

SECRET SAUCE

How LinkedIn turns up the heat on their LinkedIn marketing campaigns





Same bottle, more flavor.

At LinkedIn Marketing Solutions, we use our own products, conduct multiple A/B tests and now we're ready to share even more insider tips for LinkedIn campaigns.

You might have seen our first edition of **Secret Sauce**. In a similar vein, this unique guide brings together the minds of our content marketing, demand generation and digital marketing teams to give you a holistic, tactical look at how LinkedIn uses LinkedIn for marketing. It's a guide for practitioners, by practitioners, if you will.

So what's new about this EXTRA HOT recipe? We've packed in more products tips, tests and results, including some of our latest tools to help you prove ROI on your campaigns.

You know what they say... if you can't handle the heat, stay away from the fire. But if you're ready, read on to get in the tactical trenches with these top minds in marketing!

Alex Rynne (center) is an award-winning content creator who builds global content campaigns designed to inspire and enable marketers and sales professionals to find success on the LinkedIn platform. Her work has been featured in Inc., Forbes, American Business Journals, Social Media Examiner, AdWeek, and more.

Gaurav Nihalani (left) promotes LinkedIn's products on LinkedIn's own platform. He is constantly thinking of new ideas to test and ways to optimize the business. His efforts have significantly scaled the digital marketing contribution to the business. Aside from driving acquisition and increasing brand awareness, he helps to improve our overall Marketing Solutions platform through beta testing new features and providing feedback to Product.

Cassandra Clark (right) is on LinkedIn Marketing Solutions' demand generation team. She's a data-driven marketer who strives to build a cohesive strategy between marketing and sales. She's all about reaching the right target audience and nurturing prospects through the B2B sales funnel in order to bring qualified, sales-ready leads to the table and increase company revenue.



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PART 1

Your LinkedIn Marketing Content Strategy

Bookmarks

An Organic + Paid Approach

Meeting Your Objectives

LinkedIn Engagement is Booming

THERE'S NO TIME LIKE THE PRESENT TO REACH YOUR IDEAL CUSTOMERS
ON THE WORLD'S LARGEST PROFESSIONAL NETWORK.

A large, 3D, metallic-style number '50%' with a glowing orange and yellow flame-like effect inside the digits.

Members engaging with the
Feed is growing more than
50% year over year.

A large, 3D, metallic-style number '2X' with a glowing orange and yellow flame-like effect inside the digits.

Members are liking, commenting
and sharing at record rates—nearly
twice the rate from last year.

A large, 3D, metallic-style number '60%' with a glowing orange and yellow flame-like effect inside the digits.

Views in the LinkedIn Feed are
up 60% from last year.

A large, 3D, metallic-style number '130K' with a glowing orange and yellow flame-like effect inside the digits.

Millions of professionals create
over 130,000 articles per week.



AN ORGANIC + PAID APPROACH

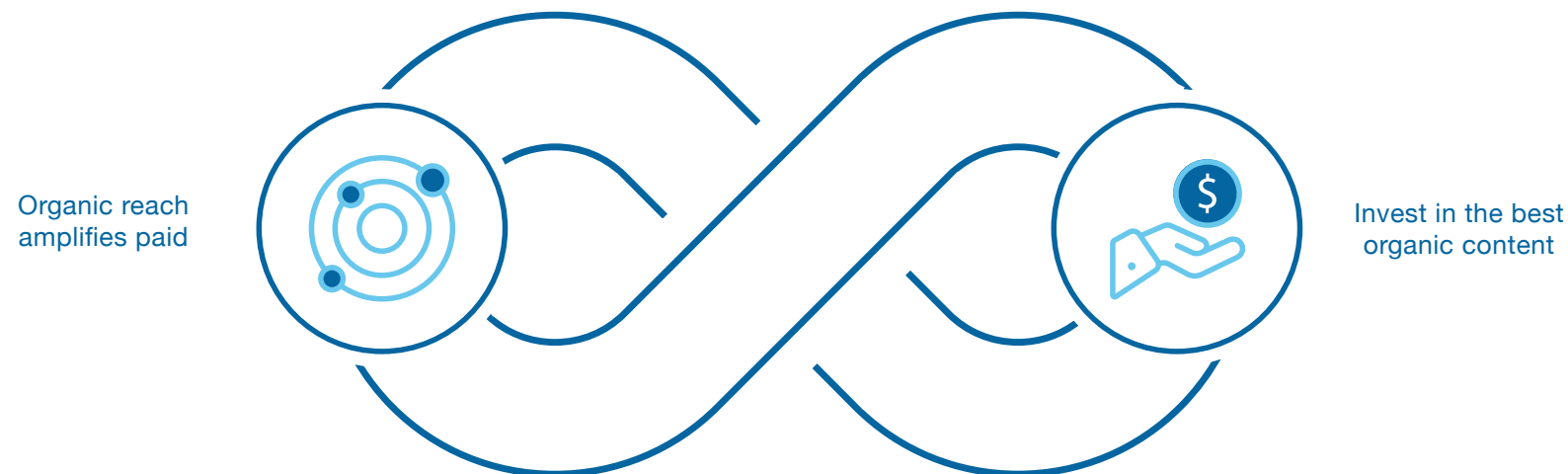
LinkedIn enables marketers to reach the right audiences in the right environment to drive effective engagement through both organic and paid opportunities.

An integrated organic and paid strategy is the key to unlocking your brand's potential on LinkedIn.

The greater your organic reach, the more it can amplify your paid efforts.

By testing and optimizing with organic content, you ensure you're investing in your highest-performing content for paid campaigns.

Continue your focus on organic to drive even more followers and increased engagement.



Organic

You can build your brand and content presence on LinkedIn on your LinkedIn Company Page and specific Showcase Pages, through long-form posts, and by uploading content to LinkedIn SlideShare. These are free tools you can use to establish brand awareness and establish thought leadership with your prospects and customers.

70M LinkedIn SlideShare reaches 70M unique visitors a month. The site is now the world's largest professional content-sharing community.

19M There are 19M Company Pages on LinkedIn.

As you start building your organic presence, in parallel, you can begin investing in a range of paid opportunities to reach the right people on LinkedIn and engage them at scale:

- In the LinkedIn feed using LinkedIn Sponsored Content.
- Reach prospects with LinkedIn messaging using LinkedIn Sponsored InMail.
- Early in the purchase process using Display Ads on the LinkedIn.com desktop site, including programmatic buying.
- Through other native ad formats such as Dynamic Ads and Text Ads.

**Build A Compelling
Organic Presence**



**Boost Your Reach &
Engagement Via Paid**

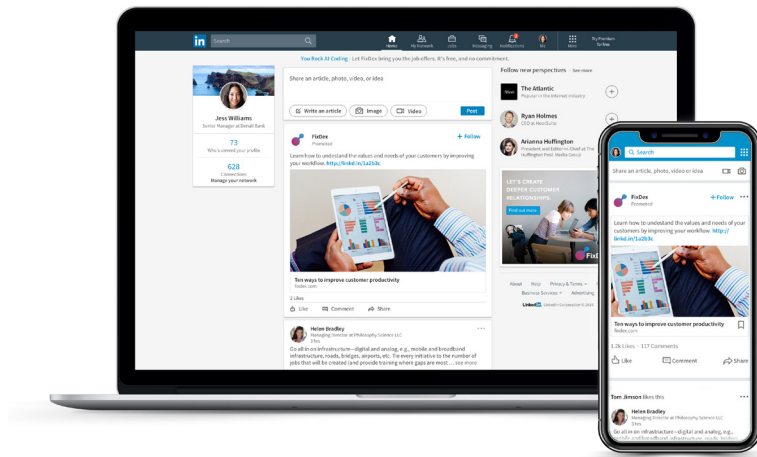


**Measure, Learn &
Optimize To Drive
More Impact**

Paid

Content plays a huge role in driving prospects from one stage to the next across the long purchase process. Here are the LinkedIn products you can use to set the foundation for your LinkedIn marketing strategy:

- **Sponsored Content** delivers your content directly into to your target audience in the LinkedIn feed, allowing you to essentially capture people's attention where they're most engaged—while consuming information shared with them by their professional network. Sponsored Content is foundational in that you can think of it as our most versatile product. You can design your program to serve upper-funnel branding and awareness objectives or lower-funnel, direct-response lead goals, depending on your content approach.



- **Video Ads** help you captivate a professional audience with native video at every stage of the buyer's journey. Achieve your marketing objectives across the funnel with LinkedIn video ads by building brand awareness by telling rich, visual stories in the premium context of LinkedIn, driving qualified traffic to your desktop or mobile website, and collecting high-quality leads with a persistent “call to action” button or through our integrated Lead Gen Forms product.
- **Sponsored InMail** is a game changer in terms of taking personalized messaging to the next level. This product is the most direct way to engage your prospects on LinkedIn. Our customers use Sponsored InMail to drive tangible metrics including higher quality, lower cost leads, event registration, and pipeline. They do that by delivering targeted, personalized messages and content right into the LinkedIn messenger.
- **Text Ads** help you drive new customers to your business—on a budget that works for you—with our easy, self-service pay per click (PPC) advertising platform.
- **Display Ads** are a powerful way to make sure you're getting on the radar early and building brand awareness with the right audiences—in the premium context of the world's largest professional network. Through LinkedIn's programmatic buying option, you can reach the right customers in a brand-safe environment with highly visible Display Ads and accurate targeting using your preferred demand-side platform (DSP) or agency trading desk (ATD).
- **Dynamic Ads** empower you to accurately target your audiences with highly relevant and customizable creative on LinkedIn. Because this dynamically generated ad format leverages info from LinkedIn member profiles, it is highly engaging and very effective at driving traffic to your website or Company Page.

MEETING YOUR OBJECTIVES

Brand awareness, thought leadership & lead generation

Content Marketing Institute found that 97% of all B2B marketers use LinkedIn as part of their content marketing efforts. Among the social media platforms that respondents used, they rated LinkedIn as most effective at helping their organizations achieve specific objectives.

97% of all B2B marketers use LinkedIn as part of their content marketing efforts.¹

That's why it's essential to nail down your high-level content strategy. Chances are your content marketing objectives fall into one of the following three categories:

1. Brand Awareness
2. Thought Leadership
3. Lead Generation

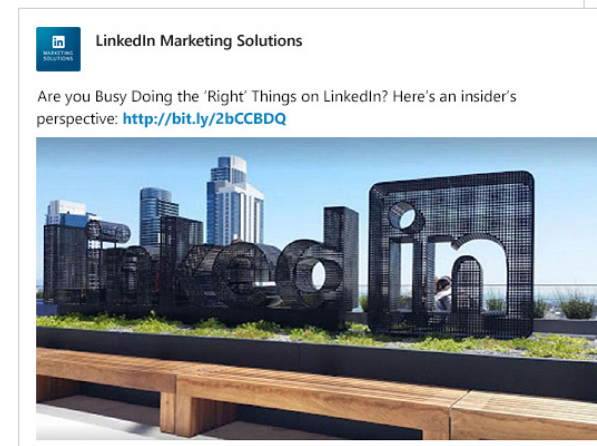
Once you've defined your objective, you then need to identify your target audience. We make it easy for you to segment and reach your audience by

offering authentic first-party data. More on that in part 4. With your objectives and audience in place, you can take advantage of LinkedIn to achieve your goals.

Brand Awareness

Build relationships with your audience by getting your brand's word out and actively engaging prospective customers on LinkedIn. Shape perception amongst your target audience to increase awareness of your brand, products and services.

- ▼ We encourage our own employees to share best practices and secrets to content marketing success on LinkedIn.



- ▲ We keep our followers updated with product launches and feature enhancements.

Thought Leadership

74% of prospects choose the company that was first to help them along their buyer's journey². Share perspectives on industry news and trends, helpful product how-to's and articles which reflect your company's vision.

For example, we used LinkedIn to grow our audience on the **LinkedIn Marketing Solutions blog**.

Sean Callahan

LinkedIn Offer
LinkedIn Marketing Blog

[Subscribe](#)

Dear Cassandra,

The speed of change in marketing continues to accelerate. How can you keep pace?

Here's one way: Subscribe to the LinkedIn Marketing Solutions blog.

Every day on the LinkedIn Marketing Solutions blog, we cover the new ways smart marketers are leveraging the opportunities offered by social media, mobile, search, email, and much more. It's a one-stop shop for everything a sophisticated marketer needs to get the most from their digital marketing strategies.

Here's a sampling of the useful -- and entertaining -- posts that will have you thriving in 2017:

- [The Irrational Obsessions With Marketing ROI](#)
- [Marketing's Black Mirror: Where the Technology Could Take Us](#)
- [Grow LinkedIn Engagement in 2017 with the Company Pages Playbook](#)

[Subscribe to the blog today!](#)

LinkedIn Marketing Solutions

Inspiring marketers to succeed, in business and in their careers

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LinkedIn LinkedIn Corporation © 2017

- ▲ We sent a personal InMail message to raise awareness about the blog and drive subscribers. In 2017 this Sponsored InMail campaign drove 24% of subscriptions to the blog.

LinkedIn Marketing Solutions

Have you ever considered the George Costanza approach to Content Marketing? <http://bit.ly/1pgYYkr>



- ▲ We also sponsored a **top-performing blog post** and made sure the call to action banner at the bottom of the post directs people to subscribe to our blog. ▶

For more inspiring, entertaining, and sophisticated marketing advice, [subscribe to the LinkedIn Marketing Solutions blog](#).


LinkedIn Marketing Solutions

Stay Connected & Inspired

[Subscribe to our blog](#)

LinkedIn Marketing Solutions

For a daily dose of inspiration for marketers, by marketers, subscribe to our blog: <http://bit.ly/1WO1psL>



BRIAN SOLIS
Principal Analyst, Altimeter Group

- ◀ We created a graphic with a quote featuring LinkedIn influencer, Brian Solis. Then we sponsored it and pinned it to the top of our LinkedIn Marketing Solutions Showcase Page. This Sponsored Content post drove 660 new blog subscriptions. (That's 3% of total conversions.)

Lead Generation

Your LinkedIn Company Page followers are interested in your content and can easily convert to customers. To attract promising buyers and drive higher-quality leads, feature a good mix of genuinely helpful upper funnel and lower funnel content, including whitepapers, eBooks and case studies.

A Healthy Mix of All Three

Here at LinkedIn Marketing Solutions, we recommend (and employ ourselves) a healthy mix of brand awareness, thought leadership and lead generation.

Based on your objectives, you can test and find the optimal mix for your business. Organize your content portfolio to ensure a healthy balance that is helping you achieve your business goals. For example, smaller teams might want to focus on lead generation as a main goal and as the team expands, you can delve into more brand awareness and thought leadership campaigns.

One of our evergreen pieces of content, ***The Sophisticated Marketer's Guide to LinkedIn***, continues to generate the highest number of downloads and the highest number of marketing qualified leads. ▶

**LinkedIn Marketing Solutions**

Everything you need to know about marketing on LinkedIn:
<https://lnkd.in/gAJ5N9T>



PART 2

Setting Yourself Up for Success

Ever wonder what operational strategies we use here at LinkedIn when setting up our campaigns? In this section we have outlined a few best practices to optimize your use of the LinkedIn ads platform and make your campaigns as efficient as possible.

