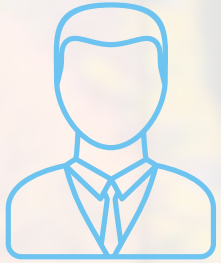




Mastering Lead Generation

14 Tips for Engaging Higher
Education Candidates on LinkedIn

Why Market Your Institution on LinkedIn?



530M+

members in a
professional mindset¹



3X

Professional networks
are 3X more influential than
personal social networks²



88%

of admissions professionals
rate LinkedIn as the best social
network for finding top
student candidates³



2X

Prospective graduate students
average 2x more LinkedIn
homepage views than the
average member¹

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How to Engage Prospective Students on LinkedIn

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3. *Customize Content for Audience Segments*
4. *Test Variations of Your Ads and Posts*
5. *Measure and Optimize*

1. Deliver Value

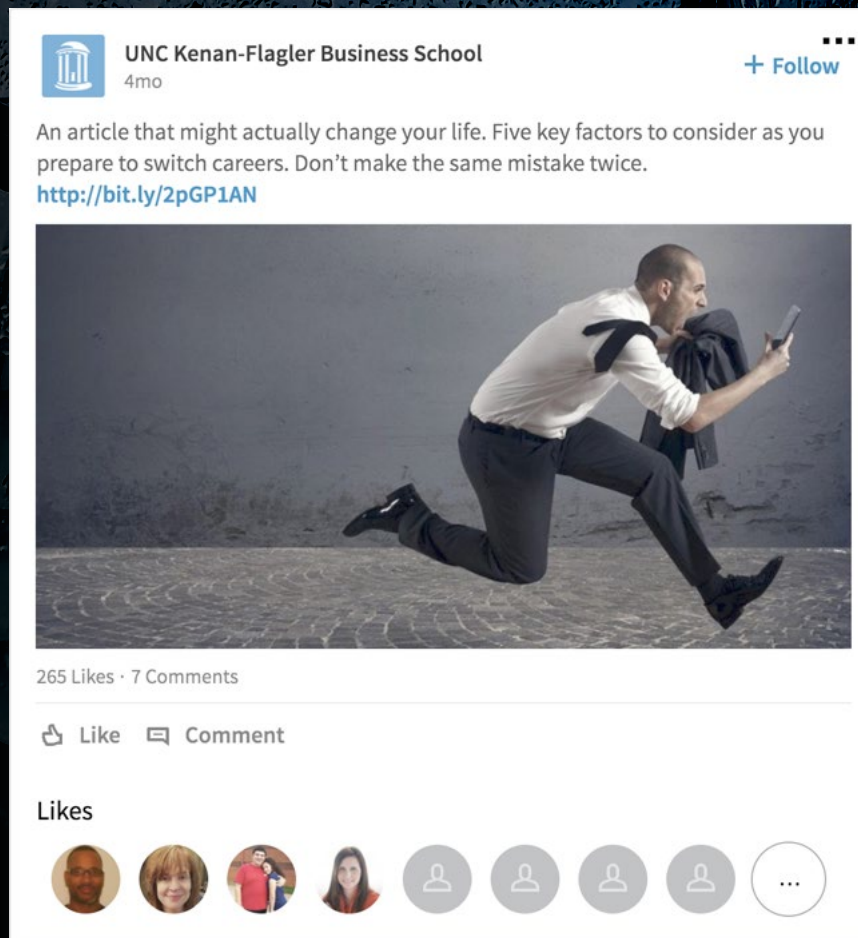
Most schools and institutions only share program information on their social media channels. But this misses a huge opportunity for schools to differentiate themselves among other programs in the marketplace.

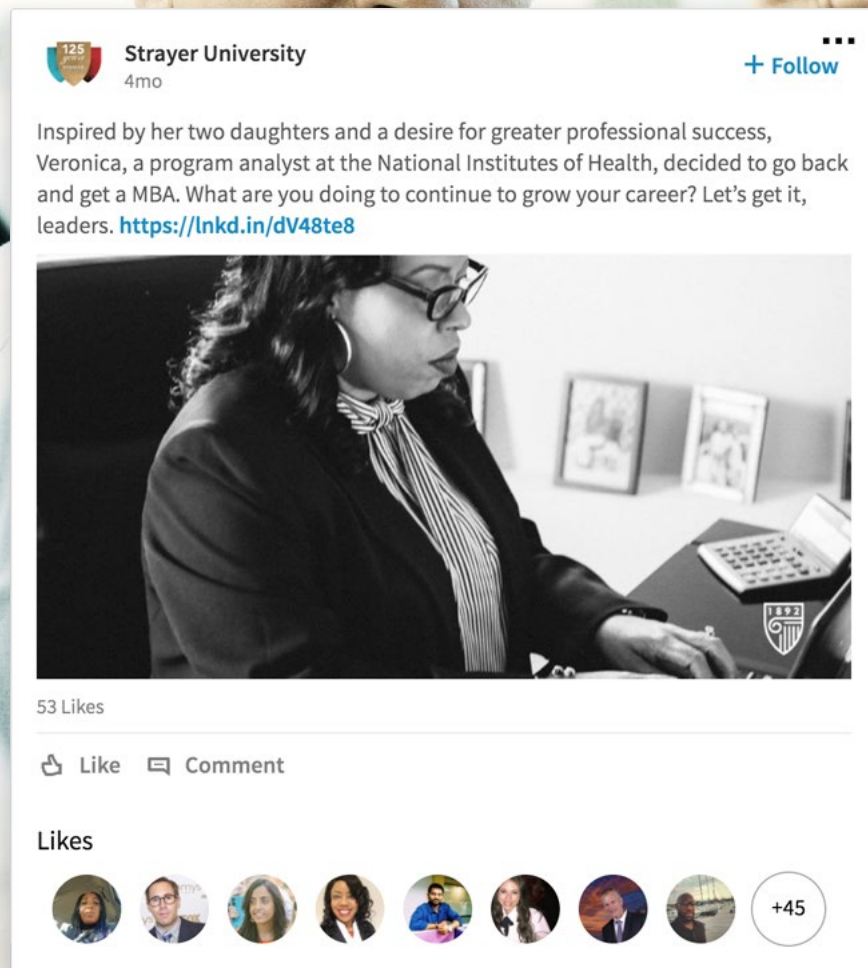
Instead, help your prospective students by offering valuable career development insights. This will differentiate your programs and institution from the competition and establish your credibility as a source for career growth—something your prospective students yearn for.

