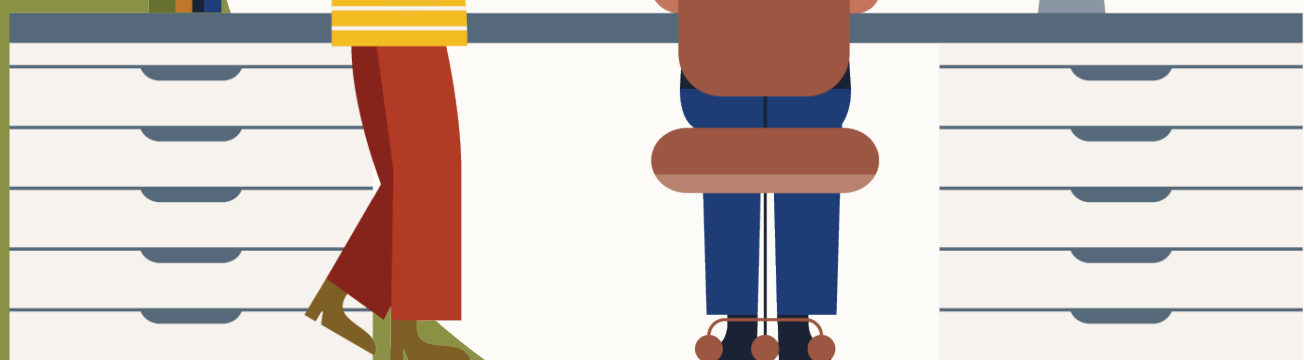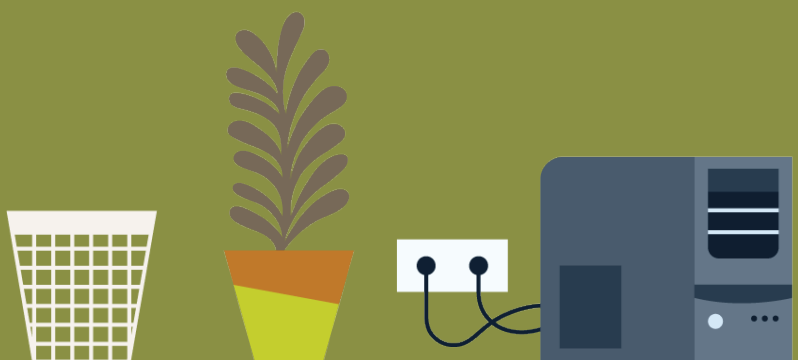**Linked in** Marketing Solutions

Quick Start Guide

How Technology Marketers Drive Leads on LinkedIn

But first, why do technology marketers advertise on LinkedIn?

As the #1 most trusted social platform for four consecutive years[1], LinkedIn offers technology marketers a brand-safe environment to engage audiences in the mindset to do business.

[1] Digital Trust Study, Business Intelligence
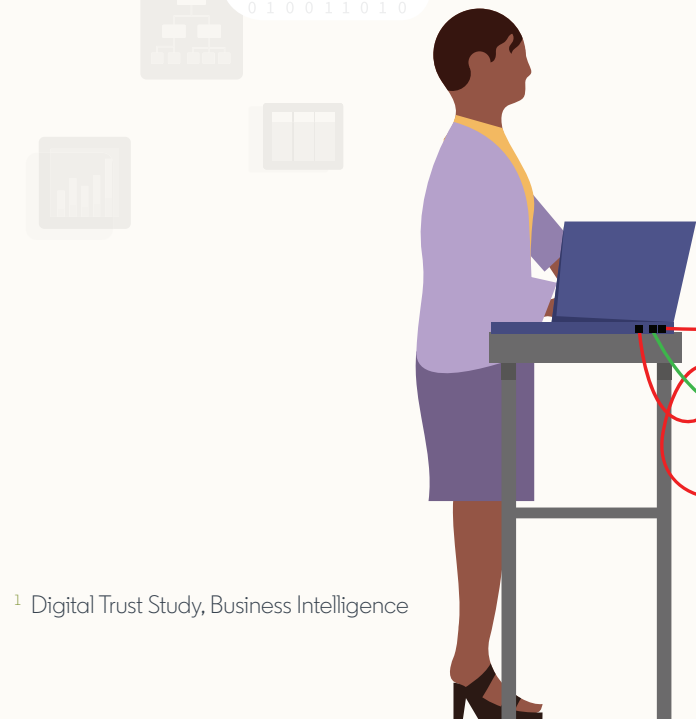
To engage professional audiences who are ready to do business

Brands that market on LinkedIn see a

+33%

increase in purchase intent

To drive targeted lead generation at scale

After their ads were seen on LinkedIn, brands recorded a

+15%

lift in short-term sales performance

To maximise return on investment

LinkedIn is effective at driving

2X higher

Return on Ad Spend (ROAS) compared to other social platforms

Leverage the power of first-party data across 774+ million professionals

LinkedIn's first-party data is unique because members are incentivised to keep their profile accurate and up-to-date to enhance their networking, personal branding, and career opportunities.