Bookmarks

Campaign Naming

Bidding and Budget

How we A/B Test and Measure Results

The Power of the LinkedIn Insight Tag



CAMPAIGN NAMING

Campaign naming conventions can be highly useful when it comes to both searching for and reporting on campaigns in LinkedIn's campaign manager. Put another way, when you name your campaigns descriptively, you can more easily organize and audit your audiences and content.

At LinkedIn we like to include the following in our campaign names:

- Business line/product
- Reference to the marketing campaign title
- Campaign type (i.e. Webinar, whitepaper etc.)
- Geo/region
- Industry/function if the campaign is vertical specific
- A unique campaign ID that matches with our other channels
- A date range for the campaign timeframe





These naming conventions allow us to quickly search by any of these attributes in the browser UI and show data specific to our interests. This helps our marketers in all

regions/verticals quickly see only the campaigns relevant to them. It also makes it easier to filter in a spreadsheet and generate custom reports.

Here is an example of a campaign name:

“Product_CampaignName_CampaignType_Geo_UniqueID”

The LinkedIn Campaign Manager tool supports a maximum of 50 characters, so plan accordingly!

	Performance	Leads	Conversions	Social Actions	Budget		
Campaigns ↕	Status	Impressions	Clicks	Avg. CTR	Social	Total eng.	Avg. eng.
	Total	22,097,072	63,467	0.287%	12,514	74,420	0.337%
LMS_ACQ_EMEA_20171205_SMQ... Sponsored Content	Active ▼	170,628	1,191	0.698%	281	1,472	0.863%
 LMS_ACQ_EMEA_20180208_Getti... Sponsored Content	Active ▼	252,785	697	0.276%	271	968	0.383%
 LMS_ACQ_EMEA_2018_CMO_Gui... Sponsored Content	Active ▼	200,033	803	0.401%	218	1,021	0.51%
 LMS_ACQ_EMEA_AleadGetStarte... Sponsored Content	Active ▼	1,738,569	6,190	0.356%	2,073	8,263	0.475%
 LMS_ACQ_EMEA_ALead_FR Sponsored Content	Active ▼	203,902	820	0.402%	168	988	0.485%

A/B Testing

When it comes to A/B testing on LinkedIn, you can either test your targeting or creative approach.

Targeting

When you are trying to test whether you are reaching the right audience when choosing between two targets, you need to set up two separate campaigns. Other than changing the target audience, you should keep every other element the same, including the creative, bid, budget, run dates, etc. Now, bid prices do differ by audience and region, but the rule of thumb is to find a middle ground on a bid. In other words, bid the exact same price on both campaigns without being too low or too high on either. We recommend you run all tests for a minimum of two weeks.

For Sponsored Content, consider running at least **4 different creatives** against one target audience to give your campaign more exposure and opportunity to optimize for highest performance.

Creative

A/B testing creative is perhaps the most useful approach when determining how to best engage your audience because it allows you to figure out which visuals will get your audience to click. You can test more than one creative approach within the same campaign you set up in the LinkedIn Campaign Manager platform. Just be sure to set your campaign settings to “rotate variations evenly” as the system defaults to “optimize click through rate” when you set up any campaign with multiple creatives. This option is available in your campaign settings once you launch your campaign.

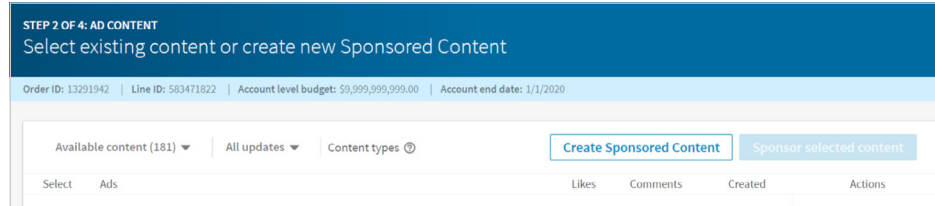
Setting up creatives is easy but we recommend you create unique tracking parameters to get a clean read on post-click performance. And just as when testing your targeting, we advise you run all tests for a minimum of two weeks and only change one variable at a time when running A/B testing.

Ad rotation ⓘ

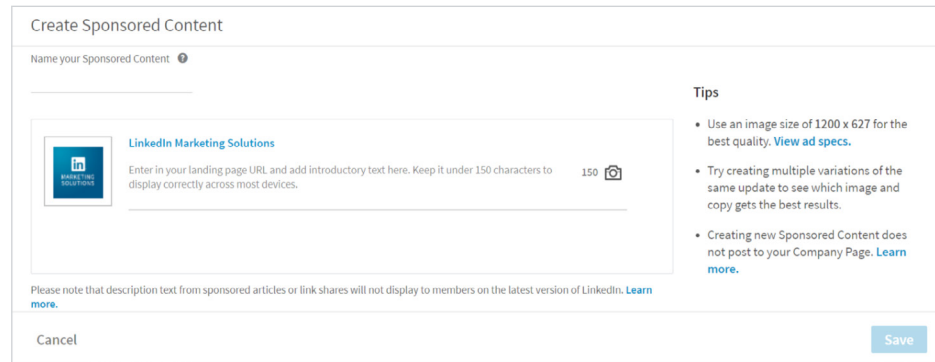
- ☐ Optimize click-through rate - better performing ads appear more often (recommended)
- ☒ Allow ads to enter auction evenly

Using Direct Sponsored Content (DSC) for Testing

Ever wonder if you can sponsor a post without actually publishing it first to your Company Page? Well, with Direct Sponsored Content, it is not only possible but also encouraged as a way to A/B test on the LinkedIn platform. All you need to do is select “Create Sponsored Content” when setting up your Sponsored Content ad creative:



Then you simply insert your content copy and image in the pop-up creative build box:



Create Sponsored Content

Name your Sponsored Content

LinkedIn Marketing Solutions

Enter in your landing page URL and add introductory text here. Keep it under 150 characters to display correctly across most devices.

150

Tips

- Use an image size of 1200 x 627 for the best quality. [View ad specs.](#)
- Try creating multiple variations of the same update to see which image and copy gets the best results.
- Creating new Sponsored Content does not post to your Company Page. [Learn more.](#)

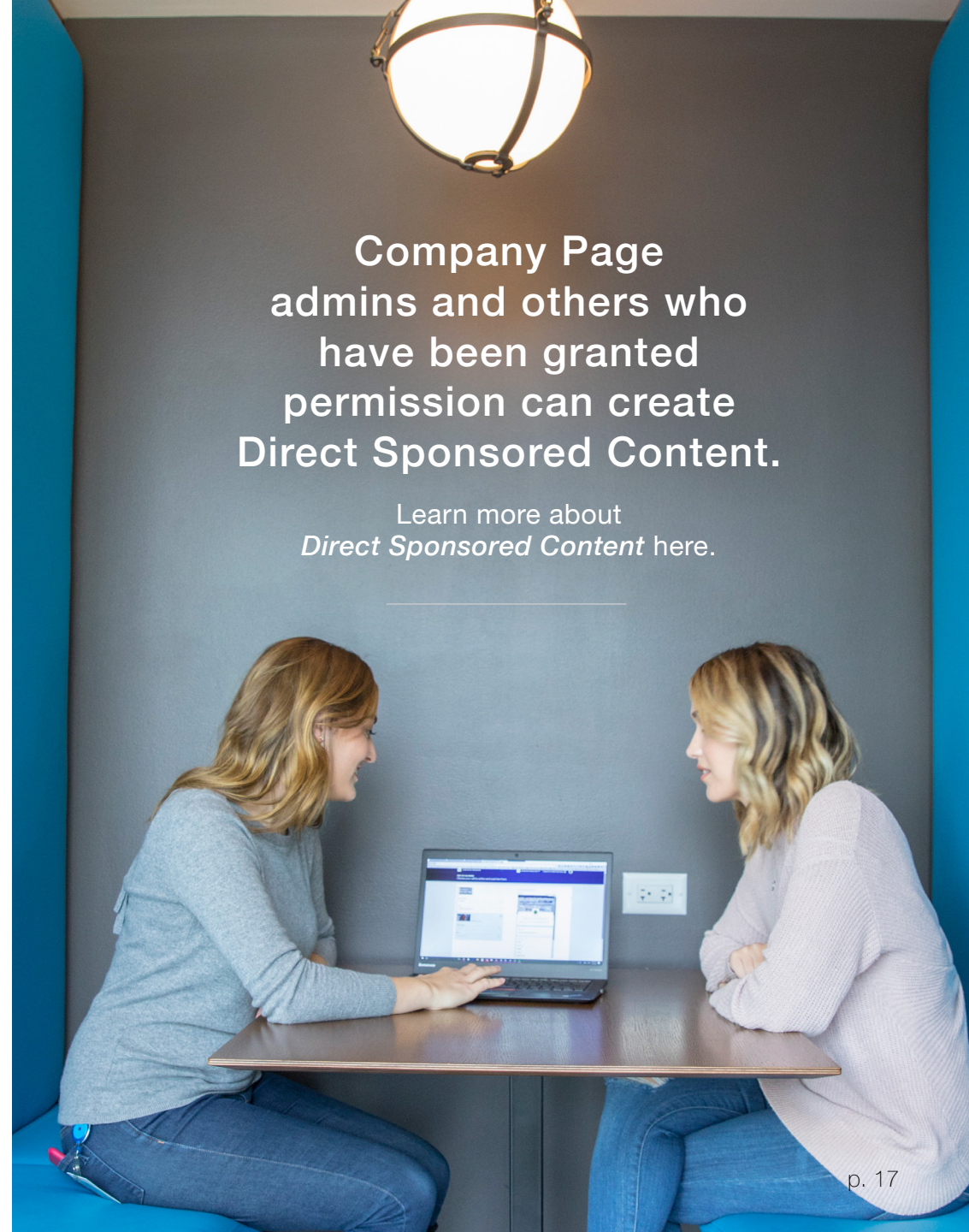
Please note that description text from sponsored articles or link shares will not display to members on the latest version of LinkedIn. [Learn more.](#)

Cancel Save

Your creative will then show up in the available content field, and you then select it as the update. This is a great way to A/B test content before deciding what to publish on your Company Page as an organic post to all your followers!

Company Page
admins and others who
have been granted
permission can create
Direct Sponsored Content.

Learn more about
Direct Sponsored Content [here.](#)



BIDDING AND BUDGET

How do you determine your daily budget? Your daily budget will largely depend on your marketing objectives. For instance, if your goal is site traffic and your account's average cost per click (CPC) is \$10 and your goal is to generate 100 clicks a day, you would want to budget at least \$1,000 a day across all your campaigns.

\$10 x 100 = \$1000 per day

(Cost-per-click x Clicks per day = Daily budget)

If your goal is lead generation, you'd want to add an additional layer (conversion rate) to your calculation. Let's say you'd like to receive at least 2 new leads a day and you have an average conversion rate of 2% for your account and an average CPC of \$10, you'd want to budget at least \$1,000.

\$1000/\$10 per click = 100 clicks per day

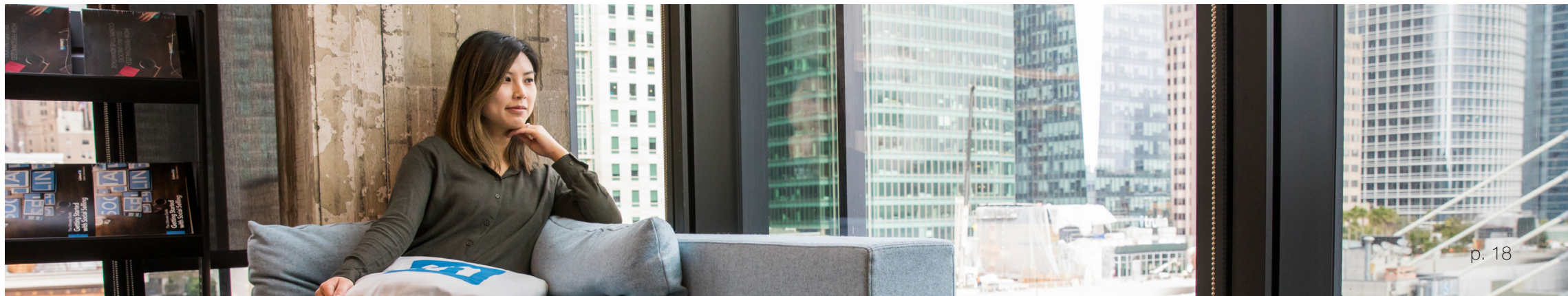
... 2% of 100 clicks = 2 leads

Bidding Above The Suggested Bidding Range

If CTR and conversions are your focus, a higher bid will help improve those results. When we set bids 10% higher than the maximum suggested bid for our own campaigns, we saw a 15% lift in CTR and 27% lift in conversions. Remember: If you win in the auction, you'll only end up paying the price of the second-highest bidder.

Bidding Within The Suggested Bidding Range

If you want the biggest bang for your buck, bidding within the suggested price range is your safest bet. We saw a 33% higher ROI on advertiser's campaigns when bidding within the suggested range. Bottom line: Your costs are lower and ROI is highest! The tradeoff: Bidding lower means it may take you longer to win an auction enough to deliver your budget in full. This is great if you want to pace your campaign slowly, but if your goal is to deliver your budget and generate a lot of engagement in a short window, bidding within or toward the bottom of the suggested range might not work for you.



LinkedIn Auto-Bidding

LinkedIn also offers a feature that will auto-optimize your campaign to get more conversions at a lower cost-per-acquisition.

How does it work? If you're already using LinkedIn Conversion Tracking on your campaign, you (the advertiser) can enter a cost per click (CPC) bid for your campaign, like you always would. LinkedIn's ad system will auto-adjust that bid up or down as needed to serve your content to members who are most likely to convert.

What do you want to optimize your campaign for?

We can automatically improve your campaign based on your settings.

Website Conversions ▼

Maximize the number of people taking a valuable action on your website, such as completing a form or a content download. We'll automatically raise or lower your campaign's CPC bid to get you more conversions at the best possible price.

Conversion tracking ⓘ

Measure conversions from your ads on LinkedIn.

Self-serve promo request ✕

Select conversions

While your CPC may fluctuate up or down, your cost-per-acquisition should have decreased by the end of your campaign.

You can set this up by going to your campaign bid page and choose Website Conversions from the new Objective dropdown menu and make sure your bid type is set to Cost-Per-Click.

Bid auto-optimization for conversions is right for you if...

- Your campaign goal is to drive quality conversions for your business.
- You measure campaign success using metrics like conversion volume or CPA/CPL.
- You bid on a cost-per-click basis and are comfortable with LinkedIn auto-adjusting your CPC bid up or down as needed to get more people to convert on your ads.
- You're OK with the prospect of paying a slightly higher CPC if there's a chance your effective CPA will be lower.

You can run a Sponsored Content campaign with LinkedIn's native conversion tracking. You can likely get at least 10 post-click conversions per campaign per day.

