

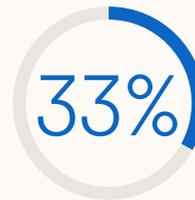
Read me
if you want to
drive more leads
on LinkedIn

An essential guide in the 'Read Me' trilogy

LinkedIn Marketing Solutions

Lead generation activity turns customer demand into business revenue. It's bottom-of-funnel, short-term sales activation that keeps the business going and is of particular interest to many B2B marketers, given that B2B deals are harder to close and sales cycles are often long-drawn affairs. Even in difficult times, when customers are less able to buy, well-executed demand marketing can help shore up existing relationships.

When you drive leads on LinkedIn, you're engaging decision-makers in the mindset to do business. We're here to help you connect with professional audiences at scale and drive meaningful engagements in environments that yield results.



Brands have seen a 33% increase in purchase intent resulting from ad exposure on LinkedIn



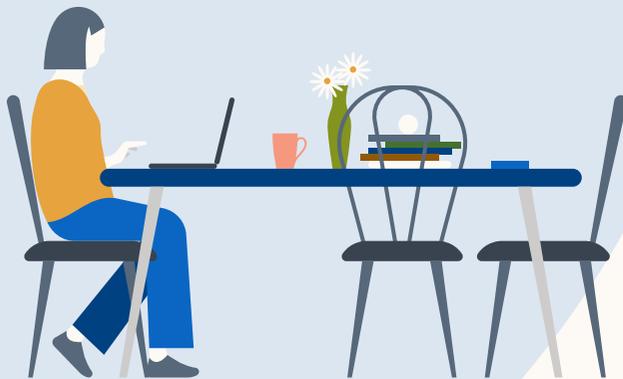
Audiences exposed to both brand and acquisition messages on LinkedIn are 6x more likely to convert



Compared to other social channels, 82% of B2B marketers realise their greatest success with LinkedIn



This essential guide has been specifically developed for you, by LinkedIn, to share insider insights about our platform, its features and functionalities. In the guide, we cover the end-to-end fundamentals of effective demand marketing on LinkedIn and how you can leverage the platform to accelerate lead generation. Master these and you'll be on your way to achieving the results you want.



Read from cover to cover, or pick a step and click to jump right in.

[Step 1. Define your objectives](#)

[Step 2. Build a compelling organic presence](#)

[Step 3. Target with precision](#)

[Step 4. Choose your format mix](#)

[Step 5. Measure, track and optimise](#)

Step 1

Define your objectives

The ultimate aim of demand marketing is to capitalise on buyer interest to generate and convert qualified leads. Your aim is to move your target audience along the buyer journey from middle-of-funnel consideration and engagement to bottom-of-funnel lead generation.



Define your
objectives

Defining your objectives is the first, most important step in effective marketing. It provides clarity of purpose and direction, and determines the strategies, tactics, and key performance indicators for your campaign. While this is true for any marketing campaign, it is vital on LinkedIn because our platform is optimised for objective-based advertising.

Pay close attention to your demand marketing objectives on LinkedIn because each campaign objective optimises towards members most likely to take your desired action based on past and predicted platform data.

| Budget Investment | Buyer Stage | Objectives | Optimisation |
|--|----------------------------|---|---------------------------|
| 46% in Brand | Awareness | Brand awareness | Impressions |
| | Consideration & Engagement | Video views | Video views* |
| Engagement | | Clicks to landing page, LinkedIn Page, social pill, LinkedIn Page followers, social actions | |
| Website visitors | | Landing page clicks | |
| 54% in Demand <small>Since B2B sales is tougher and sales cycles are longer, it's fair to reserve a marginally larger slice of your budget for short-term activation efforts.</small> | Conversion | Lead generation | Lead gen form submissions |
| | | Website conversions | Conversions |

* For video views, bidding by impressions optimises for impressions (number of times people have seen your ad) whereas bidding by video views optimises for video views (number of +2 continuous second-views at 50% on screen or a click on CTA, whichever comes first).

Source: Brand and Demand: The Key Principles of Marketing Growth, LinkedIn, 2020



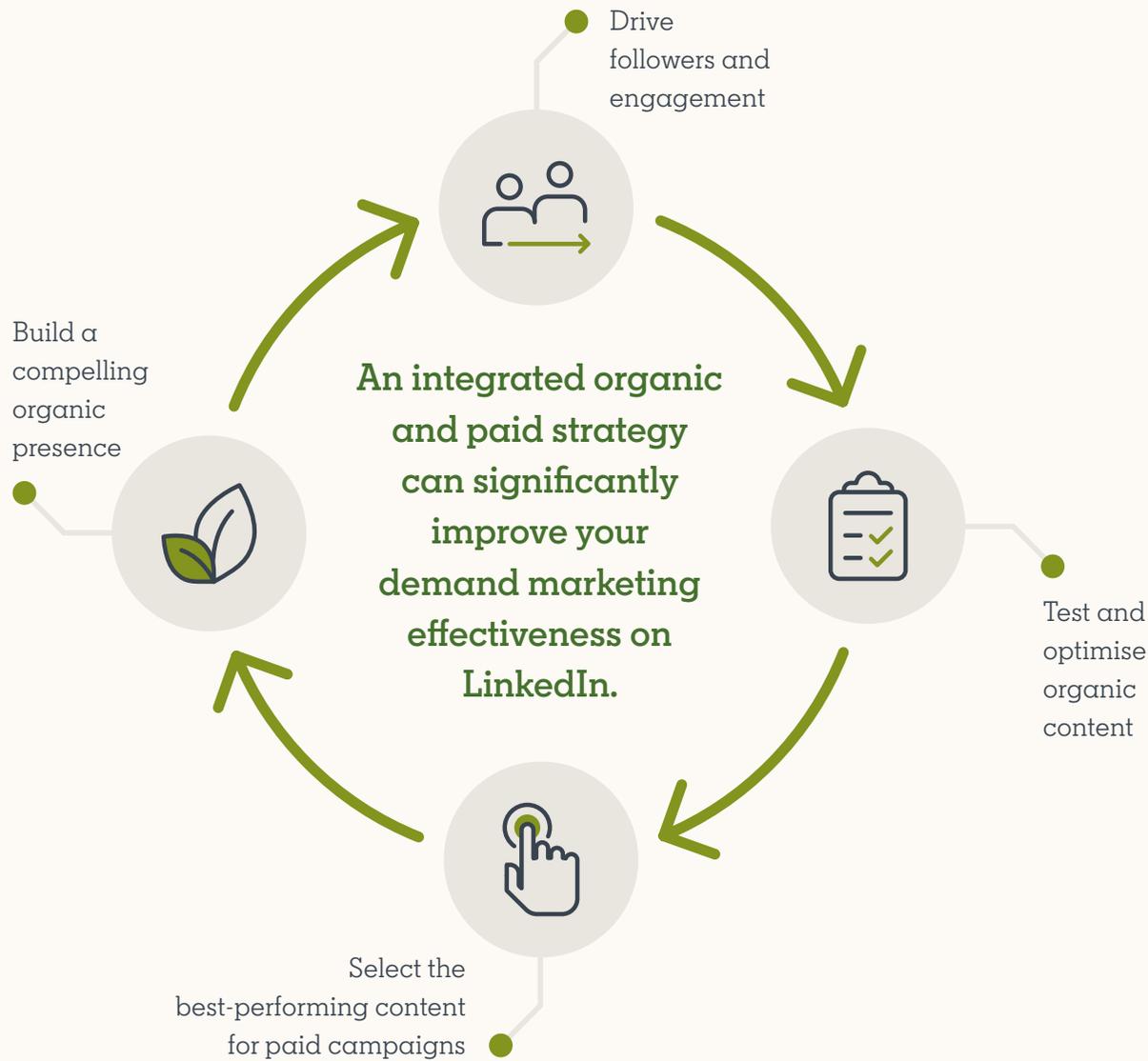
Explore objectives
in Campaign Manager

Step 2

Build a compelling organic presence

The greater your organic reach, the more it can amplify your demand marketing efforts on LinkedIn. Do this by optimising your LinkedIn Page and adopting an always-on approach to sharing great content.