To help get you started with valuable ideas, here are some potential content topics your candidates might find valuable:

- » Leadership and productivity advice
- » Peer research and ideas
- » Relevant industry trends
- » Job search tips

Creating valuable content is a great way to feed your retargeting campaigns as well. For example, you can follow-up with specific program information or tie helpful, career-related content to your programs (i.e. How to Get an MBA While Working Full Time).





2. Share Authentic Stories

With only three schools making a prospect's shortlist, it's critical that you capture attention early and throughout the student journey. Plus, if you fail to make a prospect's shortlist, there is only a 7% chance they will convert and enroll in your program.¹

One of the great ways to stop scrolling thumbs on social networks and get in front of prospects is to use real, authentic stories from your students, alumni, or faculty. Audiences want to hear from actual people and their experiences, especially in later stages of the sales funnel when students are putting together their shortlists.

Grab the attention of prospective students from attraction to enrollment with:

- » Alumni testimonials
- » Student success stories
- » Faculty achievements & profiles


GenXers are significantly more likely to look for staff and lecturer profiles at each stage of the decision journey.¹

3. Customize Content for Audience Segments

Odds are, your ideal student candidate is numb to hard-sell marketing. Their social media feeds, inbox, and television are all flooded with marketing messages. How can you break through the barrier and be heard?

Content that is relevant stands out in a crowd. Call out your target audience in custom and personalized updates to see an increase in engagement. Be sure to also include the unique value your program offers professionals and the qualities that distinguish your program from the competition.

For the best results, use **LinkedIn Sponsored Content** or **Sponsored InMail** to promote and distribute your message. Through LinkedIn's audience filters you can deliver targeted content regarding relevant graduate programs and certificates to the perfect candidates.



Rutgers Online 4mo + Follow

According to the NASPAA, you could increase your salary up to 30% by earning your Masters in Public Administration! There is no better time than now to concentrate in Nonprofit Management from top-ranked Rutgers. <http://bit.ly/2vyEypT>

100% Online MPA in Nonprofit Management
online.rutgers.edu

82 Likes · 6 Comments

Like Comment

Likes

+74

4. Test Variations of Your Ads and Posts

There is no universal solution for engaging every audience segment. Each person has a different job title, seniority level, location, and a variety of other demographics that make them completely unique. For example, what resonates with a registered nurse won't resonate with a brand manager.

Find the perfect combination of content by using LinkedIn's A/B testing for your updates, **Sponsored Content**, **Sponsored InMail**, and **Text Ads**. You can experiment with different headlines, images, CTAs, and more to determine what is successful for each target audience.

For the best results, we recommend four unique pieces of creative per audience target. Because LinkedIn's frequency cap is designed to prevent audience fatigue, your target user will see no more than four unique pieces of **Sponsored Content** per school every 48 hours. Sponsoring four pieces of content for each campaign allows our system to optimize for best-performing creative and ensures maximum visibility for your ads. Always be testing creative to understand what messaging drives the most qualified leads.

The screenshot displays the LinkedIn campaign management interface. On the left, a table lists four campaigns, all with a status of 'On':

Campaign	Status
Total for All Campaigns	
Acquia Campaign 1	On
Acquia Campaign 2	On
Acquia Campaign 3	On
Acquia Campaign 4	On

On the right, four ad creatives are shown, each linked to a campaign by a dashed green line:

- Acquia Campaign 1:** "Acquia Did you hear? We've relaunched Acquia University, a 14-week Drupal Learning Program! Acquia University Re-launches Drupal Learning Program" with a photo of a group of people.
- Acquia Campaign 2:** "Acquia Did you miss the HUGE news we dropped yesterday? The Australian government standardized on Acquia for its digital government platform! Read more below! Australian Government Standardises on Acquia for Digital Government..." with a photo of a city skyline.
- Acquia Campaign 3:** "Acquia Digital transformation is in the air! Acquia Engage is about two months away and we have a killer agenda for you! Check it out here! ow.ly/BOAza Agenda | Acquia Engage" with a photo of a green agenda.
- Acquia Campaign 4:** "Acquia Want to see an awesome site on Drupal 8 beta? Check out Drupal.com, a Drupal 8 site developed by Amaze Labs! Amaze Labs Lends Drupal 8 Expertise to Drupal.com" with a photo of a laptop displaying a website.