HOW WE A/B TEST AND MEASURE RESULTS

A/B testing is like putting together a puzzle: you need to test and iterate until you optimize every component of your campaign, including captions, images, CTAs (Calls-to-action), etc. And this is the process for each and every campaign we run. Oftentimes, tests reveal that the smallest tweaks can make the greatest performance impact. Plus, your gut might not always be right and while you may be confident in your hypothesis, testing may prove you wrong. It's happened more than once to us!

When we tested the impact of shorter character length, we saw more than an **18% boost in engagement rate**.

When we tested an update with a statistic and without, we saw a **37% higher CTR** and **162% more impressions** for the former.

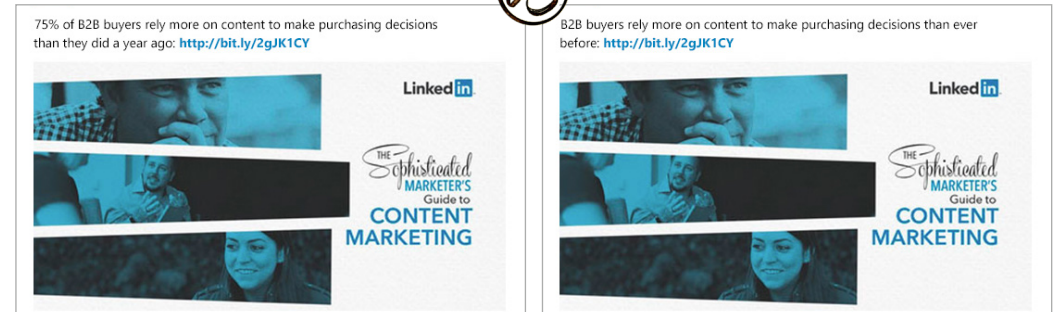
We wanted to know if calling out your target audience in your caption would have any impact on performance. In our case, the example would be calling our marketing professionals by their title in our caption (or headline) text. We found that when we called out our target audience we saw a **19% higher CTR** and **53% higher conversion rate** compared to the exact same creative without an audience call out. So whether you are marketing to HR pros, Sales reps, or Financial planners - we suggest testing out an audience call out in your headline!

“Short” **VS** “Long”



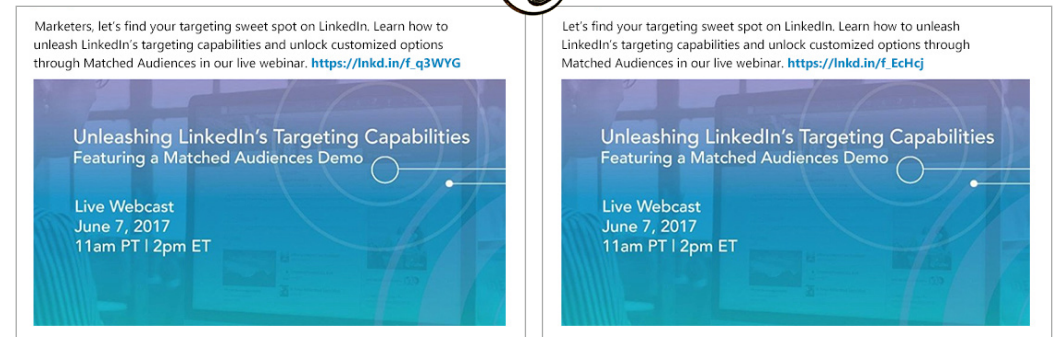
▲ 18% boost in engagement rate.

“Stat” **VS** “No Stat”



▲ +37% CTR, and 162% more impressions.

“Audience Call-out” **VS** “Generic”



▲ +19% CTR, and 53% higher conversion rate.


We test very similar images against each other to see which catches the attention of our audiences.

Through testing these two versions of this 'Executive Playbook' Sponsored Content post, **we grew the CTR by 177%**. Who wouldn't want 177% more clicks, site visitors and leads?


We urge you to give serious thought to your creative. Within this second image test, we have our marketer looking at the CTA button and looking away. The results speak for themselves.

"Dark"
VS
"Light"

Today's top-performing leaders are social leaders — here's how to join them: <https://lnkd.in/de8H7B7>



Today's top-performing leaders are social leaders — here's how to join them: <https://lnkd.in/de8H7B7>




▲ This image saw a .332% CTR +32% clicks.


▲ This image saw a 0.36% CTR +13% clicks.

"Looking At"
VS
"Looking Away"

Register for our upcoming webcast and learn the 6 steps to B2B marketing success on LinkedIn: <https://lnkd.in/dBsk4e5>



Register for our upcoming webcast and learn the 6 steps to B2B marketing success on LinkedIn: <https://lnkd.in/dBsk4e5>



▲ This image saw a CTR of 0.339%. (In other words, an 89% increase in click-throughs.)

▲ This image saw a CTR of 0.179%.

Using Direct Sponsored Content, we A/B tested 'eBook' versus 'guide' to see which resonated better with our audience. **'Guide' saw a 100% increase in click-through rate.**

Our test featuring an image of a person versus an object (keyboard and smartphone) proved that a photo of a person generates significantly better results. **The image with a person saw a +160% CTR, and +289% CVR.**

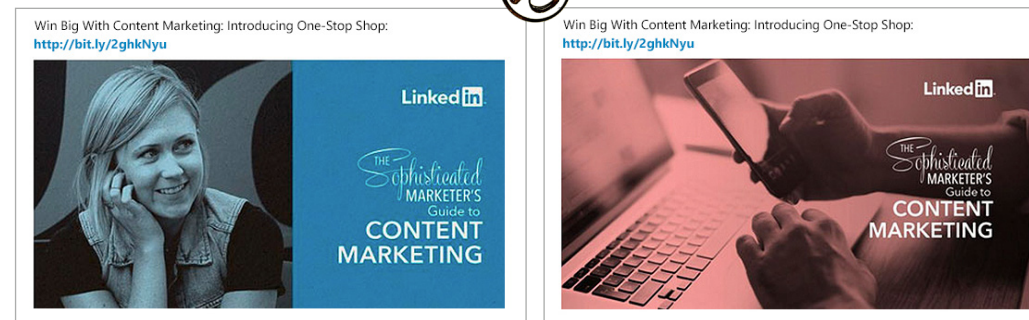
Knowing that quotes and statistics both work well, we tested an image featuring a statistic versus an image featuring a quote. **The image with the quote saw a 30% lift in CTR versus the stat image.**

"Guide" **VS** "eBook"



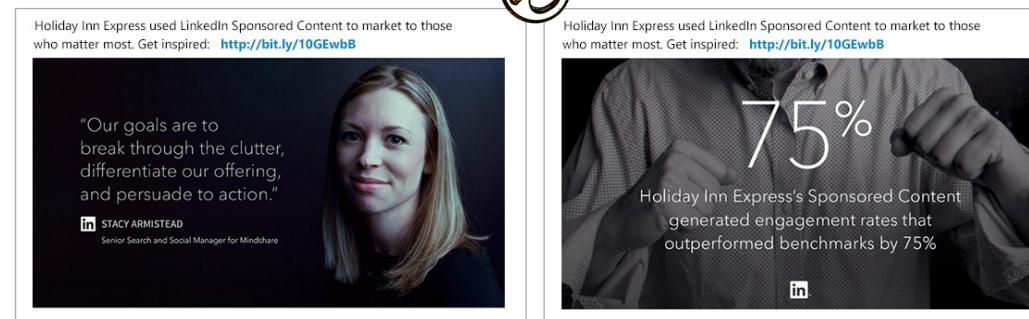
▲ 100% increase in click-through rate.

"Person" **VS** "Object"



▲ +160% CTR, and 289% CVR.

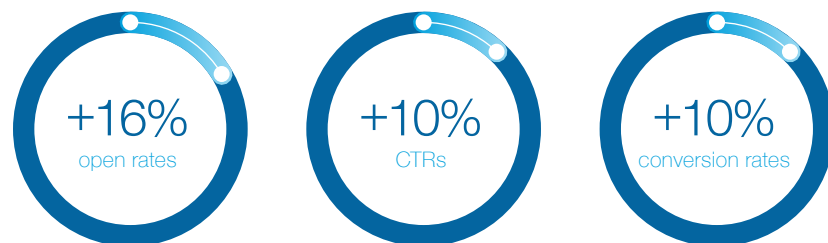
"Quote" **VS** "Stat"



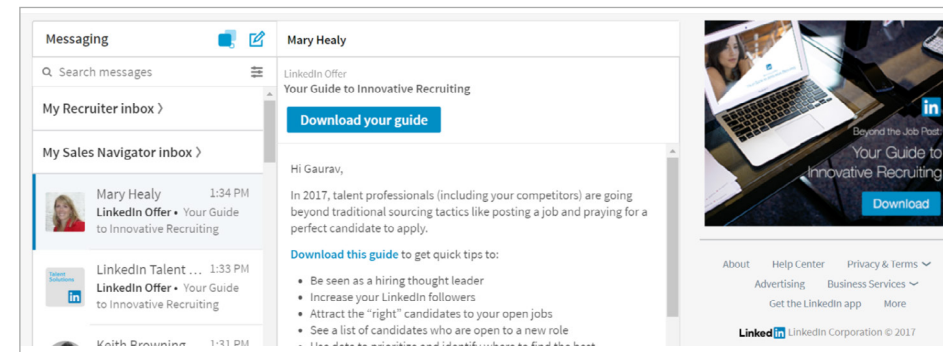
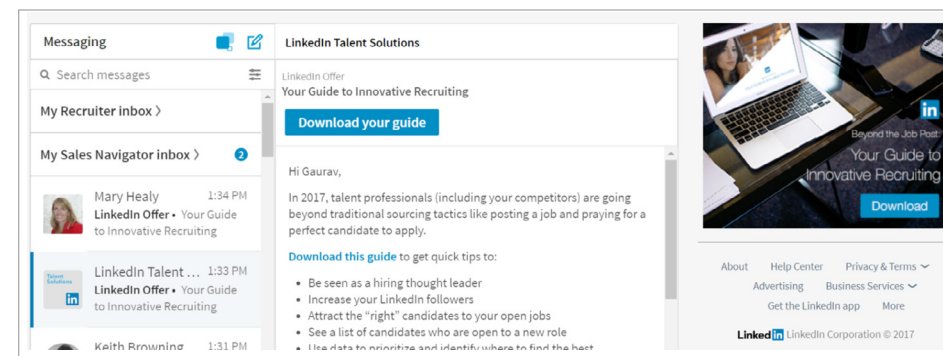
▲ +30% CTR.

Ever wondered if you should be sending Sponsored InMails from your company or from you or a colleague? So have we.

We tested sending InMails from a company vs. an employee and found that InMails from an employee far outperform the InMails coming from a company. On average, we saw 16% higher open rates, 10% higher CTRs, and 10% higher conversion rates when the InMails came from a person.



Of course you don't want to use just any employee - you want to make sure they have a relevant tie to the content being sent and get their permission to do so. It goes the extra mile in giving a personal touch.

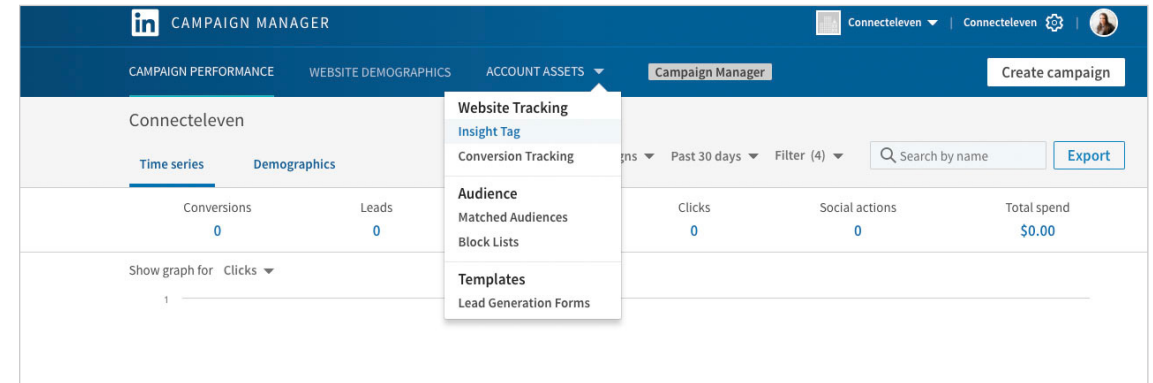


- ▲ On average, we see 16% higher open rates, 10% higher CTRs, and 10% higher conversion rates when InMails come from a person rather than a company.

THE POWER OF THE LINKEDIN INSIGHT TAG

What is the LinkedIn Insight Tag?

At its core, it is very simple. The LinkedIn Insight Tag is a piece of lightweight JavaScript code you can easily drop into your website. It's quick and easy to install, and unlocks robust campaign reporting, retargeting, and deeper insights about visitors.



```
<script type="text/javascript">
  _linkedin_data_partner_id = "49133";
</script><script type="text/javascript">
  (function(){var s = document.getElementsByTagName("script")[0];
  var b = document.createElement("script");
  b.type = "text/javascript";b.async = true;
  b.src = "https://snap.lidn.com/li.lms-analytics/insight.min.js";
  s.parentNode.insertBefore(b, s);})();
</script>
<noscript>
  
</noscript>
```

What are the perks of adding these code snippets to your website? What kind of new information and capabilities can you tap into? Here's a look at the three key advantages of the LinkedIn Insight Tag:

Robust Campaign Reporting

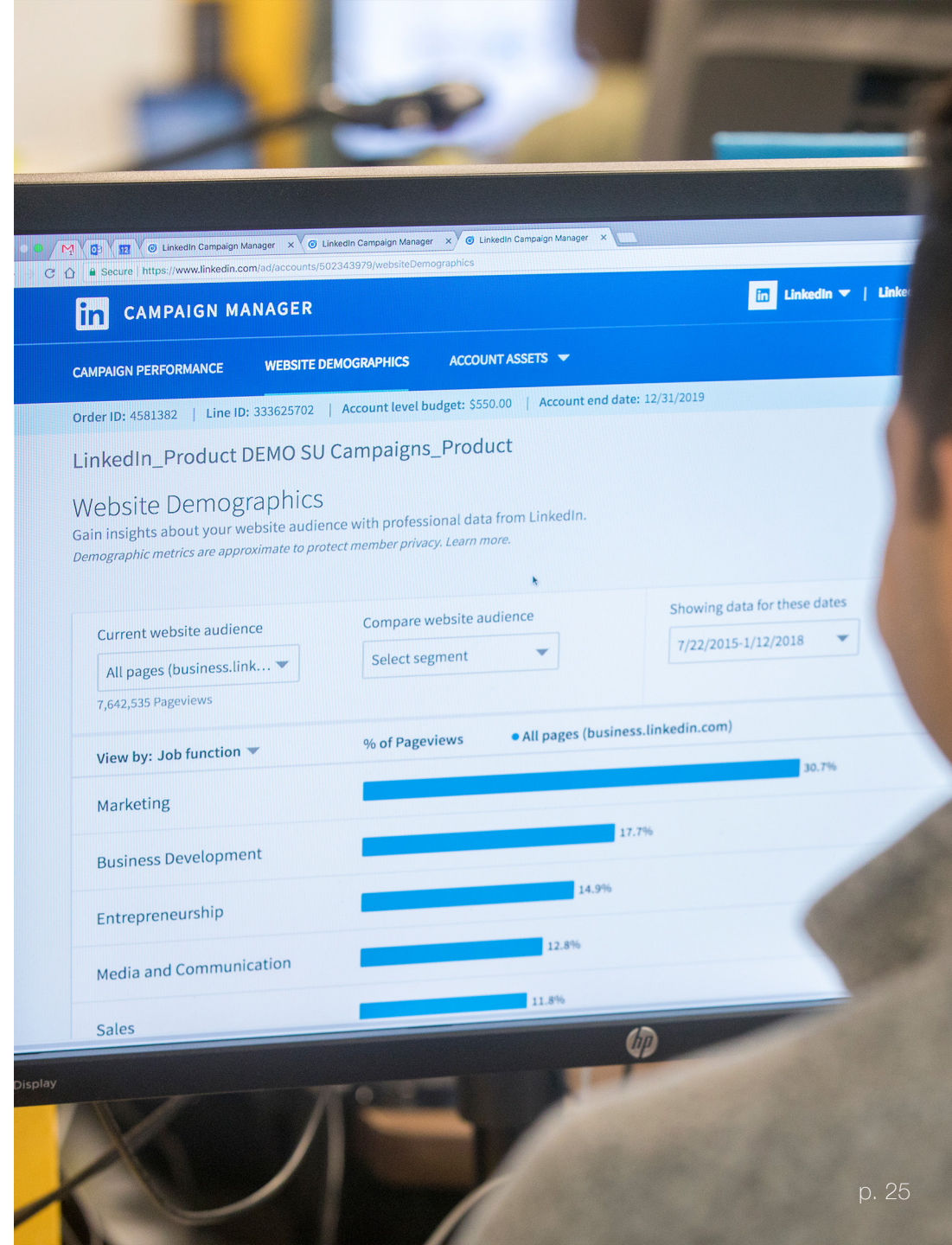
The Insight Tag enables you to connect website conversion goals (form fills, email signups, eBook downloads, etc.) to the analytical tools for LinkedIn ads. By implementing these conversion tracking features on your site, you will have much stronger data to lean on when optimizing your ad spend. Which creative works best with your target audience? Where are you generating the best ROI? These insights are crucial in today's marketing environment.

Learn More About Website Visitors

You can also tap into LinkedIn Website Demographics, opening a window to pertinent professional specs about who's visiting your pages. Through this feature, you can view details about your visitor, such as job title, seniority, and function, as well as location, company, and industry. With this information in hand, you'll be ready to focus your marketing efforts and boost engagement.

Retargeting

Beyond the added demographic and reporting depth, the LinkedIn Insight Tag also allows you to set up retargeting campaigns. Using **LinkedIn Matched Audiences**, you can track visitors and serve them ads later while they surf their favorite sites. The familiarity and recognition will help build trust and increase your conversions. The data backs this up; **stats suggest** retargeted ads are 70 percent more likely to convert, and the average click-through rate is 10 times higher than a standard display ad.



PART 3

LinkedIn Ads Tips and Best Practices

You'll find many similarities in best practices across our products, but we wanted to provide a deep dive into each for optimal clarity. Our hope is that you can adapt these research-backed insider tips to your strategy.

Bookmarks

LinkedIn Sponsored Content

LinkedIn Video Ads

LinkedIn Sponsored InMail

LinkedIn Text Ads

LinkedIn Dynamic Ads



Let's Get Visual

A quick note on the importance of visuals in your content marketing.

To truly capture your audience's attention in an increasingly noisy space, you'll need to select rich, eye-catching imagery that matches the messaging of your content. You also want to keep the text on your imagery to a minimum. Keep in mind that a large percentage of engagement on your LinkedIn ads will come from mobile devices so you'll want to make sure your content looks great on small screens.

At LinkedIn Marketing Solutions, we think of 'stock photos' as a dirty word. Get more creative with your imagery by moving beyond your average photo of someone's hands on a keyboard. We did this by having a photoshoot with our team – real marketers at LinkedIn!

Just remember: creativity doesn't have to be a costly venture. Sites like Canva are great free resources. If you have a little more budget, Photoshop/Indesign and platforms like Visage are great tools to find and edit compelling images.



74% of social media marketers use visual assets in their marketing ahead of blogs (68%) and videos (60%).¹

Free Creative Tools

Haiku Deck: Killer presos—no designer required.

If you haven't discovered this one yet, get ready to breathe a sigh of relief. Imagine a tool that teaches you how to create great presentations, and then actually helps you put that knowledge into practice. Haiku Deck is terrific because, let's be frank, no designer we've met ever jumped at the chance to put together a PowerPoint. For the rest of us who know what we want to say but need help putting it all together, Haiku Deck is an absolute gift.

Piktochart: A designer's library, at your disposal.

No matter how well crafted your content, its chance of being consumed depends in large part on how well you present it visually. That's where Piktochart comes in. For infographics, charts, graphs and maps, or banners, it's our tool of choice. Its huge library of images and templates, along with color and text manipulation features, help make short work of creating high-impact visuals.

What's that? You want more free resources?

- Pexels and Pixabay for sourcing high-quality images.
- Pixlr for image editing online.
- Wix.com for creating a beautiful website.
- Splashthat for an awesome registration page.



LINKEDIN SPONSORED CONTENT

Best Practices

Sponsored Content is LinkedIn's flagship native advertising format and the bread and butter of our LinkedIn on LinkedIn marketing strategy.

Use Rich Media

We already went over visuals on the previous page, but it doesn't hurt to mention it again. The optimal size for a Sponsored Content image is 1200x627 and the text safe area is 1000x586.

Keep It Short And Sweet

We've found that shorter updates—meaning 150 characters or fewer—tend to perform best. Within that short update, focus on how your target audience would benefit by clicking on the link. You can always give it the “Would I click this?” test. If the answer is no, consider spicing up the text with a stat or an unexpected point of view.

80% of Sponsored Content clicks come from mobile devices, so you'll want to make sure your content looks great on small screens.

Below is an example of a top-performing sponsored post we published driving traffic to our LinkedIn Marketing Solutions landing page. As you can see, the image features a stat pulled from LinkedIn data. The accompanying caption is short and clearly spells out why the audience should click.



The image shows a LinkedIn sponsored post. At the top left is the LinkedIn logo. To its right is the text "LinkedIn Marketing Solutions". Below this is the text "Deliver the right content to the right people and boost quality leads on LinkedIn: <https://lnkd.in/gyk2-MB>". The main visual is a large image featuring a woman with dark hair and glasses on the right side, smiling. On the left side of the image, there is a large blue "79%" with a downward arrow, followed by the text "of marketers view LinkedIn as an effective source for generating B2B leads." Below this, in smaller text, it says "Learn more at: lnkd.in/ggetproof". The LinkedIn logo is also visible in the bottom left corner of the image area.

Snackable Stats Work Wonders

We've found that lifting short stats and quotes out of our larger content assets makes for really engaging Sponsored Content posts. A numbered list or surprising stats or figures are both attention grabbing tactics. And everyone is more likely to share content that makes them appear more knowledgeable.

For example, we pulled stats out of *The Sophisticated Guide to Content Marketing*. We highlighted a compelling stat and posed an interesting question to pull in our audience. This worked because it tapped into companies' desires to be the first and best solution to their audience's needs and they saw our guide as a way to help them achieve their goals.



Variety Is the Spice of Life

A variety of content is a good way to avoid creative fatigue and allows for multiple A/B tests and also speaks to your audience's different consumption preferences. We typically create and test 10 Sponsored Content images per campaign so we can optimize as we go and learn from every single campaign. We typically break those 10 images into 5 stats and 5 quotes as a standard for any product or large eBook launch. As mentioned before, you don't have to break the bank to create a variety of images. You can take advantage of plenty of free tools. And if you don't think that you have enough content from which to pull multiple images, start by pulling from your company website.

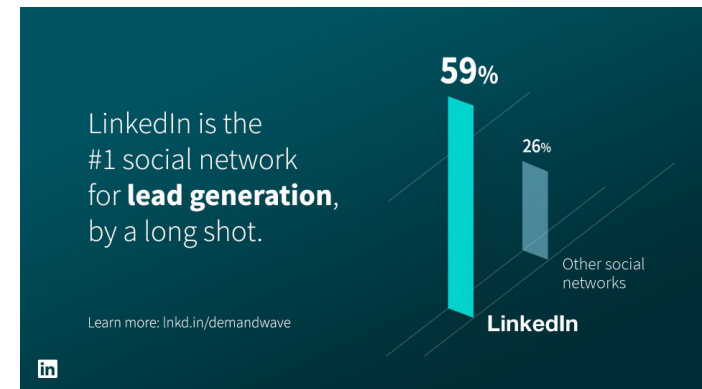
For example, here are three top performing images we published when we launched the third pillar of our ***Sophisticated Marketer's Sessions*** multimedia experiences.

These worked because they identified a problem or need that marketers need to resolve and saw the content within our Session as a way to help them achieve their goals.



We launch campaigns in phases with different tiers of messaging because we want to see what resonates best with our audience and optimize in real-time. While you're rolling out your campaigns, keep a close eye on what is performing best. Let the organic performance guide what you choose to put paid efforts behind.

For example, we published the series of images here to our Company Pages organically and ended up putting paid behind the 92% stat because we saw it was performing best.

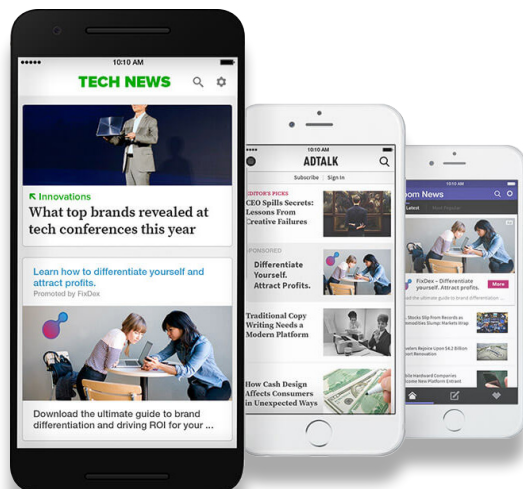


Spotlight on LinkedIn Audience Network

Reach your audience wherever they are, on a premium network of publishers.

With LinkedIn Audience Network, You Can:

- Reach more professionals. Get your Sponsored Content in front of more people, on LinkedIn and across the web.
- Deliver your budget. Accelerate campaign pacing and drive more engagement with your ads.
- Advertise with confidence. Control ad placement with block lists and measure Audience Network performance.



Our top LinkedIn Audience Network Tips:

- Make sure you leave the Audience Network option on. (LAN is enabled by default.) You should see the checkbox enabled, right below all the demographic targeting criteria.
- Review categories you want to exclude. (You can select categories of mobile apps and sites where you do not want to appear.)
- Build out a custom block list of sites and apps. (You can build out, upload, and apply a block list to your campaign.)

Help my campaign reach more people in my target audience with the LinkedIn Audience Network ⓘ

☒ Enable the LinkedIn Audience Network

Reach your audience on a premium network of publishers beyond the LinkedIn feed.

Exclude categories from LinkedIn Audience Network ⓘ
Select categories of mobile apps and sites where you do not want your ads to appear.

exclude Start typing a category name... [See full list](#)

Upload a block list for LinkedIn Audience Network ⓘ
Upload a block list of mobile apps and sites where you do not want your ads to appear. Apps and sites will be blocked if matched.

[Upload a block list](#)

exclude Start typing a block list name... [See full list](#)

[Hide Audience Network advanced options ^](#)

Customers using LAN saw anywhere between a **3-13% increase** in unique reach, and a **5-30% increase** in overall impressions.

LINKEDIN VIDEO ADS

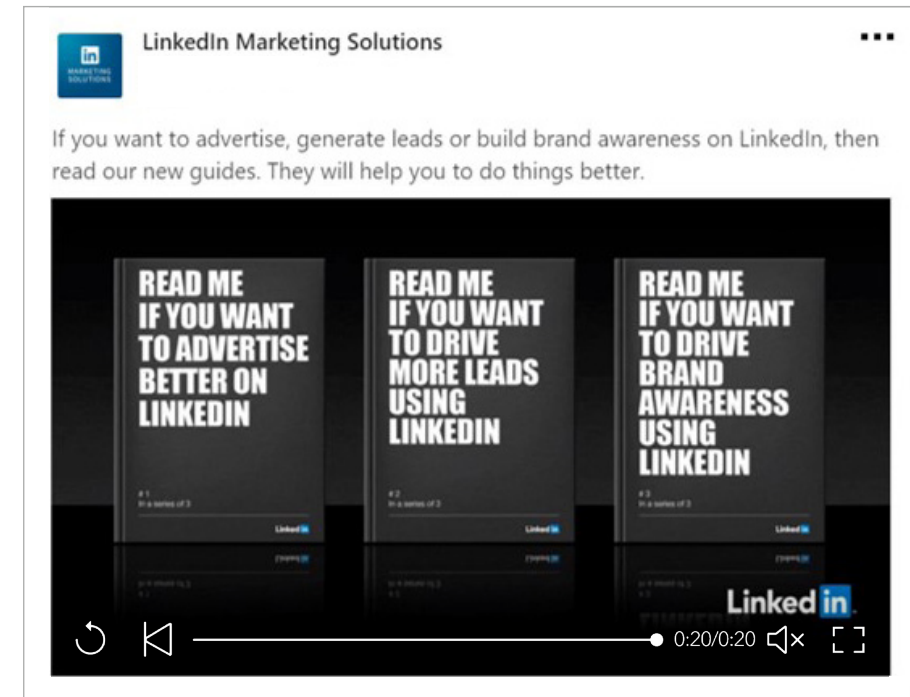
Best Practices

Back content into your objective and align length accordingly.

- For **brand awareness** goals, focus on top funnel content that inspires trust and confidence in your brand.
- For **thought leadership** goals, focus on more mid-funnel content to reveal more about your solutions and why your brand is a market leader.
- For **demand generation** goals, use video to give more context on a product or event and drive to a page where they can sign up to learn more or get started.

