



# Self-Service Advertising on LinkedIn

## Part 2: Launching your First Campaign

How to create campaigns, target audiences, and set budget and bids.



LinkedIn

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# Developing your ad content

# Define Your Campaign Goals

For any ad campaign to be successful, you need to understand your business goals.

Are you trying to build brand awareness, drive traffic to your website, or get new leads? The clearer and more specific your goals are, the more compelling your ad campaigns will be. Which ad units make sense to drive those goals?

Your campaign goals will directly affect how much you want to spend, who you want to target, and what creative assets and messaging you need to develop.

## Camden University Example

Imagine you're a marketing director at Camden College. What would your campaign goals be? Tuition is pretty expensive, so your best bet is to gather and nurture leads – then turn them into customers over time.

Keep in mind, nurturing leads takes time. Depending on the program, the student decision cycle is up to 2 years and it takes several pieces of content to convert a

**Camden College's campaign goals are focused on driving leads\*\* in two ways:**

1. Offering downloads of their brochure
2. Inviting prospects to an on-campus event

**These goals can be achieved through both Text Ads and Sponsored Content on the self-service platform.**

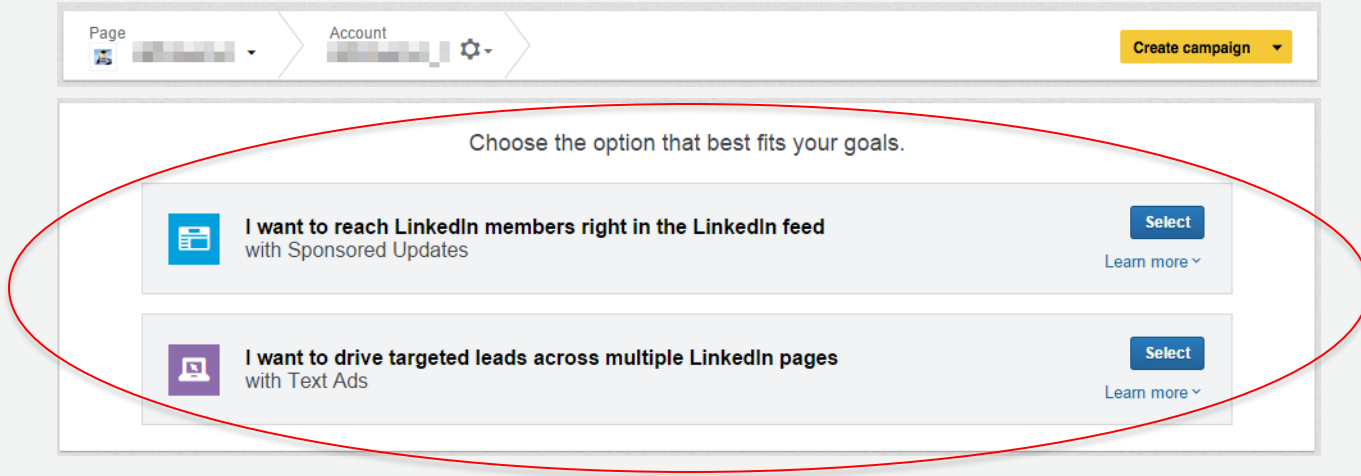
\*Fictional university

\*\*A lead is defined as a completed form in order to attend an event or download material

Do you want to reach the EDU segment? Plus, "college completion" is a hot topic for finishing school outside the classroom. Change the way you think about University.

# Choose a Campaign Type

In Campaign Manager Account page, determine whether you would like to run Sponsored Content or Text Ads (depending on your campaign goals) and create a campaign for that ad type.



	Sponsored Content	Text Ads
Campaign Goal	Direct Response + Brand Awareness	Direct Response
Platform	Desktop, mobile, tablet	Desktop only
Pricing	CPC or CPM	CPC or CPM
Targeting	Targeted audiences	Targeted audiences
Ad Placement	LinkedIn news feed, off network display	Text link on homepage; right hand rail or bottom of homepage, profile page, search results, groups, SlideShare

# Ad Formats

## Text Ads

Text Ads appear in the right rail ad space on desktop. They are not present on mobile devices.