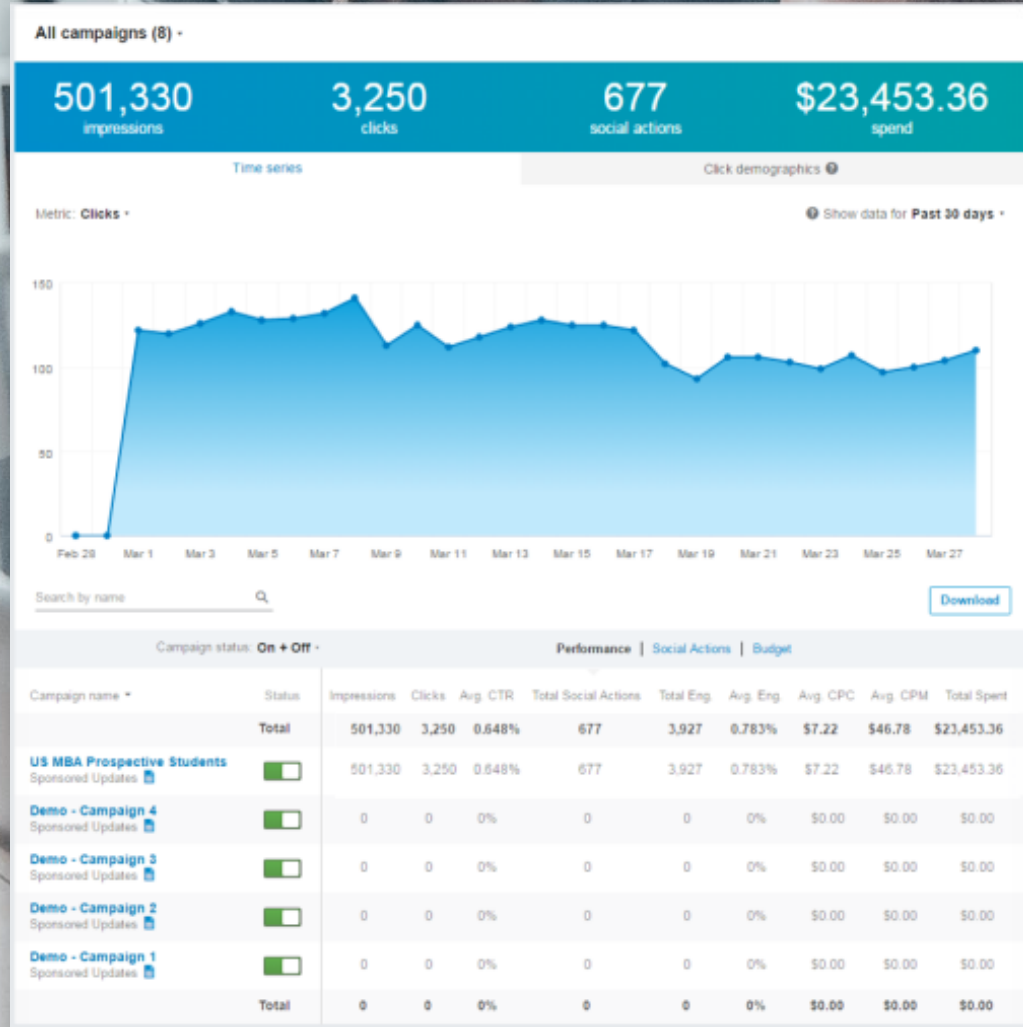
In our own testing, we found that including a statistic in posts:



Improved CTR by **37%**¹



Gained **163%** more impressions¹



5. Measure and Optimize

Without data to optimize your content, you're just tossing marketing messages at people and hoping they stick. And while that may still generate some leads, it's not maximizing your potential.

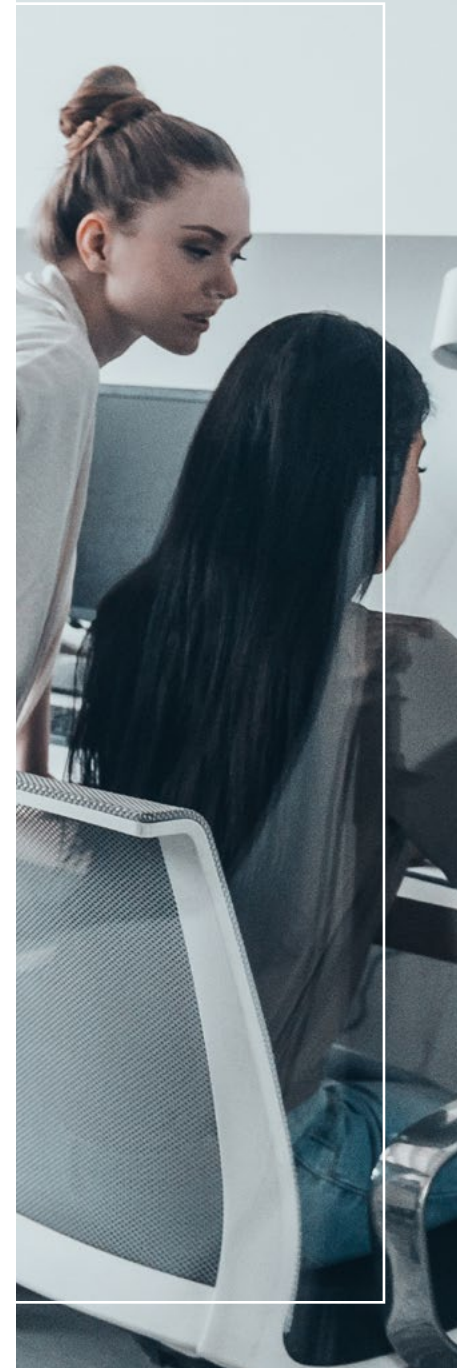
Find out what's working well and what isn't by analyzing the results of your updates. This includes paying close attention to your post impressions, clicks, and conversions. Once you discover what types of messages, images, and CTAs are sticking with prospective students, you can optimize your posts to achieve better results.