Use this data to ensure that your marketing messages reach precisely the right audiences across our 774+ million members worldwide.

And how do they measure success?

Using LinkedIn benchmarks
For a start, use these to benchmark your campaign results.

Creating your own benchmarks
After you've run a few campaigns, it's recommended that you develop your own internal benchmarks. When you use your own average costs and engagements to establish a baseline, you can spot performance outliers and adjust your strategy.

These benchmarks are based on the results of all technology campaigns with the objective of lead generation or website conversions that were active on LinkedIn from November 2021 to January 2022.* To help you make sense of your LinkedIn campaign results, we have defined "good performance" using median results and "best-in-class performance" as the 75th percentile across your peers.

Average CTR	Clicks divided by impressions
Engagement Rate	Paid and free clicks divided by total impressions
Video View Through Rate	Number of views multiplied by 100
Video Completion Rate	Completions divided by views
Open Rate	Total Sponsored Message opens divided by total sends
Click to Open Rate	Total clicks after opening Sponsored Message divided by total opens
Lead Gen Form Fill Rate	Form submissions divided by form opens
Conversion Rate	Total conversions divided by clicks

Due to the evolving legal landscape in the European Union (EU), LinkedIn has restricted Sponsored Messaging campaigns to the region with effect from 15 December 2021. To reach audiences in the EU, please use an alternate ad format.

*Only campaigns with at least 5,000 impressions were included.

Single Image Ads

	CTR		Engagement Rate		Lead Gen Form Fill Rate	
	Good	Best in Class	Good	Best in Class	Good	Best in Class
North America	0.48%	0.66%	0.87%	1.29%	8.63%	16.04%
Europe	0.42%	0.57%	0.80%	1.19%	7.80%	14.95%
APAC	0.49%	0.66%	1.07%	1.55%	8.56%	15.50%

Carousel Ads

	Ad Unit CTR		Carousel Card CTR		Engagement Rate		Lead Gen Form Fill Rate	
	Good	Best in Class	Good	Best in Class	Good	Best in Class	Good	Best in Class
North America	0.38%	0.52%	0.16%	0.22%	0.74%	1.01%	4.10%	8.91%
Europe	0.36%	0.48%	0.14%	0.19%	0.69%	0.96%	4.13%	8.86%
APAC	0.43%	0.58%	0.15%	0.20%	0.92%	1.25%	4.00%	8.33%

Sponsored Video

	View Through Rate		Completion Rate		Video CTR		Lead Gen Form Fill Rate	
	Good	Best in Class	Good	Best in Class	Good	Best in Class	Good	Best in Class
North America	22.60%	26.80%	7.50%	16.00%	0.47%	0.65%	4.41%	9.09%
Europe	21.30%	25.20%	6.00%	13.30%	0.40%	0.54%	4.17%	9.02%
APAC	20.10%	24.10%	5.70%	13.90%	0.47%	0.66%	3.70%	7.14%

Message Ads

	Open Rate		Click to Open Rate		Lead Gen Form Fill Rate	
	Good	Best in Class	Good	Best in Class	Good	Best in Class
North America	47.90%	55.30%	1.30%	2.70%	37.51%	51.18%
Europe	56.90%	64.20%	1.70%	3.20%	38.54%	52.51%
APAC	57.50%	65.60%	3.60%	6.70%	44.44%	54.77%

Many technology brands are already driving leads on LinkedIn

Draw inspiration from these best practices!

Let your customers do the talking

How: Snowflake commissioned a report where it featured customers and how they succeeded with its solutions in quantifiable business terms.

Why it works: Social proof in the form of professional peer reviews is the #1 resource that leads to increased trust in a technology product.

Appeal to different personas in the buying committee
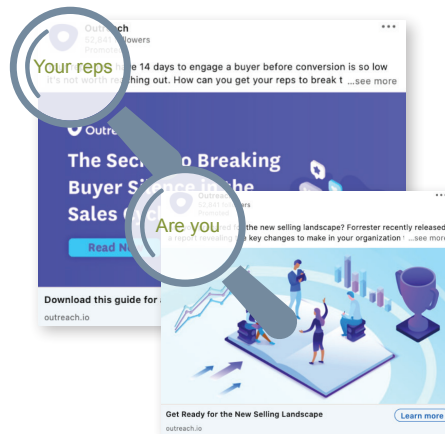
How: Outreach positions their content to speak to different buyer personas by addressing their audience's pain points within the ad copy.

Why it works: 63% of the B2B technology buying decision today is influenced by non-IT functions.

Balance brand and demand marketing

How: Rackspace Technology combined brand and awareness advertising with mid- and lower-funnel campaigns. They recorded 2.3x higher conversion rates vs. audiences who were not first exposed to brand advertising.

Why it works: Audiences exposed to both brand and acquisition messages on LinkedIn are up to 6x more likely to convert.

