



Getting Started Guide

# Landing pages

September 2021



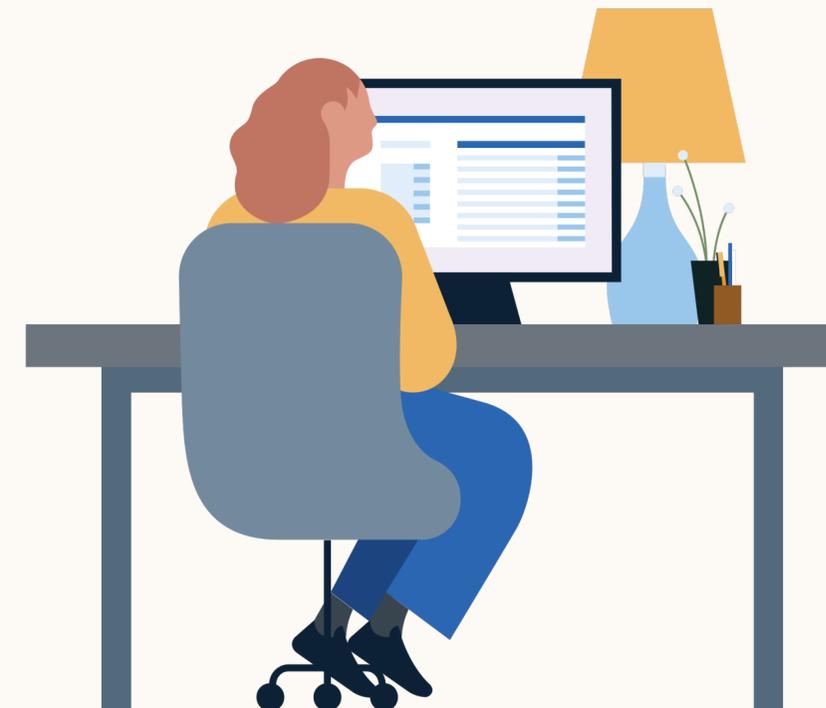
Introduction

Create your campaign

See Your Performance

Best practices

# Introducing Landing Pages



Introduction

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Showcase your employer brand, highlight job opportunities and convert leads with **Landing Pages**.

Landing Pages\* is a talent lead generation tool that works across Campaign Manager and Recruiter to help customers reach, engage and convert talent leads at scale.

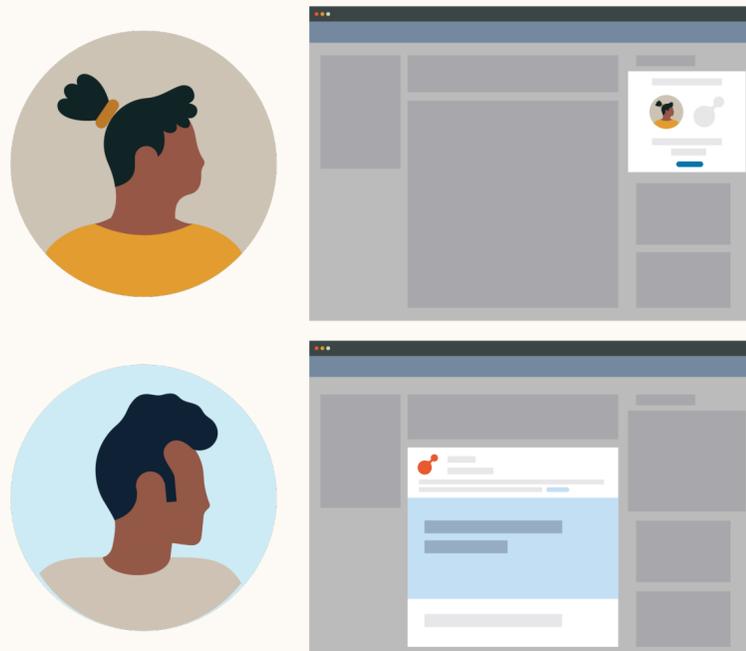
\*Landing Pages is the new and improved version of Pipeline Builder

The image illustrates the integration of Landing Pages with LinkedIn Recruiter. On the left, a mobile phone displays a landing page for 'Engineering at Flexis' with an 'I'm interested' button circled in green and labeled '1'. On the right, a laptop shows the LinkedIn Recruiter interface for a campaign named 'Zoom Engineers'. The 'Source (Leads)' dropdown menu is circled in green and labeled '3'. A 'Share profile with Gratis' form is overlaid on the bottom right of the laptop screen, with its 'SUBMIT' button circled in green and labeled '2'. A green line connects the 'I'm interested' button to the 'SUBMIT' button, passing through the 'Source (Leads)' dropdown.