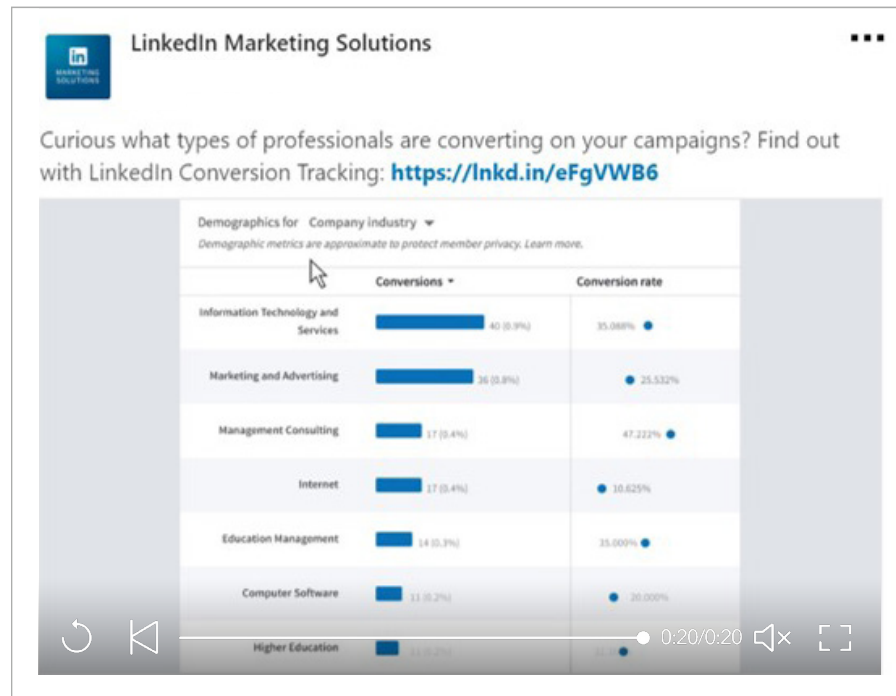
A NOTE ON LENGTH:

- Length can vary depending on the funnel stage of the video, but 90 seconds is a good average.
- Top funnel, brand awareness videos should be shorter (30-60 seconds) while bottom funnel, demand generation videos can be longer (2-6 minutes).
- While you may see a lower completion rate for the longer videos, those who do stay tuned in the for the entire duration are much more likely to become a customer.



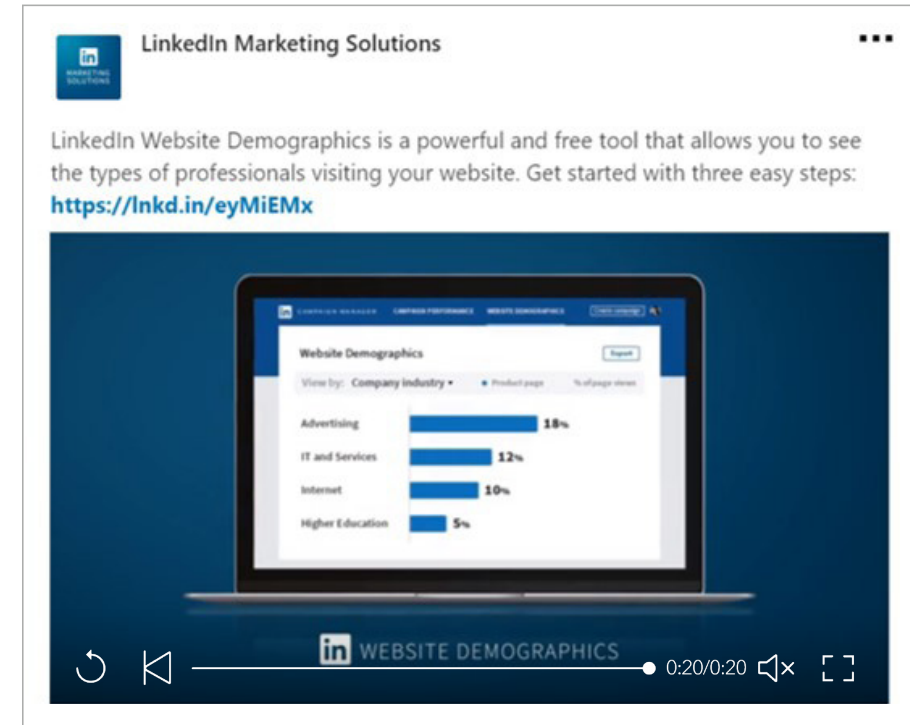
Experiment with different formats

- Test different content types and lengths to see what combination works best.
- A/B test introductory text copy, headlines and landing pages.



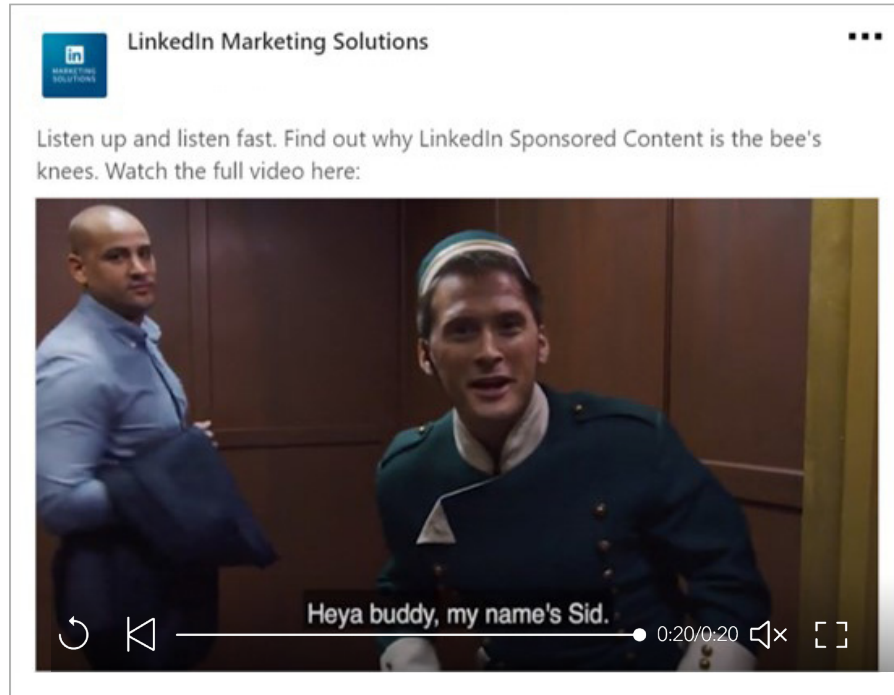
Capture attention early

- You have about 2-3 seconds to catch your audience's eye.
- Include short tips for quick wins early on.



Add subtitles

- Video ads autoplay on mute. Although you want to be sure to have sound, many people watch videos in crowded places and prefer to read subtitles.

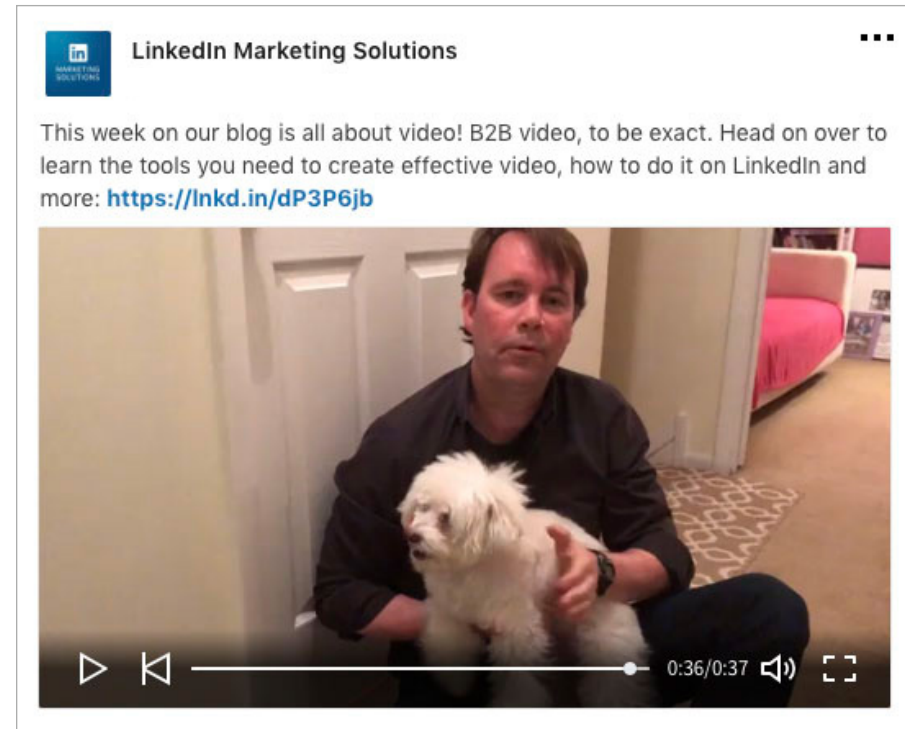


TIP:

Shorter videos get better completion rates, but longer videos perform equally well when trying to tell a complex story.

Make it human

- Add a personal greeting to humanize the ad.
- Use the opportunity to showcase your talent and culture on camera.
- Leverage leadership to take a stance on a timely industry trend.
- Draw from personal experience.



LINKEDIN SPONSORED INMAIL

Best Practices

Be Conversational

Rather than inundate your audience with yet another generic email, use LinkedIn Sponsored InMail to send personalized messages aimed at triggering engagement.

Here is some fresh content to work with:

- ***Getting Started with Sponsored InMail Checklist.***
- ***Step-by-Step Onboarding Guide.***
- ***Sponsored InMail Best Practices and Gallery of Examples.***

Keep Your Message Concise

The best Sponsored InMails are brief, relevant, and conversational because your content is part of the LinkedIn member's messaging experience. Keep your message copy under 1,000 characters.

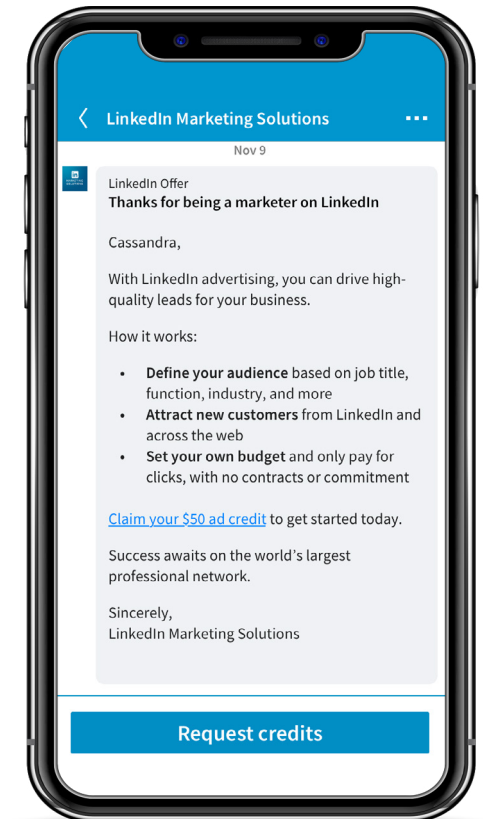
In the same vein, keep subject lines short for high impact. Subject lines with a clear value or opportunity to connect work best. Consider wording such as "Exclusive invitation," "Opportunities," and "Connect."

Put Your Audience At The Center Of Your Message

Ways to customize your Sponsored InMail:

- Use a dynamic macro to pull in the member's name in the greeting.
- Tie your audience's experience to the context of your message.
- Spell out why your message is relevant to the recipient and what the next step for engagement is.
- Try sending the InMail from an individual within your company rather than defaulting to use your company name.

46% Body texts under 500 characters have a 46% higher CTR.



Use Sponsored InMail For High-Value Audiences

Sponsored InMail allows for a one:one conversation with executives. Our tests of InMails aimed at executives have resulted in open rates as high as 67%.

The targeting included:

- Function: Marketing, Media & Communication
- Company Size: 200+
- Seniority: CXO

Christina O'Connor

LinkedIn Offer

Be the best CMO you can be on LinkedIn

[View the Guide](#)

Hi Cassandra,

As a CMO today, you need to deliver the precision targeting, enhanced engagement and proof of ROI that your business demands. On LinkedIn, you can use a unique combination of personal influence and the latest marketing techniques to make that happen.

The CMO Guide to LinkedIn is our new eBook designed specifically for CMOs. It's concise, to-the-point, instantly actionable, and it will show you how to pull the levers available on LinkedIn to help build value for your business:

- Build your personal brand into a major business asset
- Reach out to other influencers to amplify your messages
- Leverage LinkedIn's potential for native advertising and video content
- Unlock Account Based Marketing (ABM) at scale
- Link marketing activity to sales and prove ROI

LinkedIn is where you can position yourself, your marketing team, and your business for success. Download The CMO Guide to LinkedIn and get started today.

[View the Guide →](#)

THE
CMO GUIDE
TO **LinkedIn**

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LinkedIn LinkedIn Corporation © 2018

◀ This InMail saw a 67% open rate and 5x CTR compared to email.



Set Up A/B Tests To Learn What Resonates

Test your message across at least two target audiences. A/B test to track which subject lines, calls to action (CTA), and target audiences yield the best results -- and optimize over time.

The best way to see which verbiage resonates best with your audience (and to see a higher open rate), is to A/B test your subject line and your sender. It's important to test your message with a few different target audiences to see what type of click and post-click engagement you get. Sponsored InMail is a high consideration product with long form content, so the click is not equal compared to other media products.

Use A Clear CTA And Add A Relevant Body Hyperlink

A clear CTA gets clicks and conversions. Include top-performing, action-oriented words in your CTAs like "Try," "Register," "Reserve," and "Join." When relevant, add urgency with wording such as "Save your space." And always make sure to include a 300x250 companion banner with your InMail.

Members click on Sponsored InMails the most during the weekends. They open Sponsored InMails the most on Tuesdays.

LinkedIn Marketing Solutions

LinkedIn Offer
Generate leads with LinkedIn ads

[Learn More](#)

Cassandra,

With LinkedIn advertising you can engage with business leaders and decision makers, all in one place to generate leads for your business.

LinkedIn ads allow you to:


- **Reach over 500 million members** based on job title, seniority, company, industry, and more
- **Attract new customers** directly from the LinkedIn feed or LinkedIn messaging
- **Collect leads seamlessly** using LinkedIn Lead Gen forms

To learn more about how LinkedIn ads can help you generate leads for your business, [speak with a LinkedIn marketing expert today](#).

Success awaits on the world's largest professional network.

Sincerely,
LinkedIn Marketing Solutions

[Learn More →](#)



Market to who matters

Achieve your marketing goals with the world's #1 social platform for professionals

[Find out how](#)

[About](#) [Help Center](#) [Privacy & Terms](#) [Advertising](#) [Business Services](#) [Get the LinkedIn app](#) [More](#)

LinkedIn LinkedIn Corporation © 2018

▲ Additional hyperlinks in the body lift CTR by 21%.

Spotlight on LinkedIn Lead Gen Forms

Collect even more quality leads from your ads on LinkedIn with seamless, pre-filled forms. Available for: LinkedIn Sponsored Content and Sponsored InMail.

How It Works:

1. Add a call-to-action (CTA) to your Sponsored Content or InMail.
2. Instantly collect complete and accurate leads.
3. Automatically connect leads with targeted offers and content.
4. Measure the impact of your lead gen campaigns.
5. Access your leads in Campaign Manager or your preferred third-party tools.

