

LinkedIn

VIDEO Ads

Your How-To Guide for Captivating a
Professional Audience

• REC



LinkedIn

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Most B2B organizations recognize that video needs to have a place in their marketing strategies.

A [study released last year](#) found that:



Felt video content was becoming more important **90%**

Reported having some level of video creation capability in-house **93%**

You might have heard that LinkedIn [just went all-in on B2B video](#). That's right, marketers and brands can now leverage video for Sponsored Content and Company Pages to reach the right audiences, the right way.

As a B2B marketer, capturing your audience's attention has never been harder. While video is a proven and popular tactic to engage decision-makers, the challenge has been finding the quality environment to reach them. According to an internal LinkedIn study, **over 46% of B2B advertisers** surveyed said this was a top challenge when running video campaigns.

This short but sweet guide will help you:



Make the case for video in your B2B marketing strategy



Test and optimize your videos



Enable you with our finest LinkedIn video ad tips



Uncover 'do it yourself' (DIY) tools for creating video that won't break the bank



Plan video and measure success based on objective



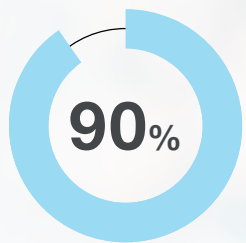
B2B Video by **THE NUMBERS**

Establishing the urgency of adding this format to your content marketing mix.

Online videos will account for

80%

of all consumer internet traffic by 2020 [\(source\)](#)



of users say that product videos are helpful in the decision process [\(source\)](#)



Videos see

1200%

more shares than text and images combined

[\(source\)](#)



Including a video on a landing page can increase conversion rates by

[\(source\)](#)

80%

B2B Video by **THE NUMBERS**

59% of senior executives

agree that if both text and video are available on the same topic on the same page, **they prefer to watch video** [\(source\)](#)

49% faster

Companies that use video in their marketing **grow revenue 49% faster** than those that don't [\(source\)](#)

73% of B2B marketers

say video **positively impacts marketing ROI** [\(source\)](#)

54% executives

share videos with colleagues on at least a weekly basis [\(source\)](#)



LinkedIn Video Ads **TIPS**

Video ads on LinkedIn provide a compelling way to reach a professional audience.

Make the most of your campaigns with these tips for:



Identifying
your objective



Creating effective
content



Proving the value
of your video ads



Choose your video campaign **OBJECTIVE**

Identify your key objective for each video campaign. This will inform your video content and how you measure success.

COMMON GOALS FOR VIDEO ADS INCLUDE:



BRAND AWARENESS

(tell people about your brand)



BRAND CONSIDERATION

(tell people why you're the best)



