

# The Best Practices Checklist

For Text Ads & Sponsored Updates



Learn more at [marketing.linkedin.com](https://marketing.linkedin.com)

## ✓ Have a clear campaign name

Make sure it's easy to understand the performance of your audience targets at a high level.

## ✓ Create focused targeting criteria

When creating campaigns, use only a few targeting options at a time to create tightly-knit themes. Start broad to gain scale and reach, then shift budget towards more niche audiences that perform well.

## ✓ Set a competitive bid

Bid \$1-2 above the suggested range to win more auctions and stay above your competition.

## ✓ Keep budget caps above \$200

500 clicks will be more informative than 5 clicks, so set a reasonable budget cap to drive statistically relevant data to inform optimizations and expansions later on.

## ✓ Always include an engaging image

Clear, bright images of business professionals make your text ads more personal appealing to potential clients. Crisp and engaging images capture members' attention more quickly for sponsored updates, especially with rich media ad units.

## ✓ Use a strong call to action

Ads with a strong call to action, such as "Register Now!" or "Sign Up Today!" tend to perform better.

## ✓ Address your audience directly

Grab their attention by calling out to your audience in the headline of text ads or intro texts of sponsored updates (e.g., Attn: High-Tech Managers" or Are You an IT Director?). Try using the word "you".

## ✓ Keep ads and targeting relevant

Our system serves relevant ads more often and limits ads that rarely get clicks.

## ✓ Create multiple ad variations

Use 2-4 active ad variations per campaign to show variety to your audience while also allowing you to see which strategy is most successful (A/B testing). Turn off low-performing ads and test new ones.

### For Sponsored Updates

## ✓ Include a shortlink

Add another clickable element to your ad unit.

## ✓ Command thought leadership

Share snackable content or industry insights. Numbered lists work well. Explain what's in it for your audience.

## ✓ Optimize to all devices

Don't miss out on your mobile audience. Ensure your content and landing pages are optimized for all devices.