



Confessions of the LinkedIn Insiders



Foreword from a LinkedIn Content Marketer



Grace MacDonald

Campaign Manager turned Content Marketer

What does it take to run a successful campaign across social? And how can you make sure you're getting the most value for your spend?

At LinkedIn, our teams work with B2B & B2C advertisers every day across different markets and verticals, with varying objectives and target audiences. Each campaign brings with it a new challenge, experimental tactics and lots of learnings. Using their knowledge, our teams help make sure that every penny, cent and euro spent on LinkedIn goes as far as possible in delivering results.

I spent nearly two years as a Campaign Manager doing exactly that role - learning how to make budgets do more, how to get your ads and content in front of the right audiences, and working with clients to prove the ROI of advertising on LinkedIn to their businesses.

Working at LinkedIn, we have knowledge about how our platform works, as well as how other advertisers make it work for them. We're able to pull tactics from campaigns and share with you how your peers find success on LinkedIn, from a Tech SMB in France to large MNC's in Canada.

In the pages of this guide, our team addresses marketers burning concerns. From how much budget you really need to

use LinkedIn effectively, how to be smart and savvy with your bidding, how to set up campaigns to make everybody's lives easier, and which metrics should you really be paying most attention to.

These tips will make a real difference to your LinkedIn campaigns, while saving your teams time and making effective use of your budgets. For this guide, former Campaign Managers and other LinkedIn experts share their top tips for success on LinkedIn. Over four chapters, we'll cover the four areas where our insider knowledge can make the biggest difference.

Enjoy!

In these pages, you'll find ideas for using LinkedIn marketing tools and techniques in ways you might not have thought of before. If you'd like more information on the tools themselves and how to get started using them, I recommend our [Read Me series of eBooks](#), which are the ultimate handbooks for advertising on LinkedIn, building brand awareness and generating leads.

You'll also find more information on how to effectively target your ideal audience in [Your Guide to LinkedIn's Targeting Capabilities](#).

1 | Managing your advertising spend on LinkedIn

Advertising on LinkedIn is open to any size business and any budget, with a range of different tactics and formats that are available at different price points.

To run a successful campaign on LinkedIn, you need the right-sized budget to compete effectively, make an impact, and demonstrate ROI to your business.

With a strong strategy and clear objectives, there's real value in investing your advertising budget on LinkedIn.

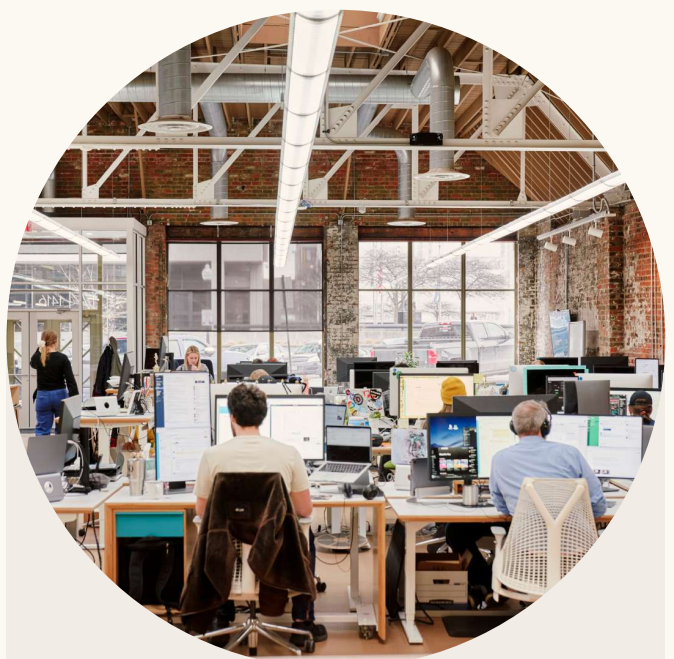
Campaigns may seem more premium in terms of initial metrics like cost-per-click (CPC) and cost per lead (CPL) but those leads and clicks usually convert to revenue at a far higher rate than those you pay for on other platforms – and that's the calculation you need to bear in mind when thinking about ROI.