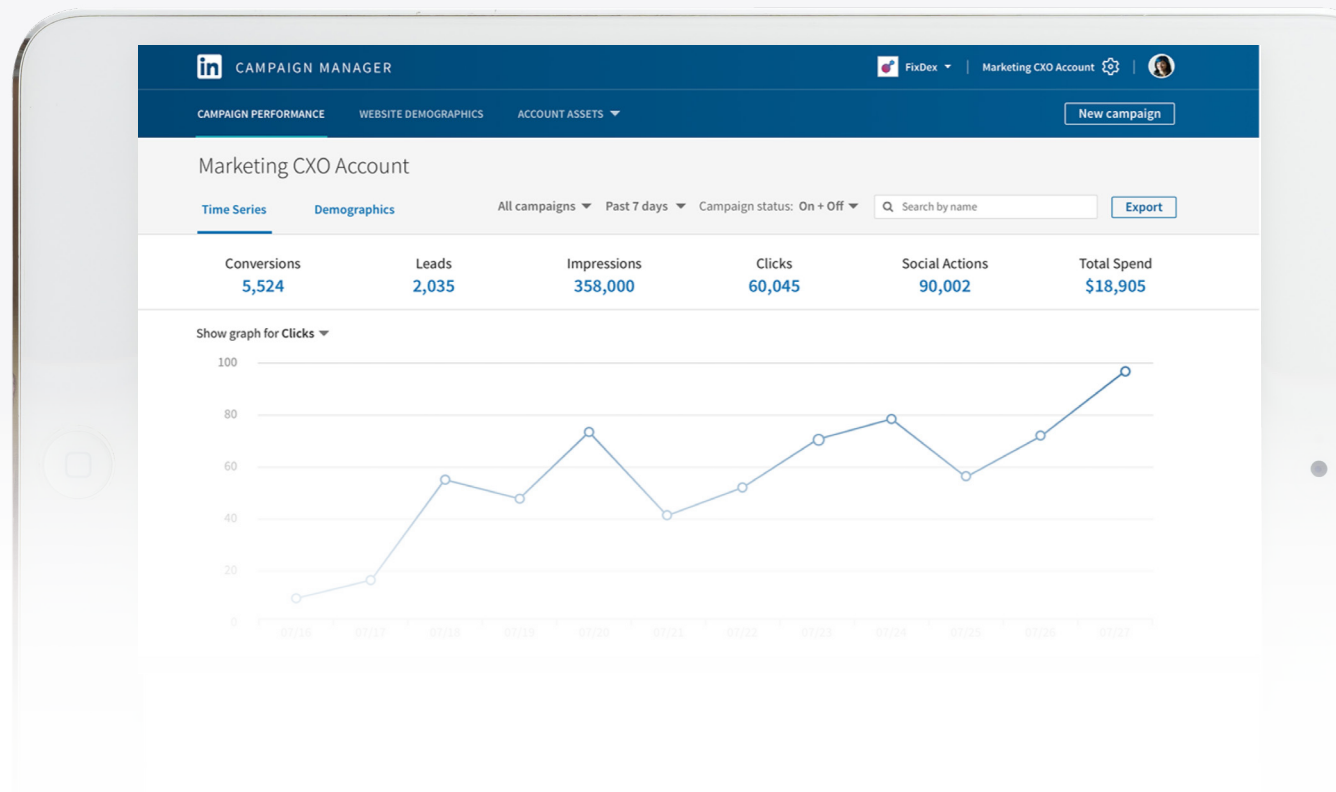
DEMAND GENERATION

(tell people why they need your products or services)

MEASURE SUCCESS

based on your objective

After choosing your objective, you'll understand how to [analyze the results](#) of your video ad campaigns.



Metrics that align to common video ad goals:



BRAND AWARENESS

IMPRESSIONS

VIEWS

VIEW RATES



BRAND CONSIDERATION

VIEW RATES

COMPLETION RATES BY QUARTILE

CLICKS

FULL-SCREEN PLAYS



DEMAND GENERATION

CONVERSION RATES

LEADS

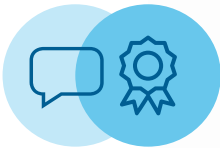
COST PER CONVERSION

PLAN VIDEO CONTENT

based on your objective

Content is at the heart of a successful video ad campaign—keep it concise, visually compelling, and focus on the storytelling to drive your point home.

Identify your objective before creating content, so that your video aligns with the type of success you want to drive. Here are key content types for each objective.



FOR BRAND AWARENESS AND BRAND CONSIDERATION

- ✓ Position yourself as a thought leader
- ✓ Tell your brand story
- ✓ Share stories of customer success



FOR DEMAND GENERATION

- ✓ Show a quick demo of your product
- ✓ Give a sneak peek of your webinar
- ✓ Preview your event

Get inspiration and how-to tips for [creating powerful video content](#)



Follow best practices for **CREATING VIDEOS**

- ✓ Show what you want your audience to see **in the first 10 seconds** of the video.

Viewer attention drops after that point.

- ✓ Capture and maintain your audience's attention with **visual storytelling**.

Deliver your message with graphics, people, and text that extend viewer attention span.

- ✓ Think like a silent film director:

a large portion of LinkedIn members will watch your ad with the sound off. **Consider adding in video subtitles.**

- ✓ Refer to LinkedIn video ad specs

while planning to make sure that your content is formatted properly.

