

# Eventbrite

## Promote Your B2B Event on LinkedIn: Inside Tips From the LinkedIn Marketing Team



You need to drive attendance to your B2B event — but they have to be the right people. If you're targeting executives but fill the room with students or entry-level employees, it doesn't just put your sales pipeline at risk — it also reflects poorly on you and your team. Conversely, if you're looking to reach below-the-line practitioners and you only attract high-level thinkers, you've missed the mark too.

After all, if your event doesn't generate the return on investment your business needs, you have to scramble to meet your goals. And even if you manage to fill the gap, management will remember the miss each time you report on results.

To hit your goals and make sure your marketing spend is effective, you need to get the right people at your next event. And that's why you need to carefully target your audience on social media, especially on LinkedIn.

LinkedIn is the place to find B2B audiences online. In fact, [74% of B2B buyers](#) use LinkedIn to research purchasing decisions. LinkedIn members use the platform to network and self-promote, but they also use it to find out what's going on in the business world.

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# #1

LinkedIn is [the #1 social network](#) for lead generation

# 80%

[80% of marketing leads](#) from social media come from LinkedIn

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As a B2B event marketer, how can you best use LinkedIn to expand your reach and target the right audience? There's no better team to ask than the LinkedIn marketing team. They host more than one in-person or digital event a week, and use LinkedIn's promotional tools and sophisticated targeting to draw the right audience to each one.

Here's a behind-the-scenes look at the strategies the LinkedIn team uses to solve B2B event marketers' most common challenges.

## This guide is for...

B2B marketers who are tired of overspending their budgets to generate poor-quality leads.

## What you'll learn...

- The behind-the-scenes strategy the LinkedIn marketing team uses to promote their events
- How to use Sponsored Content, Sponsored InMail, and Dynamic Ads on LinkedIn to drive buzz and registrations
- Why email shouldn't be your primary channel to get decision-makers and key customers in the room

## Meet the LinkedIn Marketing Experts



**Michelle Blondin**

Marketing Manager, Demand Generation at LinkedIn



**Alex Rynne**

Content Marketing Manager, Marketing Solutions at LinkedIn



**Cassandra Clark**

Senior Marketing Manager, Demand Generation at LinkedIn



**Renee Lowe**

Associate Demand Generation Manager at LinkedIn.

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**PRO**  
TIPS

## Get to know the LinkedIn lingo

### Sponsored Content

#### What it does

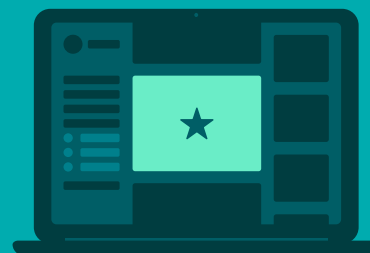
Drives awareness

#### How it works

You promote text, images, links, image carousels, or videos in the feeds of your target audiences

#### Where it appears

In the feed



### Sponsored InMail

#### What it does

Drives conversions

#### How it works

You send personalized messages to users' InMail inboxes while they are active on LinkedIn

#### Where it appears

In users' InMail mailboxes



### Dynamic Ads

#### What it does

Drives personal connection

#### How it works

Your ads pair imagery from your event (like a keynote speaker's picture) with the user's own profile picture to create a sense of personal messaging

#### Where it appears

In the sidebar



## Challenge #1

## Your events are poorly attended

### The challenge:

You've convinced a handful of company executives, key customers, and top prospects to come to your event — but judging by attendance numbers a few weeks beforehand, it looks like they will be greeted by a half-empty room. You're pivoting to try to find a marketing angle that will boost attendance. If you fail to fill seats, the attendees who do show up will take notice. Even worse, people within the company — from the CEO to your sales team — will second-guess your strategy.

### The solution:

You need to drive broad awareness to get as many people as possible interested in — and registering for — your event. When driving optimal registration for their own events, the LinkedIn team turns to Sponsored Content and Dynamic Ads.

“We see Sponsored Content as an awareness play,” says Cassandra Clark, a senior marketing manager of demand generation at LinkedIn.

“It lets people know, ‘This is a LinkedIn marketing road show! We’re coming soon!’”

Sponsored Content, which can be text, photo, video, or a carousel of photos, appears directly in LinkedIn users' feeds. This is the perfect spot to tease thought leadership and programming from your event.



