Getting Started Guide to Self-Service Advertising on LinkedIn

Table of Contents

What is LinkedIn?

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LinkedIn is the world's largest professional network with more than 450 million members worldwide and the largest community of influential, affluent, and educated people.

LinkedIn members are active professionals in a business frame of mind. Through LinkedIn, your brand can directly engage the business leaders of today and tomorrow – all in an aspirational, professional mindset.

So, whether your objective is to drive leads for your programs or engage your business' key audience to build influence, advertising on LinkedIn is a great way to market to who those who matters most to you.

450M+
members worldwide

100M+
members in Asia Pacific

61%
Of members say they engage with content on LinkedIn because it's relevant to them

3M+
Members in Asia Pacific are Decision Makers in their organisation (Manager+)

79%
Of our survey respondents say they read or engage with content on LinkedIn at least once a week*

* Source: LinkedIn Content Research, June 2016

Why Should I Advertise on LinkedIn?

Target with Precision

Reach just the right prospects among a premium professional audience. With our industry-leading 1st party data, you can be confident you're reaching the right audiences.

Drive Performance

Build brand credibility, educate prospects and influence business decision-makers through our performance-based advertising solutions. Connect with your ideal audience to drive high-quality leads and conversions.

Measure Your Results

Intuitive campaign analytics and conversion tracking lets you monitor performance and optimize your strategies over time. Test content that resonates with your audience to continue driving results.

What can I buy on LinkedIn Self-Service?

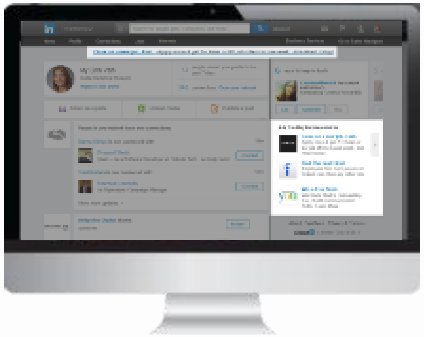
LinkedIn offers an easy, self-service advertising platform to generate leads through Text Ads and Sponsored Content. Cost-per-click (CPC) or cost per impressions (CPM) pricing options without long-term contracts allow you to fully control your own budgets.

Text Ads

Get in front of the right prospects and drive them to your landing page to generate high-quality leads while controlling your costs. Stay visible while your audience is active throughout the platform.

Where do they appear?

- Desktop only
- Text link at top of homepage (images/ logos omitted); right-hand rail or horizontally at bottom of LinkedIn pages: homepage, profile page, search results, groups, SlideShare.



Sponsored Content

Reach a premium professional audience where they're most engaged, proactively consuming content in the LinkedIn feed across all devices. Use robust targeting options to test messaging with different audiences. Increase brand awareness and credibility by developing relationships with prospects early in the consideration process and drive high-quality leads.

Where do they appear?

- Desktop, tablet, phone
- LinkedIn news feed

If you have a minimum quarterly budget of $25,000, explore and expand your strategy to include our other always-on marketing solutions. [Contact a LinkedIn Marketing Solutions rep today](#)!

Two Ways to Buy Sponsored Content

LinkedIn offers two ways to buy Sponsored Content: through an account executive (comes with support) or self-service (fully do-it-yourself with dedicated account representative for support reserved for top spenders).

	Buy via Account Exec	Buy Self-Service
Purchase & payment	I/O via Account Executive	Online (Credit card or Monthly Invoicing)
Combine products on order form	Yes	No
Minimum spend per campaign	$25k USD	None
Main benefit	Support from LinkedIn (high for Assisted, low for Standard or Partner Self-Service)	Flexibility (no I/O, no min spend, start/stop anytime, quick setup)
Main limitation	I/O and min spend	Full support available to top spenders only

Create Business Account → Set up Campaign → Publish Content on Company Page → Sponsor Content Select Campaign → Monitor Campaign