The conversion rates that our own LinkedIn Marketing Solutions campaigns generate on LinkedIn mean our ROI tends to be higher on our own platform than others.

There's definitely a perception out there that LinkedIn is for large enterprises who are able to focus big budgets on generating leads – and that smaller businesses often just can't compete against those big budgets to reach audiences at scale. This just isn't true.

With a really well-thought out strategy, a modest budget is enough to make a big difference to any business. LinkedIn can drive results throughout the funnel – and with 78% of buyers consuming at least three pieces of content before talking to sales according to the latest research from Demand Gen Report, there's real value in a mix of campaigns targeting different stages of the buyer journey.

Our team of experts share their top tips on how much you need to set aside, how to divide up and manage the budget effectively to meet different marketing objectives, and how to save money through LinkedIn's unique range of value-adding tools.



How to set your budget

How much budget do you need to set aside for a LinkedIn campaign to be effective?

Here's what our LinkedIn experts and ex-Campaign Managers have to say:



“You don’t need a million-dollar budget to be effective on LinkedIn, but you do need to adapt your approach if your budget is on the conservative side.

Don’t run hundreds of different campaigns on LinkedIn if that means you’ll only have a \$10 daily budget for each. You will limit the number of people who can interact with your ad if you spread the budget so thinly.

If your budget is small, start with two or three campaigns, spread your budget evenly across them, and you can then make data-driven decisions about which to invest in.”

Grace MacDonald

Campaign Manager turned Content Marketer



“Between \$3,000 and \$5,000 per month is generally when we start to see statistical significance in conversion rates on different offers – and so that’s the minimum I’d advise budgeting for LinkedIn campaigns.

We find that spending less than that causes data to flow too slowly and means you are missing out on insights, effectiveness and the opportunity to optimise your campaign.”

AJ Wilcox

LinkedIn Ads Pro

How to divide your budget between different formats

LinkedIn offers a range of different advertising formats to suit different marketing objectives and different budgets.

Choosing the right combination of formats will help you to drive the results you need as cost-effectively as possible.

“I would use Sponsored Content pretty much all of the time. It’s the halo ad unit that can work for almost any type of offer, whether for larger audiences or hyper-segmented ones.

The value comes from the quality of leads and the engagement. It works great for gated content like checklists, cheatsheets, webinars, eBooks... and with LinkedIn Lead Gen Forms, you can create a seamless one-click experience for your audience. Text Ads are likely to provide the lowest-cost option for reaching a target audience at scale.

Use Message Ads when you want to drive audiences to free, in-person events or extra-special access. It’s also great when you’re trying to make an impact amongst a very tightly defined audience as you can touch many more people than you could get a click out of with the other ad units, so you’ll reach and engage a higher percentage of your audience. The clicks you get from Message Ads are likely to be the most expensive though, so reserve this for the most special offers.”

AJ Wilcox
LinkedIn Ads Pro



“I think the impact of Sponsored Content and Message Ads speak for themselves.

Text Ads are often overlooked but they’re low-cost by comparison, a great way to target desktop only, and a really effective bottom-of-the-funnel lead-generation engine.”

Félim McMahon
Online Advertising Expert

How to manage your budget more effectively

The way that you organise your budget through bids and spending allowances will have a big impact on how effective it is.

As ex-Campaign Managers, our team have spent a lot of time figuring out how to spend budgets in the most valuable way possible. That includes smart bidding strategies, and techniques for controlling spend and creating the opportunity to optimise campaigns as well as adjusting your approach to fit your particular campaign objectives.

“The biggest misunderstanding about advertising on LinkedIn is that you have to bid high in order to qualify for the most high-quality audiences. If you’ve set your targeting well and the people you are targeting are genuinely relevant, you can use bidding as the lever to control how much traffic you need. If you have a small budget, you can bid low or all the way to the floor, regardless of the suggested bid range – and you will still generate traffic.”