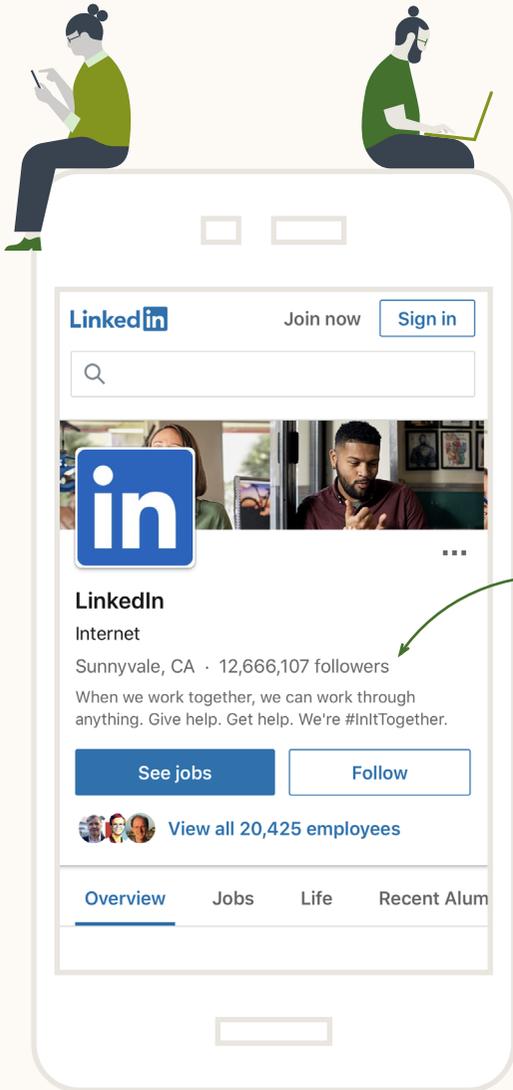




These are the solutions at your disposal:

- LinkedIn Pages
- LinkedIn Live
- LinkedIn Events





LinkedIn Page

It all starts with your **LinkedIn Page** — your brand’s professional home on LinkedIn. This is where you can:

- **Build thought leadership** and use **storytelling** to share inspiring content with your community
- **Showcase your corporate culture**, strengthen your employer brand and engage your employees as integral members of your online community
- **Promote your work** by sharing updates that your community can immediately act on

Make it work

- **Complete your Page** because Pages with complete information get 30% more weekly views and are more likely to be found when members search on LinkedIn
- **Tap on the Content Suggestions feature** to discover the trending topics and articles that you can reshare or leverage for your own content strategy
- **Follow and associate up to 3 hashtags** with your Page to expose your brand to a wider audience
- **Engage and re-engage** your community with ongoing conversations



- **Companies with completed and active Pages are more successful at achieving growth objectives, including:**
 - 5x lift in Page views
 - 7x lift in average impressions per follower
 - 11x lift in clicks per follower
- **Companies that post weekly see a 2x lift in engagement with their content.**
 - Images typically get a 2x higher engagement rate
 - Custom collages of 3-4 images perform especially well for organisations
- **Once your Page reaches 150 followers, the opportunity for growth is exponential.**
 - Add the LinkedIn ‘Follow’ button to your website to drive relevant followers to your Page
 - Engage your employees to share Page posts to boost your organic reach



Your deep-dive resource:
[LinkedIn Pages Best Practices](#)

Pages Checklist

As a Page administrator, here's how you can set your Page up for success:

Organise internally

- Decide who requires admin access.** Is it 1-2 reps from your corporate brand, talent brand, analytics team, external agency and key regions, perhaps?
- Train your Page Admins.** Create an internal playbook with examples of best-in-class posts.
- Set up a centralised communication channel.** Slack, Teams and SharePoint all work well.
- Sync regularly.** Align monthly with different teams (ex. regional teams on localisation) and weekly with your social leads on cross-platform social strategy.

Strategise your content

- Aim to post to your Page daily** to establish a trusted voice.
- Plan a week in advance, but aim to schedule your posts 24-48 hours before launch.** Central posting platforms like Hootsuite or Sprinklr can be helpful.
- Use Content Suggestions** to understand what's trending with your target audience.
- Share your brand's best @mentions.** You can find these under the Activity tab.
- Leverage your Communities panel hashtags.** Update these weekly and interact with the feeds.
- Respond to member comments in a timely manner** using mobile admin.

Manage Showcase Pages

- Create Showcase Pages around major product categories.** Don't make one for each of your products, services or regions.
- Grant access to your Showcase Pages,** typically to corporate social teams or product marketing managers.
- Create a social media intake form** to streamline content requests for all Pages.

Dial up employee advocacy

- Encourage employees to re-share your posts** using a feature to prompt them to like, comment, or re-share on your behalf.
- Promote your employees' best LinkedIn articles.** Use Content Suggestions to find and share the best articles authored by your employees.
- Ask your execs to @mention your Page** as this offers critical exposure for your Page.
- Leverage My Company on Pages** (previously LinkedIn Elevate) to create an employee-only community experience where they can connect, engage and grow their internal network via your Page.

LinkedIn Live & LinkedIn Events

With **LinkedIn Live**, you can stream live video content to build deeper connections and record engagement with your audience. This is your opportunity to engage your wider audience and do so in real time. You're also giving your community a platform to interact while consuming your content live!

Use it on its own or paired with **LinkedIn Events** to bring your community together in real time. It enables you to host targeted, engagement-focused virtual events where you can stream live directly into your LinkedIn Event.



LinkedIn Live

Audience

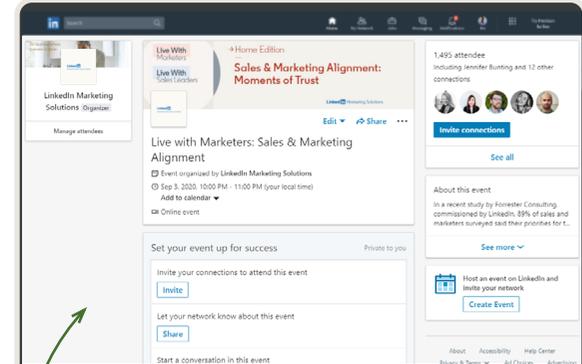
- All Page followers are notified
- Public to all members

Best for

Reaching a wider member base

Top use cases

- Breaking news
- General discussions and Q&As
- Expert panels



LinkedIn Events

Audience

- All Event attendees are notified
- Private to event attendees

Best for

Curated/selected smaller member base

Top use cases

- Account-based marketing
- Industry-specific events
- Product demos
- Other educational events



LinkedIn Live Videos receive 7x more reactions and 24x more comments compared to native videos.

Model your campaigns after this winning example



upGrad

Headquarters: Mumbai, India | No. of Employees: 1,095 | Industry: E-Learning



Challenge

- upGrad is India's largest online higher education company providing programmes to students, working professionals and enterprises.
- They launched a host of additional programs in new areas to attract a broader audience.
- To get good quality enrollments, they needed to build brand awareness while furthering their key proposition of 'lifelong learning'.
- It was important to drive top of mind recall and establish trust amongst relevant audiences.



Solution

- A sophisticated targeting approach with lead gen campaigns towards oriented towards specific job titles, roles, behaviors and interests.
- Regularly shared organic content, closely monitored engagement and then sponsored high-performing posts.
- The LinkedIn team closely tracked their campaign KPIs and constantly optimized messaging, creative and targeting to find the sweet spot.



Results

87%
increase in
organic following
in 60 days

20%
decrease in
cost per lead

2.3x
lift in brand
mentions
on LinkedIn

2x
improvement
in lead-to-
enrollment
numbers



"We adopted a two-fold approach on LinkedIn - building the upGrad brand in the market and targeting the right audience in the right mindset. The strategy paid off and we saw a remarkable improvement in the quality of leads, resulting in cost optimisation and better ROI for the business."

Rahul Karthikeyan | Head - Digital Marketing



Inspired?

Start planning your next campaign

Step 3

Target with precision

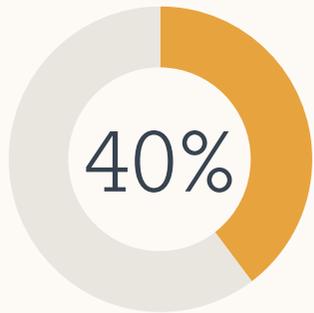
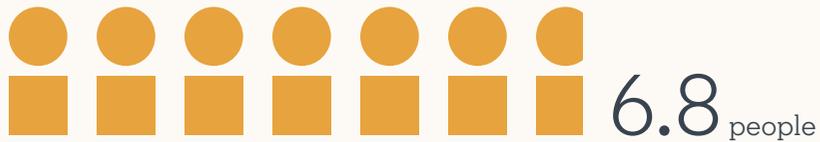
LinkedIn targeting is unique because members are incentivised to keep their profiles accurate and up-to-date for networking, personal branding, and job opportunities. And when they spend time on LinkedIn sharing and consuming content, celebrating moments and posting professional updates, they provide information on their job experiences, skills, interests and more that add behavioural richness to our data set.