Call out your audience in your messages

How: Adobe speaks directly to marketing and creative teams in its ads and addresses a common challenge with its Adobe Experience Cloud solution.

Why it works: 43% of B2B technology buyers could consider a new product if the technology provider understands their needs better.

You can start building winning campaign creatives with these tips

⌄ Download our [Pocket Guide to Creating Compelling Lead Generation Ads](#).

Creative

- ☐ **Visuals** are as important as headlines. Create "thumb-stopping" moments in the feed.
- ☐ Create a **distinct brand** within your imagery for visual consistency.
- ☐ **Highlight insights** to pique curiosity, like compelling quotes or immediate value ad.
- ☐ **Avoid using stock imagery** if possible; leverage real people or unexpected images to drive higher engagement.

Tips & Tricks

- ☐ **Be insightful.** Don't hide great insights behind a click – just be careful to not feature too much.
- ☐ Professionals are people too – **creativity** works!
- ☐ **Credibility matters.** Cite credible third parties and individuals when applicable.
- ☐ In **Lead Gen Forms**, only **request the most pertinent information.**

Work Smart

- ☐ Leverage **smart content** you're already creating.
- ☐ Commit to **A/B testing** to optimise your content performance.
- ☐ Showcase your brand's voice in the content you are posting to **bolster a human connection.**

Stay organised

- ☐ [Download our editable Campaign Planning Template](#)

Copy

- ☐ Make your copy **clear, concise and compelling.** Articulate why someone should care.
- ☐ The introductory text should be **under 140 characters** to avoid links and other CTAs from being truncated.
- ☐ **Be specific** about what your audience should expect to learn from your content.
- ☐ Leverage **hashtags** to build communities for organic content.
- ☐ **Call out your target audience** within the copy and/or visual.
- ☐ Your **ad headline** should be under 70 characters or less.
- ☐ Include **landing page URL** in introductory text.

Mobile-friendly

- ☐ **Many audiences visit LinkedIn** from their mobile, so make sure your content looks great on small screens.
- ☐ Ensure your landing page is **mobile optimised.**
- ☐ Watch for the **crop factor!** Don't try to do too much within the image.

Ad Specs

- ☐ [Bookmark the official LinkedIn Ads Guide](#)
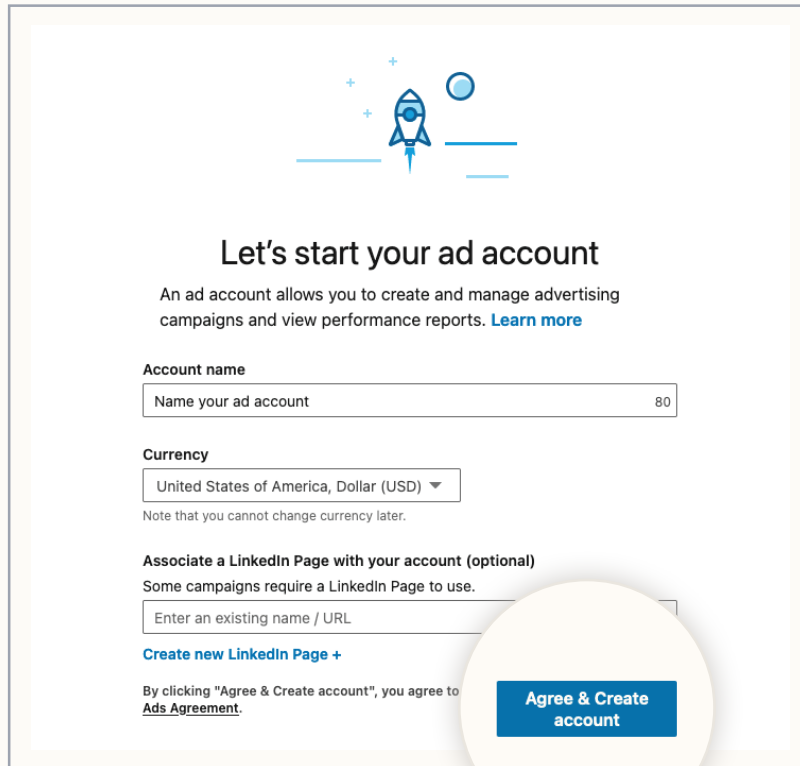
Lead Gen Forms

- ☐ **Limit yourself to 5 fields or less** to encourage prospects to complete and submit the form
- ☐ **Use pre-defined questions where possible** as these can be auto-populated
- ☐ **Be clear about the value exchange** so prospects know what they're getting in return
- ☐ **Pass your leads on** to your CRM or marketing automation system for follow-up

When you're ready, launch your campaign in 5 steps

Set up Campaign Manager & LinkedIn Insight Tag

Let's start your ad account

An ad account allows you to create and manage advertising campaigns and view performance reports. Learn more

Account name

Name your ad account   80

Currency

United States of America, Dollar (USD) ▾

Note that you cannot change currency later.

Associate a LinkedIn Page with your account (optional)
Some campaigns require a LinkedIn Page to use.