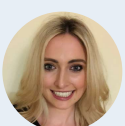
AJ Wilcox
LinkedIn Ads Pro

“It seems obvious, but don’t forget to use the tools in Campaign Manager to help with your bidding. The range that Campaign Manager gives you is based on competition for your audience and is therefore a good guide. The recommended bid takes into account how much you want to spend each day. I find that the middle to high end of the suggested bid range is a good place to start. If a range is between \$4.20 and \$7.60 I’d go for around \$6.50.”



Félim McMahon
Online Advertising Expert

“If your aim is to build brand awareness, then aim to define your target audience in broad terms, with a minimum of 300,000 members, so you can reach them cost-efficiently at scale. You can then adopt an always-on approach, setting your bids relatively low and reaching more relevant people for your money over a longer period of time. If you are bidding to generate leads then it usually makes sense to do so on a cost per click (CPC) basis. However, I find that if your Sponsored Content campaign is generating a click-through rate (CTR) of 0.90% or more, switching to Cost per thousand impressions (CPM) bidding can help you save some valuable dollars.”



Grace MacDonald
Campaign Marketer turned Content Marketer

How to manage your budget more effectively



“One thing that is important to remember is that increasing your bid isn’t always going to result in higher performance.

Start off your campaigns with all the elements in your favour and build your relevancy.

Over time, you’ll be able to decrease your bid and increase your ROI.”

Lucas Brun
ex-Campaign Manager



How to save money and grab greater value on LinkedIn

LinkedIn offers a range of free tools that can unlock greater value from your paid media investment:

By helping to amplify your messages organically, increasing the rate at which you generate leads, and providing a wealth of in-depth, profile-driven detail on the audience you are engaging with. Driving organic engagement via your free LinkedIn Page and company updates will help to amplify your reach to existing followers for free – and provides a great testing ground for ascertaining which content and messaging to put your budget behind. Here are our teams other tips for leveraging free tools to grab greater value.

“Not a lot of people realise this, but you can actually use Campaign Manager for free to track the demographics of users coming to your website.

Once you have set up your Campaign Manager ad account (which doesn't cost anything, you just need a company page), you can grab an Insight Tag to place on your website. The Insight Tag will show you demographic info on your website visitors who are logged into LinkedIn and you don't actually have to spend a single dollar on LinkedIn advertising to get that.

LinkedIn Lead Gen Forms for Sponsored Content & Message Ads are another feature that I strongly advise people to use. It increases conversion rates dramatically and that reduces cost per lead (CPL). In fact, we're seeing lead generation rates three times higher than those achieved using standard forms on landing pages.”



Gaurav Nihalani
LinkedIn Insider

“My favourite feature of Campaign Manager has to be Campaign Demographics. It enables you to check the value that you're getting from your advertising. If you're missing people you feel you should be targeting then you'll be able to see that, but you'll also get great insight for future campaigns when it comes to who's engaging the most. A lot of agencies these days would charge you for getting access to data like that, and through Campaign Manager you get it for free.”



Katie Geoghegan
ex-Campaign Manager

2 | Finding your audience on LinkedIn

The success of any LinkedIn campaign depends on working out which audiences you need to reach and then using the power of LinkedIn profile data to reach them. It's important to recognise that this can be an ongoing process.

Early in my time at LinkedIn, I assumed the easiest question I could ask a client was: "who do you want to see your message?" I came to realise that the answer can be quite nuanced – and it's often important to let it emerge over time.

A buyer persona helps to give your marketing strategy direction, and that's why it's a worthwhile investment of you and your team's time. It matters because the ideal customer isn't always that easy to pin down – buyers are constantly evolving and what isn't relevant to someone today could be the ideal solution for them tomorrow. A persona can move your strategy beyond a dependence on behavioural targeting. It enables you to reach relevant buyers throughout their buying journey, not just in the closing stages when they are sending their strongest signals of interest.

The most effective campaigns on LinkedIn have a good idea of who they are trying to reach – but they don't have a rigid, fixed idea of how they are going to reach them. So much of our advice to clients involves urging them to pull back from hyper-targeting, balance accuracy with scale, use LinkedIn demographics to gather

insight on who's engaging and converting, and refine their targeting approach as they go. This doesn't just help them to reach relevant people at scale, it often lowers the amount that they have to bid because they are not completely dependent on the targeting parameters that everyone else is using.