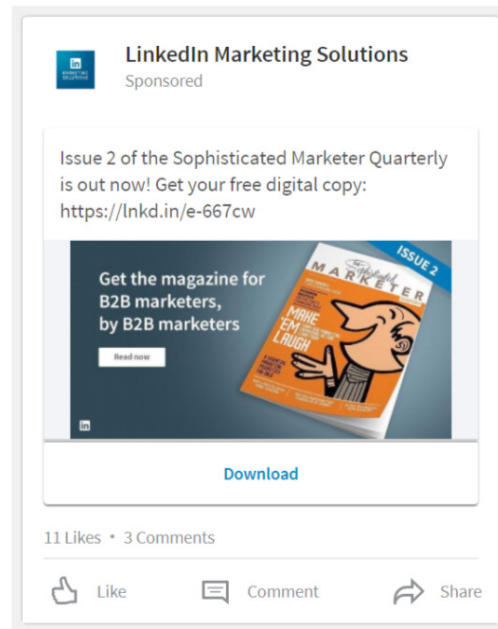
90% of pilot customers beat their cost-per-lead (CPL) goals, with lower CPLs compared with their standard Sponsored Content campaigns.

Top tips for Lead Gen Forms:

- Choose three to four fields to include on your Lead Gen Form. Using fewer than the maximum of seven fields will likely improve conversion rates.
- If you have a high form open rate but low lead volume, consider decreasing the number of fields on your Lead Gen Form template or consider revising the verbiage in your creative.
- Bid competitively.
- Choose the right target audience.
- Follow up with your leads when you say you will. Include details like how and when you'll contact them in your thank you message.

LinkedIn Lead Gen Forms Test

We wanted to see if fewer fields (3 versus 5) would increase completion rate and lower cost per lead and we were right. Although this is definitely something you should test with your own audience.



A screenshot of a LinkedIn Lead Gen Form on a smartphone. The form is titled 'The Sophisticated Marketer Quarterly' and includes the subtext 'Get a different perspective on B2B marketing'. It contains five input fields: 'Email address' (filled with 'anne.smith@example.com'), 'First name' (filled with 'Anne'), 'Last name' (filled with 'Smith'), 'Job title' (filled with 'Sales Lead'), and 'Company name' (filled with 'Salestech Corp'). Below the fields is a privacy policy statement with a checked checkbox: 'We'll send this information to LinkedIn Marketing Solutions subject to their privacy policy. LinkedIn's mission is to connect the world's professionals to allow them to be more productive and successful. Central to this mission is our commitment to be transparent with you about the data we collect about you and how it is used and shared. By using our Services, you consent to our use of your data under this Privacy Policy.' At the bottom is a blue 'Submit' button.

A screenshot of a LinkedIn Lead Gen Form on a smartphone, showing a simplified version with only three input fields: 'Email address' (filled with 'anne.smith@example.com'), 'First name' (filled with 'Anne'), and 'Company name' (filled with 'Salestech Corp'). Below the fields is the same privacy policy statement with a checked checkbox. At the bottom is a blue 'Submit' button.

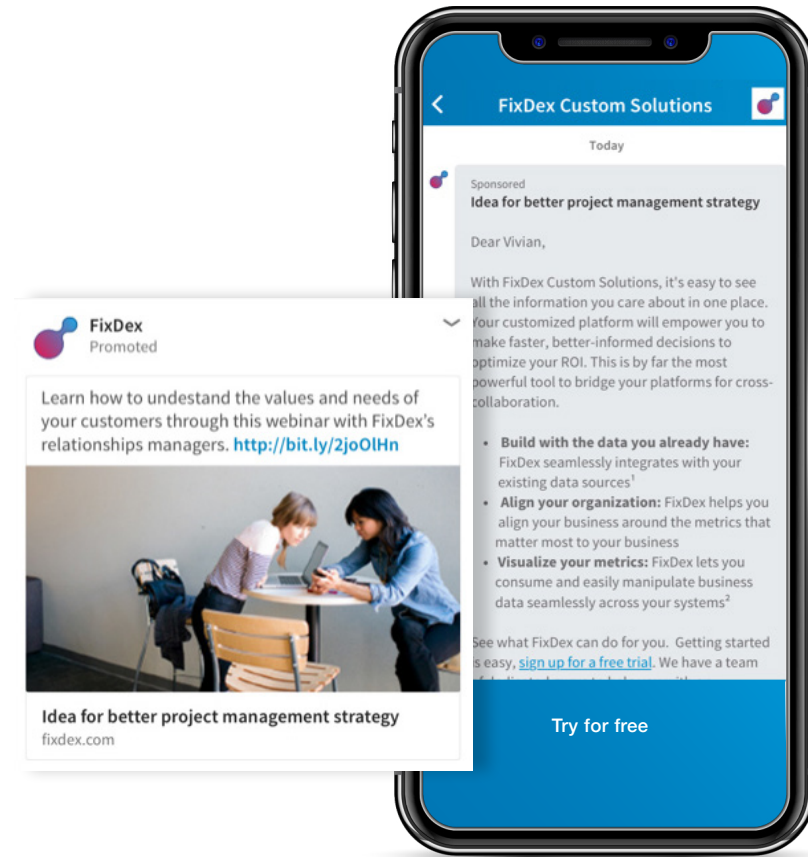
▲ Including fewer fields within your LinkedIn Lead Gen Forms may increase completion rate.

Insider Tip

The case for using Sponsored Content and Sponsored InMails together

If you use Sponsored Content alongside Sponsored InMail, will your campaign drive higher results? It's an important question to consider when you're deciding whether to execute just a Sponsored InMail campaign or a multi-product campaign.

For optimal results, consider using multiple LinkedIn media channels congruently for a marketing campaign. Running Sponsored Content and Sponsored InMails is one of the best ways to significantly boost your Sponsored InMail open and click-through rates. When we compared performance of our own campaigns with both channels running simultaneously versus a Sponsored InMail-only campaign, we saw a 25% increase in Sponsored InMail open rates and a 95% increase in CTRs. This should come as no surprise: reaching your audience via multiple formats across the platform enables you to engage more of them and results in a better experience for them too.



LINKEDIN TEXT ADS

Best Practices

Determine Exactly Who You Are Trying To Target

If you have multiple target audiences, separate them into different “buckets” and create campaigns tailored to reach each specific audience.

Create Focused Targeting Criteria

When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K - 400K.

Suggestions for types of campaigns:

- Target by Geography/Industry/Seniority (e.g., UK/High-Tech/Manager)
- Target by Geography/Specific Skills (e.g., France/PPC, SEM)
- Target by Geography/Type of LinkedIn Group (e.g., AUS/Recruiting, HR)

Set An Aggressive Maximum Bid

Give your campaigns a higher chance of success by ensuring that you have a competitive bid.



Always Include An Image

Clear, bright images of business professionals make your ads more personal and appealing to potential clients.

Use A Strong Call To Action

Ads with a strong call to action, such as “Register Now!” or “Sign-up Today!”, perform better.

Create Multiple Ad Variations For Each Campaign

Use 2-3 active ad variations per campaign to show variety to your audience while also allowing you to see which strategy is most successful (A/B testing).

Address Your Audience Directly

Grab their attention by calling out to your audience in the headline (e.g., “Attn: High-Tech Managers” or “Are You an IT Director?”).

Keep Your Ads And Targeting Relevant

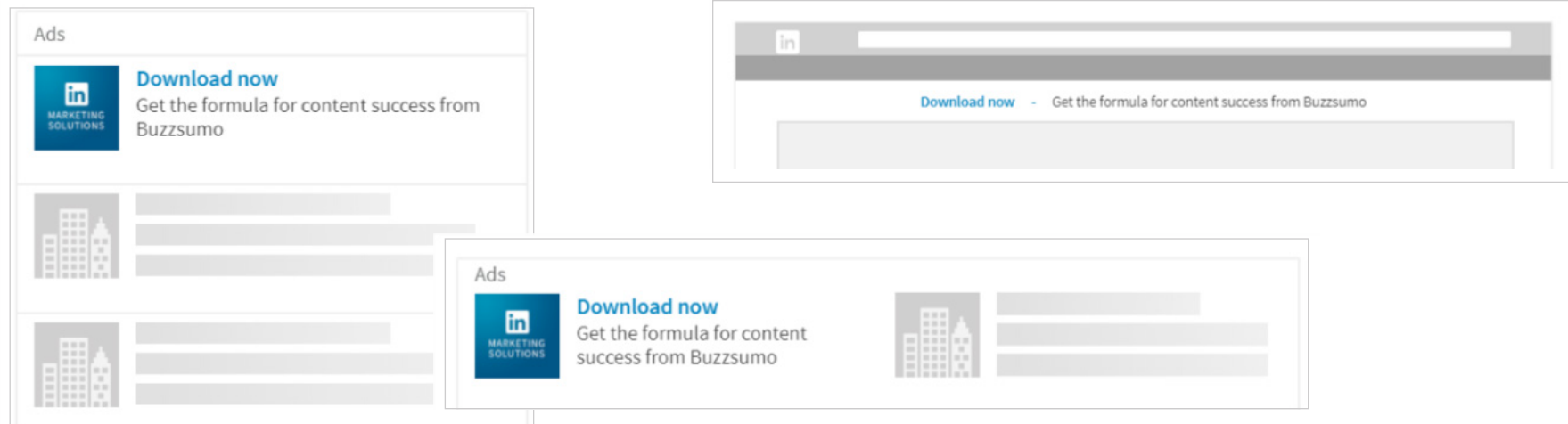
Our system serves relevant ads more often and limits ads that rarely get clicks.

Turn Off Low-Performing Ads

Active ads with a low CTR can weigh down a campaign and lead to a drop in impressions.

Minor Changes Can Have A Big Impact

Even simple changes, such as adjusting targeting, raising bids, and refreshing/creating ad variations, can increase your performance.



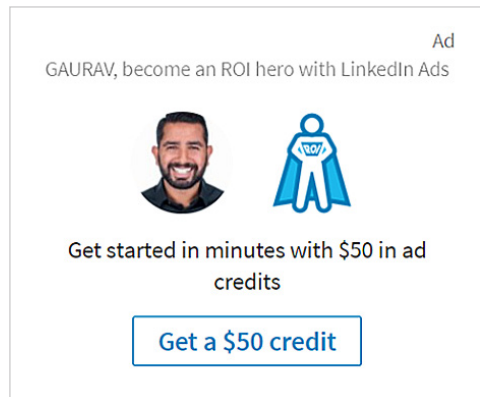
LINKEDIN DYNAMIC ADS

Best Practices

Move Beyond Your Company Logo

LinkedIn will always default your Company Page logo within your Dynamic Ad. While this may seem like a “set it and forget it” option, we encourage you to test other icons. We tested customized icons ourselves and the results speak for themselves.

Icons like the “ROI superhero” resulted in a **14% lift in CTR**. Your brand is important and definitely something that should be prevalent in your ad but testing icons out gives you some more creative freedom and can actually help improve your overall brand perception.

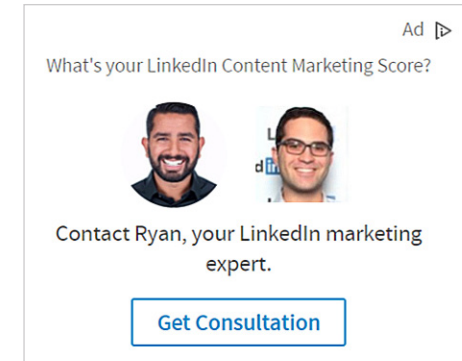


▲ "ROI superhero" saw a 14% lift in CTR.

Icons and Images of People Work Best

Another way to utilize the space that defaults to your Company Page logo is to use pictures of your company's best assets, your employees. In the new world of account-based marketing, it makes your ads much more relevant when your audience sees exactly who will be on the other end of the phone call when they sign up to speak to sales.

Some of our strongest performing Dynamic Ads target decision-making employees at companies of high value to us. While these ads may not have a lot of scale, the relevance of the content is of high quality to our audience.



▲ Use pictures of your company's best assets, your employees.

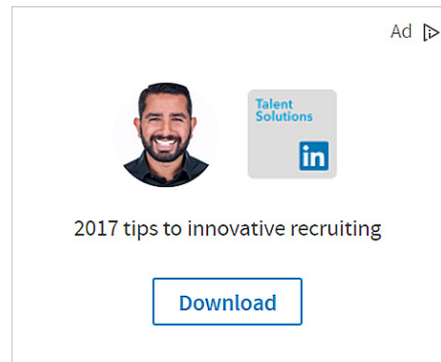
INSIDER TIP:

The recommended minimum image size is 100x100px. Smaller images may not perform as well.

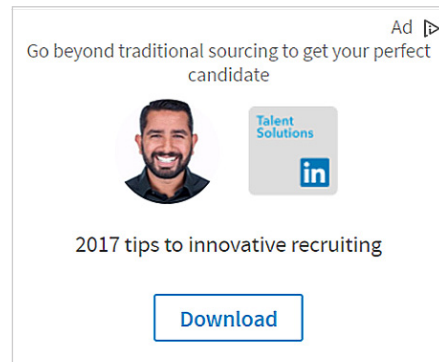
Keep Copy Concise

"Simplicity is the ultimate sophistication" and "less is more" are real tenants we try to follow within our marketing efforts. We are always striving to keep our content short and to the point.

We have been testing the use of the secondary headline in our Dynamic Ads by comparing two versions of the same ad—with and without the secondary headline text. We found that ads with only the primary headline had on average a 25% higher CTR relative to the same ad with the additional piece of secondary headline text. Now, we aren't necessarily telling you to abandon your secondary headline content plans, but this may serve as a trick to help drive up your campaign performance. As with all of these tips, it's best to test this on your own audience!

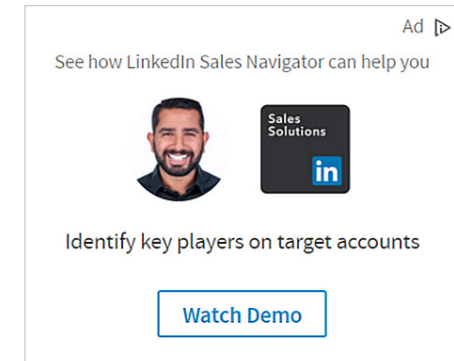


▲ 25% higher CTR

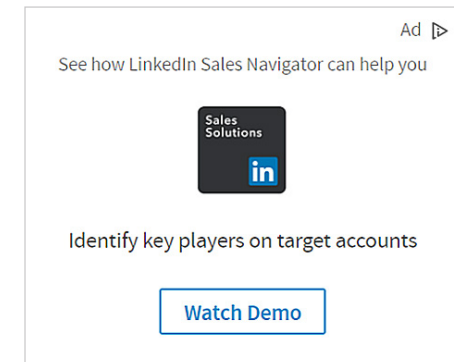


Enable your profile image

One of the cool features of Dynamic Ads is enabling the profile image of the viewing member. This is set as a default, but some advertisers shy away from using it. While there are many tips and tricks we can share on how to improve Dynamic Ad performance, this one may take the cake. We tested the same ads with and without this feature enabled and found some staggering results! On average, ads with the profile image enabled resulted in a 100% higher CTR and 100% higher conversion rate relative to their non-photo counterparts. When you think about it, who doesn't want to see their own smiling mug next to your content?!



▲ On average, our ads with the profile image enabled resulted in a 100% higher CTR and 100% higher conversion rate relative to their non-photo counterparts.



PART 4

How We Use Targeting

Bookmarks

LinkedIn First Party Data

Driving Personalization

Essential Targeting Tips

Our Top Tips and Best Practices

Our targeting strategy on LinkedIn has been tested and honed over time. We've found that our best results are achieved when we focus on three main objectives:

Objective 1: Fill the marketing funnel.