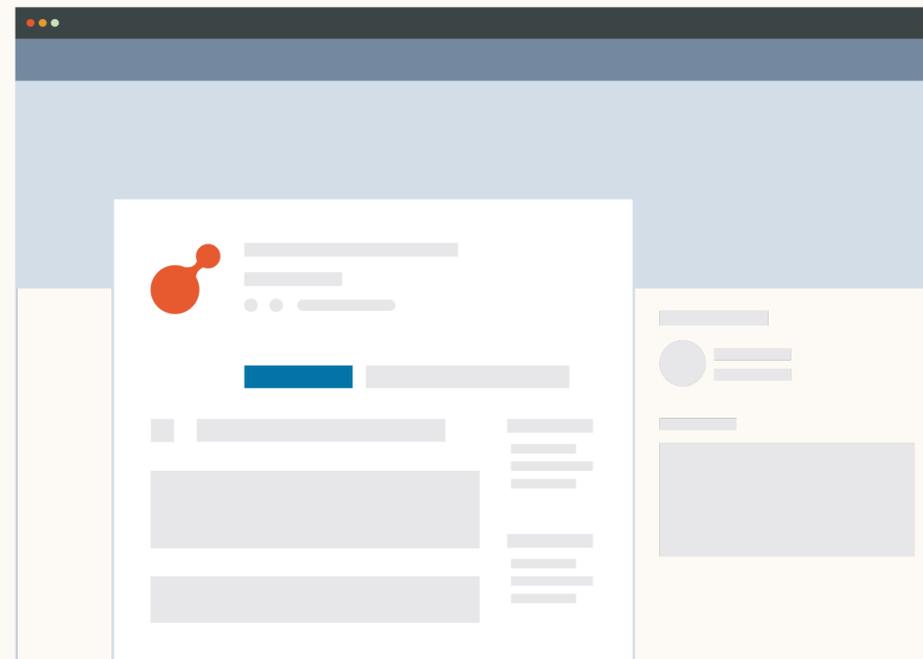
# Landing Pages

Landing Pages works with the LinkedIn tools you already know to build a warm pipeline of leads