Use your own insights about the audiences that are relevant to your objectives and then take an open-minded and evolving approach to how to reach them, testing targeting strategies in the same way you would test creative. Use LinkedIn's Matched Audiences tools when your own data enables more precise and bespoke targeting. You can retarget your website visitors, leverage email addresses on your database or upload a list of target accounts as part of an Account-Based Marketing (ABM) strategy.

How to adapt and evolve your targeting approach to maximise ROI

Armed with the right tools (and the right targeting), you can more effectively reach decision-makers on the world's largest professional network - driving real business growth.

“It’s important to recognise that there are many different ways to reach your target audiences and buyer personas on LinkedIn. Don’t restrict yourself to one targeting strategy. Testing different approaches can help you to reach audiences at scale, and more cost-effectively. With Campaign Demographics, you’ll be able to see which targeting strategies really deliver results.

People assume that the judgments they use to direct their targeting are based on completely perfect data – and they therefore take a very narrow approach. But data is never completely perfect. We often see marketers losing out on people who were relevant to their message because they simply didn’t realise how relevant they could be to meeting their objectives.”



Gaurav Nihalani
LinkedIn Insider

“The mistake that I most often see with LinkedIn campaigns is people starting out with a target audience that’s too small. This often happens when marketers are drawn to using ‘job title’ as a targeting option. It’s tempting to target this way because it’s a targeting facet that’s only available on LinkedIn. However, it’s vital to remember that there are 28,000 standardised job titles for you to choose from when you target this way – and if you choose one, you exclude the other 27,999.

This can often involve missing out people who are highly relevant for your campaign, but just have a job title that you didn’t expect. Instead, I recommend using the 26 job functions that these 28,000 job titles are mapped to – and combining this with seniority to get the audience that you are interested in.”



Félim McMahon
Online Advertising Expert

How to adapt and evolve your targeting approach to maximise ROI

“Your targeting strategy can absolutely help to save you money. The more niche or granular you get with your audience, the more likely you are to have to pay more for it. You need to find that balance between the scale to lower that cost and the accuracy to get the campaign in front of the right people. If you’re targeting an audience that a lot of companies are going after, like small business owners for example, being creative in how you find them on LinkedIn can help tap into an inventory pool that not a lot of other marketers are using, which enables you to bid lower for that audience. If you have a campaign targeting by job title, make sure you also set up campaigns targeting by a combination of function and seniority, and potentially by skills and group membership as well. You can then see which one gives you reach at scale – and also, which one delivers the results you are looking for in terms of engagement or conversions.”



Jaime Pham
Content Consultant

“There are 660 million professionals on LinkedIn right now. It’s impressive and means there are huge opportunities for advertisers. And yet, advertisers limit themselves by only targeting a tiny portion of their addressable audience. Let’s take the example of a Marketing Manager at a medium sized Technology company in Abu Dhabi. You can reach this person by targeting City (Abu Dhabi), Function (Marketing), Seniority (Manager/ Manager +), Industry (Tech/ Internet) and Company Size (1 – 200). That’s easy, which means other advertisers might have the same idea. Maybe all of the UAE is relevant? Then, try another campaign with Skills or Groups. Have a list of Tech companies that are relevant for your sales team? Pull them from your CRM and target those on LinkedIn with Matched Audiences. Use Campaign Demographics to refine and optimise. AB testing targeting is just as important as your creative.”



Lucas Brun
ex-Campaign Manager

“The targeting on LinkedIn Ads is unparalleled across any channel. Targeting is meaningless unless the reach and scalability is good, and LinkedIn has both in droves. The segmentation is also extremely powerful. You can create tight audience segments and get very insightful data about how certain segments perform and convert. This can inform both your persona and content development.”



AJ Wilcox
LinkedIn Ads Pro

How to leverage your own data and take LinkedIn targeting to the next level

Matched Audiences enables you to leverage your own data to reach people on LinkedIn that you know are relevant to your campaign – and to reach them at scale.