The specifications of the videos ads should be as follows:



FILE SIZE

Between **75 KB and 200 MB**



FILE FORMAT

File format: **MP4**



LAYOUT

Horizontal
(vertical videos are not supported)



FRAME RATE

Less than 30 FPS
(frames per second)

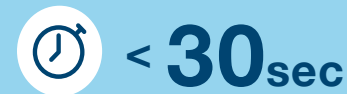


PIXEL & ASPECT RATIO REQUIREMENTS

- 360p (480 x 360; wide 640 x 360)
- 480p (640 x 480)
- 720p (960 x 720; wide 1280 x 720)
- 1080p (1440 x 1080; wide 1920 x 1080)

- ✓ Optimize your video length based on your objective: while planning to make sure that your content is formatted properly.

Keep videos **under 30 seconds** for brand awareness and brand consideration goals. A study by LinkedIn* found that videos under 30 seconds reported a **200% lift in view completion rates**.



Test longer videos for demand generation. The same study found that longer form content drove as many clicks and views as shorter videos because they help tell a more complex product or brand story.

*Source: LinkedIn internal study, 2018

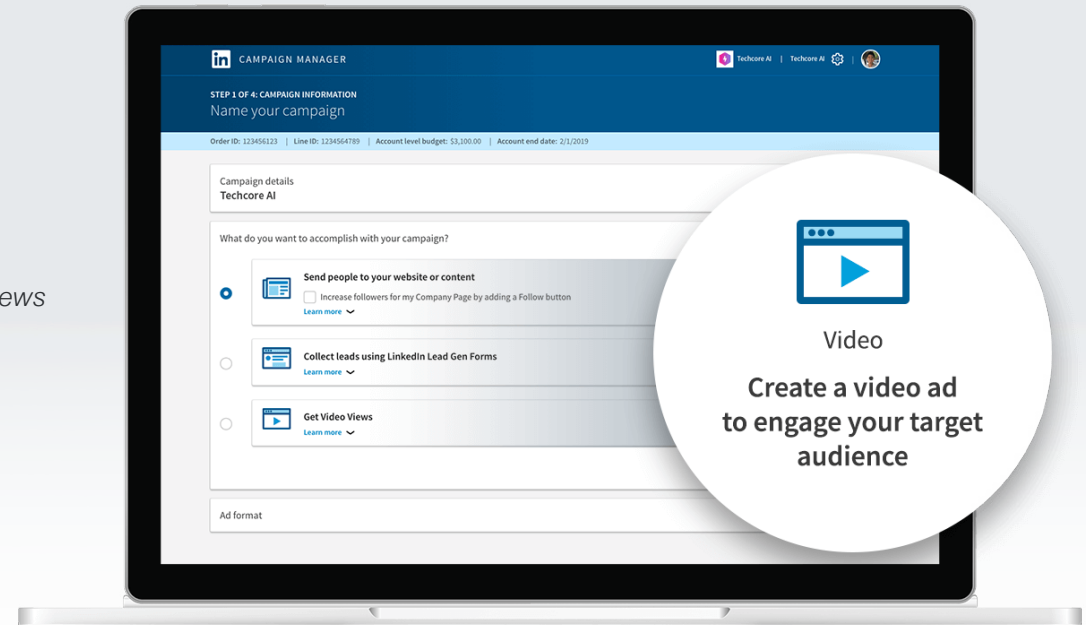
Create your VIDEO AD CAMPAIGN

Log in to **Campaign Manager**, the advertising platform on LinkedIn, to [create your campaign](#).

- 1 Select Sponsored Content
- 2 Select your main objective: *get website visits, collect leads, or get video views*
- 3 Video ads will be available for all three objectives

Once you begin creating your campaign, you can:

- ✓ Sponsor videos you've already uploaded to your Company Page
- ✓ Upload videos you already have—from your website, blog, or other social channels



Make sure that your bid method matches your marketing objective.