Optimizing isn't a one time event, either. Continue to review your results and optimize as you go because your audience's preferences may change over time.

Our research has shown that University Page updates containing links can have



up to a **45% higher** follower engagement than updates without links.¹



How to Target Your Ideal Candidates on LinkedIn

- 6. *Define Your Ideal Candidates*
- 7. *Save Audience Templates*
- 8. *Test Audience Targeting Parameters*
- 9. *Re-Engage Website Visitors With Retargeting*



6. Define Your Ideal Candidates

Before you start creating and sharing your content, it's important to define your ideal student candidates. This way you can be sure your updates, **Sponsored Content**, and **Sponsored InMail** are tailored for the right audiences.

To get started, use LinkedIn's accurate first-party data to define your prospective students and professionals by:

- » Geography
- » Degree
- » Seniority
- » Years of Experience
- » Industry

This data can also be used to deliver your **Sponsored Content** and **Sponsored InMail** directly to your ideal prospects. And once your campaigns are up and running, you can use click demographics to see which prospective students you are successful in engaging. Use this data to help you optimize both your targeting and messaging.

The screenshot shows two LinkedIn targeting pop-ups. The top one, titled 'What schools do you want to target?', has a search bar with 'include' and a dropdown menu. Below the search bar, four schools are listed: Gonzaga University, University of North Carolina at Chapel Hill, University of Oregon, and University of South Carolina. The bottom pop-up, titled 'What fields of study do you want to target?', has a search bar with 'include' and a dropdown menu. Below the search bar, a list of fields of study is shown, including Communication and Media Studies, Electrical, Electronics and Communications Engineering, Mass Communication/Media Studies, Business/Corporate Communications, Communication, General, Electrical, Electronic and Communications Engineering Technology/Technician, Design and Visual Communications, General, Communication Sciences and Disorders, General, Speech Communication and Rhetoric, Organizational Communication, General, Digital Communication and Media/Multimedia, Graphic Communications, Technical and Scientific Communication, and International and Intercultural Communication. To the right of the list, there are icons for 'Job function', 'Member skills', and 'Company connections'.

With LinkedIn targeting, ESCP Europe generated:



2 million impressions among potential MEB (Masters in European Business) students¹



14% conversion rate¹

7. Save Audience Templates

Defining your ideal candidate takes time. After all, there are 17 possible criteria you can use to target an audience on LinkedIn.

Speed up the process by saving your audience as a template to be reused for another campaign later on. This saves you and your team members from having to start fresh for each **Sponsored Content**, **Text Ads**, or **InMail campaign**.

And to avoid serving a campaign to the wrong audience, make sure your saved audience segments are named accurately. This leaves zero doubt as to which prospective students are being targeted in each campaign you create.

The screenshot displays the LinkedIn audience targeting interface. It features two main sections for filtering:

- What degrees do you want to target?**: This section includes a search bar with the placeholder "Start typing a degree...". Below the search bar, there are two rows of degree filters. The first row, under the "include" tab, shows "Bachelor's degree" with a close button (X). The second row, under the "exclude" tab, shows "Master's degree", "Doctor of Education - EdD", "Doctor of Law - JD", "Doctor of Medicine - MD", "Doctor of Pharmacy - PharmD", and "Doctor of Philosophy - PhD", each with a close button (X).
- What seniorities do you want to target?**: This section includes a search bar with the placeholder "Start typing a seniority...". Below the search bar, there are two rows of seniority filters. The first row, under the "include" tab, shows "Manager" and "VP", each with a close button (X). A "See full list" link is also present.

At the bottom of the interface, there are three buttons: "Save audience as template", "Save as new", and "Update existing". Below these buttons, there are two more buttons: "Delete campaign" and "Save as draft".

8. Test Different Candidate Audiences

Just like you should A/B test your creative content, you should also A/B test your audience targeting to find the perfect parameters for your marketing campaigns. Again, with 17 possible filters at your disposal, there are countless targeting options you could optimize for.

Try testing two similar campaigns with one or two small variations in your targeting criteria to see which combination is the most effective. When testing, your changes to your audience should be incremental, helping you to determine which parameters are best.

In addition, make sure your estimated target audience size isn't too narrow. While you don't want to cast a wide net, narrow audiences limit your potential for impressions, clicks, and—ultimately—conversions.







We recommend using the following audience sizes for our advertising products:

- » **Sponsored Content:** 300,000+ members
- » **Text Ads:** 60,000 - 400,000 members
- » **Sponsored InMail:** 100,000 or fewer members

Your estimated target audience

630,000+ LinkedIn members

[Learn more](#)





-  Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro Area
-  Computer & Network Security, Computer Games, Computer Hardware, Computer Networking, Computer Software, Information Technology and Services, Information Services, Wireless, Internet, Nanotechnology
-  7+ years
-  Bachelor's degree
exclude: Master's degree
-  Audience expansion: Enabled
-  Deliver beyond the LinkedIn feed: Enabled

Your ad and campaign should not discriminate based on personal characteristics. [Learn more](#)

Your estimated target audience

410,000+ LinkedIn members

[Learn more](#)