We use our LinkedIn first party data to reach net new prospects and fill our marketing funnel. We do this through brand awareness campaigns that drive website traffic and thought leadership in the form of infographics, eBooks, and webinars.

Objective 2: Engage and Nurture.

The second key part of our targeting strategy on LinkedIn is engaging and nurturing our known audiences with LinkedIn's Matched Audiences feature. Matched Audiences allows you to upload lists of target accounts and email addresses from your database and sales team, then either target them with LinkedIn ads or retarget your website visitors.

Objective 3: Reach Specific Personas.

We use a combination of first party data and Matched Audiences to reach specific personas within our audience:

- We employ vertical marketing to reach advertisers in very specific industries like Tech, Finance, Edu or Healthcare.
- SMB marketers with very different pain points.

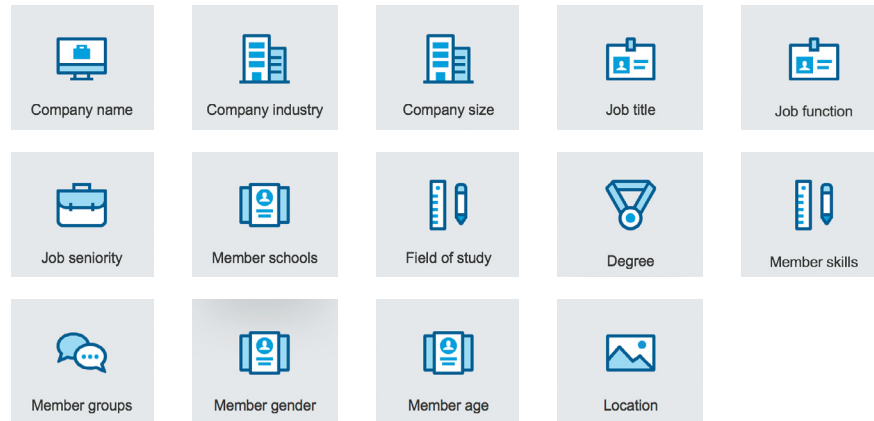


LINKEDIN FIRST PARTY DATA

What is LinkedIn First Party Data?

With rich, member-generated demographic data like job title, company, industry, seniority, and more, you can use LinkedIn ads to reach your target audience.

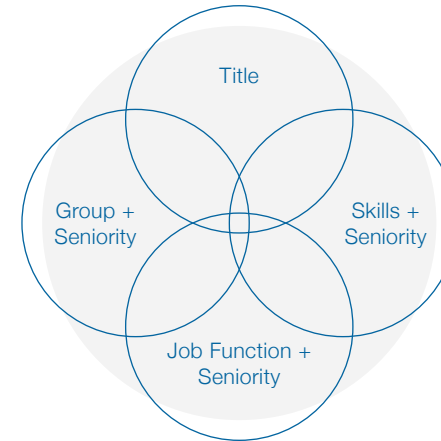
All the different ways you can reach your target audience with LinkedIn data:



Let's say Tom is a Senior IT Programmer. Here are all the ways we can reach Tom using LinkedIn data.

Consider Tom

Senior Program Manager within Enterprise Business



Targeting

- Seniority: Senior IC*
- Function: Program Management
- Company Size: 500+
- Geography: USA

Just like you would A/B test your creative, it's extremely important that you A/B test your targeting. Different combinations as shown in the diagram above can provide vastly different results.


At LinkedIn, we tested using job function vs. job titles and found that using job function gives us more reach (impressions) and a lift in click-through rate. It's important that you test different combinations to find what's right for your campaigns. Ideally, you want to find that perfect balance between reach and performance. It's also worth calling out that you should be careful not to layer on too many targeting options to your campaigns, as hyper-targeting may drive up your costs and prevent you from getting the volume of traffic or leads you're aiming for.

*Say you'd like to reach Tom and the people he reports to. In that case, you'd target Senior IC+.


How we use Contact Targeting

We leverage the email contact targeting feature to reach our customers with important information like new products, training webinars and customer events. You can do this by simply uploading a .csv file of your customer email addresses into Campaign Manager or integrating with your marketing automation system.

Click **here** to learn more about data integration for LinkedIn ads.

**LinkedIn Marketing Solutions**

Introducing LinkedIn Lead Gen Forms: Drive even more high-quality leads from your Sponsored Content campaigns: <https://lnkd.in/ggf4Zdt>



LinkedIn Lead Gen Forms

Easily collect quality leads with ads on LinkedIn

How we use Website Retargeting

Website Retargeting has been a huge success for us since we implemented it in mid-2017. Our strategy with retargeting is to nurture visitors through the buyer's journey based on their website behavior. We bucket our web pages into three segments: top funnel, mid-funnel, bottom funnel.

For example, if a visitor hits a specific product or pricing pages, we assume they are farther along in their buyers journey and we send them a personalized Sponsored InMail saying, 'Hey Cassandra, interested in giving our marketing solutions a try? Here's a \$50 ad credit.'

LinkedIn Marketing Solutions

Sponsored
Here is \$50 to get started

Cassandra,

Interested in trying LinkedIn ads? We're giving you a \$50 ad credit to get started today.

With LinkedIn ads, you can:

- **Reach over 450 million members** based on job title, function, industry, and more
- **Attract new customers** directly from the LinkedIn homepage and mobile feed
- **Measure** results and optimize campaigns in the Campaign Manager tool

Click the button below and we'll send \$50 in ad credits directly to the primary email address associated with your LinkedIn account.

Sincerely,
LinkedIn Marketing Solutions

[Request credits](#)

Get started on LinkedIn ads with this \$50 ad credit.

[Request credits](#)

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However, if someone hits our resources page, we assume they are just getting started with their research and might not yet be ready to purchase. So we send them our Sophisticated Guide to Marketing on LinkedIn, which is a guide that provides an overview of how you can leverage LinkedIn in your marketing strategy.

LinkedIn Marketing Solutions

Everything you need to know about marketing on LinkedIn:
http://lnkd./in/g248x_T

Or if someone hits a very specific product page like LinkedIn Company Pages, we can serve them up more relevant, helpful content like our Company Pages Playbook.

LinkedIn Marketing Solutions

Your Company Page is your biggest piece of real estate on LinkedIn. Make sure yours is set up and standing out with our Company Pages Playbook.
http://lnkd./in/gQ_58Cp

DRIVING PERSONALIZATION

Now let's explore how we use Direct Sponsored Content to drive personalization.

Targeting By Industry

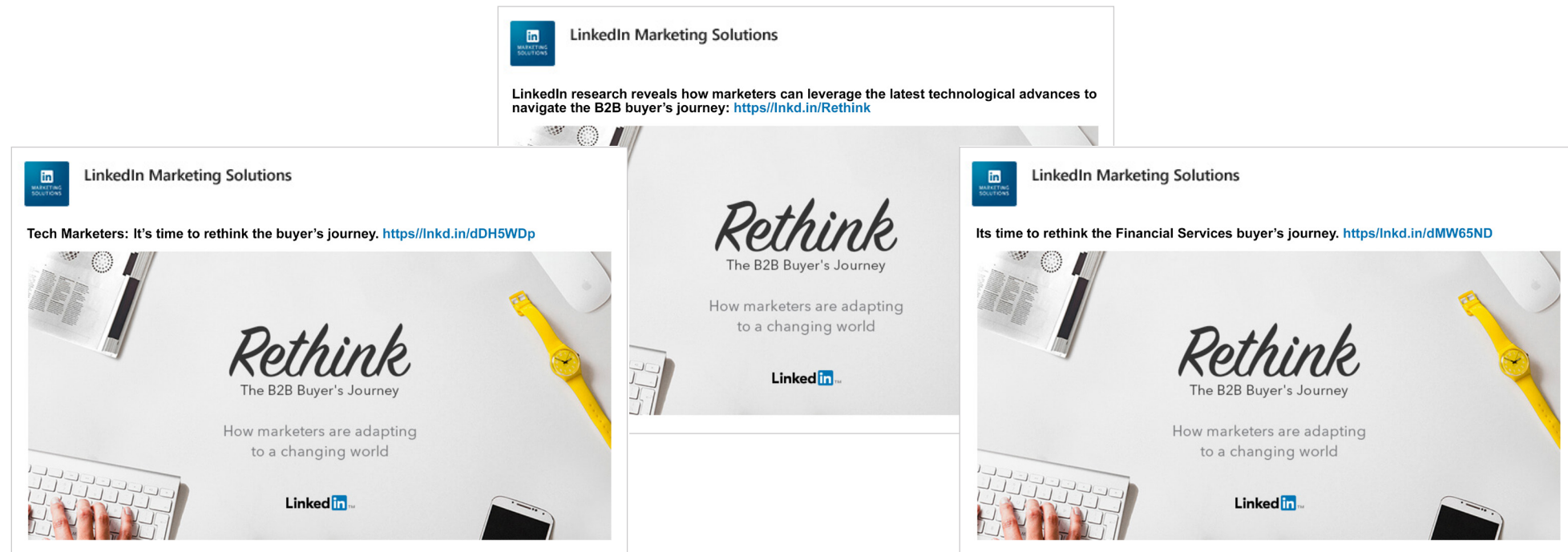
Targeting by industry works well when your product is specific to one industry. If your product can serve many industries then it makes sense to leave this attribute out of your targeting. We say this because typically products are tailored for specific functions rather than industries (e.g. accounting software is not used by all employees at an accounting firm but it is used by all accountants regardless of industry). Therefore, it is best to only use industry targeting when promoting a product specific to that industry and regardless of the different functions.

While we have targeted by industry for some time, as we continue to optimize our content strategy, we have adopted an even more targeted, personalized approach in our messaging and advertising. We're doing this because the future of marketing is about shifting from one-to-many conversations to one-to-one conversations. Even without a huge content engine pumping out industry specific content, you can use Direct Sponsored Content to directly speak to those industries—or to any other audience you want to engage. That's because you can personalize, test, and improve your company's messages to improve the performance of your content for a targeted audience without cluttering the Company Page.



We ran the campaign below for the launch of our 2016 B2B research. While the research itself is relevant to a wide group of marketers, we wanted to address specific audiences within that wider audience because we knew this research would resonate with them. With this in mind, one version of the creative was generic; we targeted this to a pretty broad audience. We also produced two creatives targeted to two different industries: tech and finance.

It probably comes as no surprise that we saw much higher performance from the more targeted and personalized creatives. The tech creative drove a 185% higher engagement rate than the generic version. You could argue that these marketers would have clicked on the generic version if they hadn't been presented an industry-specific version. But it's the ability to use targeting and engage in one:one conversations in the LinkedIn feed with specific professionals that is so valuable in today's world. And it is this kind of personalization that has helped us build a relationship with our audience on LinkedIn.



ESSENTIAL TARGETING TIPS

If you're trying to determine whether you should target by seniority or age, we'd recommend seniority and here's why: Years of experience is based off the number of years someone has been employed. This data is far more complete on the majority of member profiles and will therefore give you a much larger and more active audience.

Here's what we found when testing targeting of different segments against targeting by age:

- Targeting by Seniority vs. age targeting. If you're targeting executives, targeting by age diminishes audience size by 70%.
- When targeting Healthcare Career Starters by age, audience size diminished by 92% (914,000 for age targeting vs. 9.4 million for seniority targeting).
- When targeting High-Tech Career Starters (Training/Entry/Sr) by age, audience size diminished by 91% (7.8 million for age targeting vs. 674,000 for seniority targeting).
- When targeting EDU Career Starters by age, audience size diminished by 89% (860,000 for age targeting vs. 7.5 million for seniority targeting).

Help my campaign reach more people in my target audience with the LinkedIn Audience Network ⓘ

☒ Enable the LinkedIn Audience Network

 Reach your audience on a premium network of publishers beyond the LinkedIn feed.

Top Targeting Tips

- Break out your campaigns by region so early time zones don't use up your daily budget and you can optimize bids by region.*
- Using Matched Audience lists or Website Retargeting to exclude your current customers, competitors or engaged audiences.
- If your objective is brand awareness, use **Audience Expansion** to reach a broader audience.

Breaking out by campaigns by region allows you to:

- Manage spend by region.
- Take advantage of different audience costs.
- Maximize delivery within regions.
- Better understand regional nuances regarding creative (get a better sense for what works/what doesn't.)

TARGETING BEST PRACTICES

Checklist

- ✓ Find the balance between scale and relevance.
- ✓ Implement a targeting strategy aligned with your objectives and content.
- ✓ Don't be afraid to experiment.
- ✓ Use campaign and Website Demographics tools to optimize your targeting. (More on Website Demographics in the next section.)



PART 5

Reporting and Analytics

Bookmarks

LinkedIn Website Demographics

LinkedIn Campaign Manager

LinkedIn Conversion Tracking

Campaign Demographics



WEBSITE DEMOGRAPHICS

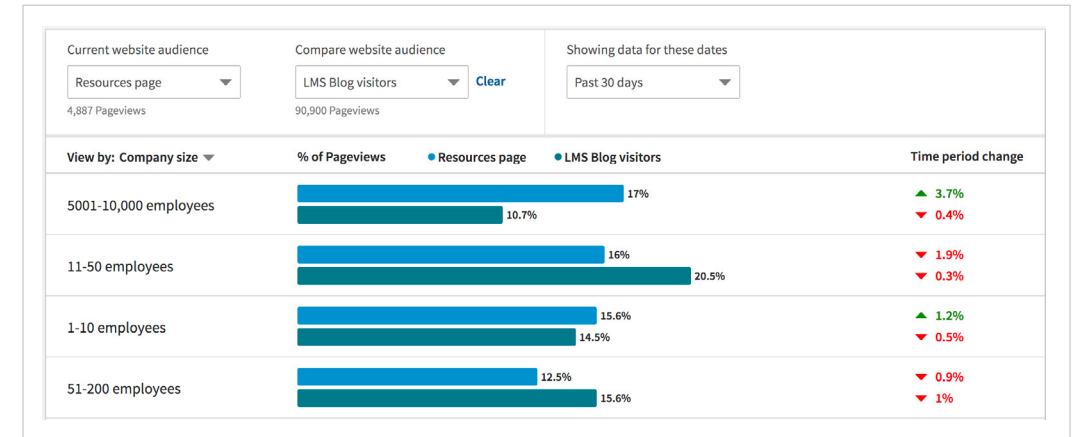
Gain insights about your website audience with professional data from LinkedIn.

LinkedIn Website Demographics is a tool that can be used for planning out your targeting or optimizing post campaign launch. It allows you to understand the types of audiences visiting your web pages and what content they're engaging with. You can filter your audience by eight individual professional dimensions, including:

- Job title
- Industry
- Job seniority
- Job function
- Company
- Company size
- Location
- Country

Once you have this insight, you can tailor your web pages to better serve the professional audience on your site or you can create a LinkedIn ad campaign tailored to find more of those people and drive them to your website.

Did we mention that this tool is that it is totally free? You can even go ahead and get started if you're not currently advertising on LinkedIn.