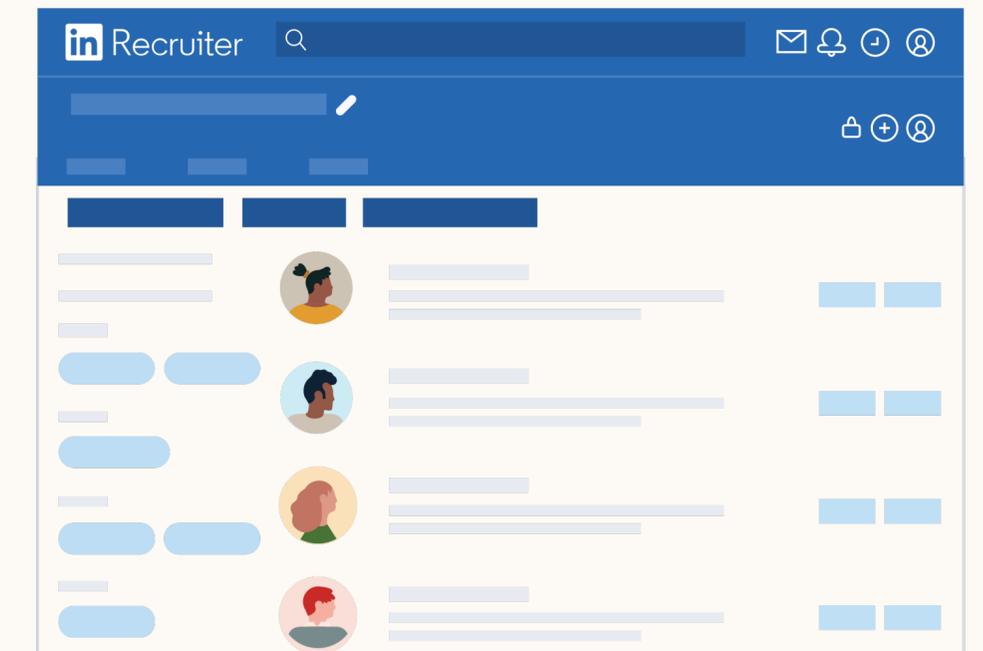
1 LinkedIn Ads



2 Landing Pages



3 Recruiter

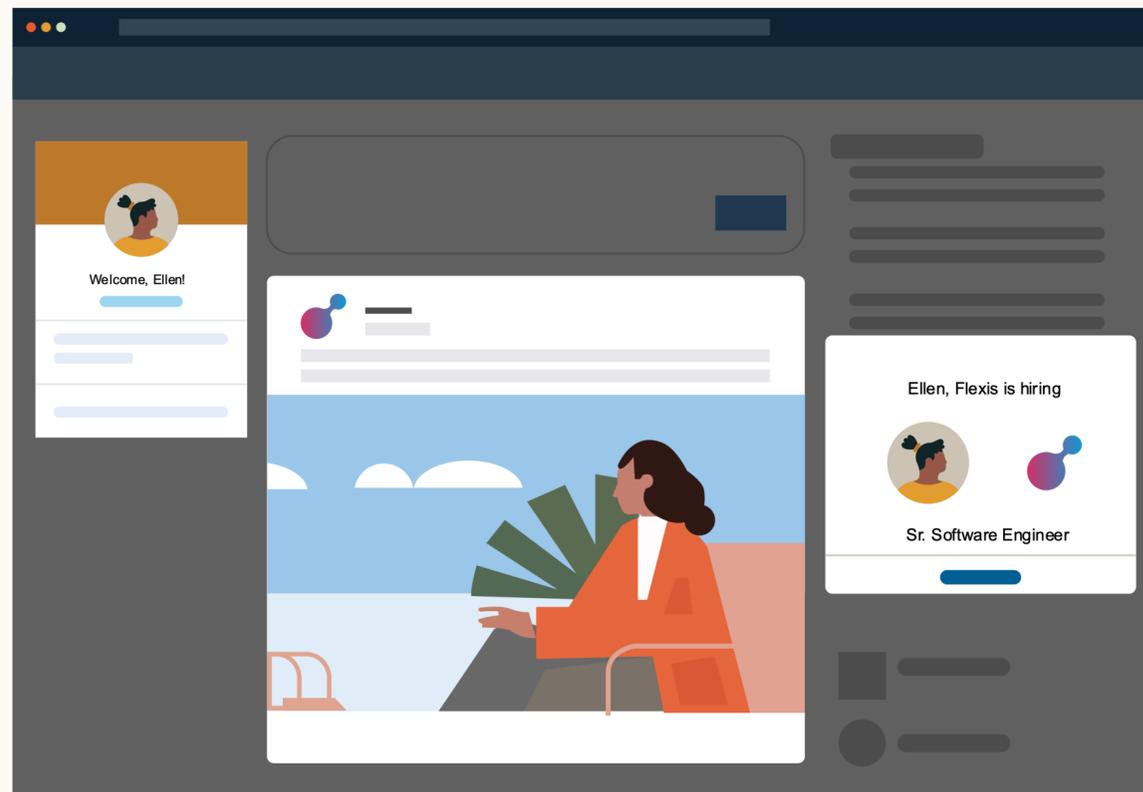


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