Enter an existing name / URL

Create new LinkedIn Page +

By clicking "Agree & Create account", you agree to Ads Agreement.

Agree & Create account

---

1. Visit **www.linkedin.com/ads** and click **'Create ad'**

2. Sign in with your existing LinkedIn.com account or choose **'Create New Account'**

3. **Set an account name, currency, and associate a LinkedIn Page with your account.**
   ⚠ You will not be able to change the currency after this

4. Click **'Agree & Create Account'** to generate your account
   💡 Add a teammate to your account so your team always has access

5. **Install the LinkedIn Insight Tag on your website.**
   This is a free snippet of code that supercharges your lead generation efforts in three important ways:

   - Discover who's engaging with your brand through exclusive demographic insights about your website visitors (like job titles, companies, industries and more)

   - Track conversions and optimise your campaigns automatically

   - Generate more leads and conversions through website visitor retargeting

   Get the step-by-step installation guide.

💡 Create Campaign Groups within Campaign Manager to categorise related campaigns together. As you scale up your advertising, this helps you easily manage multiple campaigns at the same time.

Step 1: Select your objective

LinkedIn's objective-based advertising approach helps you:

- **Streamline campaign creation:** The platform will only show ad formats and features that support your objectives.

- **Maximise results:** The system will optimise your ads to get more of the results you care about.

- **Measure & track easily:** Campaign Manager will focus on reporting and forecasting the outcomes that matter, based on your selected objective.

⌄ Download the LinkedIn Objective-Based Advertising guide.

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

⚠ Once you have launched your campaign, you cannot change your objective.
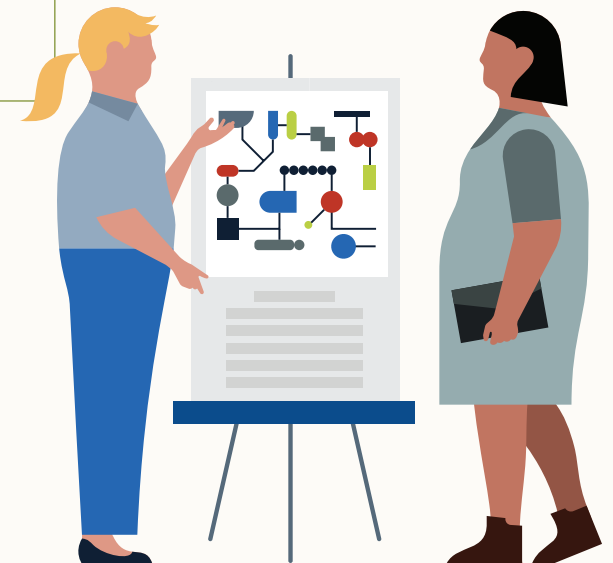
Choose your marketing objective:

" I want to collect more quality leads directly with LinkedIn Lead Gen Forms."

" I want people to complete actions on my website, like filling a form to download an e-book."

Step 2: Build your audience

Targeting is the foundation to a successful lead generation campaign. Technology marketers who get this step right tend to see higher engagement and, ultimately, generate higher quality leads at a lower cost per lead.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach   Close

🔍 Search   **Learn more about matched audiences**

A   Audiences
Use your data to retarget website visitors or reach known contacts and accounts   ›

List upload

Lookalike

Other

B   Audience attributes
Add targeting criteria like job title, industry, or skills

Retargeting

Third party

Exclude   people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. **Learn more**

☑ Enable Audience Expansion ⓘ

There are two types of targeting options:

A. Matched Audiences
is our suite of targeting features that empowers you to reach your target audience with your own data.

B. Audience Attributes
allows you to build audiences based on LinkedIn member profile data and behaviour.

💡 **Activate LinkedIn Audience Network if your objective is website conversions.**
Your ads will be served to the same target audience when they visit our partner apps and websites, helping you reach up to 25% more of your target audience.

[Learn more about ad targeting with LinkedIn Marketing Labs.](#)

When should you use Matched Audiences to drive leads?

Lead generation is more effective when you reach people who are already engaged with your brand. Matched Audiences combines your existing data with LinkedIn's profile data to accurately reach the technology buyers you already know.

Align with your sales teams

Upload a list of prospects that your sales teams are reaching out to and run specific campaigns to help nurture and convert that audience.

Don't just include; exclude

To reach new prospects only, upload a list of current customers to exclude from your campaign audience.

Retarget visitors to your website's product pages

Nurture their interest by sharing case studies of how other customers have seen success with that product.

Warm up cold contacts

Revive the conversation by uploading a list of email contacts who have not engaged with your brand in the past 18 months.

Combine with Audience Attributes

Layer Audience Attributes over Matched Audiences to ensure that you're really reaching the right people. You can also run different campaigns to understand which works better for you.