Using these tools effectively can significantly lower your cost-per-lead by creating your own bespoke segments that others won't be able to identify in the same way. When you are confident of these segments clicking through at a high rate, you can switch bids to a cost-per-impression (CPM) basis, and reduce the cost of those clicks.

“I really love company targeting for Account Based Marketing (ABM). With LinkedIn, we can do it on a scale and with precision that no other platform is able to provide.

ABM is the feature of LinkedIn advertising that most impresses clients when I introduce them to it. It's a feature that there is absolutely no substitute for across any other platform, and it's magical.”

AJ Wilcox
LinkedIn Ads Pro



3 | Set your campaign up for success

To market successfully on LinkedIn, you need to deploy the right budget in the most cost-efficient way, finding and reaching the most relevant audience for your objectives. However, these aren't the only elements that you need. Our team knows how vital it is to align your message and offer with the audience that you've identified.

We know how important it is to have the right content available. And we know how challenging it can be to stay on top of these things, remaining responsive to your audience while finding resources to create quality content to engage them.

As Campaign Managers, a key part of our role was finding ways to make our advertisers' lives easier: tips and tricks that could take the pressure off, make it easy to stay on top of what matters, and maintain a healthy flow of high-quality content and advertising.

Over the years, we've come up with tiny adjustments that can make it far easier and more time-efficient to manage campaigns on LinkedIn. These are small changes that will make a big difference: in how you set up your campaign, how you get the extra mile of value from your creative and make the most of limited resources and bandwidth, and how you can get into the groove of testing and optimising to increase your effectiveness and ROI over time.

If you can carve out just a few minutes each day to start putting the recommendations in this chapter into practice, you'll quickly start to make your life as a marketer on LinkedIn a lot, lot easier.



The formula for success on LinkedIn

Why is LinkedIn so effective for marketing? Because of the insights and targeting capabilities that enable you to put the most relevant message in front of the most relevant people for your objectives. Keep this in mind as you plan and set up your campaign.

“The first piece of advice that I give to businesses looking to get started with advertising on LinkedIn is: make sure you are bringing your “AMO” (Audience, Message, Offer) and that it’s properly aligned. Your audience must be able to be identified by their profession, company, demographic and education facets, and be valuable enough to produce a return on your ad spend. Your message must be compelling enough to get people to shift their attention away from what they’re doing on the platform. Most importantly, your offer must either satisfy a curiosity or solve a significant pain for the users.”



AJ Wilcox
LinkedIn Ads Pro

“I tell advertisers that there are four pillars to success on LinkedIn: Objectives and Product, Targeting and Audience, Bidding and Budget and finally, Content, Content, Content.

You need to think about and address all of these things. If you only focus on one or two, you won’t be as successful as you should be.”



Félim McMahon
Online Advertising Expert



What you need to get started running Sponsored Content campaigns on LinkedIn

It doesn't take much to get started running campaigns on LinkedIn – but focusing on the right few details will help set you up for success.

"The simple answer is that all you need to get started is a few pieces of content, some images, a little bit of copy and a landing page to link to, which you host the content on. Ideally, you want a bit more than that. I'd recommend having two to four pieces of content active for any campaign that you run. It gives you the ability to Split Test different images, headlines and calls to action. It also works better with LinkedIn's product frequency caps, which are there to prevent members getting served the same content repeatedly. It means that more of your target audience are likely to see your content."



Jaime Pham
Content Consultant

"You could probably get set up and start advertising in around two minutes, because all you fundamentally need is some copy, an image and a URL. It's pretty easy to get started but it's worth investing some extra time to add in elements like Conversion Tracking and LinkedIn Lead Gen Forms as well."



Gaurav Nihalani
LinkedIn Insider

"The more value you get from your best content ideas, the less pressure on your budget and resources to keep filling your content pipeline from the top. Remixing content from other platforms is a great way of getting started with advertising on LinkedIn without having to invest in creating new content from scratch."

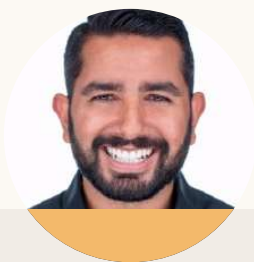
Successful emails are a great foundation for Messaging Ads. The best tweets often have the key elements that Sponsored Content needs for success – like concise copy, compelling images and a clear call to action."