How to get started

Create a Business Account

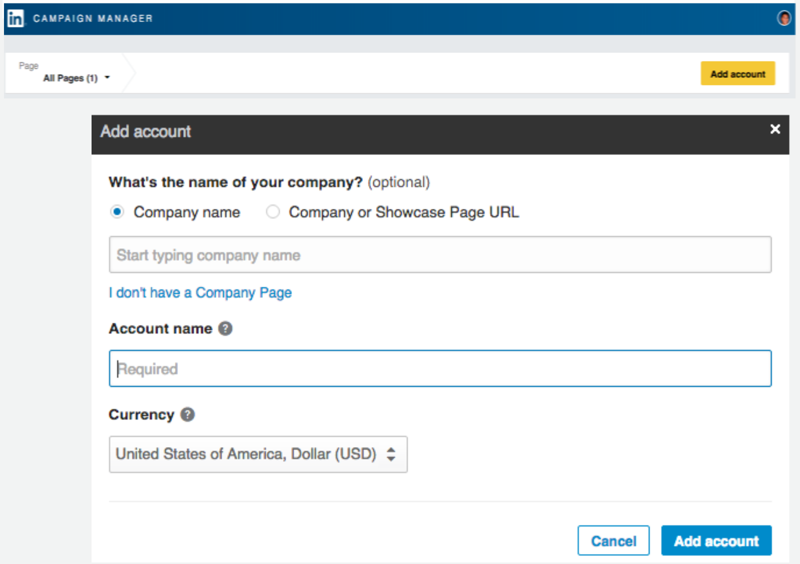
To start, you will need to make a business account for your brand.

A business account allows you to separate ads and billing information, share business account access with other team members and conveniently link a Company Page.

With multiple business accounts, you can keep campaign performance independent between your various business lines or programs, if necessary.

01 Access LinkedIn's **Campaign Manager** at https://www.linkedin.com/ads/home.

02 From the Campaign Manager homepage, click **Add account** in the top right-hand corner.



03 Choose the company with which this account will be associated and name the account.

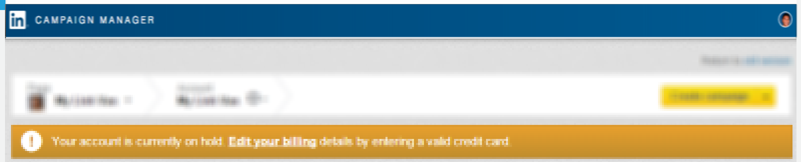
04 Select the currency you want to use for payment and bidding. Once you select the currency, you cannot change it.

05 Click **Add account**. Your account will be on hold until you edit your billing details, which you can do now or after you set up your first campaign.

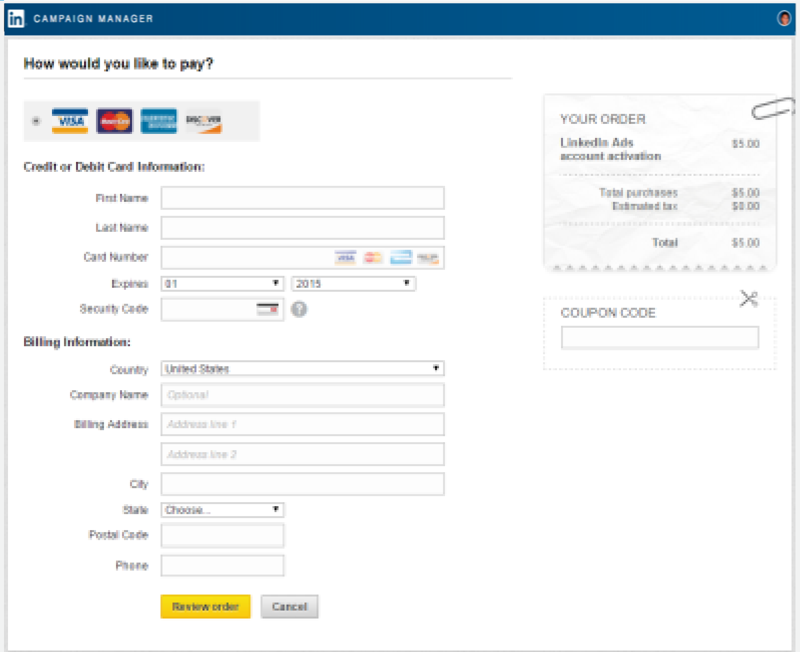
Enter Billing Information

If you have an account history and/or manage multiple business accounts that have spent at least $3,000 for two consecutive months, you qualify for invoicing. Contact us to get the invoicing approval process started!

