**Linked in** Marketing Solutions

Sponsored Content & Message Ads

Drive engagement and enrollment with a powerful duo

Sponsored Content and Message Ads are ideal together since Higher Education Marketers can customize them to serve their marketing goals. Use them to increase awareness, convert qualified prospects, and drive enrollment.

LinkedIn research shows prospects engage with

8 pieces of content

before making a decision.
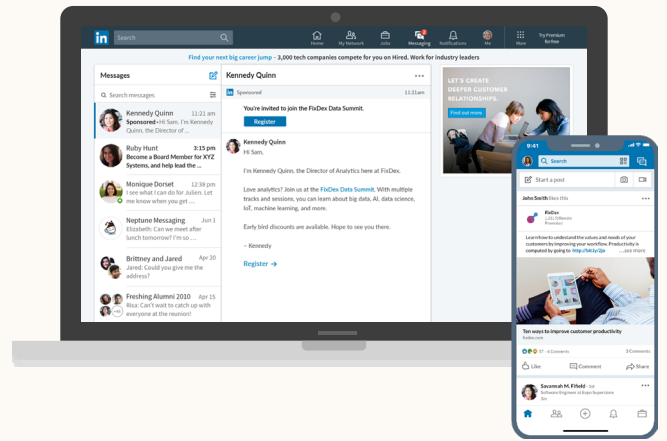
Sponsored Content allows you to:

- Reach a highly engaged audience with native ads
- Run multiple ads simultaneously to drive higher engagement
- Harness multiple ad formats
- Engage across desktop, tablet, and mobile devices

With Message Ads, you can:

- Deliver personalized messages to prospective students
- Engage real time with messages delivered to members inboxes when they are active on the platform
- Tailor your content with flexibility and ease

While Message Ads and Sponsored Content are proven LinkedIn ad formats, advertisers who use them in tandem see the highest levels of engagement.

Using Message Ads in conjunction with Sponsored Content has proven to deliver a 43% lift in Sponsored Content click-through rate[2] (CTR).

Overall, advertisers on LinkedIn generate 37% higher CTR for Message Ads when pairing them with Sponsored Content.

Best practices for driving engagement and results

Sponsored Content

- Share links to your latest and greatest course information & deadlines, program brochures, student and alumni stories and faculty research.

- Keep text < 150 characters and select a compelling visual (1200 x 627 pixel image)

- Use friendly, low-pressure call-to-action keywords, such as "Learn More," to fill your prospect funnel.

- Leverage UTM tracking or, better yet, LinkedIn conversion tracking

- Performs best at scale and over time. A minimum of 3 months is recommended

- Run for 2-6 weeks prior to Message Ads if using in tandem.

- Leverage Lead Gen Forms to seamlessly capture leads**

Message Ads

- Use for event invitations, sign-ups and even prospecting messages. If driving to a landing page, adding hyperlinks to body text lifts CTRs by up to 21%

- Keep copy < 1,000 characters

- Include a clear call to action, inspiring a sense of urgency, such as "Applications are due by next Friday."

- Choose a sender that's relevant and credible to your target audience (i.e. a person, not your institution)

- Run your Message Ads campaign 2-6 weeks after launching your Sponsored Content campaign to boost results

- Use Message Ads with Lead Gen Forms to drive down Cost Per Lead**

Learn more about Sponsored Content & Message Ads here

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