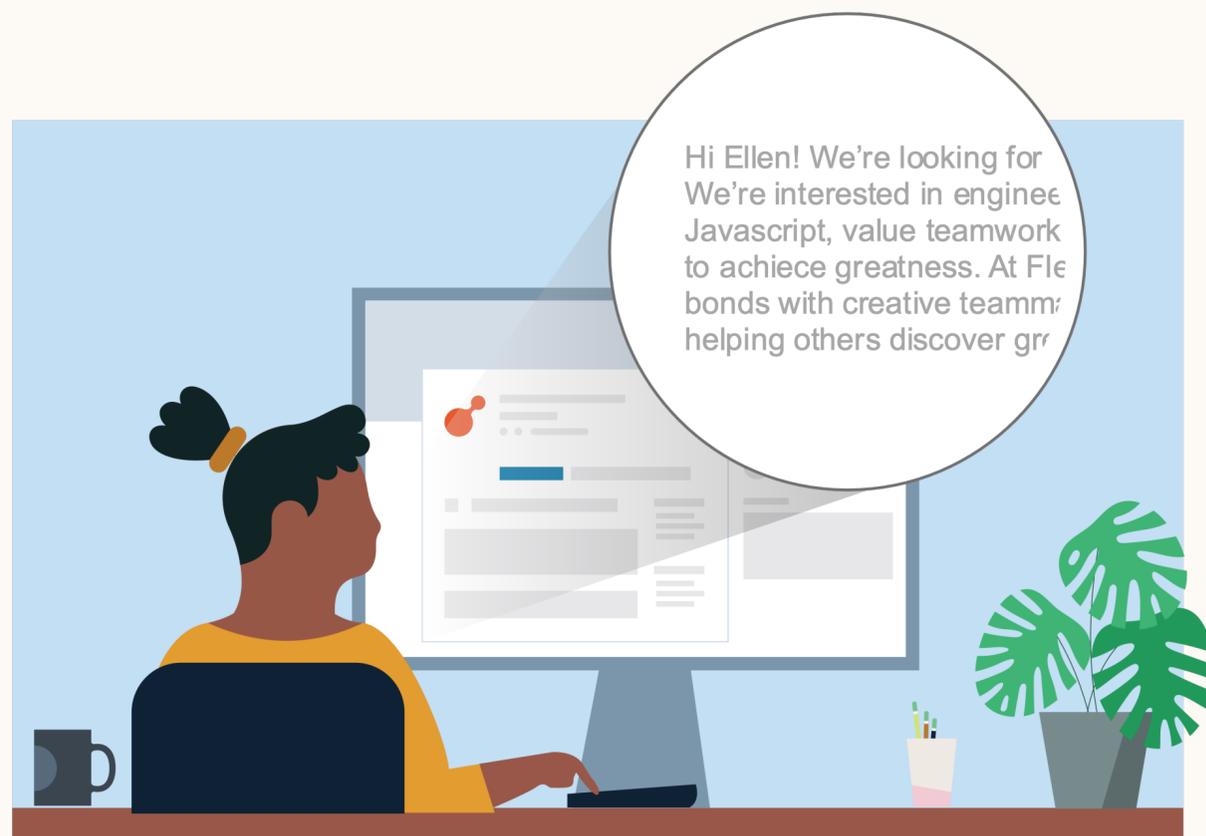
Best practices



1

## Reach the right talent and fill your pipeline

LinkedIn Ads let you drill down to target the right talent, no matter your recruiting needs.



