Linked in

Self-Service Advertising on LinkedIn

Part 3: Campaign Best Practices

Best practices for optimising campaign results and tracking marketing ROI.

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Best Practices for Sponsored Updates and Text Ads

Sponsored Content & Text Ads

Here are a few tips

Follow these recommendations around copy and images so that your campaigns are set up for success.

Use strong images.

Skip images scraped from your link and upload your own rich media – it will look larger in the feed than the scraped thumbnail.

Have a compelling title.

Numbered lists, stats or figures work well. Offer thought leadership or valuable industry insights for the member.

Speak directly to your target audience through your introduction text.

For example, if you're targeting finance professionals, include relevant job titles or the word "finance" within the introduction text.

Use industry-specific language that customers can relate to.

Create 3-4 variations of your ad per campaign.

Test images, text, and call-to-action phrases to see what works best with your audience.

In Text Ads: include a strong call to action, such as "Try"or "Sign up"

Words and phrases that encourage action and urgency tend to perform well.

Rotate in new creatives at least once a month.

Sponsored Content

Ad Layout

Sponsored Content shows up in the newsfeed. Always consider the context for your ads when developing creative. On LinkedIn, members what to get value from their time. Make sure your ads deliver value. Below is a good example of a post and the layout features are called out.

Address *your audience directly, ask them questions*

Be Concise: *Keep your intro to 140 characters to avoid trunckation*

For mobile optimization, leaving this text field empty. This will help direct prospects directly to your landing page on click vs. an expanded view of your text.

Strong Visuals*: Attention grabbing images such as recognised leaders, interesting infographics, or general pictures of professionals*

Type of content: *Snack-able content, numbered lists, valuable industry insights*
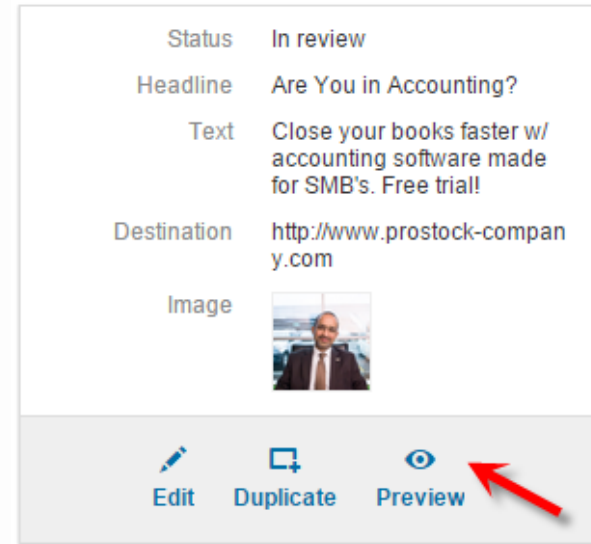
Text Ads

Preview Your Ads

You can preview your text ads to see how they'll look on desktop. Simply go to the **Ads** tab and select the **Preview** icon to the right of your ad. The **Ad Preview** also appears next to the ad creation form as you're entering in your ad information. You may also click **Edit** to make any changes to your text ad at any time.

Note: You may only preview your text ad after completing campaign set-up.
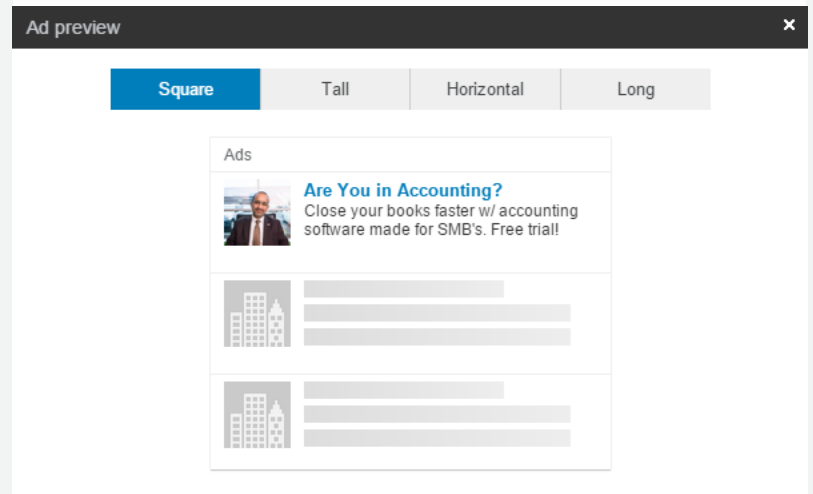
01 Select the **Preview** icon to the bottom right of your text ad.