-  Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro Area
-  Computer & Network Security, Computer Games, Computer Hardware, Computer Networking, Computer Software, Information Technology and Services, Information Services, Wireless, Internet, Nanotechnology
-  Bachelor's degree
exclude: Master's degree
-  Senior, VP, CXO
-  Audience expansion: Enabled
-  Deliver beyond the LinkedIn feed: Enabled

Your ad and campaign should not discriminate based on personal characteristics. [Learn more](#)

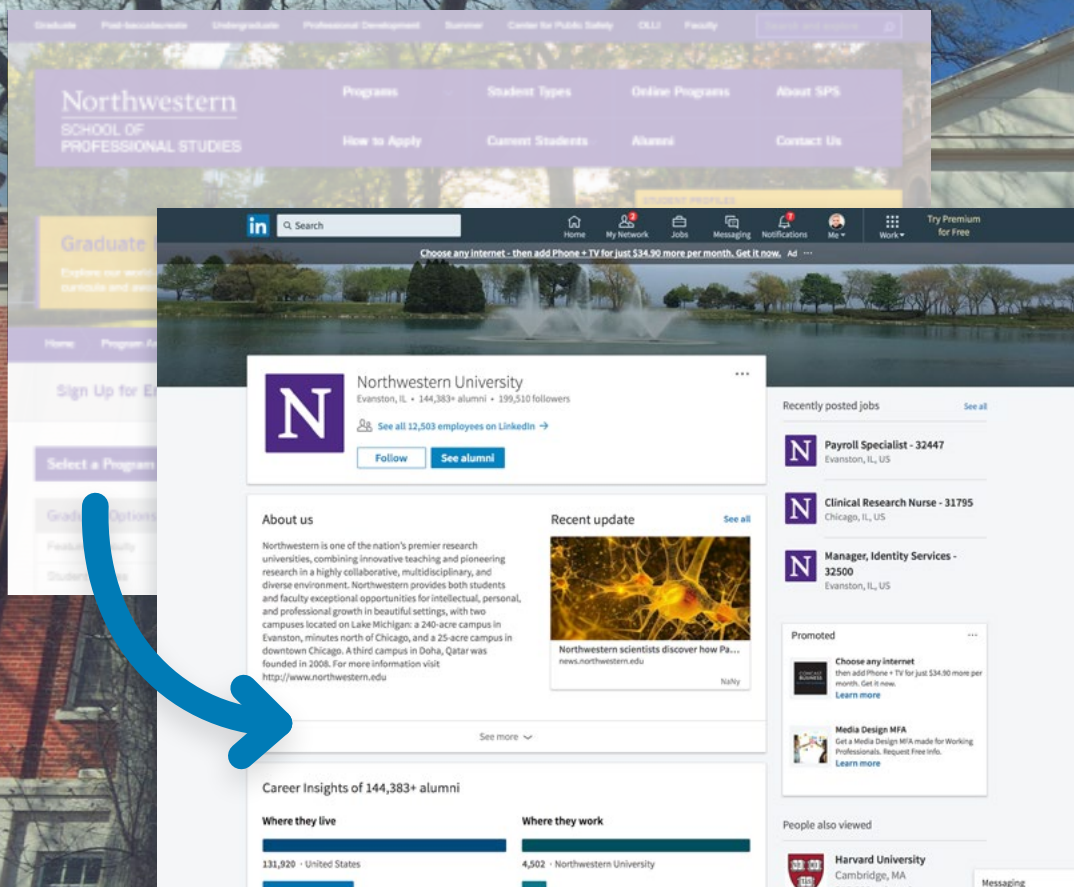
9. Re-Engage Website Visitors With Retargeting

Once a prospect has visited your program page, they become a potential lead prime for retargeting. And while your traditional retargeting campaigns will appear across the web pages they visit, that doesn't mean they will show up on their social media sites. With the average person spending over two hours each day on social media, that is a big missed opportunity.¹

Fortunately, you can still retarget them on LinkedIn.

Copy and paste a simple **LinkedIn Insight Tag** onto your website to begin collecting data on your visitors from all channels. Then, in LinkedIn Campaign Manager you can target visitors with custom content that directs them to the specific program page they visited or any other unique landing page. For the best chance at re-engaging, use your career tips, industry trends, and professional development content to feed your retargeting campaigns.

Visit the LinkedIn Help Center for more information on how to get started with **LinkedIn Website Retargeting**.



Organizations using LinkedIn Website Retargeting have experienced:



30% increase in CTR²



14% drop in post-click cost-per-conversion²

How to Boost Lead Generation on LinkedIn

10. *Get Your Campaign Up and Running in Minutes With [Text Ads](#)*
11. *Take Advantage of [Sponsored Content](#)*
12. *Educate Prospects With [Sponsored InMail](#)*
13. *Amplify Your Content With a Mix of Solutions*
14. *Track Campaign Conversions*