01 Click the **Edit your billing details** link in the banner message.



02 Enter your credit card information.



03 Click **Review Order** to confirm and save your information.

We validate new credit cards with a one-time charge ($5) that becomes ad credit. Once the credit is depleted, you'll be billed periodically for impressions or clicks that your ad incurs. You'll continue to be billed through the end date of the ad or until you manually turn it off through your Campaign Manager.

Billing on Self-Service Accounts

There are three ways to purchase text ads and Sponsored Content without an I/O and minimum spend limitations.

If you have an account history and/or manage multiple business accounts that have spent at least $3,000 USD for two consecutive months, you qualify for invoicing. [Contact us] to get the invoicing approval process started!

	Credit Card	Monthly Invoicing	Agency Line of Credit
Global agreement required	No	No	Yes
Addendum for each account	No	Yes	No
Turnaround time	Immediate	24 hours upon receipt of billing details	Immediate
Payment terms	Daily charging	30 days	As per global agreement
Recommended for	Small client / testing	Agencies / strategic client	Agencies

Create Business Account → Notify account representative or file support ticket → Provide billing details → Sign addendum → Set up campaign & go live

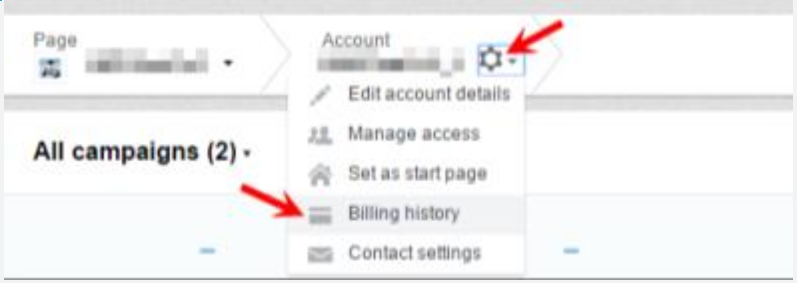
Updating Billing Information

For each account you will need to assign a billing contact. Only the Billing Contact will have access to print/access receipts and has permission to change billing details on the account. The billing contact will only be able to access the receipts for payments made during the time they are the Billing Contact.

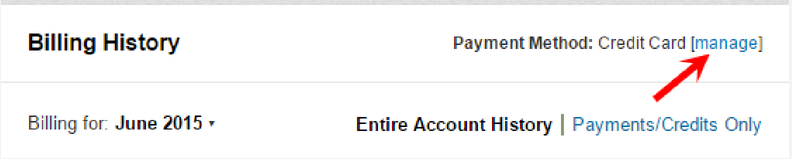
The user who creates the account will automatically be assigned as the billing contact. If the billing contact is switched to a different user, the account will be placed on hold until the new billing contact enters the updated billing information.

01 Navigate to the **Campaign Manager** homepage.

02 Click the settings icon and select **Billing history**.



03 Click the **Manage** in the upper right.



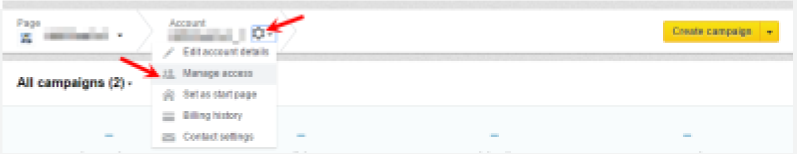
04 Select **Edit** and enter your new billing information.