Status	In review
Headline	Are You in Accounting?
Text	Close your books faster w/ accounting software made for SMB's. Free trial!
Destination	http://www.prostock-company.com
Image	

Edit   Duplicate   Preview

02 Click the tabs above to preview how your text ad will appear in different formats across the LinkedIn platform.

Ad preview   ✕

| Square | Tall | Horizontal | Long |

Ads

Are You in Accounting?
Close your books faster w/ accounting software made for SMB's. Free trial!
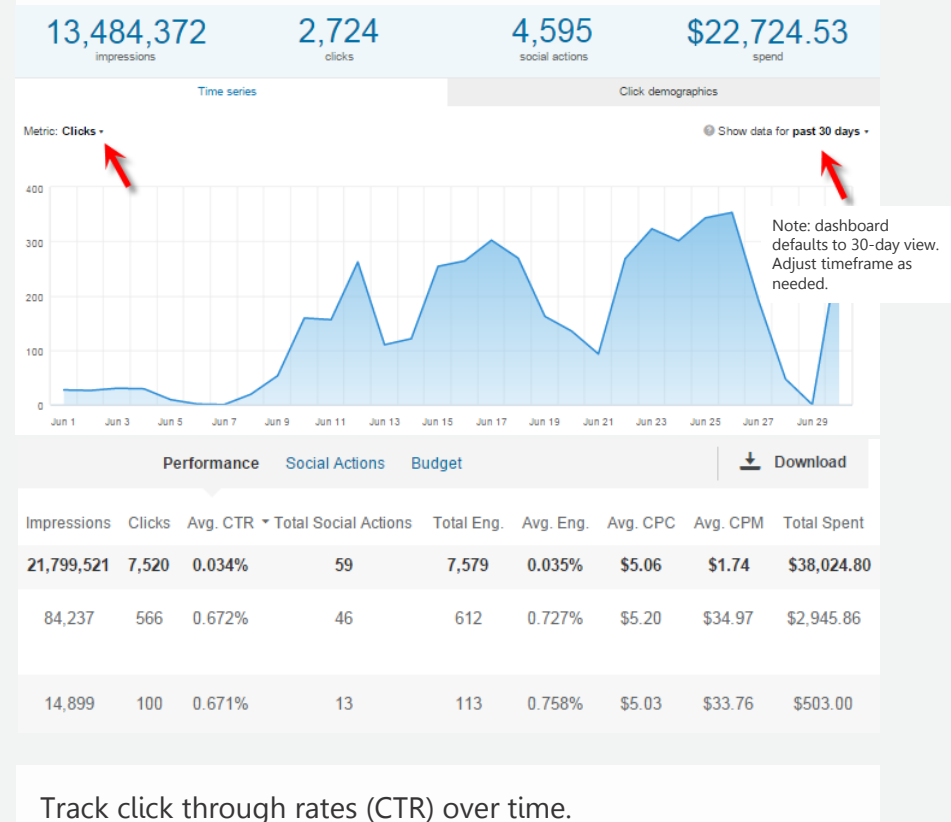
Reporting

Track results

From the **Campaign Manager** homepage, you can monitor your performance metrics over a custom date range. This includes the **Performance** and **Social Actions** tabs in the table below the graph. Keep an eye on how your target audience is engaging with your ads and campaigns.

Both the table and graph will adjust to the filters that you have placed on your campaigns.

Track the clicks, impressions or amount spent over any given time by choosing a date range and selecting your metric of interest.

13,484,372	2,724	4,595	$22,724.53
impressions	clicks	social actions	spend

Time series	Click demographics

Metric: **Clicks** ▾

Show data for **past 30 days** ▾

Note: dashboard defaults to 30-day view. Adjust timeframe as needed.