Beware the hyper-targeting trap

Targeting is all about delivering relevant, resonant content to the right audiences. With 69% of marketers believing that hyper-targeting is more effective than a broad approach, and there being so many targeting filters available on LinkedIn, you may be tempted to use them all. But beware! Hyper-targeting limits your reach. Consider:

The B2B buying decision involves an average



of professionals change jobs
once every four years

When you target too narrowly, you may not capture the full buying circle and future buyers. To grow the business and maximise advertising effectiveness, you want to reach as many people as possible because:



when Share
of Voice



Share of Market,
brands grow

when Share
of Voice



Share of Market,
brands shrink

LinkedIn is built to reach
a **precise audience at scale**,
so make full use it!

Target

with precision

Profile-based targeting

On LinkedIn, you can reach members using a host of profile-based attributes. We find that, in most cases, using professional targeting options such as interests, member traits, skills, or functions, instead of age or gender, leads to much stronger results. Remember to sidestep the hyper-targeting trap by limiting yourself to two or three most relevant targeting options.



Job experience

Job Function,
Job Seniority,
Job Title,
Member Skills,
Years of Experience



Company

Company Name,
Company Industry,
Company Size,
Company Followers,
Company Growth Rate,
Company Category,
Company Connections



Education

Degree,
Field of Study,
Member School



Interests

Member Interests,
Member Groups,
Member Traits



Demographics

Age,
Gender



Company Growth targets companies by their rate of growth year over year, determined by factors such as employee growth or inferred data from other similar companies within the same location and industry.



Company Category targets a curated list from well-recognised publications and thought leaders like *Forbes*, *Fortune* and *LinkedIn News Editors*. Using this option, you can effectively identify the world's largest, most innovative or fastest-growing companies. You can also use Company Category in combination with Job Seniority and Job Function to reach your precise buying committee.



Member Traits reach members based on distinguishing characteristics such as frequent traveller, job seeker, open to education or the types of device they may use when spending time on LinkedIn. This typically represents a narrower audience and may not need additional targeting criteria applied.



Your deep-dive resource:

[Targeting on LinkedIn](#)

Reach a wider audience

Increase the scale and reach of your campaign quickly and easily with these LinkedIn features.

| Before your campaign | During your campaign | After your campaign |
|---|---|---|
| <p>Use Matched Audiences to create a wider target audience with similar demographics and interests for:</p> <ul style="list-style-type: none">• Website retargeting• Contact targeting• Account targeting• Engagement retargeting | <p>As you identify high-performing segments from your campaign, use Audience Expansion to build new, similar audiences in real time.</p> | <p>Identify high-performing audience segments and use Lookalike Audiences to find professionals with similar attributes.</p> |



Forecast your results

As you set up targeting for your campaigns, you can discover more about your audiences using Forecasted Results.

Forecasted Results

Target audience size
30,000,000+

Segment breakdown

Industry

Target audience size:
Displays the total number of LinkedIn members that fit your targeting options.

Segment breakdown:
A dropdown list of professional attributes like job function, years of experience, company size, industries and interest based on information that members provide in their profiles.

| Segment | Percentage |
|-----------------------------------|------------|
| Computer software | 100% |
| Information technology & services | 33% |
| Design | 14% |
| Fundraising | 4% |
| Philanthropy | 12% |

| Metric | 1-day | 7-day | 30-day |
|-------------------|----------------|-------|--------|
| 1-day spend | \$40 - \$50 | | |
| CTR | 0.5% - 1.2% | | |
| 1-day impressions | 3,000 - 10,000 | | |
| 1-day clicks | 3,000 - 10,000 | | |
| 1-day conversions | 3,000 - 10,000 | | |



300 members is the minimum target audience size for a campaign. If your audience size is too small, you will be notified with an “Audience Too Narrow” message which prevents you from saving your targeting and moving to the next step. To achieve optimal scale for your campaign, aim for:

50,000+ members for
Single Image, Carousel, Video and Text Ads

15,000+ members for
Message and Conversation Ads



**Take a closer look
in Campaign Manager**

Account-based marketing

An account-based marketing (ABM) strategy allows you to be laser-focused in your efforts by engaging accounts with a high degree of buying intention. A LinkedIn survey found that, globally, 54% of marketers already use ABM and 80% plan to increase their budget investment in this area. To achieve their ABM goals, marketers need to overcome unreliable data, personalise content at scale and show the results of their programme and campaigns. That's where LinkedIn can come into play.

The member-generated, first-party data on LinkedIn is more accurate and highly differentiated in the market noise of audience data. Plus, LinkedIn's innovative products help you navigate the complex B2B buying process, where multiple touchpoints influence every sale.



Source: *A B2B Marketing Jumpstart to Account-Based Marketing*, LinkedIn

Whether your campaign objective is awareness or conversion, you can use company targeting to focus your ABM campaign on high-value companies and reach decision makers across an organisation. Here's how:

1.
 - Use Company Name targeting to precisely define the accounts you want to nurture
 - Upload your list of target companies and use Matched Audiences to expand your reach to similar companies across 8+ million LinkedIn Pages
2. Identify the people who make and influence buying decisions at your highest value accounts
3. Define and create targeted campaigns for these accounts
4. Deliver tailored content and nurture audiences along the buyer journey



You can target up to 200 different organisations using the Company Name option. To target an even larger list, use Matched Audiences to upload a list of up to 300,000 companies.

Model your campaigns after this winning example



Jabra

Location: Copenhagen, Denmark | **No. of Employees:** 1,500+ | **Industry:** Consumer Electronics



Challenge

- Jabra is a global leader in audio-equipment that powers the ways businesses communicate and get work done.
- With remote work on the rise, Jabra needed a way to build a B2B pipeline of companies searching for the equipment to make this shift to a digital and distributed workforce.



Solution

- Turning to LinkedIn for lead generation, Jabra leveraged LinkedIn's retargeting and Company Targeting to reach key accounts, while segmenting based on website activity, job functions and member interests.
- Video Ads allowed Jabra to tell a visual story of how it was helping retailers make the shift to a digital workforce powered by its technology.
- It used Single Image Ads with a Lead Gen Form to push that audience further down the funnel.



Results

- By retargeting prospective buyers based on those who opened a Lead Gen Form but didn't submit, Jabra beat its benchmarks for engagement while increasing conversion rates at the bottom of the funnel.



"We tested retargeting by Lead Gen Forms against our normal targeting tactics and found the CTR to be 2-3 times higher. Although still early in the process, we find that leads generated from retargeting have a higher qualification rate from MQL to SQL."

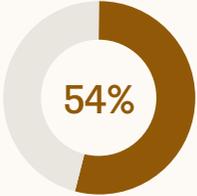
Morten Jensen | Senior Marketing Manager



Inspired?