Be purposeful about retargeting

Effective retargeting builds on visitors' past behaviours to guide them along the path toward a purchase. Use previously nurtured audiences to ensure they have

Matched Audiences may improve Cost Per Lead by

14%
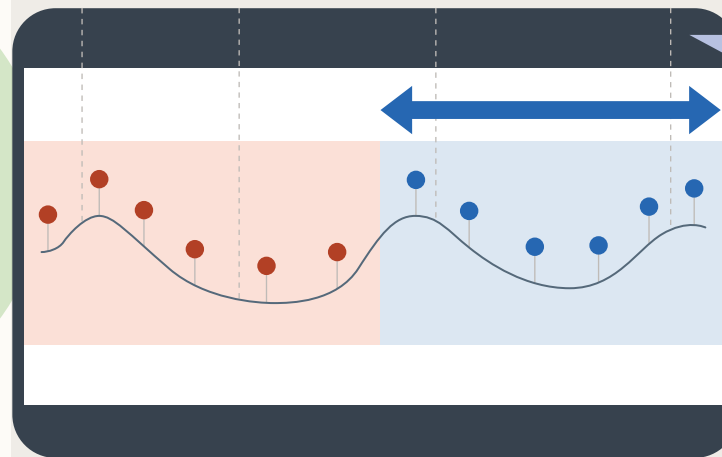
When driving leads using Matched Audiences, retargeted audiences should be in this stage of the customer journey

When should you use Audience Attributes to drive leads?

The technology campaigns that see the most success on LinkedIn are often those that target the full buying committee.
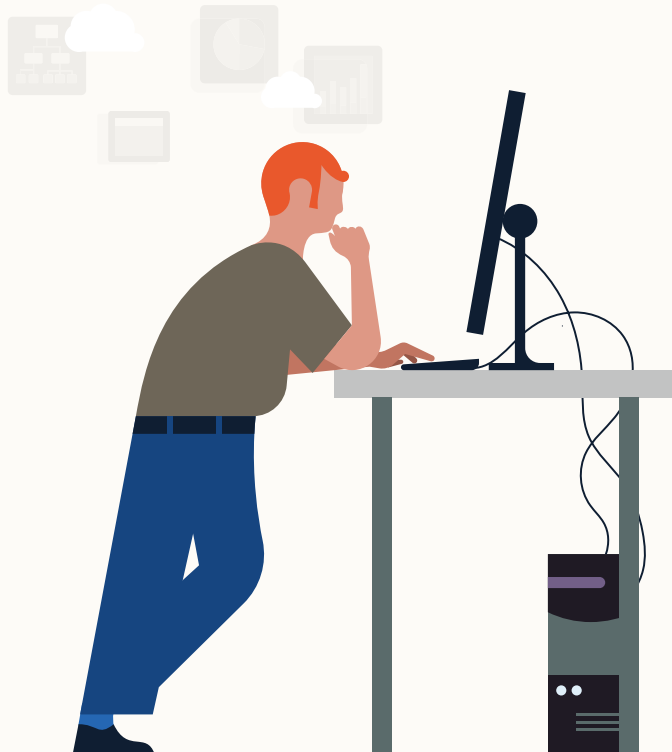
Audience size matters

At a campaign level, for optimal scale, aim for 300,000+ members for Sponsored Content or 60,000 to 100,000 members for Sponsored Messaging.

Use Audience Expansion to achieve scale on LinkedIn

Audience Expansion increases the reach of your campaign by showing your ads to audiences with similar attributes to your target audience. Enable this only when you're using Audience Attributes — not Matched Audiences.

Consider targeting by skills

Technology marketers are increasingly using skills to reach technology professionals with specialised expertise. Skills are highly relevant keywords found within a member's profile that indicate expertise in a particular area.

Some skills that may work well with technology campaigns are: Enterprise Architecture, Data Centre, Solution Architecture, IT Governance, IT Transformation, Network Engineering.

Download LinkedIn's Targeting Capabilities guide.

Use Campaign Manager's Forecasted Results feature to estimate your audience size

Forecasted Results ⊙   ⚙

Target audience size
170,000,000+

1-day	7-day	**30-day**

30-day spend
$1,300.00 - $1,800.00 ⊙

30-day impressions   **Key Result**
98,000 - 390,000

CTR
0.42% - 0.63%

30-day clicks
660 - 1,800

Forecasted results are directional estimates and do not guarantee performance. **Learn more**

In addition to your target audience size, the Forecasting Tool provides a Segment Breakdown by professional attributes like job functions.

As best practice, target broadly to engage the full buying committee

Broaden your targeting beyond the technology function to reach the entire buying committee. It's better to start broad — you can narrow your audiences later, if need be.
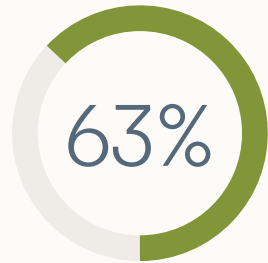
63% of the B2B buying decision is now influenced by non-IT functions

Download our **Pocket Guide to Engaging the Full Buying Committee.**

Scenario: To market Cloud solutions to IT decision-makers in France

DON'T: Hyper-target

Job Seniority: **Director**
+
Job Function: **IT**

Audience size
23,000+ members
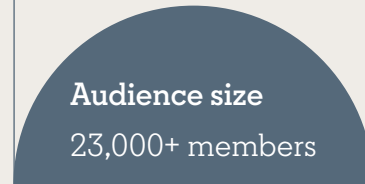
DO: Target broadly

Job Seniority: **Senior+**
+
Job Function: **IT, Engineering, Program & Project Management, Operations**

Audience size
720,000+ members

To protect LinkedIn members' privacy, all ad campaigns need a minimum audience size of 300+ members. If your audience size is too small, you will be notified with an "Audience Too Narrow" message. This prevents you from saving your targeting and moving to the next step.