**Image**  
50x50 pixel image

**Headline**  
Up to 25 characters

**Description**  
Up to 75 characters

**URL**  
Send traffic to your website, a landing page, or a LinkedIn Company Page.

**Are You an IT Manager?**  
Learn how you can improve your earning potential with a Camden University Master's degree.

## Sponsored Content

Sponsored Content are native social ads that appear in the newsfeed. They are found across both desktop and mobile.

**Introduction Text**  
Up to 600 characters, Keep under 150 characters or else it will be truncated.

**URL**  
Shortened after 23 characters

**Camden University** shared:  
Sponsored

The demand for MBA graduates is still strong, and research shows that over 80% of employers plan on hiring more. Download the report! <https://lnkd.in/abc-123>

**New research on the ROI of an MBA degree**  
LinkedIn surveyed over 10,000 MBA prospects and alumni to understand the motivations and outcomes of the business degree. Get the eBook!

**Image**  
800x400px, text should remain within center  
580x300px

**Description Text**  
Max 230 characters, truncated after 160 characters and displays

**Title**  
Up to 70 characters, if exceeds 1 line, description text will be shortened.

# Text Ads

## Creating text ads

Write different variations of ad copy to determine which version is the most effective. To create a new version of your ad, with the same target audience, click **Create another ad** and you'll see a new creative box to fill out.

**Note:** You may only upload up to 15 variations in any one campaign.

- 01 A creative box will appear. Fill out the information for creating your text ad.

### Where should members go when they click your ad?

My Page on LinkedIn

Select a page

My Website

http://www.example.com

### Add a catchy headline, image and copy



ex: Want to land a promotion? 25

Describe why someone should click your ad. 75

[Show me how to write a great ad](#)

- 02 Click **Save** and your new text ad will appear in the **Ads** tab.


- 03 To add a variation, click **Create another ad** to open a new creative box.

# Sponsored Content

## Select (or create) content to sponsor

If you haven't posted the update you want to sponsor yet, don't worry. You can choose updates to sponsor after campaign setup as well or launch directly from Campaign Manager instead.

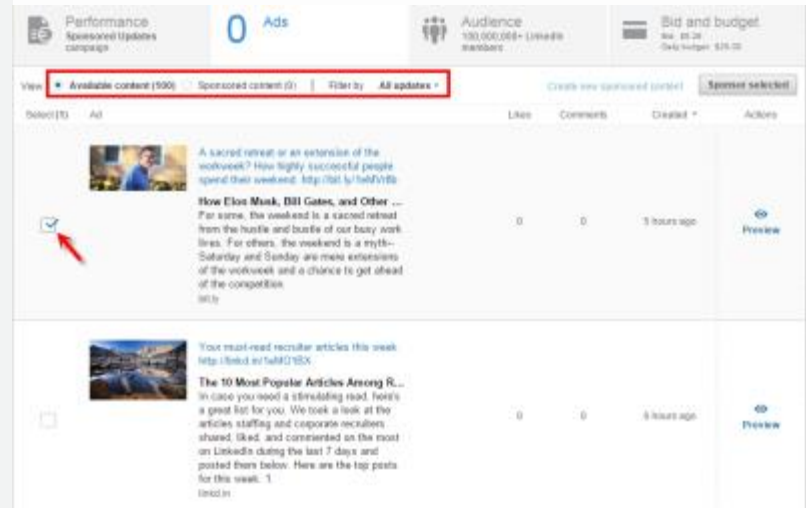
### Insider Tip:

To publish content to the member's newsfeed without it living on your Company Page, use a feature called Direct Sponsored Content. Your newly created Direct Sponsored Content will be labeled with:  **Direct Sponsored Content**

**Note:** You will need to be granted permission by a *Company Page Admin* to create hidden content. Go to the **Company Page** and click the **Edit** button in the upper-right. Scroll down to the Direct Sponsored Content Posters and add the LinkedIn member you wish to grant privileges. Click **Publish** in the upper-right.