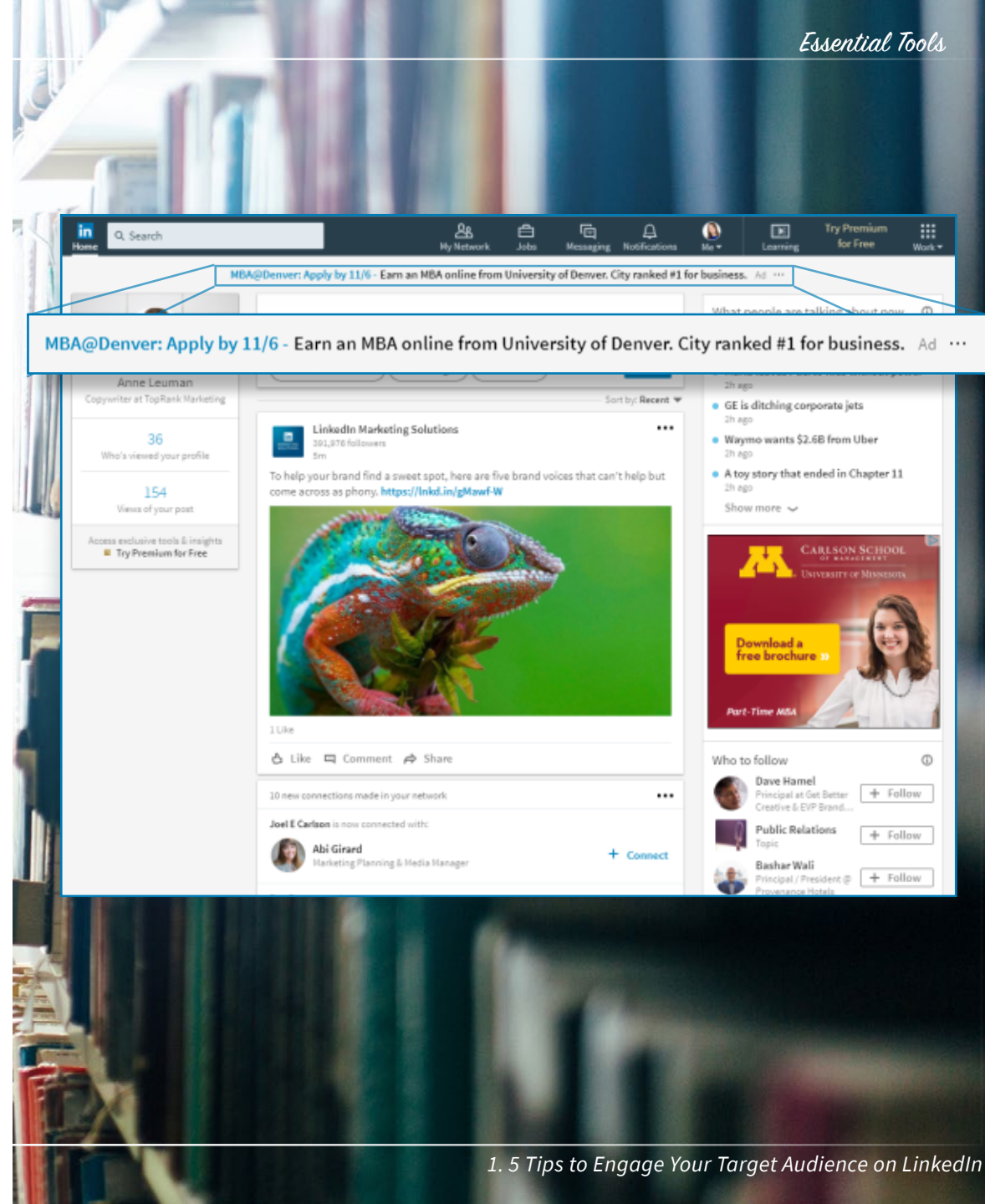
10. Get Your Campaign Up and Running in Minutes With Text Ads

It's hard to know where to start when it comes to advertising. There are a lot of factors to consider, including budget, time, audience, creative, and more.

Drive the right traffic to your program landing pages with short, impactful LinkedIn **Text Ads**. They're a simple and easy way to get your campaigns started in minutes, not days. They're also easy to replicate, making **Text Ads** perfect for scaling your ad campaign across multiple programs.

Plus, **Text Ads** only appear on desktop, where prospective students are in a more engaged mindset.

Keep your ads short but sweet: shortening the character length of your description to less than 75 characters can **increase your engagement rate by 18%.**¹

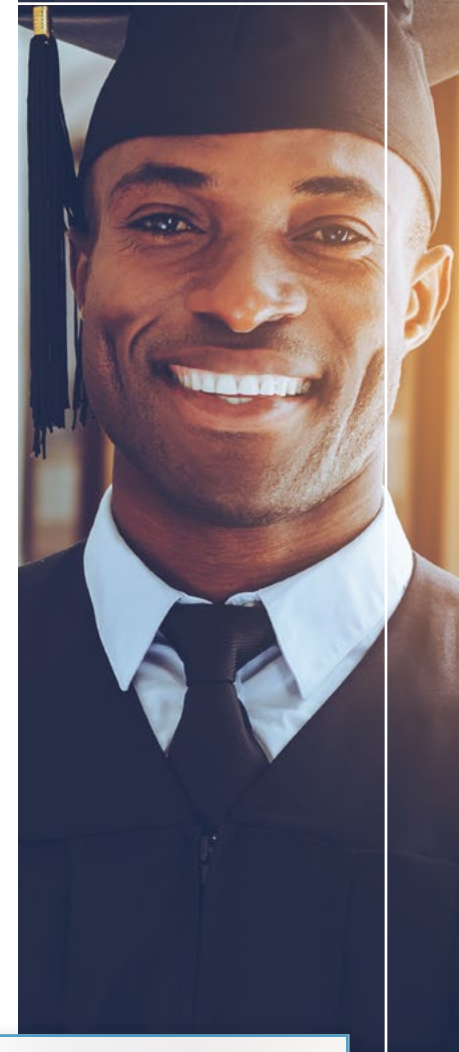


11. Take Advantage of Sponsored Content

As any marketer knows, sending the right message, at the right time, to the right person is paramount for any marketing campaign. **Sponsored Content** was designed to help you do just that.