On Campaign Manager, LinkedIn automatically selects the optimal bid method for your video campaigns:

To get
website visits

bid by cost per 1,000
impressions (CPM)

To
collect leads

bid by cost per click
(CPC)

To get
video views

bid by cost per view
(CPV)

Follow best practices for **SPONSORED CONTENT**

Video ads are one form of Sponsored Content on LinkedIn.

Make the most of your campaigns with tips for creating effective ads.



Be descriptive about the video in the ad headline and text. This will help your audience understand your message.



Feature a clear CTA (call to action), so your audience knows how to act on their interest. For example, Get Started, Download Now, Register Today, Learn More.



Be specific with ad targeting, but not so specific that you narrow your audience. Choose location and two other targeting criteria to start, and follow ad targeting best practices.

TEST AND OPTIMIZE your videos

Every brand has a different recipe for success.

Increase your ROI by testing the tactics that work best for your video ad campaigns.

Try the following tests to get started. For clear results, test one variable at a time. This will help you understand the factors that affect your campaign results.

A/B test the same content with different lengths.

While most people are likely to finish watching shorter videos, long-form videos can be an effective way to tell a rich story about customer success, your brand, or an exclusive offer.

- **Short (5-15 sec):** Try looped videos similar to animated gifs or “cliffhanger” videos that encourage your audience to learn more.
- **Medium (~30 sec):** Establish your point in the first 5 seconds, then drive it home. Strong examples include quick product overviews or “talking head” interviews.
- **Long (1 min+):** Tell a richer story that makes an emotional connection or impart knowledge (i.e. snippets from a recent webinar). Customer case studies do especially well.



A/B test the introductory text.

Try calling out your audience or removing the introductory text altogether.

A/B test different content.

- **Social proof:** Try different customer testimonials to learn which resonate most with your audience.
- **Landing experience:** If you’re collecting leads, test different landing pages to learn which web page drives higher conversions.

To measure success, use [demographic reporting](#) to understand which audience segments have the highest video view rates.

Optimize your campaigns and tailor your content to address audiences that are resonating with your content.

We provide demographic dimensions for the following targeting facets:

- | | |
|------------------------------------|--------------------------------|
| • Company Industry | • Company Size |
| • Job Function | • Location |
| • Job Title | • Country |
| • Job Seniority | • Company |



DIY TOOLS

for creating video that won't break the bank

Creating effective B2B video on LinkedIn doesn't have to be a costly venture. These tools below will help you create a quick video that breaks through the noise.



Mini Tripod for Smart Phone

This is pretty simple. Don't hold your phone; camera shake is incredibly annoying. A simple mini tripod will keep your shot stable.



Simple Lav Mic

Ensure your audience can hear free of obstruction or background noises.



LED Light

Light is your best friend when shooting a video. Don't get caught with a bad light source, carry your own.



Remote Shutter Release

This is essential if you are a one-man-band recording your video. Not only will this cut out any need for editing (that is if you can do it in one take) but it's also great for interviews on the fly.





Editing is **STORYTELLING**

Video editing has come a long way and is now easier than ever. As a good marketer, it's vital that you learn basic video editing as soon as humanly possible.

The good news is that there is a slew of great software/ apps to help you, and they are super easy to learn, but you will have to commit some time to learning the basics of editing. Once you get the basics down, you can start to get creative and make your videos stand out even further with edits that enhance the message/ story you are telling. Check out the offerings from [LinkedIn Learning](#).

Bonus Tip for Editing

If you really want to take your video production skills up a notch, add in some B-roll footage and music. Stock B-roll footage can add another dimension to your storytelling and help break up the corporate talking head. Music can add drama and evoke emotion and it's super easy to drop in during editing.

Mostly importantly, have fun with your video content!

We hope these tips and best practices will help you make a better video than you did yesterday.

Get started with a LinkedIn video ad campaign



For the first time in the history of media, you can reach the world's professionals all in one place. More than 500M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

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