Start planning your next campaign

Target
with precision

| Budget Investment | Buyer Stage | Objectives | Targeting Attributes & Matched Audiences |
|---|----------------------------|---------------------|--|
|  <p>54% in Demand</p> | Consideration & Engagement | Video views | Job Titles + Member Traits Uploaded Lists Website Retargeting Retargeting by Engagement |
| | | Engagement | |
| | | Website visitors | |
| | Conversion | Lead generation | Uploaded Lists Website Retargeting Retargeting by Engagement |
| | | Website conversions | |

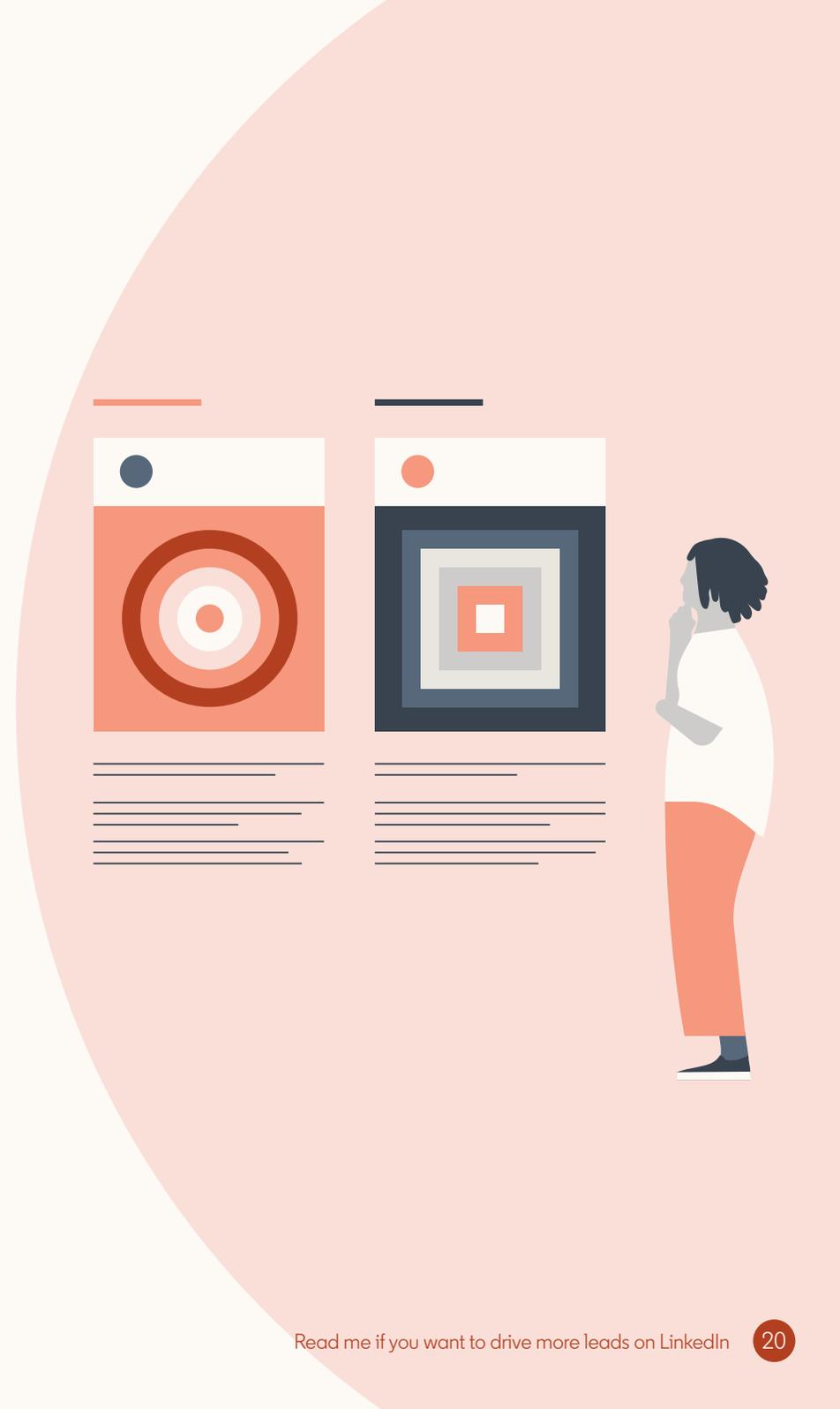


Explore targeting options
in Campaign Manager

Step 4

Choose your format mix

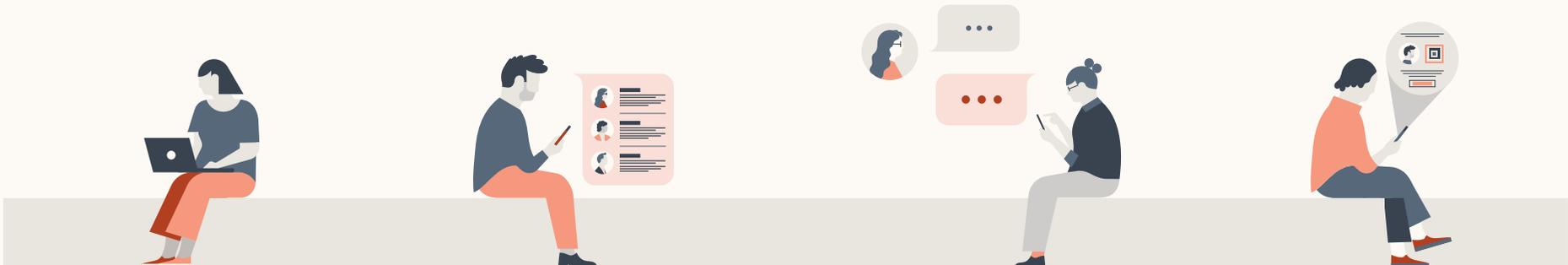
You're now ready to develop a format mix. Your choice of LinkedIn advertising formats will depend on the role you want the ads to play. Start by understanding your choices and how they can serve your objectives.



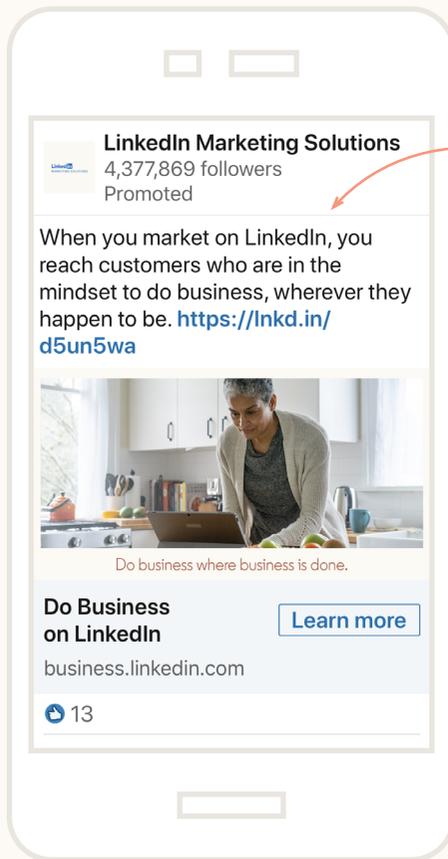
Choose your
format mix

| Budget Investment | Objective | Ad Placement | | |
|--|----------------------------|---|------------------|--|
| | | Feed | Messaging | Right-Rail |
| <p>46% in Brand</p> <p>54% in Demand</p> | Awareness | Video Ads* Single Image Ads* Carousel Ads | Conversation Ads | Spotlight Ads |
| | Consideration & Engagement | Single Image Ads* Carousel Ads | Conversation Ads | Spotlight Ads, Follower Ads, Text Ads |
| | Conversion | Single Image Ads* Carousel Ads | Message Ads | Spotlight Ads, Follower Ads, Text Ads |
| Power up with Lead Gen Forms | | | | |

* Reach your target audience off LinkedIn too through premium publishers, like Business Insider, with **LinkedIn Audience Network**. LinkedIn Audience Network is currently only available for Sponsored Content single image and video ads.



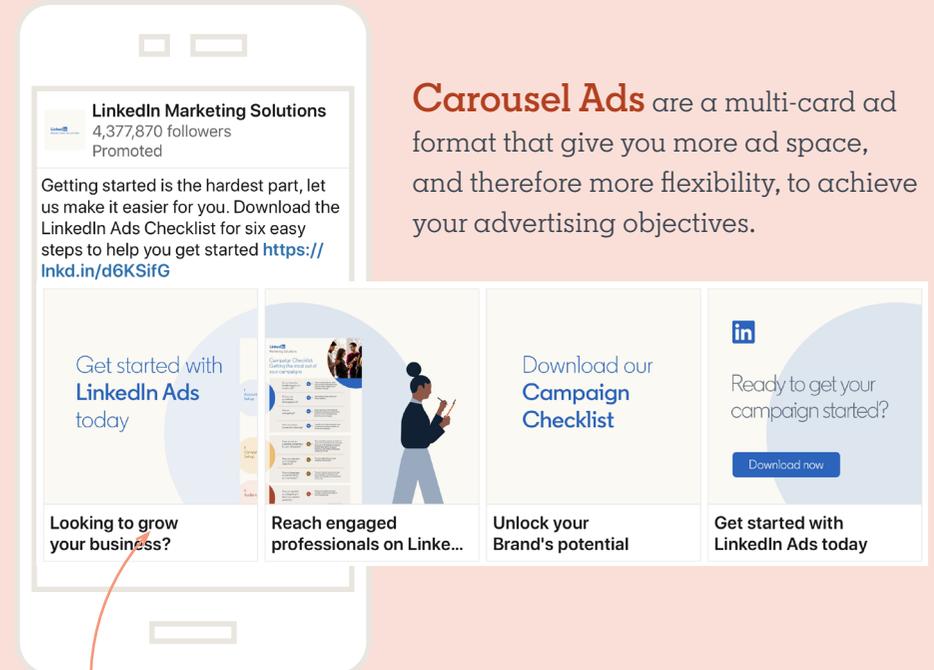
Single Image Ads are a Sponsored Content ad format. These ads feature one image and appear directly in the LinkedIn feed of your target audience.