To get started, simply place the LinkedIn Insight Tag on the footer of your website. **Follow these steps** to add an Insight Tag to your website.

LINKEDIN CAMPAIGN MANAGER OVERVIEW

Campaign Manager is the platform where you can access your advertising account and manage your campaigns. This is where you create, measure and optimize your campaigns all in one place. You can access it at linkedin.com/ads/accounts.

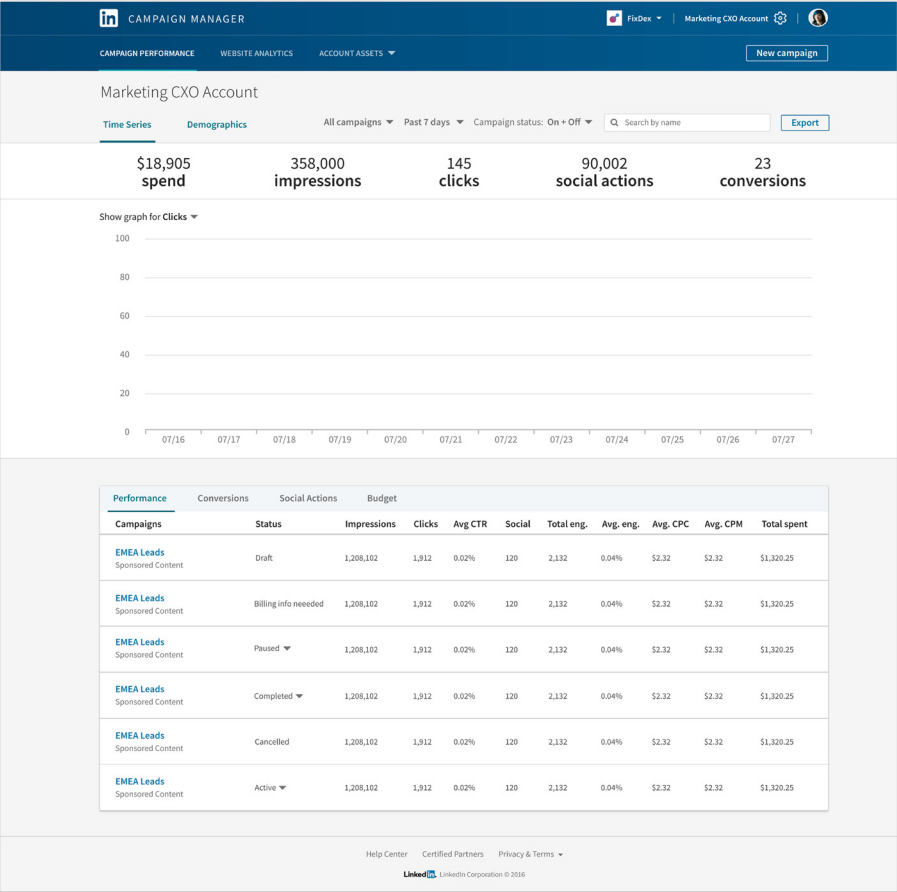
As you can see in the image to the right, the top portion serves as a high level overview of the health of your campaigns.

The second portion is for viewing campaign trends over time. You can view trends for things like impressions, clicks, conversions, average click-through rate, average cost-per-click, spend and more.

The third is a table that allows you to dive deeper into individual campaign data and sort through to identify higher and lower performing campaigns. You can also see metrics such as conversions, leads, impressions, clicks and total spend.

TIP:
If you hover over the red icons to the left of your campaigns, you'll find recommendations to improve campaign performance.

TIP:
To check on your total campaign spend to date, be sure to choose “All Time” as the date range and “All” for your campaign status.



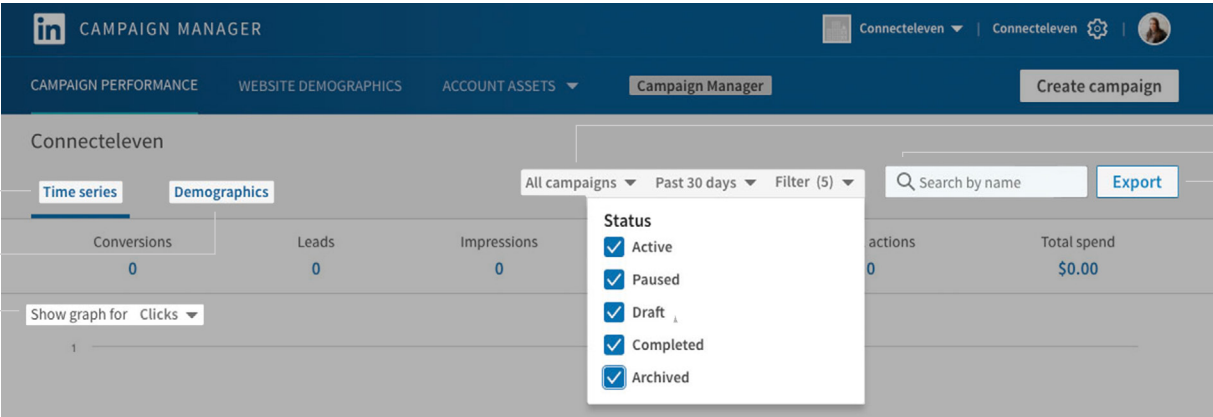
The Campaign Manager sort functionality allows you better organize your campaign data to dive deep into which campaigns are performing best.

With Campaign Manager, you can:

Sort by time range

Uncover what types of professionals are interacting with your ads to help inform buyer personas and targeting using Campaign Demographics

Sort by specific campaign metrics like CTR, CPC and CPM



Sort by campaign status

Sort campaigns by product (Sponsored Content, Sponsored InMail, Follow Company Ads and Text Ads)

Export to download campaign data that's unique to you

LINKEDIN CONVERSION TRACKING

Easily measure and optimize the business impact of your LinkedIn ads

LinkedIn Conversion Tracking, a set of capabilities built directly into LinkedIn Campaign Manager, enables you to easily measure leads, sign-ups, content downloads, purchases, and other desired actions on your LinkedIn Sponsored Content and Text Ads campaigns. With conversion tracking, you can understand more about the specific ads and even the unique LinkedIn audiences that are driving your conversions. LinkedIn Conversion Tracking allows you to identify the seniority, industry, job function, location and company size of the people who are becoming leads.

With LinkedIn Conversion Tracking, you can:

- Track the metrics that matter most: track website conversions from your LinkedIn programs directly in Campaign Manager. At a glance, you can understand your LinkedIn advertising ROI, conversion count, cost-per-conversion, conversion rate, and return on ad spend. You can even track which audience segments are driving the most conversions.

- Record every conversion, every time: track conversions on your website from desktop and mobile, whether members converted after clicking on — or even after just viewing — one of your ads.

Optimize your campaigns to drive even better performance: Monitor the specific campaigns, ads, and the nature of the audiences that are driving conversions. Then use this information to improve your LinkedIn ads targeting, creative, and maximize the downstream impact of lead and opportunity pipeline goals.

With Conversion Tracking, you can:

- Track leads from your LinkedIn ad campaigns
- Understand the ROI of your spend
- Optimize for the results that matter most

How we think about LinkedIn Conversion Tracking metrics

Here at LinkedIn, we use conversion tracking to measure campaigns through the bottom of the funnel. When looking at conversion tracking metrics, we look beyond just the conversion count in order to understand the whole story of the campaign's performance. We feel that true optimization happens when you look beyond click-through rate or conversion count. Our 'true north' conversion metrics are conversion rate and cost per conversion. These are the metrics we look at to isolate top or bottom performers. Cost per conversion is the dollar amount you spend in order to acquire a conversion on that campaign. The lower that number, the better.

Optimization by Top Funnel Metrics vs Bottom Funnel Metrics	
Top Funnel	Bottom Funnel
Opens	Conversions
Open Rate	Conversion Rate
Clicks	Cost Per Conversion
Click-through Rate	Conversion Value
Engagement Rate	Return on Ad-Spend
Cost-per-click	

▲ These are the metrics we look at to isolate top or bottom performers.

Conversions	Post-click conversions	View through conversions	Conversion rate	Cost per conversion	Total conv. value	Return on ad spend
3,691	1,168	2,523	3.975%	\$10.53	\$148,880.00	700.871%

▲ LinkedIn Conversion Tracking helps us understand how impressionable our ads are.


We'll also look at post-click conversion to help us optimize creative. This is a really important metric to us. It allows us to understand if our creative, messaging and landing page are all working together. For those of you that are tracking conversions in a CRM system, this post-click conversion numbers usually lines up with the conversions you're seeing in your CRM from your LinkedIn campaign. View-through conversions reveal what people are doing after they see your ad. We can track, for example, if someone sees our ad, and then comes back within 30 days to our landing page and converts. This helps us understand how impressionable our ads are. Are they convincing enough to stick out in someone's mind and come back to our site to convert? Is your content influential and creating enough awareness to get people to come back and engage with your brand or convert into a new customer?

How we optimize campaigns by top funnel metrics vs bottom funnel metrics

When deciding which metrics to use to measure our campaigns, we first define our objective. If the objective is to drive new visitors to the website, we would look at metrics like clicks, click-through rate and cost-per-click to understand campaign performance. If our goal is to drive leads for our sales team, we are going to look at metrics like conversion rate and cost-per-conversion.


Below are two examples that illustrate the importance of aligning your objectives to the appropriate campaign metrics. In both of these examples our objective was to drive leads for the sales team.


In the first example, the metrics defined are only top funnel metrics (click-through rate, engagement rate, cost-per-click, etc). If we were optimizing on these metrics, it would be very clear that our Content Distribution eBook campaign is the winner. It is getting a much higher click-through rate and engagement rate as well as a lower cost-per-click.

Campaign name	Status	Impressions	Clicks	Avg. CTR	Total Social Actions	Total Eng.	Avg. Eng.
	Total	2,560,276	10,574	0.413%	2,958	13,532	0.529%
LMS_TechCSCCaseStudy_NAMERI70132000001J9GIAA0		12,011	87	0.724%	3	90	0.749%
Campaign name	Status	Impressions	Clicks	Avg. CTR	Total Social Actions	Total Eng.	Avg. Eng.
	Total	6,922,575	26,191	0.378%	7,346	33,536	0.484%
LMS_SMG16Refresh_NAMERI70132000000R0iGAAS		2,174,928	6,762	0.311%	2,421	9,183	0.422%

In this second example, we look at those same campaigns through the lens of our conversion metrics (on the Conversions tab). This changes the perception of a top performing campaign. The 'LMS_Solving_for_ROI_ebook' has higher conversions, conversion rate, significantly lower cost-per-conversion and much higher return on ad spend.

So remember, the key to effective measurement is understanding your objective from step one. Some campaigns are better served for specific metrics and you shouldn't define success in the same way for all campaign objectives.

Campaign name	Status	Conversions ▾	Post-click conversions	View through conversions	Conversion rate	Cost per conversion	Total conv. value	Return on ad spend
	Total	3	1	2	0.203%	\$56.62	\$93.00	54.754%
LMS_TechCSCCaseStudy_NAMERI70132000001J9GIAA0		3	1	2	3.448%	\$56.62	\$93.00	54.754%

Campaign name	Status	Conversions ▾	Post-click conversions	View through conversions	Conversion rate	Cost per conversion	Total conv. value	Return on ad spend
	Total	2,744	1,563	1,181	5.797%	\$6.49	\$85,250.00	478.453%
LMS_SMG16Refresh_NAMERI70132000000R0iGAAS		2,744	1,563	1,181	40.58%	\$6.49	\$85,250.00	478.453%

CAMPAIGN DEMOGRAPHICS

The tool to use for targeting optimization is Campaign Demographics. We frequently use the Campaign Demographics tool, found within Campaign Manager, to fine tune the targeting in our own campaigns. This tool measure impressions, clicks and conversions broken down by:

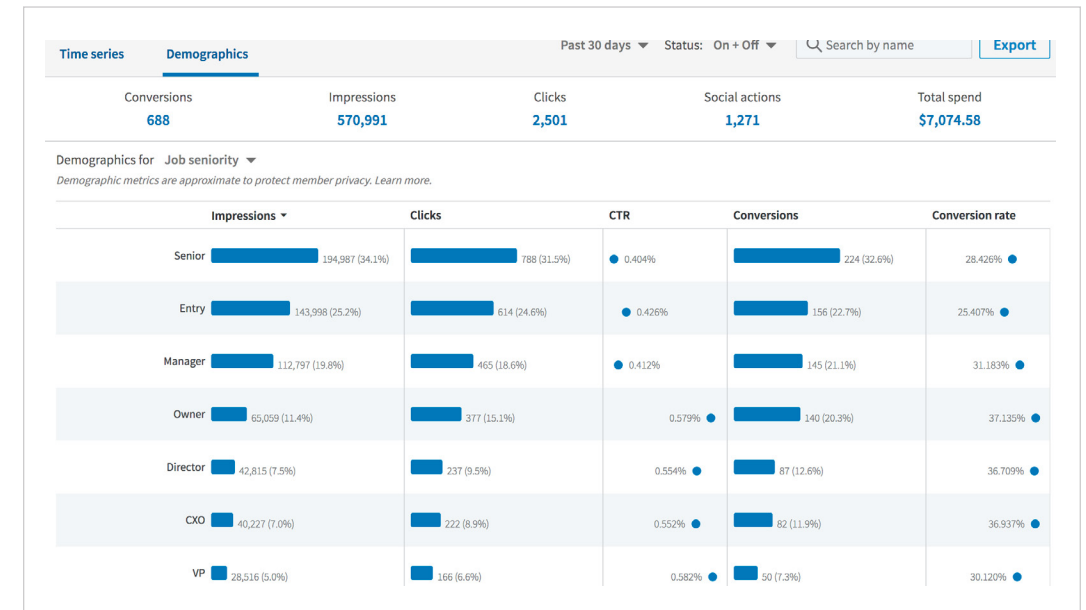
- Company name
- Industry
- Job functions
- Seniority
- Geos
- Company size

It's particularly a great tool if you're just getting started with advertising on LinkedIn and you're not really sure how to reach your target audience. We often recommend you start with targeting a broad audience and then use the Campaign Demographics tool to understand the audience behavior and refine targeting to reach those that are shown as 'high-performing' in this report.

We also often use this tool to optimize our lead generation efforts. Campaign Demographics shows me if there is a particular audience taking up a lot of my

impressions and clicks but not converting. In this situation, we recommend taking one of two actions:

1. If this is an audience that we know is very important to our sales team, we may go back to the drawing board and figure out why the click-to-conversion drop off is happening. Is it my creative, the landing page, the offer, etc.?
2. The other option is to just exclude that audience all together. Perhaps we've come to realize they just aren't the right target audience for this campaign, they are taking up a good portion of our budget and not providing any ROI.



Ready to turn up the heat on YOUR LinkedIn marketing campaigns?

We're hoping you take these insider tips from our team and apply them to your strategy to reach your ideal customers on the world's largest professional network.

GET STARTED

Learn about LinkedIn Marketing Solutions.

Stay on the cutting edge with our blog.

Follow us on LinkedIn.

Follow us @LinkedInMKTG.