With **Sponsored Content**, you can drive qualified leads by serving customized content to prospective students. This makes it possible for you to take advantage of LinkedIn's many targeting features to hone in on and engage specific student candidates.

PRO TIP: Keep your **Sponsored Content** at 150 characters to avoid truncation across all devices.



William & Mary School of Business took advantage of **LinkedIn Sponsored Content** and saw:



An average CTR more than **50% higher** than LinkedIn benchmarks¹



An average engagement rate **over 51% above** LinkedIn benchmarks¹



More than **100% increase** in University Page followers¹

12. Educate Prospects With Sponsored InMail

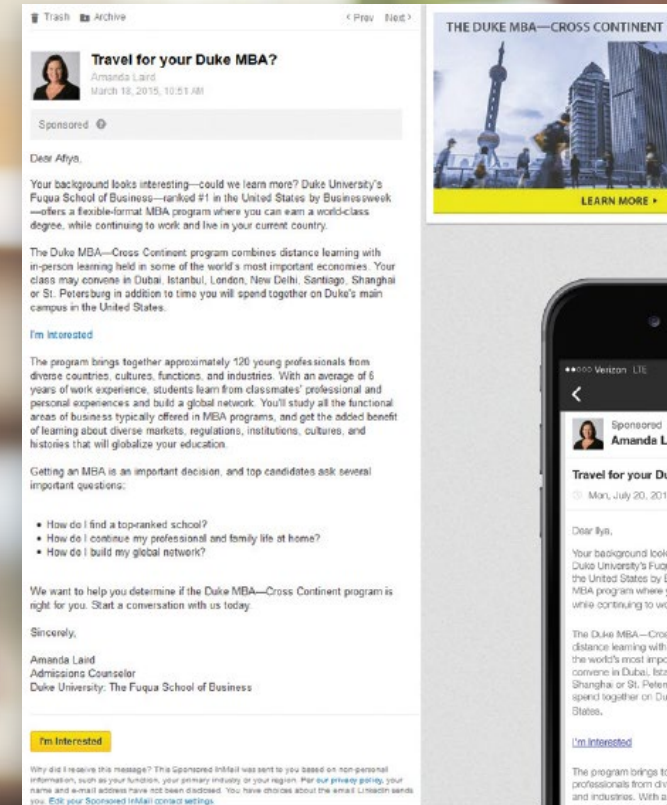
Advertising messages and University Page updates tend to be on the short side. With the average human attention span being a mere eight seconds, concise and clear messages get the job done in social news feeds.¹ But those short updates don't always feel like they do your program justice.

Sponsored InMails within the LinkedIn platform give you the flexibility and freedom of targeting messaging beyond the traditional display ad so you can paint a complete picture of your program. And unlike long form posts, **Sponsored InMail** allows you to target and segment by employment seniority, geography, degree, and more.

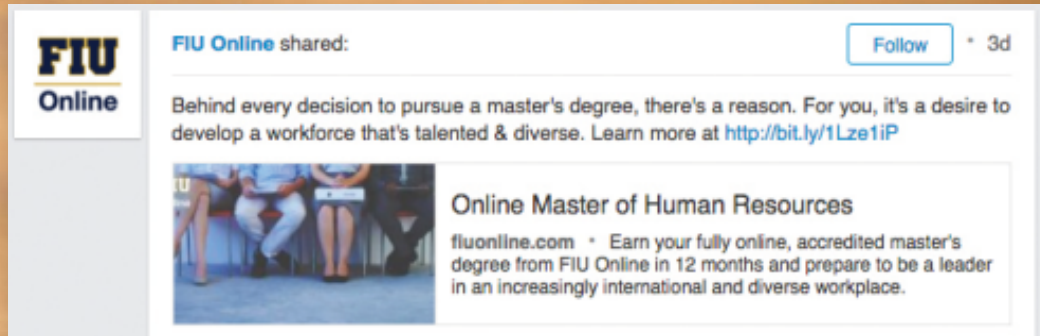
With **Sponsored InMail**, you can:

- » Optimize for mobile, including a CTA that stays on screen
- » Deliver messages in real-time to increase open rates
- » Appear in an uncluttered professional context to ensure maximum mindshare
- » Personalize your message to resonate with your target audience

PRO TIP: Quickly generate leads from your **InMail** campaigns with LinkedIn Lead Gen Forms—forms that are pre-filled for candidates using accurate, first-party data from a prospect's LinkedIn profile.



Duke University's Fuqua School of Business leveraged **InMail** to promote its Cross Continent MBA program and saw a **400% increase** in conversions.²