Make it work

- Keep your ad copy concise for greater engagement. Aim for under 150 characters for headlines and 70 characters for descriptive copy.
- Use larger images for up to 38% higher click-through rates. An image size of 1200x627 pixels is recommended.
- Feature a clear call-to-action so your audience knows how to act on their interest.

Carousel Ads are a multi-card ad format that give you more ad space, and therefore more flexibility, to achieve your advertising objectives.

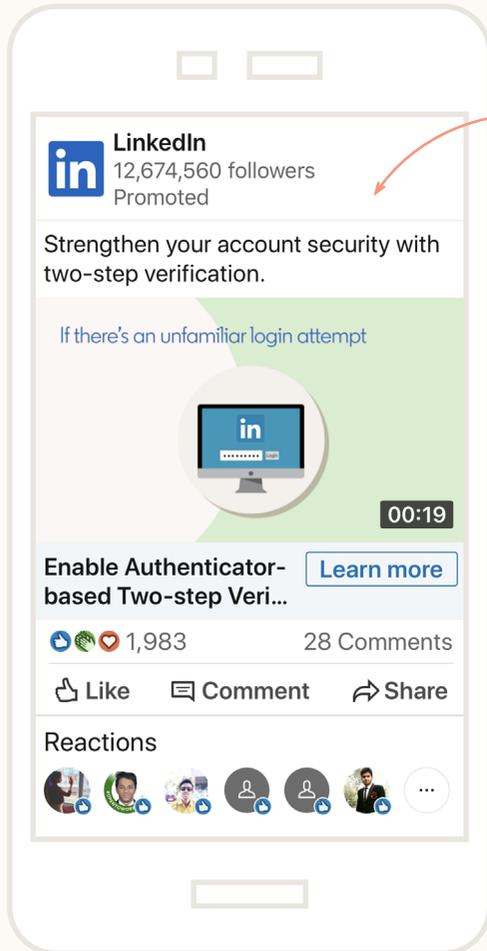


Make it work

- Showcase multiple products or services
- Feature a single solution in detail
- Highlight opportunities like resources and events



Video Ads are a compelling way to engage your audience on LinkedIn, especially since people engage with video ads almost 3x longer than a static ad.



Make it work

- Include captions to attract and engage your audience, particularly those who watch videos on mute
- Treasure the first 10 seconds. Show your audience what you want them to see before viewer attention drops



Short videos (5-15s)



Try looped videos similar to animated gifs or adopt a teaser approach to encourage your audience to learn more

Mid-length videos (30s)



Establish your point in the first 5 seconds, then drive it home with quick product overviews or 'talking head' interviews

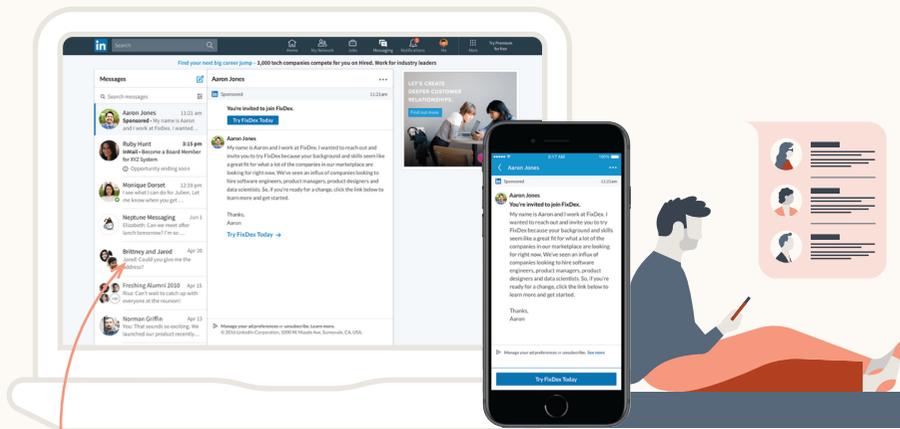
Long videos (1min+)



Weave a richer story that makes an emotional connection or imparts knowledge



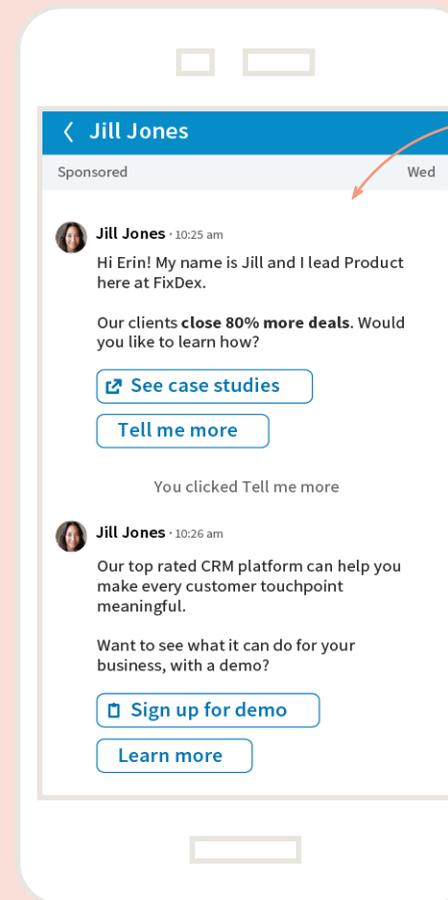
Message Ads allows you to send targeted messages directly to your audience in an uncluttered environment. Messages are delivered in real time, only when your audience is active on LinkedIn, to increase the likelihood of engagement.



Make it work

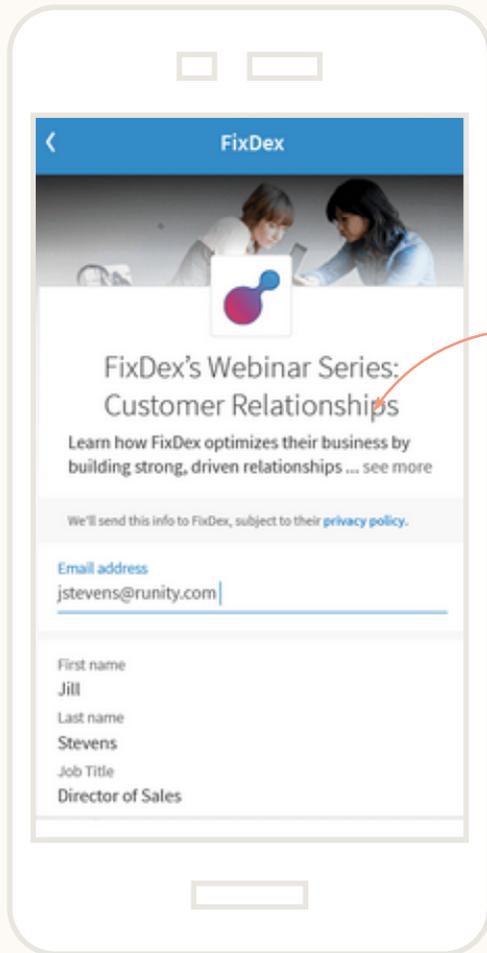
- Write an engaging subject line to entice audiences to read on
- Always introduce yourself and make your purpose clear
- Limit messages to under 500 characters
- Add hyperlinks to make it easier for the prospect to engage with the ad
- Focus on one call-to-action
- Add a Lead Gen Form to drive up to 4X more leads

Conversation Ads are the next generation of Message Ads. Use this format to engage your audience in a personalised manner as they control the conversation path with their responses.



Make it work

- Choose an appropriate sender — product demos could come from your Director of Sales, while event invitations could come from your CEO.
- Make your first sentence count. There's no subject line in a Conversation Ad so the first line can determine your open rate.
- Use 2-3 call-to-action opportunities to guide audiences into learning more.
- Drive higher quality leads by asking qualifying questions and including a Lead Gen Form for easy lead collection.