Use 2 or 3 of the most relevant professional attributes in your targeting

We recommend starting with these three attributes:

Job Experience	Company	Interests and Traits	Demographics	Education
• **Job Function**	• Company Category	• Member Groups	• Age	• Degree
• **Job Seniority**	• Company Connections	• Member Interests	• Gender	• Field of study
• **Member Skills**	• Company Growth Rate	• Member Traits		• School
• Job Title	• Company Industry			
• Years of Experience	• Company Size			

Step 3: Mix and match ad formats

Each LinkedIn ad format is designed for different goals but they can work in harmony to help you achieve your objectives. We'll show you which are most effective for lead generation and website conversion objectives and how to combine them for optimal results.

For LinkedIn ad specs at your fingertips, bookmark our Ads Guide.

To drive lead generation

Use this combination to nurture audiences towards 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 call-to-action.
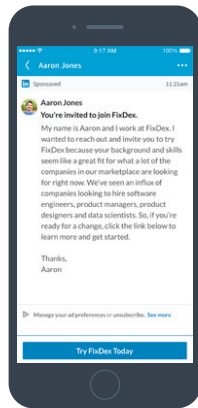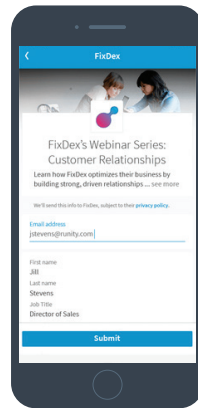
To drive website conversions

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.

Single Image Ads   +   **Message Ads**   +   **Lead Gen Form**
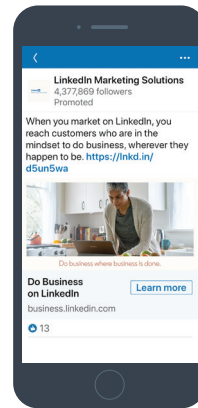
Single Image Ads   +   **Message Ads**
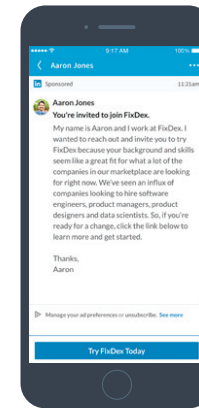
Lead Gen Forms can produce

3-5X

conversion rate

Add Lead Gen Forms to Single Image Ads, Carousel Ads, Video Ads and Message Ads to seamlessly collect leads directly on LinkedIn.

Marketers generally see a 3-5X increase in conversion rate when they use Lead Gen Forms, compared to capturing leads on their own website.

Due to the evolving legal landscape in the European Union (EU), LinkedIn has restricted Sponsored Messaging campaigns to the region with effect from 15 December 2021. To reach audiences in the EU, please use an alternate ad format.

Step 4: Set your budget and schedule

How your budget is delivered depends on your objective and ad format. Campaign Manager will guide you through your budget and spend allocation as you are setting up your campaign.

For technology campaigns, we recommend a daily budget of at least US$100. This helps your campaign achieve sufficient scale and reach to produce meaningful data that you can use to optimise your efforts and understand your impact.

1 **Set a daily budget** to cap how much you're willing to spend on any given day. You can choose to let your campaign keep running or define a start and end date.

2 **Set a lifetime budget** of how much you're willing to spend for the duration of the campaign. If this is US$10,000, for example, it will be distributed between your start and end date.

3 **Set both a daily and lifetime budget.** The campaign will run continuously until the lifetime budget is exhausted.
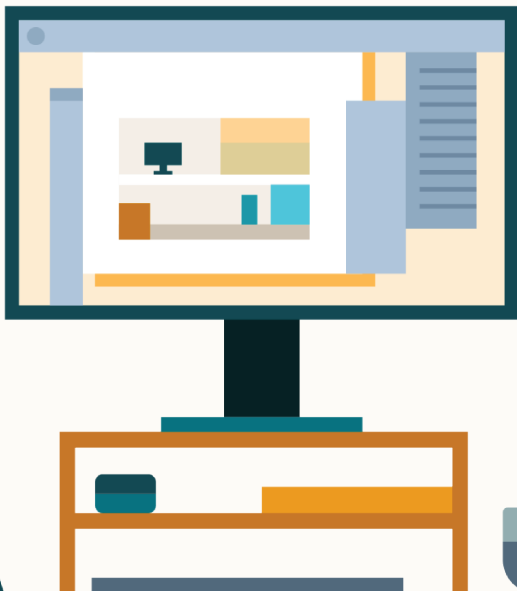
Here's how to bid on LinkedIn

For technology marketers, we recommend starting with manual bidding and setting your bid $1 higher than the average bid price to build traction quickly. Once the campaign has high engagement, you can switch to maximum delivery.