Then, once your audience's interest is sparked, use Dynamic Ads to drive the registration. Dynamic Ads, which appear in the sidebar, is a new product currently under utilized by event marketers but that the LinkedIn team swears by. These ads use LinkedIn profile data to automatically place each user's profile photo and information (such as company or job title) next to a photo from your event (like your keynote speaker's headshot) next to a photo from your event (like your keynote speaker's headshot).

"Dynamic Ads help viewers really imagine themselves at your event, hearing or meeting your speaker," says LinkedIn's Cassandra Clark. "It's a new product that you can use to personalize the experience for your audience — so your message will really stand out."

### Dynamic Ads

Ad ...

Renee, marketing to millennials? Register for our video webinar





Master millennial marketing with Alex

Register now

Ad ...

Renee, get a 101 on LinkedIn Company Pages in our live webcast




Join Alex and make your Company Page stand out

Register now


↑ Dynamic Ads the LinkedIn team used to drive registrations by adding a personal touch, with the speaker's headshot and name featured prominently.






## Sponsored Content

**LinkedIn Marketing Solutions**  
864,700 followers  
4mo • Public

Want some EXTRA HOT insider tips for LinkedIn ad campaigns? Our team of practitioners from LinkedIn are ready to share in our next live video broadcast. Register now: <https://lnkd.in/gghdbuid>



155 Likes · 3 Comments

 Like  Comment  Share

↑ Sponsored Content the LinkedIn team used to raise awareness of their webinar series with a short summary of the topic and a prominent “Register Now” CTA.

### Put it in action:

If you're three weeks out from your event and registrations are dismal, the LinkedIn team suggests this strategy:

- **One month before event: drive broad awareness with Sponsored Content.**

Test a few different types of posts to see which makes the biggest impact. When LinkedIn hosts a B2B event, for instance, they often use Sponsored Content to highlight the three top speakers with a rotating carousel. Another approach is an image with a short, to-the-point caption and link, like the ad LinkedIn above.

- **Three weeks before the event: drive registrations with Dynamic Ads.**

The LinkedIn team uses Dynamic Ads to highlight a user's profile picture next to the photo of their event's speaker.



## Insider tip: Use Direct Sponsored Content for A/B tests

The LinkedIn marketing team also sets up strategic A/B tests using Direct Sponsored Content. You can share this content directly in users' feed without posting them on your LinkedIn Company Page, so you can personalize and test content without everyone seeing them. The LinkedIn team uses the tool to send personalized messages to specific audiences, then tests and retests content in real-time to improve performance and inform their strategy.

“ Variety is the spice of Sponsored Content. We typically create at least ten Sponsored Content posts per event.”

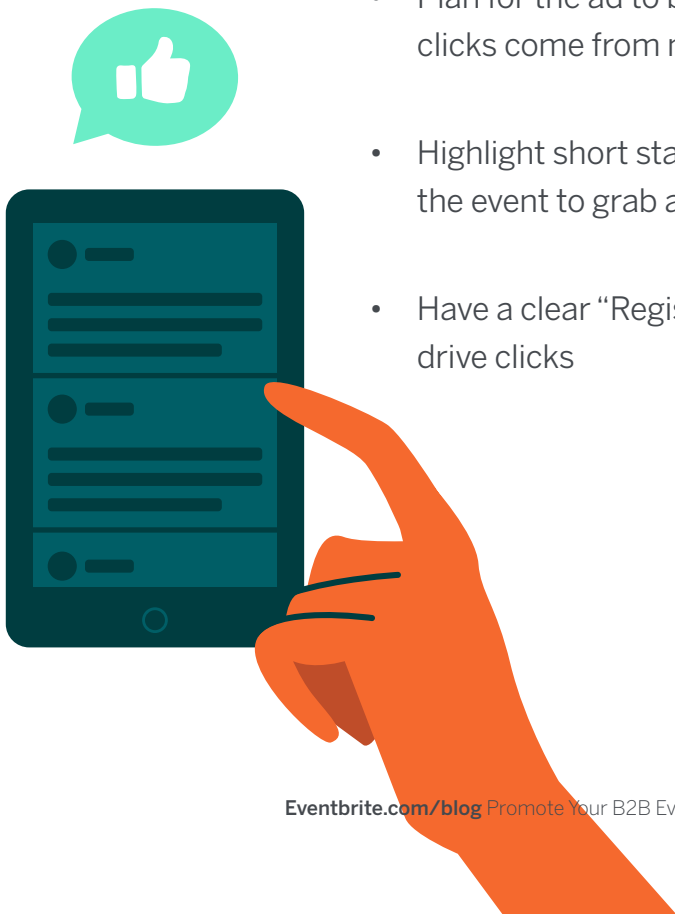
— Alex Rynne, Content Marketing Manager, LinkedIn

### How events can make their Sponsored Content more engaging

Sponsored Content appears directly in users' feeds, and unlike some social platforms where it's become rare for followers to engage with brands on their feeds, engagement is lively on LinkedIn. The number of members who engage with their feed has grown more than [50% year over year](#).