Lead Gen Forms

Lead Gen Forms are designed for seamless conversion. When LinkedIn members click on your ad, their profile data automatically populates a form that they can submit with one click. This tears down the main barrier to online conversion — the time and effort to manually complete forms — while ensuring that you get more accurate and complete information about your leads.

Make it work

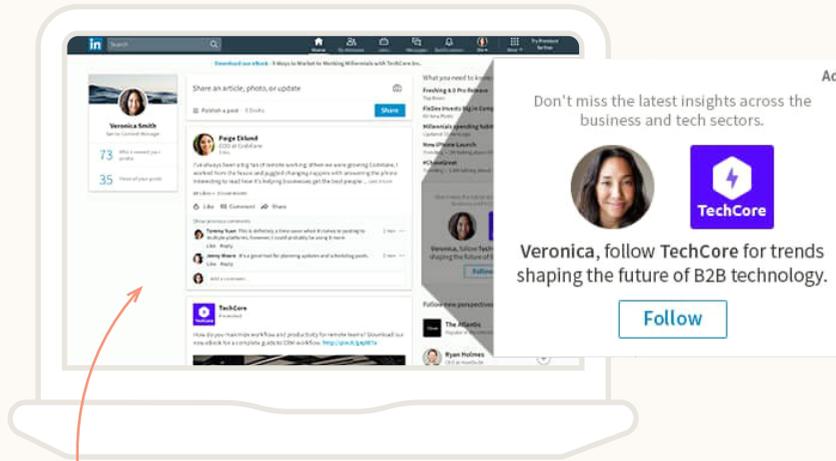
- Choose 3-4 fields to use on your Lead Gen Form. A maximum of 12 is supported but fewer fields tend to improve conversion rates.
- If you have high form opens but low lead volume, consider reducing the number of fields or revising your message.
- When creating an ad with a Lead Gen Form, add a URL to your landing page in your ad copy. On mobile, tapping on the intro text will open the Lead Gen Form; on desktop, clicking on the intro text will redirect to the landing page.



Retargeting by Lead Gen Forms

Encourage conversion by retargeting audiences who opened a Lead Gen Form from your Sponsored Content ad but didn't submit. In such cases, try a more personalised approach with Message Ads.

Right-Rail Ads are displayed on the side rail of the LinkedIn homepage and include:



- **Spotlight Ads** where your ads are visually personalised to your target audience. Capture attention by selecting the option to have their profile photo appear in the ad.
- **Follower Ads** encourage audiences to follow your Page or Showcase Page and feature their photo and your company logo.
- **Text Ads** are simple but versatile ads. Make them stand out by addressing your audience directly in your ad copy or adding an optional image.

Make your content work too

Content matters in brand marketing. Your content marketing strategy can boost your paid advertising efforts significantly, especially when you use it to build trust in the business. Adopt a full-funnel content marketing strategy to guide your content creation in a way that anticipates and solves your audience's needs at every stage of the buyer journey.



Your deep-dive resource:

[Content marketing in times of uncertainty](#)



Inspired?

[Start planning your next campaign](#)

Awareness

Video Ads, Single Image Ads,
Conversation Ads

Consideration

Single Image Ads, Carousel Ads,
Conversation Ads

Conversion

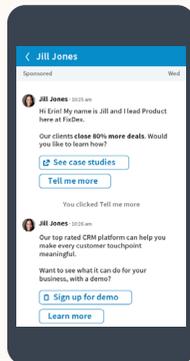
Single Image Ads, Carousel Ads,
Message Ads, Lead Gen Forms

To drive website visits

Single Image Ads



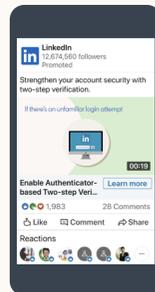
Conversation Ads



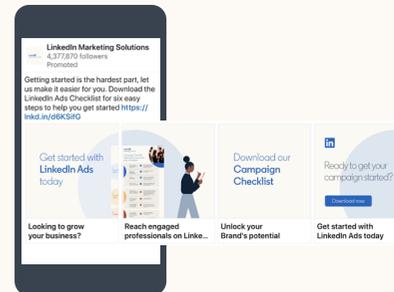
Use this combination to provide audiences with **multiple entry points** for taking the next action in the buyer journey.

To drive engagement

Video Ads

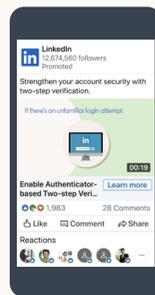


Carousel Ads



Deepen engagement by incorporating **more visual components**, whether to enable deeper storytelling or show product capabilities. This combination is great to show a video preview of an upcoming event you're **driving registrations** for, with Carousel Ads displaying a few keynote or featured speakers.

To drive video views



Video Ads of varying lengths

Increase your reach and engagement with a visual story told through video ads of varying lengths. For audiences who **watched less than 50%** of your video, retarget them with a shorter video on a different topic.

For audiences who **watched more than 50%** of your video ad, deepen engagement with another video of about the same length that focuses on a middle-funnel topic.

Awareness

Video Ads, Single Image Ads,
Conversation Ads



Consideration

Single Image Ads, Carousel Ads,
Conversation Ads



Conversion

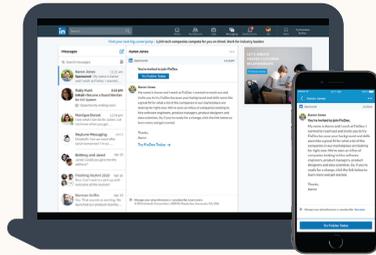
Single Image Ads, Carousel Ads,
Message Ads, Lead Gen Forms

For lead generation

Single
Image Ads

Message Ads

Lead
Gen Form



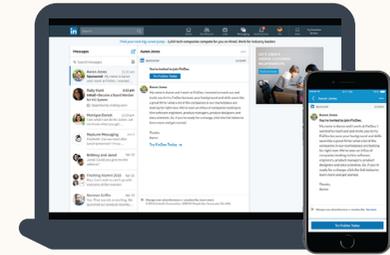
Use this combination to drive product demos, free trials or event registrations.

Retarget audiences who previously submitted your Lead Gen Form for middle-funnel conversion like content downloads with a personalised Message Ad and a strong, single CTA.

For website conversions

Single
Image Ads

Message Ads



This combination helps drive more high-intent conversion opportunities such as white paper downloads or sales demos.

Retarget website visitors who downloaded your top-funnel content by serving bottom-funnel thought leadership or production information to capitalise on brand familiarity and known engagement.

Model your campaigns after this winning example



VMWare

Location: Palo Alto, CA, USA | No. of Employees: 10,001+ | Industry: Computer Software



Challenge

- As a global leader providing cloud computing and virtualisation software and services, VMware wanted to serve the right piece of content to help influencers and decision makers at key companies through the buying process.
- VMware developed a sophisticated omni-channel framework, leveraging multiple channels, data points, targeting segments, and offerings to deliver the right content to the right audience at the right time.
- It created a series of campaigns targeting named accounts, honing in on website activities, seniority, job titles, member interests and geography.



Solution

- To bring its strategy to life on LinkedIn, the company used a mix of Single Image, Carousel, and Video Ads to deliver different offers – from thought leadership to product trials – based on stage of the funnel and previous engagement behaviour.
- VMware retargeted those that watched more than 25% of a Video Ad with the next journey stage content offer.
- The combination of LinkedIn feed formats allowed the company to bring its story to life, capture the highest levels of interest, and drive key accounts to conversion points throughout the funnel.



Results

Many of VMWare's campaigns exceeded industry benchmarks, averaging:

3x
higher click-through rates

50%
lower cost per lead



“Engaging with VMware customers and prospects across digital channels with relevant and personalized experiences is essential to our omnichannel marketing strategy. Aligning campaign creative and tone to the mindset of the buyer and where they may be in the customer journey have resulted in successful outcomes.”

Cindy Phan | Senior Manager, Global Digital Strategy



Inspired?

