



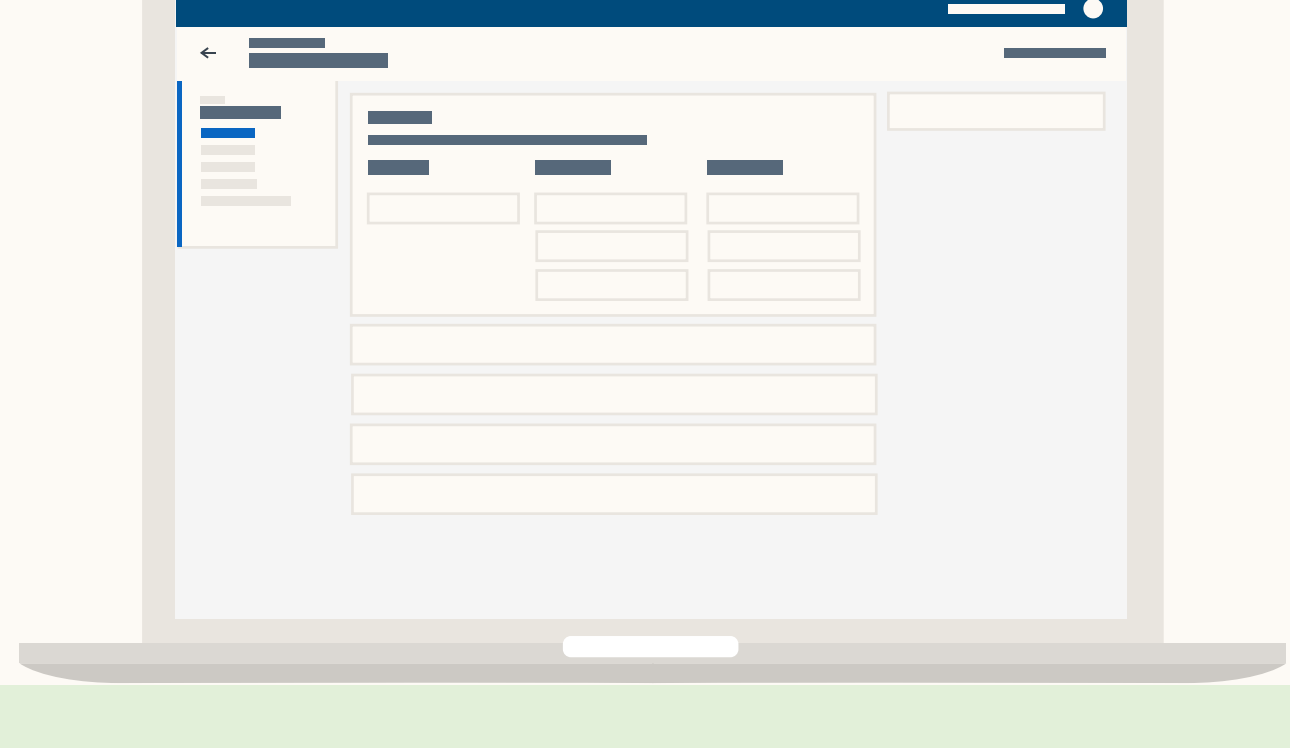
Connect Your
Brand to Demand

Strategies and Tactics to Create a Full-Funnel Experience

Using LinkedIn targeting facets and ads

The 3 categories of marketing objectives in Campaign Manager:

- Awareness**
Maximize your brand's share-of-voice through impressions.
- Consideration**
Encourage prospects to take actions — like clicks to a landing page or social views/actions.
- Conversion**
Track lead generation actions — like whitepaper downloads.



LinkedIn Campaign Manager is the advertising platform where anyone can create, launch, and evaluate the performance of their LinkedIn ad campaigns.

Coming soon
Include multiple ad formats within a single LinkedIn campaign

To get started

Select your objective in Campaign Manager to see relevant ad formats, features, and bid types.

Winning combinations by marketing objective

Learn from the playbooks of successful LinkedIn customers to optimize your campaigns.

Marketing Objective	LinkedIn Ad Formats			Targeting Attributes & Matched Audiences
	Feed	Messaging	Right-Rail	
Brand (Awareness)	Video Ads,* Single Image Ads,* LinkedIn Audience Network	Conversation Ads	Spotlight Ads	Job function + Seniority, Skills or Job Titles, Interest Targeting, Lookalike audiences
Consideration & Engagement	Single Image Ads,* Carousel Ads, LinkedIn Audience Network	Conversation Ads	Spotlight Ads, Follower Ads, Text Ads	Job titles + Member Traits, Uploaded Lists, Website Retargeting, Retargeting by Engagement
Demand (Conversion)	Single Image Ads,* Carousel Ads, LinkedIn Audience Network	Message Ads	Spotlight Ads, Follower Ads, Text Ads	Uploaded Lists, Website Retargeting, Retargeting by Engagement

* We also recommend using the LinkedIn Audience Network for Brand, Consideration, and Engagement objectives to extend your Single Image and Video Ad campaigns to premium publishers.

Ideas to help you get started

1 Awareness

- Use a series of **Video Ads** to captivate your audience and bring awareness to a cause, an event, or a brand campaign.
- Use **Single Image** and **Video Ads** in parallel to bring visual stories to life
- Use **Conversation Ads** to deliver personalized messages at scale. Include rich media to visually enhance the topic.



Formats to consider:
Video Ads,
Single Image Ads,
Conversation Ads

Pro tip

Retarget those who watched **>25% of Video Ad** with another Video Ad or a Single Image Ad to deepen engagement during early stages of buying process.

2 Consideration

- To drive website visits:**
Use a Single Image Ad with a Conversation Ad to give audiences multiple entry points for taking action.
- To drive video views:**
Use Video Ads of varying lengths to increase reach and engagement.
- To drive engagement:**
Use a Video Ad with a Carousel Ad to make your middle-of-the-funnel campaign even more visual.



Formats to consider:
Single Image Ads,
Carousel Ads,
Conversation Ads

Pro tip

Split audience into two segments:

1) Those who watched **<50% of Video Ad**: Show them a shorter video on a different topic.

2) Those who watched **>50% of Video Ad**: Show them another video on a middle-funnel topic.

3 Conversions

- Lead generation:**
Use Single Image Ad + Message Ad together with a Lead Gen Form to drive product demos, free trials, or event registrations.
- Website conversions:**
Use Single Image Ad + Message Ad to drive high-intent conversion opportunities — such as content downloads and sales demos.



Formats to consider:
Single Image Ads,
Carousel Ads,
Message Ads,
Lead Gen Forms

Pro tips

Use a Conversation Ad or a Message Ad to send a customized message to retarget those who submitted a Lead Gen Form for middle-of-funnel conversions — such as content downloads.

Retarget website visitors who downloaded top-of-funnel content with bottom-of-funnel thought leadership or product information to capitalize on brand familiarity.

Connect your brand to demand

Drive meaningful engagement with business-minded buyers on LinkedIn.

[Learn more](#)