### So how can you get users to engage with your [Sponsored Content](#)? The LinkedIn team makes sure to:

- Keep their text short — 150 characters or fewer — and highlight photos or videos from the event
- Plan for the ad to be read on phones (80% of Sponsored Content clicks come from mobile devices)
- Highlight short stats and quotes lifted from content they'll cover at the event to grab attention
- Have a clear “Register Now” call-to-action with a short link to drive clicks



## Challenge #2

## Your existing database isn't engaged

### The challenge:

You have a healthy email list — but your bounce rates are high. Your database is full of outdated contact information or generic info@ addresses. People aren't opening your emails, or, if they are, they aren't clicking through. In short, your email efforts aren't driving registrations.

The LinkedIn team recently faced this challenge for a webinar targeting executives. The C-suite target audience had such overflowing inboxes that the webinar invite email had a disappointing open rate. With so few registrations coming from email, The LinkedIn team was under pressure to find a creative way to fill the webinar.

### The solution:

The LinkedIn team used Sponsored InMail. The team targeted the same audience who didn't open their email send, and achieved a 50% open rate on their Sponsored InMail campaign — and a healthy number of registrations.

“When our email invites weren't driving enough registration, Sponsored InMail saved the day.”

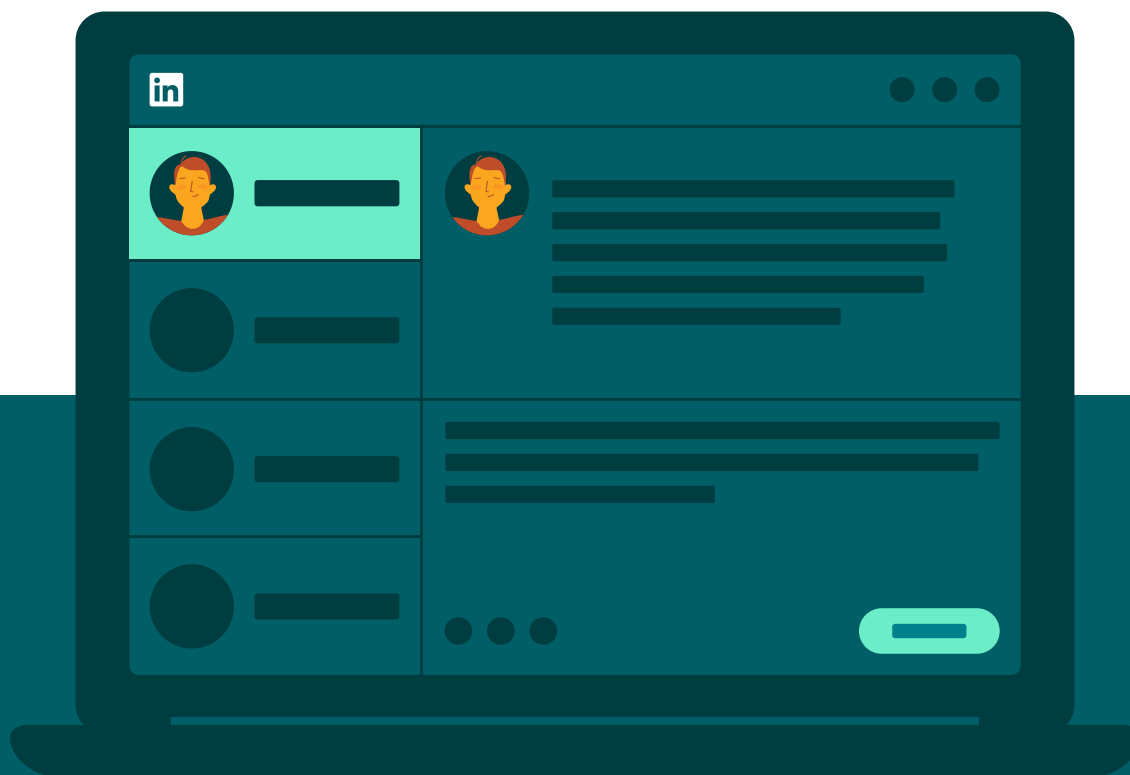
— Renee Lowe, Associate Demand Generation Manager, LinkedIn

Sponsored InMail sends personal messages straight to the LinkedIn inboxes of your target audience. InMail is only sent to members when they are online and using their LinkedIn InMail, so you know they'll get the message, and you don't have to worry about inaccurate email addresses.

