

# 5 Tips to Engage Your Target Audience on LinkedIn

## Drive Conversions with Successful Content

Content plays a huge role in driving prospects from one stage to the next across the sales funnel. So how do the best-in-class marketers engage audiences with their content? Make sure your content is successful in engaging your target audiences on LinkedIn by following these five tips.

### 1 Healthy Mix of Content

Content plays a major role in driving prospects from one stage to the next across the sales funnel. That's why it's essential to nail down a high-level content strategy with a quality mix of objective-based content. We recommend—and employ ourselves—a mixture of content with objectives around brand awareness, thought leadership, and lead generation.

#### Brand Awareness

Build relationships with your audience by getting your brand's word out and actively engage prospective customers on LinkedIn.

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#### TIP: WHAT TO SHARE

Contests, Quizzes, Blog Posts

#### Thought Leadership

Establish your point of view in the industry and build credibility through thought provoking articles and guides.

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#### TIP: WHAT TO SHARE:

How-To's, Best Practices, Editorial Pieces

#### Lead Generation

Attract promising buyers and drive higher-quality leads, featuring a good mix of genuinely helpful upper and lower funnel content.

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#### TIP: WHAT TO SHARE:

Whitepapers, Case Studies, eBooks

### 2 A/B Testing

A/B testing is the most effective way to optimize your content for maximum engagement. Use LinkedIn Campaign Manager to A/B test audience segments, images, CTAs, captions, and more.

#### Targeting

Determine the audience segments that are most likely to engage in your content.

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#### TIP: How to Test

Create two separate campaigns with identical ad content (creative, run dates, bid, budget, etc.) but different audience targets. Run all tests for a minimum of three weeks and analyze the results to see which audience engaged more.

#### Creative

Figure out which visuals, captions, copy, and call to actions drive the most clicks.

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#### TIP: How to Test

Create your campaign in Campaign Manager and set it up with your creative variations. Update the campaign settings to "rotate variations evenly" and the system defaults to "optimize click-through rate."

#### We've done our testing and found:

18%

Shortening the character length of posts increased our engagement rate by 18%

37%

Including a statistic in posts improved CTR by 37% and gained 163% more impressions

### 3 Bidding Power

How you bid, influences campaign results.

#### Bid Above the Suggested Bidding Range

If CTR and conversions are your focus, a higher bid will help improve those results.

- We set bids 10% higher than the maximum suggested bid and saw a 15% lift in CTR and a 27% lift in conversions

#### Bid Within the Suggested Bidding Range

If you want the biggest bang for your buck, bidding within the suggested price range is your safest bet.

- 33% higher ROI on advertiser's campaigns when bidding in the suggested range

### 4 Impactful Visuals

Sprinkle eye-catching videos, graphics, and image quotes to capture your audience's attention. Photos that are 1200 x 627 pixels render best on LinkedIn.

**4X** Media-rich posts can have a 4X higher CTR

THE IMPORTANCE OF  
EMPOWERING LOCAL TEAMS IS  
TO CREATE RELEVANT  
CONTENT AND SPARK  
ENGAGEMENT

 **Jane Fleming**  
Digital Marcoms Manager



### 5 Paid Content is Better

With LinkedIn Sponsored Content, you can choose your audience and deliver it in a way that drives clicks.

#### Pair Sponsored Content with Sponsored InMail

Reach your target audience in multiple formats across the LinkedIn platform to engage more people and drive better results. When we compared the performance of our own campaigns with both channels running simultaneously versus Sponsored InMail-only, we saw a:

**25%** increase in Sponsored  
InMail open rates

**95%** increase in CTR

Put these tips to the test and get started with your most effective LinkedIn campaign yet.

Get Started