05 Click **Change**.

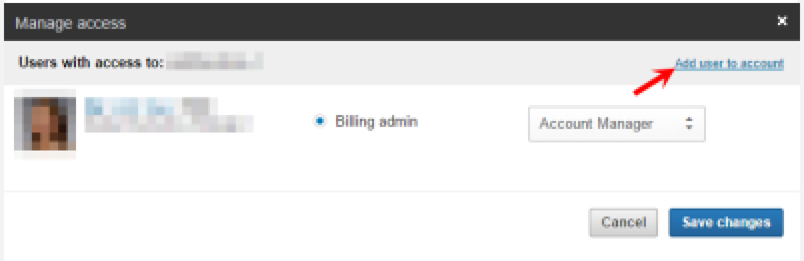
Add/Edit Users

You can grant access to your Business Account and assign different permissions to each user. Account Managers can manage campaigns and view performance analytics. The user who creates the account will automatically be assigned the Account Manager role.

01 From the **Campaign Manager** homepage, click the settings icon and select **Billing history**.



02 Click **Add user to account**. Begin typing the name of the person you wish to add and select him or her from the list.



03 Next, choose the level of management rights for the user you're adding. The chart below details the management roles:

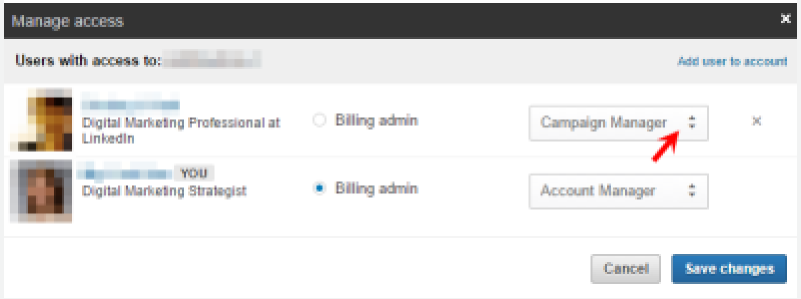
Activity	Account Manager	Campaign Manager	Creative Manager	Viewer
View campaign data and reports	✔	✔	✔	✔
Create new & modify existing campaigns	✔	✔	✔	
Create new & modify existing creatives	✔	✔		
Edit account details	✔			
Manage user access	✔			

Add/Edit Users

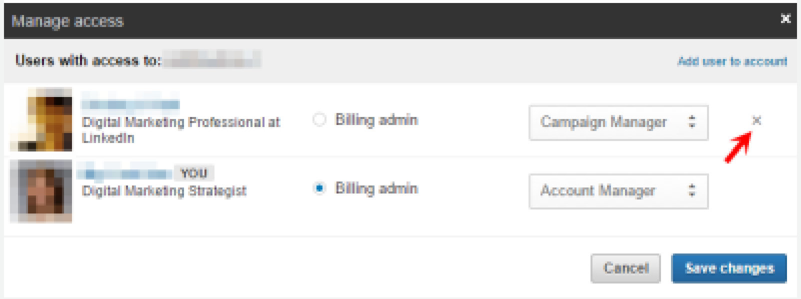
You can grant access to your Business Account and assign different permissions to each user. Account Managers can manage campaigns and view performance analytics.

04 Once you've granted the appropriate management rights to a user, click **Add user to account** to save your changes. The person you've added will then appear.

05 To modify the management rights a user has, locate the user whose permissions you want to edit and click the dropdown menu to select the new role. Click **Save changes**.



05 To remove a user, click the **x** that appears to the right of his/her name. If you are removing a Billing admin, you must assign a new contact as the Billing admin before you can remove the user. Click **Save changes**.



Creating your first campaign

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.

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 College 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 lead.