“ Instead of sending to someone's email inbox from five years ago, you know you're delivering your message to someone who's active. There's a 0% bounce rate.”

— Cassandra Clark, Senior Marketing Manager, Demand Generation, LinkedIn

Using InMail, you can create one-on-one conversations with executives and other targeted decision-makers from your company wish list. Overall, the LinkedIn events team has seen their InMails aimed at executives result in open rates as high as 67%.




## Put it in action:

**Steve Kearns**

LinkedIn Offer  
Insider tips for LinkedIn advertising

[Register now](#)



**Steve Kearns**  
Hi Renee,

At LinkedIn Marketing Solutions, we use our own products, 'sprinkle on our own spices' so to speak and now we're ready to share EXTRA HOT insider tips for effective LinkedIn campaigns.

This **very unique episode** of Live with Marketers brings together the minds of our content marketing, demand generation and digital teams to give you a holistic, tactical look at how LinkedIn uses LinkedIn for marketing. It's an episode for practitioners, by practitioners, if you will.

So why is this secret sauce so spicy? We've packed in:


- How our cross-functional teams work together to launch objective-based LinkedIn marketing campaigns from inception to post-launch


**Secret Sauce**  
How LinkedIn uses  
LinkedIn for Marketing


March 22, 2018, 11am PT | 2pm ET


[Register now](#)

LIVE VIDEO

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**LinkedIn** LinkedIn Corporation © 2018

“You can add more detailed information about your event to a Sponsored InMail that you couldn't with Sponsored Content,” explains Renee Lowe at LinkedIn. “You're able to include more details about what they'll learn if they attend and even personalize it with the recipient's name. It makes the message feel much more personal.”

Here are the strategies the LinkedIn team uses to drive the most registrations through Sponsored InMail:

- **Make it personal:** When the LinkedIn events team A/B tested sending InMails from “LinkedIn” versus an employee for one event, the InMails from the employee saw 16% higher open rates, 10% higher CTRs, and 10% higher conversion. Test sending InMail from your own name, the name of a sales team member, and (with permission) a company executive. Personalize the recipient’s first name in your message as well.



InMails from employees saw 16% higher open rates, 10% higher CTRs, and 10% higher conversion.



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Send InMail from an employee,  
not your company.

- **Be casual:** Don't be afraid to try out a less serious tone than you use in email. "InMail is a bit closer to a messaging app than traditional email," Lowe explains. The marketing team will take a more personal, casual tone in these short messages. For example:

**Hi, [Name]!**

**I sent you an email inviting you to [Event] and wanted to make sure you can attend!**

**[Click here to register.](#)**

- **Use Sponsored InMail to circle back post-event:** Sales reps spend a lot of time and effort connecting with unresponsive leads after an event is over. The LinkedIn team encourages sales reps to use Sponsored InMail to bypass a busy inbox to keep the connection warm and drive more ROI from each event.

If you use these tips, it won't matter if the email list your sales team provided refuses to open your emails. Instead, you can use that information to target them when you know they're online — with an approach that feels more personal than another email clogging their inbox.



## Combine channels for a 95% increase in your event's InMail CTR

The LinkedIn team has found that using Sponsored Content in tandem with Sponsored InMail resulted in a 25% increase in InMail open rates — and a 95% increase in click-through rates. It makes sense: If people are already intrigued by your event or aware of your brand, they'll be more likely to respond to these personal touches.



## Challenge #3

# You have enough registrants — but they aren't the right registrants

### The challenge:

You're driving registrations, but not with the type of leads that drive value for your business. Maybe you want decision-makers and company influencers, but you're seeing mostly entry-level employees registering for your B2B event. Or you're not getting representatives of the ABM (account-based marketing) target companies you specifically hope to attract. Either way, your event isn't delivering enough value for your business.