01

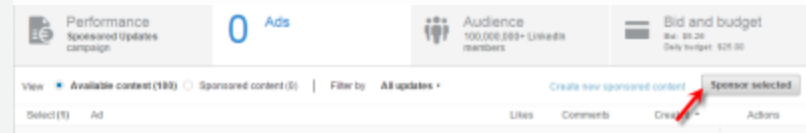
From the **Campaign Manager**, select the update(s) that you would like to sponsor by checking the box to the left of it. You can filter for all available content on your company page and/or previously sponsored content.



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there are tabs for 'Performance Sponsored Updates campaign', '0 Ads', 'Audience 100,000,000+ LinkedIn members', and 'Bid and budget \$0.00'. Below this, there are filters for 'View' (Available content (100), Sponsored content (0)), 'Filter by' (All updates), and buttons for 'Create new sponsored content' and 'Sponsor selected'. The main content area displays a list of updates. The first update is titled 'How Elon Musk, Bill Gates, and Other ...' and has a checkbox checked with a red arrow pointing to it. The second update is titled 'The 10 Most Popular Articles Among R...' and has an unchecked checkbox. Each update row includes columns for 'Select (1)', 'Ad', 'Likes', 'Comments', 'Created', and 'Actions'.

02

Select **Sponsor selected**. Any updates you select will automatically become sponsored once you've completed campaign setup.

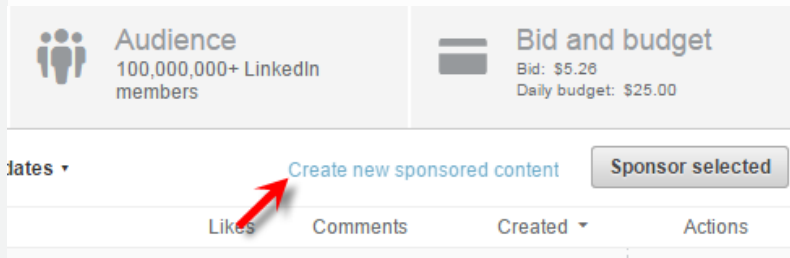


This screenshot is similar to the previous one, showing the LinkedIn Campaign Manager interface. The 'Sponsor selected' button is highlighted with a red arrow, indicating the next step in the process.

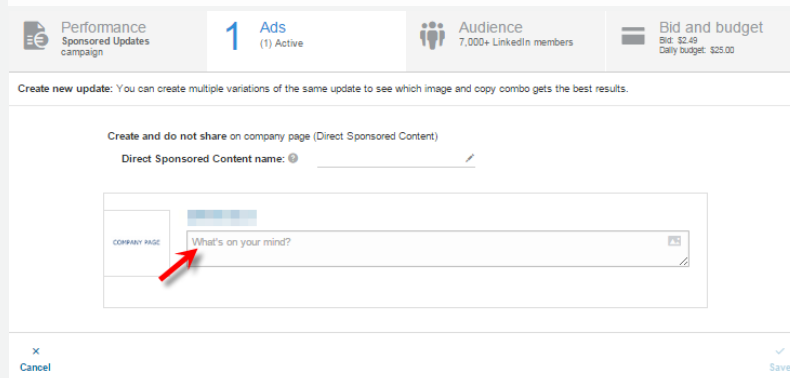


# Sponsored Content

**03** Choose **Create new sponsored content**. This will allow you to create a sponsored update without publishing to your company page.