2

## Attract potential candidates with personalized pages

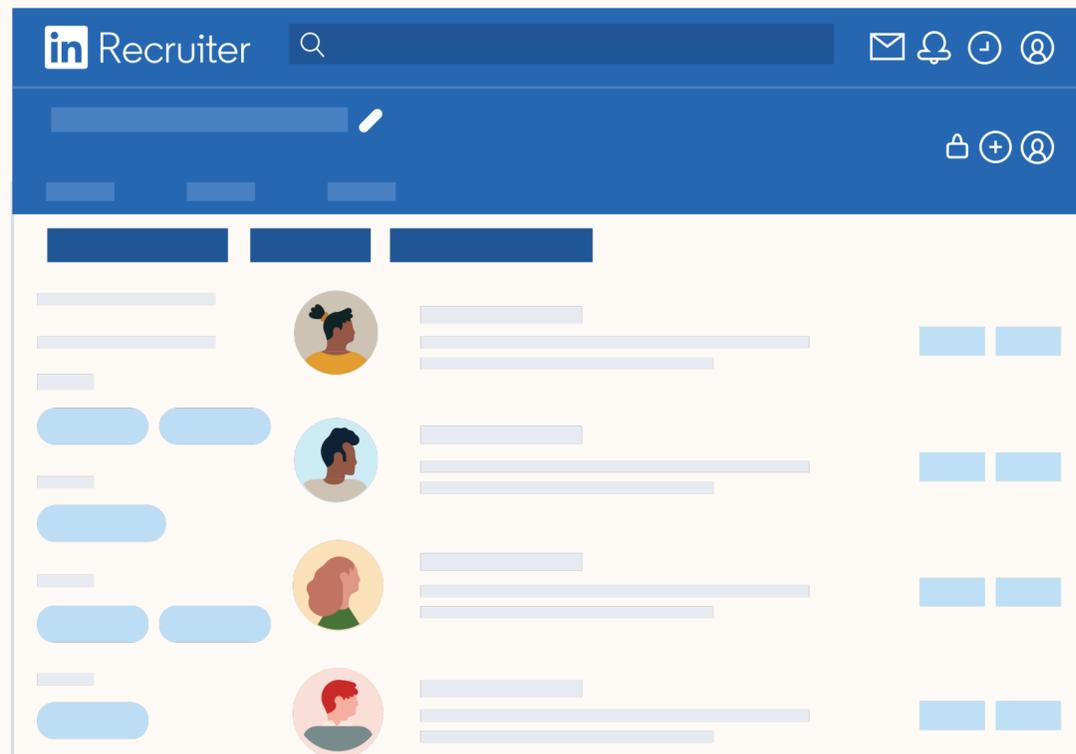
Ads bring your audience to a rich-media, personalized Landing Page, customized for your candidates and designed to bring your roles and company to life.

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## Easily engage and move forward with great talent

Interested candidates can submit their information with a single click, and you can move them forward with seamless Recruiter integration

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# Set up your Landing Page and campaign



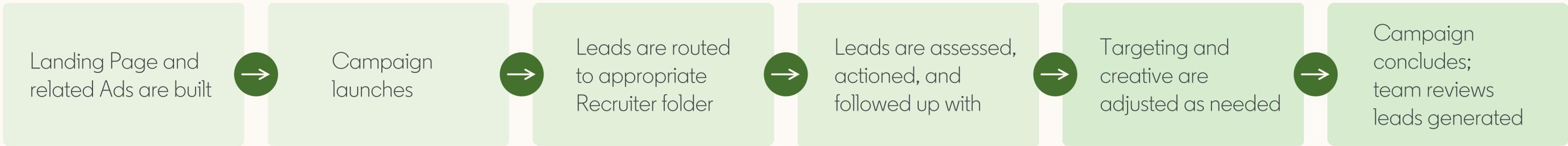
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# Landing Page workflow