### The solution:

"Targeting is what LinkedIn does best," says LinkedIn's Cassandra Clark. "We have the strongest set of data to get the right people to your event."

For any ad you place on LinkedIn, you can target members by geographic area, company, titles, skills, and much more. Go broad or granular, from targeting anyone in an industry (like marketing), to targeting only those with a specific title (marketing director), to those with particular skills (email marketing). But be careful not to layer on too many targeting options: Hyper-targeting may prevent you from getting the volume of registrants you're aiming for.





## Target by job function instead of job title

The LinkedIn event marketing team ran an A/B test and found that targeting by job function instead of job title resulted in more impressions and a lift in click-through rates.

“If you purchase a list of leads, you’re never sure if it’s accurate or up to date. But with LinkedIn’s targeting, you know it is. Members typically update their information quickly when something changes about their job or location.”

— Cassandra Clark, Senior Marketing Manager, Demand Generation, LinkedIn

That means if your account-based marketing team approaches you with an account list for an intimate dinner, you can target just local decision-makers at those companies. Or, if your sales team wants to do a big push for your annual conference, you can target everyone in the state with the title “marketing manager” or with “marketing” listed as a skill.

### Put it in action:

There are countless ways to build targeting lists based on data that members include in their LinkedIn profiles. That said, the LinkedIn events team has found that targeting Matched Audiences had led to some of their most effective campaigns. Matched Audiences lets you upload data you have on current customers or registrants, and then target the same people or similar people on LinkedIn.

“ Matched Audiences lets us retarget website visitors as well as reach decision makers at target companies for our account-based marketing programs. We're basically able to laser-focus our efforts on the audiences and accounts that are most likely to drive revenue.

— Michelle Blondin, Marketing Manager, Demand Generation, LinkedIn

Using the Matched Audiences functionality, you can carefully control your targeting, building on your existing data and LinkedIn's deep demographic segmentation. Here's when to use each of the three types of Matched Audiences for your targeting:

- **Email Contact Targeting**

**Use it if:** Your event invite emails are seeing a decent open rate, but you're not getting the conversions to event sign-ups you'd hoped. By uploading your email list to LinkedIn, you can target those people in a different way and remind them that your event is not to be missed.

“ We all know how inboxes get clogged. With Matched Audiences, you can retarget email recipients in a new channel.”

— Renee Lowe, Associate Demand Generation Manager, LinkedIn

- **Account Targeting**

**Use it if:** Your sales team has given you a list of accounts to target. You can target anyone on LinkedIn who works at a company on the account list, or get more targeted by focusing on local people at accounts who also have a specific skill set or title.

- **Website Demographics**

**Use it if:** You're throwing a big auto industry event but aren't sure which car dealers to invite who would be most likely to attend. Using LinkedIn's Audience Demographics tool, you could discover that Toyota executives in a certain area of the country visit your site frequently, and choose to target them as a result.

“ Website Demographics is a free LinkedIn reporting tool that's largely untapped by event marketers.”

— Cassandra Clark, Senior Marketing Manager, Demand Generation, LinkedIn



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TIPS

## Don't forget about organic content

Rynne advises companies post at least daily on LinkedIn. This organic reach will amplify your event's paid promotions. Clark agrees: "Don't neglect your company page. If you can get 100,000 company page followers, that's another 100,000 you can promote your event to."

## Make your event marketing program shine

Now that you've learned the LinkedIn marketing team's promotional strategies, it's time to apply them to your own events. Once live, make sure you're monitoring performance in real time using your registration platform's reporting.

Want to turn the LinkedIn team's insights into action? [Get started here](#). Or, if you want to learn how you can make sure your event registration platform makes it easy to measure and optimize your promotions, get in touch with our registration experts by [contacting us here](#) or calling (866) 902-2531.

# Eventbrite

Powered three million events in 2017.

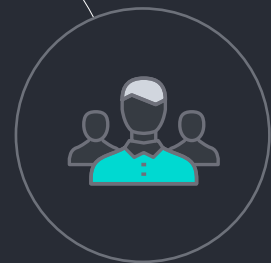
Eventbrite brings the world together through live experiences. More than 700,000 organizers used Eventbrite in 2017 to drive ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



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More than 200 million  
tickets were issued in  
2017.



Simplify your planning  
Promote, manage, and  
analyze your event  
from any device.



Impress your attendees  
Delight with ease of  
purchase, convenient  
ticket access, and  
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