Grace MacDonald
Campaign Manager turned Content Marketer

The details of your account setup that can save time and money

The little things can make a big difference to your experience of marketing on LinkedIn. If you can structure your campaign in a way that works for your team from day one, you'll make life a lot easier going forward.



"In my current role, I'm supporting LinkedIn Marketing Solutions globally. Advice that I often give to people when setting up their campaigns is to use a standard Campaign Manager naming convention. It's makes it as easy as possible to run different types of campaigns simultaneously – and it works."

"We submit campaigns all the time for different regions, different audiences and different purposes, and using a standardised syntax is a huge help. As you start running more LinkedIn campaigns, it will help to use the search function and filters to find exactly what you're looking for.

How we standardise our campaigns at LinkedIn:

**Business Line_Customer/ Acquisition_ Region_Go Live
Date_Content_Targeting**

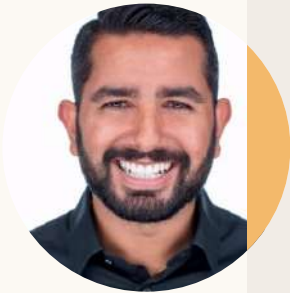
The final thing I'd mention with the setup is applying the Insight Tag across your website, because you'll get great value from using that for Conversion Tracking and your Website Demographics.

It's great for tracking how engagement on LinkedIn is converting into leads. You'll get really good insight on who's clicking, who's engaging, who's looking at your content, and you can see this broken down by country, company, functions, seniority. It's a pretty cool tool to use."

Gaurav Nihalani
LinkedIn Insider

How to increase campaign effectiveness over time

Setting a framework for testing and learning will help you to boost your relevancy score, increase your reach and engagement, and focus your targeting on the audiences driving real results for your business.



“Improving your CTR will help to increase the relevancy score that you have as an advertiser on LinkedIn. This matters because the LinkedIn auction rewards advertisers who’ve achieved higher relevancy scores. As a result, consistently driving engagement can help translate your budget into reach more efficiently.

Basically, to increase your relevancy score you need to optimise your performance. Call out your audience in the headline of your Sponsored Content to establish relevance, make sure that your content is always aligned with your audience, and keep an eye on what’s going on so that if a campaign isn’t performing, you don’t just leave it to drag your score down.

The Campaign Demographics tool is a real help here. You can see which audiences are engaging the most and focus content around those audiences to help drive engagement further.”

Gaurav Nihalani
LinkedIn Insider

“My advice is to set up a handful of campaigns for the audience that you’re trying to target, fill them with two to three pieces of content, optimise after the first few days and then keep an eye on them on a weekly basis. Try to make sure that you’re getting some scale of impressions so that you can have a meaningful amount of data to work with for optimising.”

Jaime Pham
Content Consultant



4 | Measuring LinkedIn Campaigns and Demonstrating ROI

The way to demonstrate the ROI of LinkedIn campaigns is the same as the secret to getting the best possible performance from your LinkedIn campaigns. It comes down to measuring what matters, identifying the metrics that get you closest to your campaign objectives, and then the optimisations you can make to move those metrics in the right direction.

One of the great advantages of advertising on LinkedIn is the way that features like Campaign Demographics and Conversion Tracking enables you to focus in on numbers that will carry weight when reporting back to the Head of Marketing, the sales team, or the C-suite.

Two of the most important pieces of advice that we give to advertisers are to keep a close eye on the Campaign Demographics feature of Campaign Manager – and to make use of the LinkedIn Insight Tag.

Campaign Demographics give you an invaluable look at the type of audiences that are engaging with your different campaigns; through the Insight Tag, you'll see what this engagement leads to – and you'll get a crucial breakdown of which audience profiles are most likely to take the actions you're interested in. This takes what some people consider to be 'vanity metrics' like engagement and clicks, and helps turn them into actionable insights that relate directly to core business objectives.



