Tips for Optimizing Campaign Engagement and Effectiveness
LinkedIn Advertising Best Practices

With LinkedIn advertising, you have the power to choose your own audience and deliver customized content that drives real business results. To further optimize your campaigns for maximum engagement and effectiveness, we offer our LinkedIn advertising best practices.

PRO TIP
Customers who use multiple LinkedIn ad formats see improved performance. When we launched Sponsored Content and Sponsored InMail together for the same marketing campaign, we saw a 43% lift in CTR and a 40% increase in Engagement.

LinkedIn Sponsored Content Best Practices

Let's Get Visual
Select rich, eye-catching imagery that matches the messaging of your content. Text on images should also be kept to a minimum.

- Media-rich posts receive up to 4x higher CTR
- Optimal image size is 1200x627

Keep It Short and Sweet
Posts with 150 characters or fewer tend to perform best. Keep your updates short by focusing on what would make your audience click on your content.

- Shorter character posts saw an increased engagement rate of 18%

Stats Work Wonders
Include statistics or quotes to grab attention and improve engagement.

- Improved CTR by 37%

- Gained 163% more impressions

Variety is the Spice of Life
Avoid creative fatigue and allow for multiple A/B tests by creating a variety of content. We follow our own advice and create and test 10 Sponsored Content images per campaign, enabling us to optimize as we go and learn from every campaign.

3 Essential Tips

Be the Trend
Promote content that is aligned with trends and headlines.

Add Value
Instead of telling your audience "we add value," try actually delivering a little bit of value into their newsfeed.

Inspire
LinkedIn is an aspirational place to be, whether members are trying to grow their business or achieve personal goals.

LinkedIn

LinkedIn Sponsored InMail Best Practices

Be Conversational and Concise
Send personalized messages to prospects aimed at triggering engagement. The best Sponsored InMails are brief, relevant, and conversational to provide the best messaging experience possible.

- Keep message copy below 1,000 characters
- Use subject lines that are short or high impact

Put Your Audience at the Center of Your Message
Utilize dynamic macro to pull in a member's name into the greeting and tie your audience's experience into the context of your message. Spell out why the message is relevant to them and what the next step is.

Use Sponsored InMail to Reach Your Highest Valued Audiences
Aim Sponsored InMails towards executives—it is an ideal channel for a one-to-one conversation with executives.

- Sponsored InMails targeted at executives have open rates as high as 58%

Set Up A/B Tests to Learn What Resonates Best
Test your message across at least two target audiences. Track which subject lines, CTAs, and audience segments yield the best results and optimize your campaign over time.

Use a Clear CTA and Add a Relevant Body Hyperlink
Clear CTAs get higher clicks and conversion rates. Include top action-oriented words like "Try," "Register," "Reserve," and "Join."

- Include a 300x250 image with a CTA button in your InMail

LinkedIn Text Ads Best Practices

Determine Exactly Who You Are Trying to Target
Separate your multiple target audiences into "buckets" and create tailored campaigns for each specific audience.

Create Focused Targeting Criteria
Use only a few targeting options at a time. The most successful campaigns have an audience range of 60,000 - 400,000. Below are examples of focused targets to go after:

- Target by Geography/Industry/Seniority (e.g., UK/High-Tech/Manager)
- Target by Geography/Specific Skills (e.g., France/PPC, SEM)
- Target by Geography/Type of LinkedIn Group (e.g., AUS/Recruiting, HR)

Set an Aggressive Maximum Bid
Give your campaigns a higher chance of success by ensuring that you have a competitive bid.

Always Include an Image
Make your ads more personal and appealing to potential clients by using clear, bright images of business professionals.

- Include a 300x250 image with a CTA button in your InMail

Use a Strong Call to Action
Ads with a strong call to action, such as "Register Now!" or "Sign-up Today!", perform better.

Create Multiple Ad Variations for Each Campaign
Use two to three active ad variations per campaign to show variety to your audience while also allowing you to see which strategy is the most successful.

Address Your Audience Directly
Grab attention by calling out to your audience in the headline (e.g., "Attn: High-Tech Managers" or "Are You an IT Director?").

Keep Your Ads and Targeting Relevant
LinkedIn's system serves relevant ads more often and limits ads that rarely get clicks.

Turn Off Low-Performing Ads
Active ads with a low CTR can weigh down a campaign and lead to a drop in impressions.

Minor Changes Have a Big Impact
Simple tweaks, such as adjusting targeting, raising bids, and refreshing ad variations, can increase your performance.

LinkedIn Product Best Practices

Measure and Optimize Business Impact with LinkedIn Conversion Tracking
Easily measure leads, sign-ups, content downloads, purchases, and more desired actions on your LinkedIn Sponsored Content and Text Ads campaigns. LinkedIn Conversion tracking enables you to learn more about the specific ads and unique audiences that are driving your conversions.

WITH LINKEDIN CONVERSION TRACKING, YOU CAN

- **Track leads from your LinkedIn Sponsored Content and LinkedIn Text Ads campaigns**
- **Understand the ROI of your spend**
- **Optimize for the results that matter most**

Use a Mixture of Ad Formats
Boost your Sponsored InMail open and click-through rates by running Sponsored Content and Sponsored InMails simultaneously. Reaching your audience via multiple formats across the platform enables you to engage more people and drive better results.

43%
lift in CTR
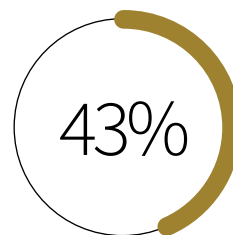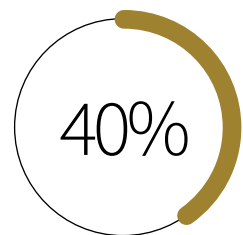
40%
increase in engagement

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

Get Started

Linked in