Start planning your next campaign



LucaNet ASEAN

Location: Singapore | No. of Employees: 201-500 | Industry: Computer Software



Challenge

- LucaNetASEAN is the Singapore-headquartered arm of LucaNetAG, dedicated to helping companies in Southeast Asia benefit from the brand's financial performance management solutions.
- With consolidation being a key offering, LucaNetASEAN has to ensure that its sales and marketing efforts are precisely directed at companies that deal with that level of financial complexity.
- Its challenge was to accurately define and engage a precise audience of companies in Southeast Asia with consolidation needs, such as those with overseas subsidiaries



Solution

LucaNet ASEAN used Conversation Ads to start automated conversations with its target audience via LinkedIn Messaging. In one particular campaign, it leveraged Conversation Ads in an innovative way:

- Asked prospects to participate in a pulse survey and share their top-of-mind issues
- Used survey findings to inform the agenda of an upcoming live webinar
- Invited survey respondents to register to attend the webinar



Results

80% open rate: an indication of Conversation Ads' engagement effectiveness

24% click to open rate: an indication that its audience wants to be heard

53% conversion rate: an indication that relevant and resonant content accelerates lead nurturing



“LinkedIn is undeniably our best platform for B2B marketing. Our audience already uses and trusts LinkedIn. This makes the process of targeting, engaging, nurturing and converting them highly efficient and effective.”

Nicole Wang | Regional Marketing Manager



Inspired?

[Start planning your next campaign](#)

Model your campaigns after this winning example



Talentedge

Location: Gurgaon, Haryana | No. of Employees: 201-500 | Industry: E-Learning



Challenge

- Establish leadership in executive education and build awareness about their superior educational partnerships with top Indian and international institutes
- Reach specific prospects with 4 to 10 years of work experience
- Generate quality leads while filtering out irrelevant enquiries
- Introduce ROI efficiencies by bringing down costs per lead



Solution

Precisely targeted Sponsored Content on LinkedIn facilitated:

- Intent-based audience segregation, so that Talentedge could offer tailored product messages to job seekers and career-switch aspirants separately
- Content segmentation that allowed Talentedge to reach the right people with messages relevant to them



Results

25%

increase in conversion rates

50%

reduction in cost per lead

2.5+ million

average impressions per campaign



“We too believed in the common misconception that LinkedIn is primarily for B2B success, until we leveraged it for our B2C campaigns. We were delighted with the results. It has helped us generate high quality leads from the audience bracket we are focused on.”

Ashish Singh Somwanshi | GM Marketing



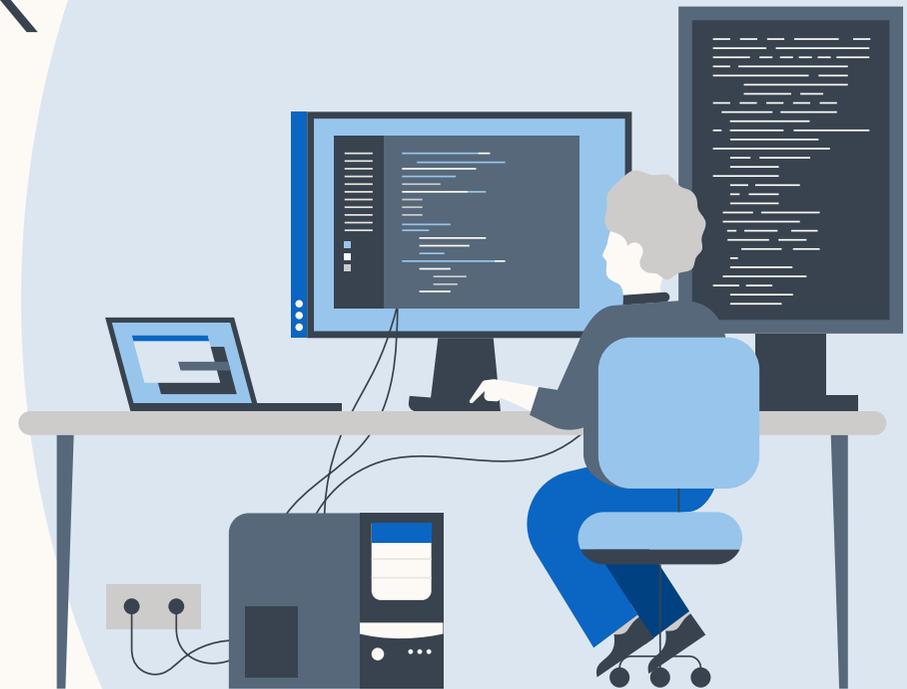
Inspired?

Start planning your next campaign

Step 5

Measure, track and **optimise**

Once you've got a campaign going, you want to make sure that you're reaching your audience in the most effective way. A commitment to measuring and optimising is an important aspect of advertising better on LinkedIn.



Measure, track and **optimise**

Campaign Manager, the advertising platform on LinkedIn, reports a wide range of metrics for every campaign you run. By tracking and comparing your key metrics based on your objectives, you can learn which campaigns and ad creatives are most effective.

Use these 3 tips to enhance the way Campaign Manager works for you.

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there are navigation tabs: 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, there are four main sections: 'Account' (Marketing CXO Account), 'Campaign groups' (10 total), 'Campaigns' (50 total), and 'Ads' (200 total). A 'Create campaign' button is visible in the top right. The main content area displays a table of campaigns. The table has columns for 'Campaign Name', 'Status', 'Spent', 'Impressions', 'Clicks', 'Average CTR', 'Bid', 'Average CPM', and 'Average CPC'. A search bar is located above the table, and a 'View: Performance' dropdown menu is open, showing options like 'Performance', 'Delivery', 'Engagement', etc. A blue box highlights the search bar, and another blue box highlights the 'View: Performance' dropdown. A third blue box highlights the 'Spent' column header.

| Campaign Name | Status | Spent | Impressions | Clicks | Average CTR | Bid | Average CPM | Average CPC |
|---|--------|-------------|-------------|--------|-------------|---------|-------------|-------------|
| 50 campaigns | — | \$57,735.29 | 1,392,210 | 16,718 | 0.510% | — | \$20.21 | \$5.10 |
| FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content | Active | \$4,169.34 | 23,130 | 619 | 0.10% | \$10.12 | \$15.32 | \$4.04 |
| FixDex CXO High Tech NAMER ADS C...ign ID: 9532102 · Sponsored Content | Draft | — | — | — | — | — | — | — |
| FixDex Life Sciences NAME ...ign ID: 9532102 · Sponsored Content | Active | \$300.00 | 122,123 | 206 | 0.60% | \$4.05 | \$10.23 | \$6.10 |
| FixDex CXO ADS Campaign CID: 45360423Sponsored Content | Active | \$150.50 | 2,000 | 203 | 0.40% | \$8.21 | \$5.70 | \$10.40 |
| FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content | Active | \$210.00 | 4,210 | 356 | 0.10% | \$5.20 | \$12.50 | \$4.51 |

Default

Performance

Delivery

Engagement

Conversions & Leads

Sponsored Messaging

Video

Budget & Bid

Customize Columns

Personalise it

Use pre-selected views to tailor your metrics that matter to you

Work faster

The search function lets you pull out relevant campaigns and ads based on entered keywords

Analyse quicker

Do analysis in seconds with 1-click breakdowns, quick totals and hover-overs



**Take a closer look
in Campaign Manager**

Measuring your ad performance — and therefore the impact of your advertising investment — is critical. On LinkedIn, you can do this in seven easy steps:

1. Identify your key metrics based on your objectives.

| Advertising objectives by stage | Measurement metrics |
|---------------------------------|---|
| Awareness | <ul style="list-style-type: none">• Impressions• Clicks• Click-through rate |
| Consideration | <ul style="list-style-type: none">• Website visits• Clicks• Click-through rate |
| Conversion | <ul style="list-style-type: none">• Conversion rate• Cost per conversion• Cost per lead |

2. Set up the LinkedIn Insight Tag to leverage Conversion Tracking.

3. Put Lead Gen Forms to work.

Lead Gen Forms allow you to measure bottom-of-funnel metrics like Number of Leads and Cost per Lead. You will also get deeper insights into the demographics of leads that you have successfully converted.

4. Let your campaigns run for at least 7 days before checking your campaign performance.

It takes at least 7 days for the LinkedIn algorithm to learn about your campaign, so give it some time to work before you start optimising towards your campaign objectives.

5. Use Campaign Demographics to analyse which audiences respond best to your ads.

Based on these insights, you can create new target audiences or direct your ad spend to better-performing areas.

6. Use Performance Insights for recommendations on improving your bids and budgets.

Campaign Manager offers insights into your total budget, daily budget and bids to help you increase the competitiveness of your ads.