The great strength of LinkedIn as an advertising and content marketing platform isn't just the engagement that it generates – it's the quality of the audience that engagement is with, the quality of leads that it generates, and the revenue that ultimately leads to. We often have conversations with marketers that come down to playing the long game on measuring ROI for their LinkedIn campaigns. It's crucial to be able to show results to the business in the short term – and it's essential to be able to optimise your campaign quickly on the basis of the engagement it's generating. However, that engagement needs to be put into context. Keep a close eye on how those engaging with your marketing on LinkedIn convert into leads – and also on how those leads convert into revenue.

Your cost per lead (CPL) will help to put your cost per click (CPC) and cost per impression (CPM) into context. The revenue you generate from your leads can be just as important for putting the CPL into perspective as well.



The more data you gather connected to these end-goals and business outcomes, the more power you'll have to tweak and optimise your LinkedIn campaigns as you go, in order to move the needle on to those outcomes. If you find that a particular demographic is more likely to convert to a customer, or converts at a faster rate, then you can adjust your targeting and devote more budget to reaching that particular audience.

For increasing the flow of leads from Sponsored Content and Messaging Ads, don't forget LinkedIn Lead Gen Forms – mobile-optimised forms that can capture data in just a click or two without the need for your prospects to enter any details manually. Their impact on lead generation and conversion rates make them one of the most important elements that you can add to any LinkedIn campaign.

Measuring what matters and demonstrating ROI to the business

“When people are struggling to demonstrate ROI and performance to the business, it’s often hyper-targeting that’s the cause of the problem; it’s just such a common mistake. Marketers will be targeting groups of a thousand to ten thousand people and then getting frustrated that they are only getting 10 to 100 clicks. The thing is: a 1% click-through rate is actually a strong performance, but if you’re only targeting a thousand people it doesn’t add up to much. If you’re not investing in reaching people at scale, and you’ve defined your audience too narrowly, you’re missing the real opportunity to drive ROI.”



Gaurav Nihalani
LinkedIn Insider



“This depends on your goals and what you’ve promised to your sales team in your marketing strategy. If you projected a fixed amount of leads from your activity on LinkedIn, report this back to your business. But this is not enough – you need to follow these as they convert in your sales funnel. I think it’s really important to calculate the lifetime-value of a customer (prediction of the net profit attributed to the entire future relationship with a customer) and how this varies per channel. If you can report on these metrics, you’ll be able to paint the full picture for your CMO and sales organisation.”



Lucas Brun
ex-Campaign Manager

“You can measure performance in terms of cost-per-click (CPC) and cost-per-impression (CPM), but you need to bear in mind that those costs are always going to rise when it’s an in-demand audience such as decision-makers, and you need to outbid competitors in order to reach them. What you really need to look at is how those clicks perform in terms of conversions and dollars spent with your business – because that’s the metric that really matters.”



Katie Geoghegan
ex-Campaign Manager

“B2B sales cycles are long, so the focus for the marketer shouldn’t be on ROI to begin with. Start with effectiveness of LinkedIn traffic going to leads. Then pay attention to how many leads it takes to produce a Sales Qualified Lead (SQL), then how many SQLs it requires to close a deal. If the sales team is performing consistently, you can optimise for leads and simply trust that they will perform down the funnel and drive ROI. Those calculations will add up strongly on LinkedIn because of the lead quality. Our clients are constantly surprised by the quality of leads from LinkedIn vs other channels. It’s not that the same qualified individuals aren’t on other platforms, but we can be so specific on LinkedIn and make sure we are ONLY talking to the most qualified people from the start.”



AJ Wilcox
LinkedIn Ads Pro



The best things to do with a spare five minutes

Got five minutes free in your day or week? Here's the most profitable use that you can make of that time to increase your effectiveness on LinkedIn:



“If you have five minutes, I’d use it to review your campaigns and just sense-check that you are matching creative and audience in the right way. Use the Campaign Demographics tool to get insight on this. It can also be useful for applying exclusions if you need to – if you find you are reaching an audience that’s not relevant you can exclude that specific audience from your targeting.”