Front-end

Back-end

Calibration



Talent Brand Marketing



Talent Brand Marketing



Talent Brand Marketing



TA Specialist



TA Specialist



TA Specialist



Recruiter



Recruiter



Recruiter

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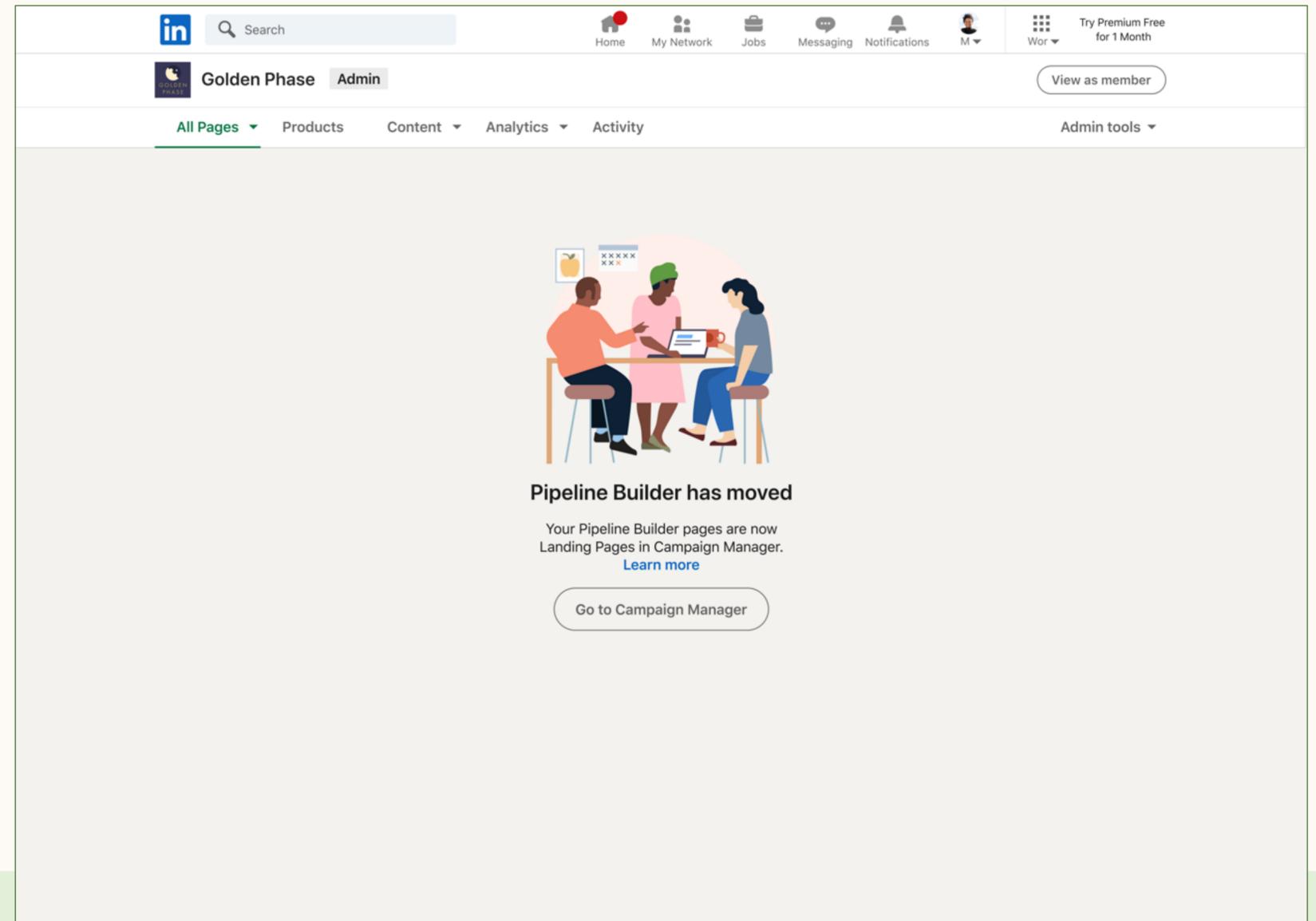
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## Landing Page workflow

Landing Pages, formerly known as Pipeline Builder is now located in Campaign Manager. Previously, Pipeline Builder pages were accessed via the Page Admin portal under “All Pages”

If you are an existing Pipeline Builder user, you will be redirected to Campaign Manager to access Landing Pages when accessing the Page Admin portal.

Your previous Pipeline Builder pages will be automatically transitioned over to the Landing Pages ecosystem within Campaign Manager



The screenshot shows the LinkedIn Campaign Manager interface for the 'Golden Phase' page. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and a user profile. Below this, the page name 'Golden Phase' and 'Admin' are displayed, along with a 'View as member' button. The main navigation menu includes 'All Pages', 'Products', 'Content', 'Analytics', 'Activity', and 'Admin tools'. The central content area features an illustration of three people sitting around a table, with a laptop and a calendar. Below the illustration, a notification reads: 'Pipeline Builder has moved. Your Pipeline Builder pages are now Landing Pages in Campaign Manager. [Learn more](#)'. At the bottom of the notification is a button labeled 'Go to Campaign Manager'.