	Maximum Delivery (Automated)	Manual Bidding
What it does	LinkedIn sets your bid to get the most results while delivering full budget	You set your own preferred bid
When to use	When you want full budget delivery	When you prefer bid control
Benefits	Delivers volume of results, expends your full budget and saves you time with no guesswork	Maximum bid control

The LinkedIn ad auction determines which ads are shown to members. Auction winners are determined by bids, combined with a Relevancy Score. And because LinkedIn uses a second-price auction, winners only pay a cent above the second-highest price. Here's how it works:

A member visits LinkedIn

If this member is in your target audience, an ad request is created

Targeting

Bids are placed in auction

Bidding

For each bid, an ad Relevancy Score is calculated

Relevancy

Ads are ranked by their Bid x Relevancy Score to determine the winner

Ranking

The winning ad is served.

The auction winner pays one cent more than the second-highest bid.

A **Relevancy Score** tells us how likely the ad will attract the member to take an action. Calculated using a prediction model, it considers past campaign performance, such as click-through rate, comments, likes and shares, where available.

Step 5: Set up Conversion Tracking

This is where the power of the LinkedIn Insight Tag comes into play. If you aren't using Lead Gen Forms, you want to make sure that you're capturing leads on your website. Conversion Tracking captures the actions that audiences take on your website (such as downloads, sign-ups, purchases and more) after clicking or viewing your LinkedIn ad.

1 In order to access Conversion Tracking, you must first install the LinkedIn Insight Tag to your website.

2 If you're tracking a form fill on your website without a Thank You page, you must use an event-specific image pixel to track conversions, as they don't lead to an associated page.

Get step-by-step instructions to set up Conversion Tracking.

Settings / Campaigns / Sources panel

Track and measure how your campaigns drive online activity
Get started by defining the rules of your conversion below. Le...

Name
Example: Thank you page

Define the key conversion behavior you want to track
Select

Set the value of the conversion

Select the timeframe for when the conversion can be count...

Clicks
30 days

Views
7 days

Select the attribution model to specify how each ad interact...
The attribution model determines how much credit each click...
conversion. Learn more.

Last Touch - Each campaign

Conversion tracking dialog

Settings / Campaigns / Sources

Define your conversion tracking method. Learn more.

For your conversion to work, your Insight Tag or event-specific pixel will need to be properly installed on your website pages. If you haven't already done so, follow instructions here to finish your Insight Tag setup.

Insight Tag (recommended)   Event-specific pixel

Track activity on specified page URLs using your existing Insight tag or for individual conversion events using javascript. Learn more

Track conversions by
Page load

Enter the URLs of the pages you want to track with your conversion. People that visit any of the following URLs will be counted as conversion on page load.

Match a URL that...

starts with   Example: fixdex.com or https://www.fixdex.com

+ And also...

+ Add a new OR rule

Cancel   By clicking **Create** I agree to the **Ads Agreement.**   Previous step   Create

Review & Launch

All that's left is to upload your ad creatives for review. Once your ad has been approved, your campaign can go live.

Understand our advertising guidelines.

The technology marketer's checklist for driving leads on LinkedIn

Prep Work	Step 1	Step 2	Step 3	Step 4	Step 5	Review & Launch

Install the LinkedIn Insight Tag

☐ Unlock exclusive demographic insights about your website visitors.

☐ Track conversions and optimise your campaigns automatically.

☐ Build a retargeting audience from your website visitors.

⚡ Get installation instructions.

Select your Campaign Objective

☐ Choose **Lead Generation** to collect quality leads directly on LinkedIn.

☐ Choose **Website Conversions** if you want audiences to complete actions on your website, like filling a form to download a resource.

⚠ You cannot change your objective after your campaign has been launched.

Build your Campaign Audience

☐ Use **Matched Audiences** to combine your existing data with LinkedIn's data.

☐ Use **Audience Attributes** to define your audience in terms of professional attributes.

⤓ Download the Contact List template and Company List template for Matched Audiences.

Mix and Match Different Ad Formats

☐ For **Lead Generation**, consider Single Image Ads + Message Ads + Lead Gen Form.

☐ For **Website Conversions**, consider Single Image Ads + Message Ads.

⚡ Bookmark the LinkedIn Ads Guide.

Set your Budget and Schedule

Define a daily budget, lifetime budget or both as well as start and end dates:

☐ **Daily budget:** How much you're willing to spend each day.

☐ **Lifetime budget:** How much you're willing to spend for the entire campaign.