Katie Geoghegan
ex-Campaign Manager



“The number one thing that I would recommend you do with five minutes is to A/B test your copy and image, see what’s working and turn off what isn’t. That’s one of the most overlooked aspects of a LinkedIn campaign and it can have a massive impact.”

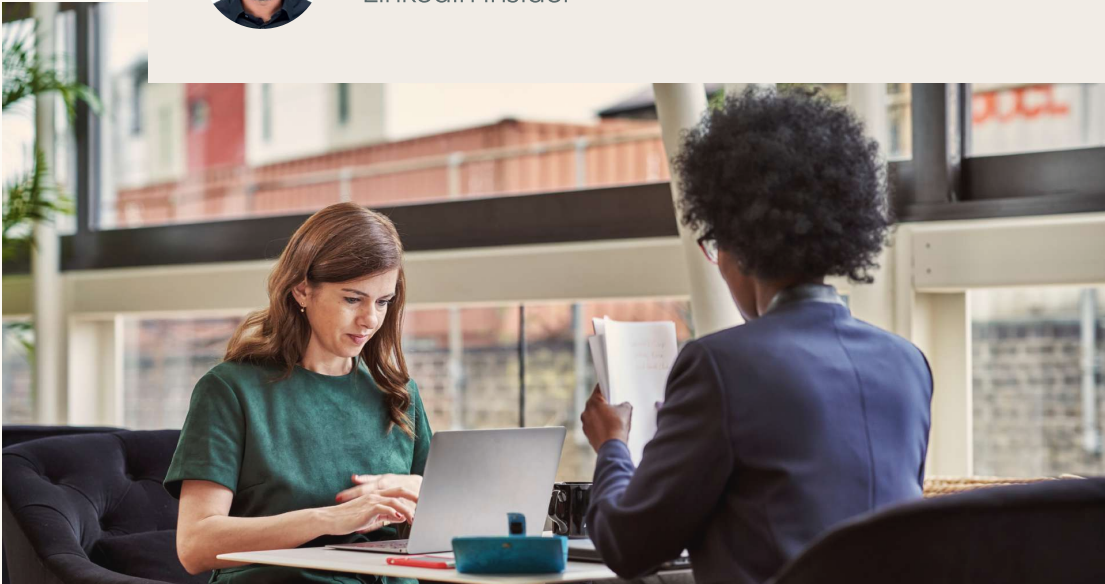


Jaime Pham
Content Consultant

“I would spend your five minutes per day just going into Campaign Manager and filtering or sorting all of your campaigns by a metric you care about, whether that’s conversion rates, leads or click-through rate (CTR). Look at your average value for that metric and then look at the campaigns above and below that line. That’s taken just a couple of minutes – so you’ve then got time to ask yourself a few questions: which campaigns do you want to lower the spend on or turn off? Why are the top performers performing as well as they are? Look for similarities, and then you can apply the learnings you generate to campaigns that aren’t performing as well.”



Gaurav Nihalani
LinkedIn Insider



“Just double check if you’re reaching your objective and Key Performance Indicators (KPIs). If that is brand awareness, are you serving enough impressions with your campaigns to have the reach you want? For Lead Generation, is your Cost per Lead (CPL) in range and are these leads converting in your sales funnel? Spend five minutes analysing the stats available to you in Campaign Manager and in your CRM system and brainstorm ways to optimise, if necessary.”



Lucas Brun
ex-Campaign Manager



I hope you've enjoyed reading through this guide as much as we've enjoyed putting it together.

Between them, these tricks, tips and techniques can help even strongly performing campaigns get even better results on LinkedIn. I know from personal experience that they can make your life as a marketer a lot easier as well. Don't just settle for knowing what we know - get out there and use that knowledge to make a difference for you. And remember, you'll be able to find all of the instructions and detailed information that you need for using LinkedIn for advertising in our [Read Me guides](#) and [Your Guide to LinkedIn's Targeting Capabilities](#).



Grace MacDonald

Campaign Manager turned Content Marketer

For the first time in the history of media, you can reach the world's professionals all in one place. More than 660M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow-precisely the people you want to target.

For more information, visit marketing.linkedin.com.