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

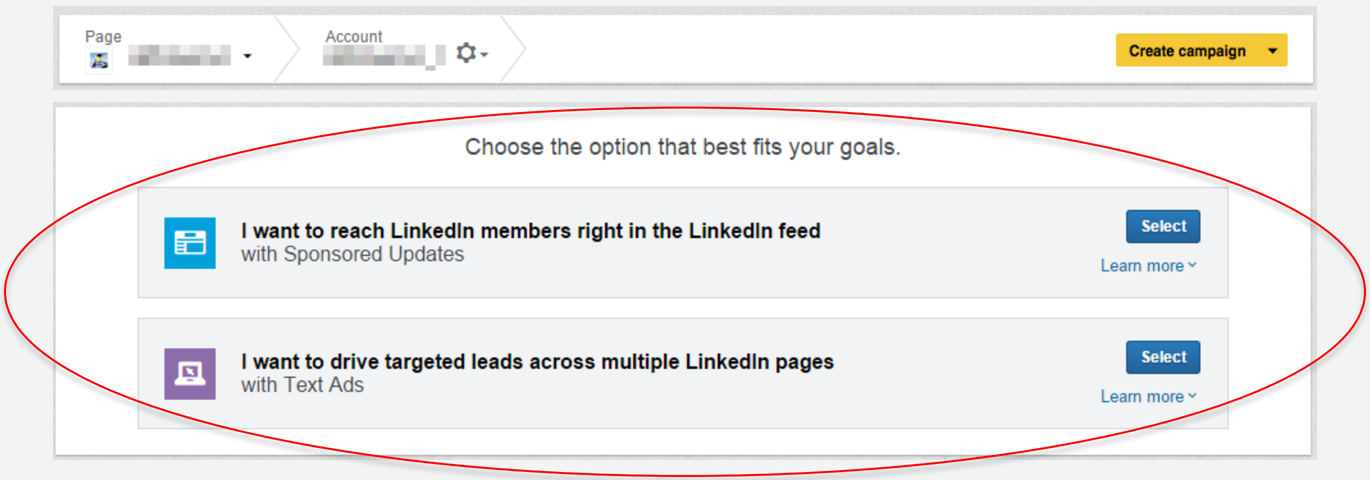
1. Offering downloads of their brochure
2. Inviting prospects to an on-campus event

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

Choose a Campaign Type

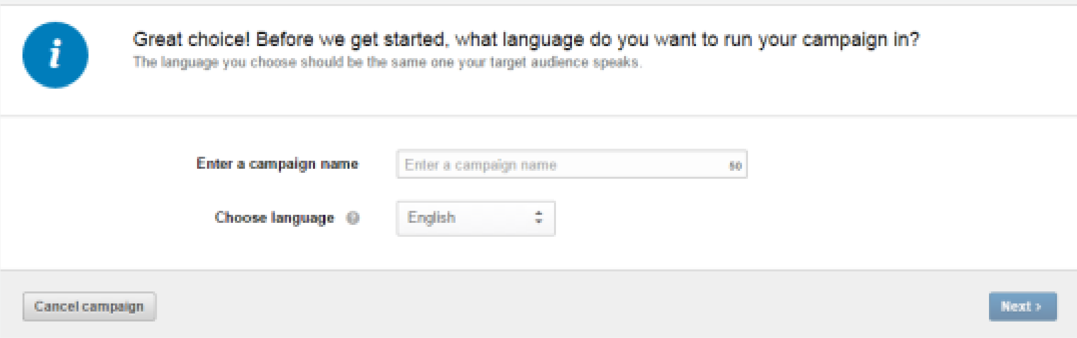
In Campaign Manager Account page, determine whether you would like to run Sponsored Content or Text Ads (depending on your campaign goals) and create a campaign for that ad type.



	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

Create a campaign name

Your customers won't see the name – it's just for you.



Choose a descriptive name that reflects the goals you're trying to achieve.

If you're just starting out, we suggest creating a name that reflects your target audience. Make it easy to understand and remember!

When you have a lot of campaigns to keep track of, having a clear naming system will keep you organized.

Camden College Example

For example, one of Camden's campaigns is called "Brochure downloads | Asia | Marketers."

Add your creative and copy and click **Launch Campaign**!

Learn more

at

https://business.linkedin.com/marketing-solutions/ads

LinkedIn