Set up Conversion Tracking

If you're not using Lead Gen Forms, set up Conversion Tracking to capture the actions that audiences take on your website after clicking or viewing your LinkedIn ad.

⚡ Get setup instructions.

Upload your Creatives for Review

Once your ad creatives are approved, your campaign can be launched!

⤓ Download the Better Campaign Planning Template.

Now that your campaign has launched, you can start measuring performance

Here's how you can make sense of your results:

Match measurement metrics to your objectives

Measuring and reporting on your marketing strategy is important to ensure you're proving value to your business. To determine the metrics that matter, match these to your objectives.

Marketing objective	Commonly used metric	Additional recommended metrics
Generate leads	Number of leads Cost per conversion/lead Conversion rate	Number of quality leads (MQL, SQL) LTV: CAC ratio (lifetime value: customer acquisition cost)
Convert/retain customers	Cost per conversion/ lead	Transaction value/ revenue Churn % Renewals Customer lifetime value (LTV)

Monitor and report campaign performance

After you have a launched a campaign, you can start monitoring results in Campaign Manager.
As a good rule of thumb, once you have reached 25,000 impressions, you should have sufficient data to start thinking about optimisation.
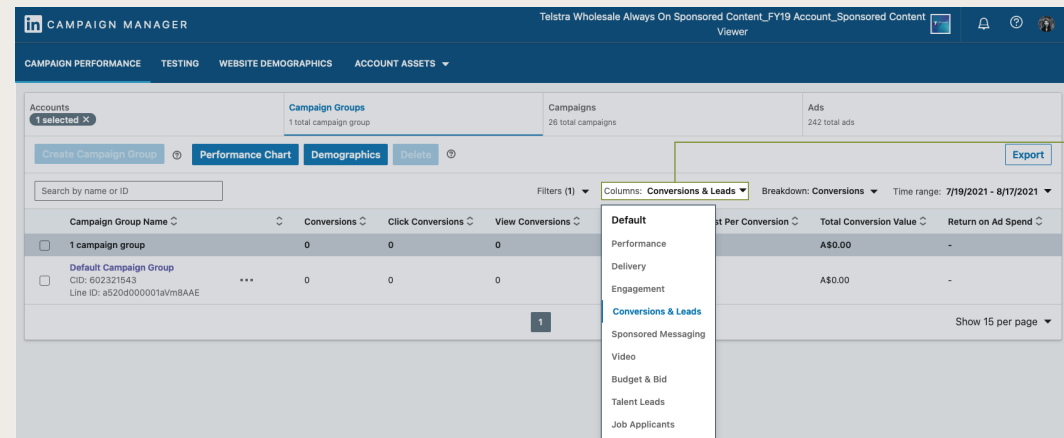
All lead metrics can be found in **Conversions & Leads** column in your campaign Performance Chart.

For lead generation objectives, the metrics are:
- Conversion rate
- Cost Per Conversion
- Cost Per Lead

These can be downloaded as an Excel CSV file.

Gain deeper insights from your results

In order to understand the real quality of the audience you are capturing, it's important to assess not only how much it costs for someone to fill in your form, but to measure the long-term value that a lead will translate into by the end of the buying cycle.

6 months

Digital marketers often measure ROI too quickly. While the average length of a B2B sales cycle is 6 months, only 4% of marketers measure ROI over 6 months or longer.

To capture the full impact of your campaigns, use campaign metrics as short-term KPIs and measure ROI over the longer term.

Learn more about the Long and Short of ROI

Source: The 5 Principles of Growth in B2B Marketing, The B2B Institute

Lead scoring your LinkedIn leads

Lead scoring is a methodology for ranking leads to determine their sales-readiness. Having a lead scoring system in place enables you to determine a prospects' current level of interest in your company. You can use this information to shape your outreach and nurture strategy.

Assign a lead score between 1 to 100 based on a lead's fit, engagement with your company and propensity to buy to determine if it's a Marketing Qualified Lead (MQL). The lead score can increase as you learn more about how they engage with your website and your marketing activities.

Tips for better lead scoring

1 **Determine your ideal buyer persona.** You can then adjust your campaign to focus on generating leads that your sales team wants.

2 **Ensure sales and marketing alignment.** Both teams need to agree on what constitutes as an MQL so you can devise an appropriate lead scoring strategy.

3 **Set up integration with your marketing automation partner.** This ensures leads flow into your system for efficient scoring and quick access by the sales team for outreach and nurture.

⌄ Download our Pocket Guide to Building an Effective Lead Scoring Model.

Keep learning!

Check out these resources for technology marketers.

1. Test your knowledge and get certified in LinkedIn ads with LinkedIn Marketing Labs.

2. Uncover key principles of marketing growth with Brand to Demand.

3. Understand how to advertise better, build your brand, and drive more leads with LinkedIn's Read Me series of essential guides.

4. The B2B technology buying landscape has changed. Find out how in LinkedIn's Age of Agility research report.

5. Learn the Long and Short of ROI and why measuring quickly poses challenges for digital marketers.

Linked in Marketing Solutions