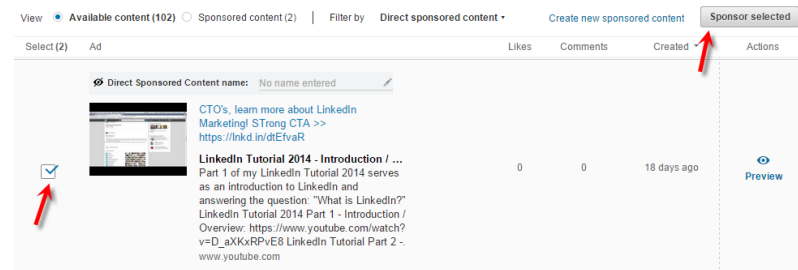
**04** Enter your click-through URL and allow the **Campaign Manager** to scrape its contents. You can then edit each part of the sponsored update except for the Company Logo and Company Name. See slide 26 for specifications.



**05** You can create a unique name for your Direct Sponsored Content to help distinguish between ad variations more easily when you're assessing performance.

**06** Click **Save**.

**07** As before, select your new direct sponsored content and any additional Sponsored Content by checking the box to the left of it. Then, click **Sponsor selected**. Any updates you select will automatically become sponsored once you've completed campaign setup.





# Targeting

# Develop your targeting persona

## Who should you target?

When choosing target options, start by narrowing down your target audience to LinkedIn members who are likely to be interested in what you offer. Here are some things to consider when thinking about your target audience:

Do they have specific job functions?

Do they have certain skills?

Where are they located?

Do they work in a certain industry?

Do they belong to certain LinkedIn Groups?

## Camden University

### Using personas to picture your audience

Put yourself in the shoes of your target audience by creating a persona. Camden University's business school, for example, might have a sample customer like this:



**Mark Smith**

**Age** 28

**Title** Marketing Manager

**Company** ABC Technologies Corp.

**Location** Singapore

**Professional interests**

Entrepreneurship, Leadership,  
Social Media Marketing, Technology

# Choose your targeting filters



You can filter your target audience by criteria such as: job title, job function, or industry.



As you select your target options, we'll show you an estimate of the audience size you'll be able to reach.



To start out, we recommend having *at least* 100,000 members per target group for Text Ads and 300,000 members per target group for Sponsored Content.

## Targeting Filters

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- Location
  - Company name
  - Company industry
  - Company size
  - Job title
  - Job function
  - Job seniority
  - Member skills
  - Member schools
  - Degrees
  - Fields of study
  - Member groups
  - Member gender
  - Member age
- 



*You'll want to avoid gender and age targeting until you get the hang of the system and learn a little more about what works for your business.*

# Test and iterate

Always start broad so you cast a wide enough net to gather statistically significant data. When you're feeling comfortable running campaigns, and are generating enough click volume to measure performance, try testing different targeting criteria. Use your click data to inform optimizations and expansions to your campaigns. This way, you can see which combination of targeting filters is the most effective in generating clicks and conversions.

Here are some suggestions along with examples based on Camden University's typical customer persona, Mark Smith.

## ProStock Example

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Try each targeting option as its own campaign. Once you know which target works best, you can start optimizing for that target.

**Campaign 1.** Industry (Technology)

**Campaign 2.** Job Function (Marketing)

**Campaign 3.** Groups (Social Media Marketing)

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## ProStock Example

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Go a step further and create different targeting combinations to see if a particular pairing performs better than others. If you've identified a segment that performs well, try using other targeting options to reach that audience.

**Campaign 1.** Industry + Job Function

**Campaign 2.** Job Function + Groups

**Campaign 3.** Industry + Groups

**Campaign 4.** Skills (Marketing)

**Campaign 5.** Field of Study (Marketing)

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*Using 2+ targeting criteria can increase your performance by up to 10% according to our internal LinkedIn analysis. Keep in mind your own campaign performance could vary.*



# Budgeting

# Setting a budget & time period

You can control your advertising costs by setting a daily maximum and total budget. Plus, you only pay for performance, which means you only pay when you receive clicks or impressions.

For additional flexibility, you can log into the **Campaign Manager** at any time and switch your campaigns on or off.