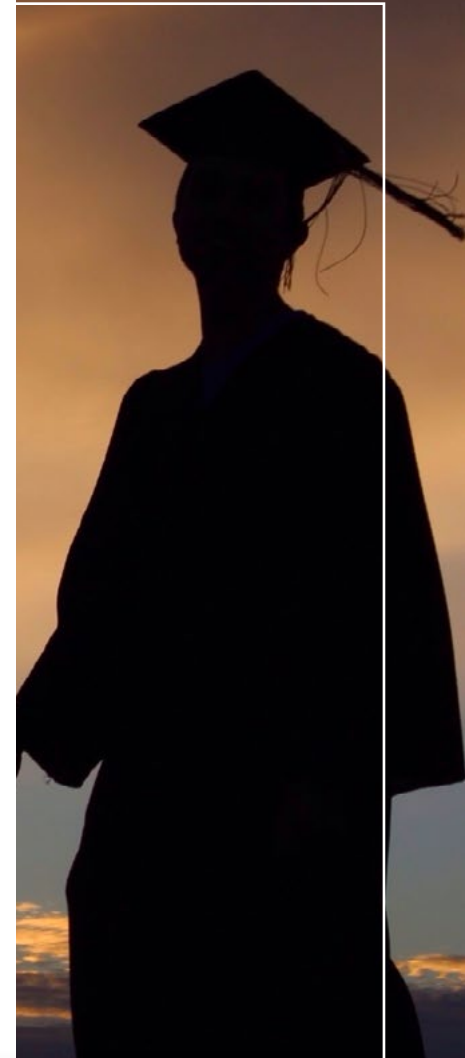


13. Amplify Your Content With a Mix of Solutions

Because LinkedIn members use the platform at different times and follow different schools, not everyone will see your University Page updates. Using a healthy mix of LinkedIn Marketing Solutions helps connect your message with more prospective students, regardless of when they're active or not. Like any champion team, they work better together.

For example, using **Sponsored Content** and **Sponsored InMail** in tandem improves engagement rates for both tactics. If your **Sponsored Content** isn't generating the traffic you'd expect, consider supporting it with a longer **InMail** campaign where you have more real estate to tell your story and promote your program. The same is true for supporting your **Sponsored Content** with **Text Ads**.

The same is true for supporting your **Sponsored Content** with **Text Ads**. A large business school saw a **3X better** conversion rate when running **Sponsored Content** and **Text Ads** together versus running only **Sponsored Content**.



When pairing LinkedIn Marketing Solutions, Florida International University saw:



2X higher **InMail** open rate¹



1.8% engagement rate on **Sponsored Updates**¹

14. Track Campaign Conversions

Forty percent of marketers report proving the ROI of their marketing campaigns to be a top challenge for their organization.¹ Nearly half of all marketers lack the data they need to prove the value of their marketing up the ladder. If you want to generate leads and grow your marketing budget, ROI is a must-have metric.

To accurately measure the ROI of your LinkedIn marketing campaigns, we offer **LinkedIn Conversion Tracking**. In **just five easy steps**, you are well on your way to tracking your prospective students from the first interaction all the way through to enrollment.

Step 1. Choose where you want to track conversions

Step 2. Add the **LinkedIn Insight Tag** to your website

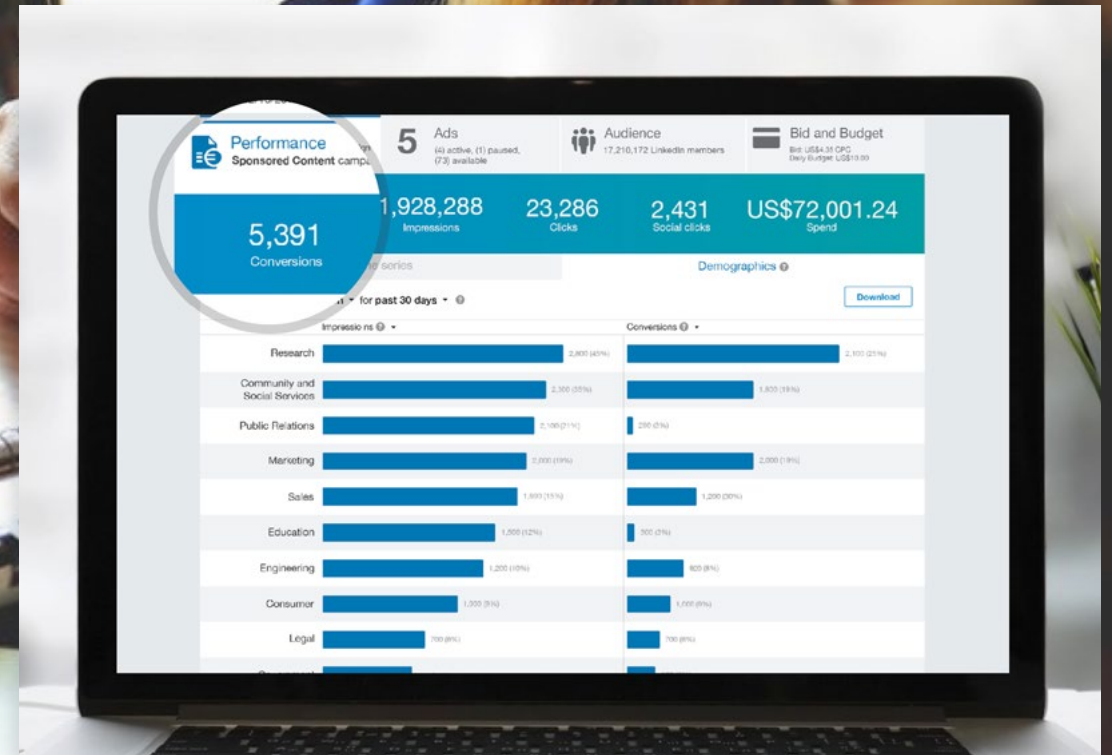
Step 3. Create a conversion action

Step 4. Add your conversion action to a campaign

Step 5. Measure your conversion performance

With **LinkedIn Conversion Tracking**, you can:

- » Record website conversions attributed to your **Sponsored Content**, **Sponsored InMail**, or **Text Ad** campaigns
- » Understand your advertising ROI
- » Optimize for the results that matter most to you





Smarter marketing starts here.

Visit [LinkedIn Campaign Manager](#) to begin attracting qualified candidates to your school.

For more case studies, eBooks, best practices, and other higher education resources, visit lnkd.in/HHigherEd