7. Try A/B testing to identify your best-performing creative, copy and targeting options.

By testing two similar campaigns with one small variation in creative, copy or targeting options, you can find out which combination is more effective.



Discover the LinkedIn Insight Tag

The LinkedIn Insight Tag is a snippet of code for your website. It enables you to see how your ads are driving valuable actions, including content downloads, sign-ups, purchases, and more. With it, you can track website conversions tied to all your LinkedIn ads, then let LinkedIn automatically optimise your campaigns for even more conversions. It also unlocks demographic insights about your website visitors and allows you to re-engage them by retargeting them with LinkedIn ads.

Demonstrate marketing value with LinkedIn

Analytic Partners, an industry-leading measurement and optimisation solution provider, assessed the performance of LinkedIn across three verticals: Technology, Financial Services and Education. Media Mix Modelling (MMM) and Multi-Touch Attribution (MTA) modelling takes into account the full sales cycle and determines drivers of business performance across traditional and digital media. This long-term view of ROI highlighted the value of LinkedIn:

2-5x

In technology, LinkedIn generated 2-5x higher ROAS (Return on Ad Spend) than other social media platforms

7x

In financial services, LinkedIn generated 7x more incremental customer sign-ups than Display

2-4x

In education, LinkedIn was 2-4x as effective as other display media*

To achieve true measurement nirvana, however, you need to track your marketing campaigns through the sales funnel.

Use leading metrics
to measure initial impact, such as CTR, website traffic and engagement, for an early read on advertising effectiveness.

Use lagging metrics
as revenue-focused, long-term indicators of success, such as how many opportunities came from advertising.



To support you, LinkedIn continues to invest in measurement across brand, performance and business outcomes through partnerships with leading providers, such as:



*Source: Bachmann, Kathy. Menkes, Mike. Future-Proof Your Market Position: Rethinking Marketing Strategy in Turbulent Times. Analytic Partners. Apr 2020. Webinar



**Learn about LinkedIn's
partnerships**

In a nutshell, to drive more leads on LinkedIn, you need to:

Step 1. Define your objectives for demand marketing

Step 2. Build a compelling organic presence to amplify your paid efforts

Step 3. Target with precision with profile-based targeting, company name targeting, contact targeting or website retargeting

Step 4. Choose your format mix using powerful combinations to achieve your objectives

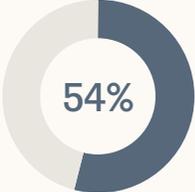
Step 5. Measure, track and optimise using LinkedIn's wide range of metrics as well as demographic and performance insights



Inspired?

[Start planning your next campaign](#)

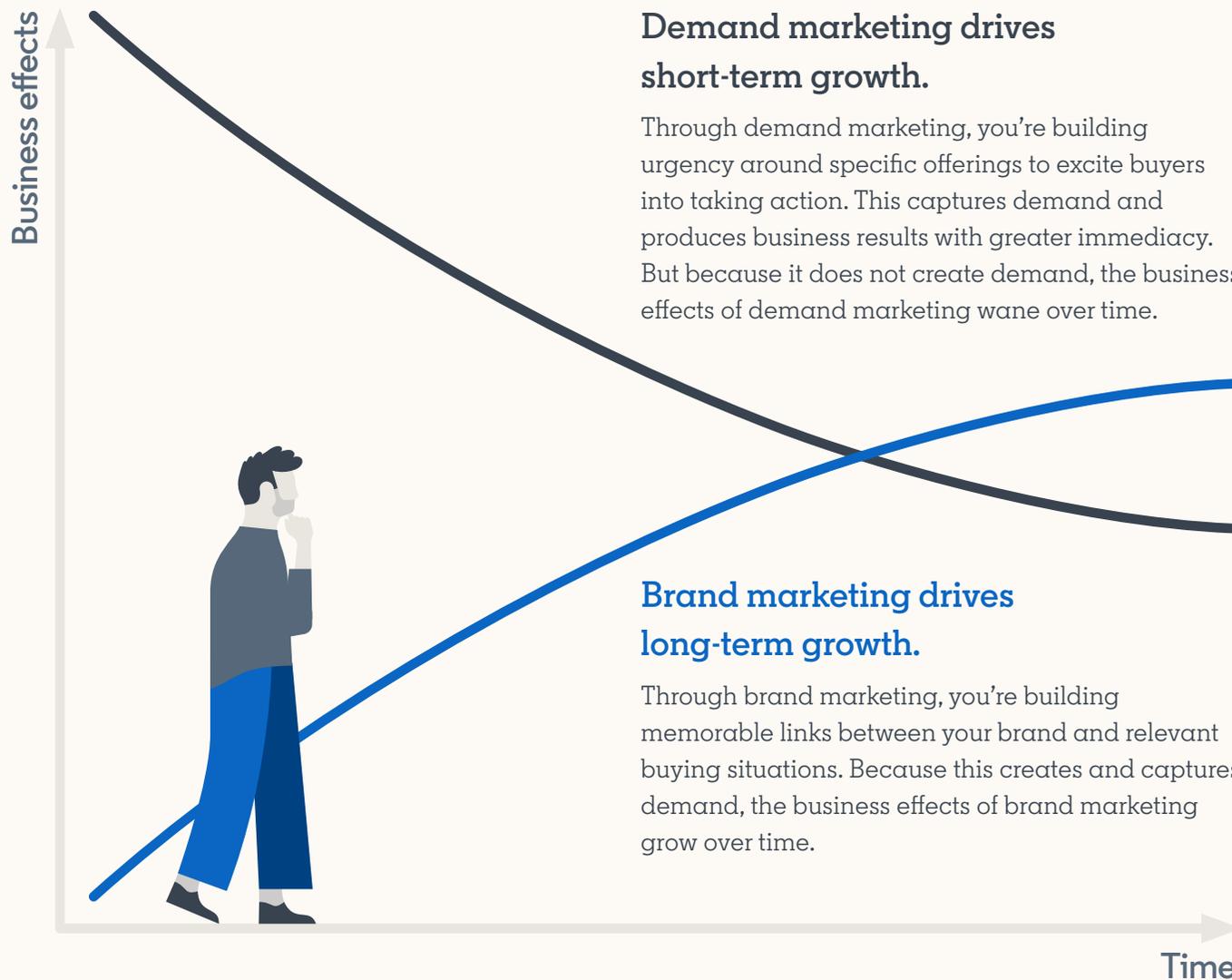
Key **takeaways**

| Budget Investment | Stage | Objectives | Optimisation | Targeting | Recommended Ad Format Mix | Measurement |
|---|----------------------------|-----------------------------------|---|---|--|---|
|  <p>46% in Brand</p> | Awareness | Brand Awareness | Impressions | Job Function + Seniority Skills or Job Titles Interest Targeting Lookalike Audiences | Series of Video Ads Single Image Ad + Video Ad Conversation Ad | Impressions Clicks Click-through rate |
| | Consideration & Engagement | Video Views | Video views | Job Titles + Member Traits Uploaded Lists Website Retargeting Retargeting by Engagement | Video Ads of varying lengths | Website visits Clicks Click-through rate |
| | | Engagement | Clicks to landing page, LinkedIn Page, social pill, LinkedIn Page followers, social actions | | Video Ad + Carousel Ad | |
| Website Visitors | Landing page clicks | Single Image Ad + Conversation Ad | | | | |
|  <p>54% in Demand</p> | Conversion | Lead Generation | Lead gen form submissions | Uploaded Lists Website Retargeting Retargeting by Engagement | Single Image Ad + Message Ad + Lead Gen Form | Conversion rate Cost per conversion Cost per lead |
| | | Website Conversions | Conversions | Single Image Ad + Message Ad | | |

* Reach your target audience off LinkedIn too through premium publishers like Business Insider with **LinkedIn Audience Network**. LinkedIn Audience Network is currently only available for Sponsored Content single image and video ads.

Before you go....

Remember to save some love for brand marketing too! Every business needs a balance of brand and demand marketing to achieve robust, sustainable business growth.



Strengthen your brand marketing fundamentals with **Read Me if You Want to Build Your Brand on LinkedIn**

Start driving more leads on LinkedIn now

Put your learnings into action and get the results you want:

[Create an ad](#)

Prefer to learn more first?

[Explore LinkedIn Marketing Solutions](#)



LinkedIn Marketing Solutions