Some things you'll want to decide:

The total budget you want to invest in your LinkedIn Ads campaign.

The total number of campaigns you want to create based on your total budget.

Your daily maximum, which is the amount you want to spend per day.

Whether you want to run a CPC or CPM campaign, and how much you're willing to bid.

Whether you want your campaign to run continuously or for a specific period of time.

# Bid & budget details

The minimum CPC bid (cost per click) is \$2.00 per click.

The minimum CPM (cost per 1,000 impressions) bid is \$2.00 per thousand impressions.

Your ads are priced based on a [second price auction](#), which means that you'll only pay enough to beat the next highest bidder.

## 01 Enter your bid and budget details in the **Bid and Budget** tab.

The screenshot shows the 'Bid and Budget' configuration page. It includes the following elements:

- Bid type:** Radio buttons for 'Cost per click (CPC)' (selected) and 'Cost per impressions (CPM)'. Below it, the text reads 'Pay when someone clicks your ad.'
- Bid:** A text input field containing '2.49 USD'. To its right, a tooltip states: 'Suggested bid to reach the majority of your audience is \$2.54. (Other advertisers are bidding between \$2.54 – \$4.07) Minimum bid: \$2.00.'
- Daily budget:** A text input field containing '25.00 USD'. To its right, a tooltip states: 'Minimum budget: \$10.00. Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)'
- Start Date:** Radio buttons for 'Start immediately' and 'Schedule start' (selected). A date picker shows '6/26/2015'.
- End Date:** A date picker field.
- Total budget:** A text input field with 'USD' selected. To its right, a tooltip states: 'Minimum budget: \$10.00.'
- At the bottom, there are links for '^ Show less' and 'I want to learn more about campaign'.

## Note

*Although we turn off your advertisement for the day once your daily budget is reached, the change isn't instantaneous. You will be charged for clicks or impressions that are delivered during that time, up to 20% over your daily budget.*

*Social engagement is free! This means you won't pay when members click on the like, comment, or share actions.*



# Here are some terms you might find helpful

## Payment Methods

**CPC** is cost per click. You'll only get charged when someone clicks on your ad.

For CPC, if your maximum bid is \$3.00 per click, you'll be charged less than or equal to \$3.00 every time your ad receives a click. If your ad doesn't receive any clicks, you won't be charged. Bid your maximum CPC because your actual CPC will be lower.

CPC is ideal for performance advertising since you only pay when someone in your target audience clicks on your content, company name, or company logo.

**CPM** is cost per thousand impressions, so you'll be charged. Every time we show your ad 1,000 times.

CPM is a good option if you care more about the number of times your ad is shown, versus clicks received. This is a good choice for campaigns with brand awareness goals. We generally recommend this type of bidding option for people with experience advertising on a CPM basis.

**Daily Budget** is the amount you're willing to spend per day. To set your daily budget, multiply your CPC or CPM bid by the number of clicks or impressions that you'd like to receive each day.

For example: If you want 1,000 clicks each day and want to spend no more than \$3 per click, you'll want to set your daily budget at \$3,000/day.

**Clicks** are exactly what you think – when a visitor actively clicks on your ad.

**Impression** refers to when your ad is shown to a LinkedIn member.

**Bid Price** is the amount you're willing to pay LinkedIn every time someone clicks on your ad or every time your ad shows 1,000 times.

We'll provide a Suggested Bid Range to help you choose the best possible bid price. The range represents an estimate of the competing bids by other advertisers for your target audience.

If you're just getting started with LinkedIn Ads, we suggest bidding above the minimum so you increase your chance of winning in the auction. Don't worry--if you outbid the competition, you will only be charged just enough to win the auction, so you should bid the maximum you're willing to pay for a click or impression. This will maximize your chance of winning the auction.



*Most people visit LinkedIn on weekdays, so focus your budget on those days.*



Click **Launch Campaign** and your campaign is complete!