Performance   Social Actions   Budget   ⬇ Download

Impressions	Clicks	Avg. CTR ▾	Total Social Actions	Total Eng.	Avg. Eng.	Avg. CPC	Avg. CPM	Total Spent
21,799,521	**7,520**	**0.034%**	**59**	**7,579**	**0.035%**	**$5.06**	**$1.74**	**$38,024.80**
84,237	566	0.672%	46	612	0.727%	$5.20	$34.97	$2,945.86
14,899	100	0.671%	13	113	0.758%	$5.03	$33.76	$503.00

Track click through rates (CTR) over time.

The more relevant and interesting your ad is to your target audience, the higher your CTR will be. The higher your CTR, the more times your ad will be shown.

In general, a good CTR is 0.030% or greater for text ads and 0.3% or greater for Sponsored Content/direct sponsored content.

Monitor spend

Filter for **Avg CPC**, **Avg CPM**, or **Total Spent** to view these metrics over time. You can edit bids and budgets by clicking on the **Budget** tab in the table that appears below the graph.

Know your audience

Keep an eye on how your target audience is engaging with your ads and campaigns. Use this data to inform optimizations and identify opportunities for expansion into other target audiences.

You can view and download your click demographics at both the campaign and ad level by clicking on the **Click demographics** tab above the graph. All filters that you have applied will be reflected in your graphs. Use this information to validate your targeting criteria as well as understand the audience that is clicking through to your ad. The click demographics can be used to inform your optimizations by fine-tuning your targeting. It can also reveal opportunities to expand into new campaign targets of potential prospects.

Once a click threshold has been reached, you will be able to view your click traffic broken down by business demographics in the **Click demographics** tab.
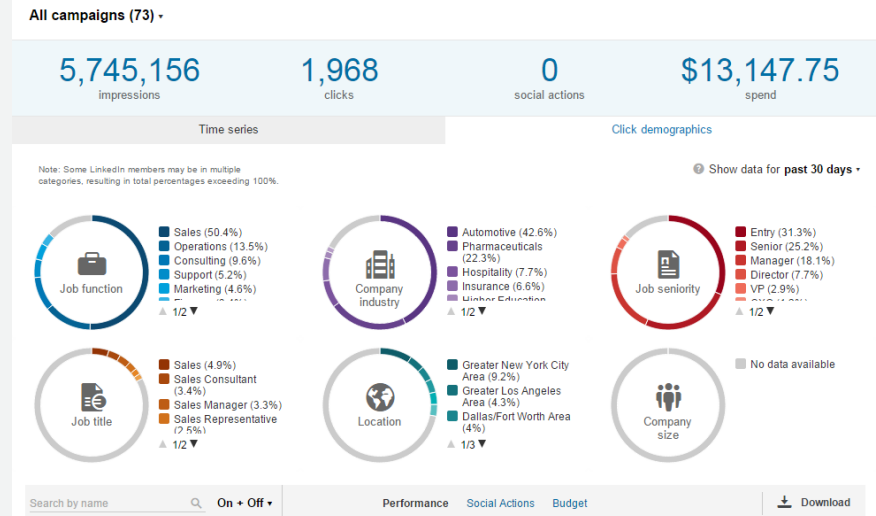
Note: Some LinkedIn members may be in multiple categories, resulting in total percentages exceeding 100%.

Take Action

From the **Campaign Manager** homepage, you can monitor your account at a high level and make quick changes to your campaigns. Filter for campaigns that you would like to view and scroll down. Here, you can turn existing campaigns **On** and **Off**, **Archive** campaigns and find **Draft** campaigns to complete.

Filter at the top to view only **Text Ads**, **Sponsored Content** or **All Campaigns**.

Filter campaigns by status or common keyword/character(s). Identify **Draft** campaigns to complete.

Activate or de-activate campaigns based on how they are performing. If you want to pause a campaign that's already running or restart one that is not currently running, just choose either the **On** or **Off** button under the **Status** column.

You may choose to hide campaigns that you are not actively working on. To do so, turn the campaign **Off** and click the **Archive** link in the **Status** column. You can view your archived campaigns by filtering your campaigns for **Archived** status.

Questions?

Please [contact us](#).