\* Only Landing Page administrators have access to this button. Ask your Company Page administrator for access.

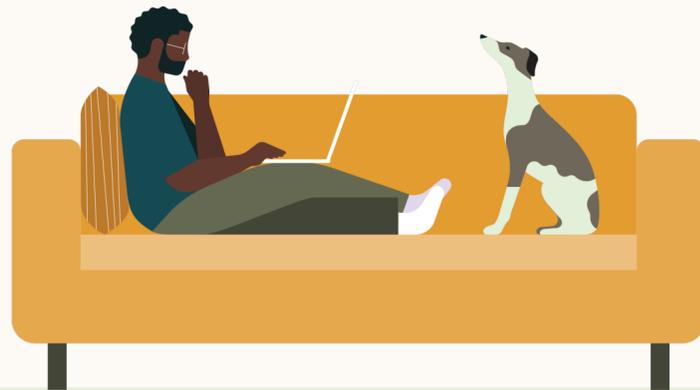
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To access Landing Pages you will need to create a Campaign Manager account or get invited to an existing account.

A screenshot of the LinkedIn Campaign Manager account creation page. The page has a dark blue header with the LinkedIn logo and 'CAMPAIGN MANAGER' text. Below the header is a rocket icon. The main heading is 'To access your Landing Pages, create an account'. Below this is a sub-heading: 'You can create a new Campaign Manager account associated with your LinkedIn Page or get invited to an existing account. [Learn more](#)'. There are three form fields: 'Account name' with the value 'Jane's Ad Account', 'Currency' with a dropdown menu showing 'United States of America, Dollar (USD)', and 'LinkedIn Page' with a dropdown menu showing 'Golden Phase Marketing and Advertising • 11-50 employees • MIL, MA'. A blue 'Create account' button is at the bottom. The footer contains the LinkedIn logo, 'LinkedIn Corporation © 2020', and links for 'Help Center', 'Certified Partners', and 'Privacy and Terms'.

\* Only Landing Page administrators have access to this button. Ask your Company Page administrator for access.

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The screenshot shows the LinkedIn Campaign Manager interface for Landing Pages. A central modal window displays the message: "Account successfully created. You can access your Landing Pages in the Account Assets tab. [Learn more](#)". Below the message is a "Got it" button. The background interface includes a search bar for page names, a table of landing pages, and navigation controls.

Page name	Leads	Ad associations	Recruiter
Page name	0	0	Project name
Page name	0	0	Project name
Page name	0	0	Project name
Page name	0	0	Project name
Page name	30	12	2 Project name
Page name	30	12	2 Project name
Page name	30	12	2 Project name

The screenshot shows the LinkedIn Campaign Manager interface for Accounts. A central modal window displays the message: "Accessing your Landing Pages. Select an account associated with your LinkedIn Page. Then select the Account Assets tab to view your Landing Pages. [Learn more](#)". Below the message is a "Got it" button. The background interface includes a search bar for account names and a table of accounts.

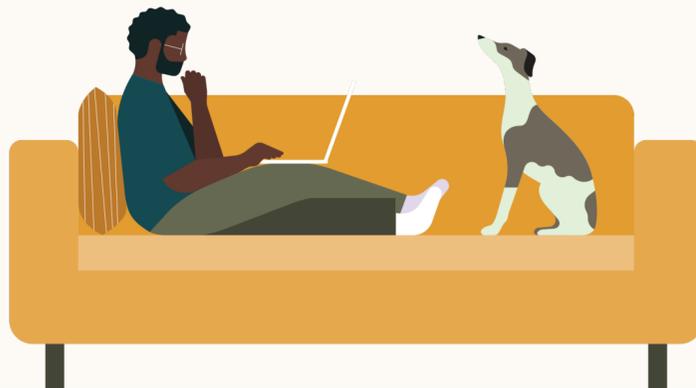
Account Name	Company Name	Status	Created Date	Spent	Total Budget	Campaigns
1 account				-	-	-
Jane's Ad Account Account ID: 508596075				\$0.00	-	0

Once you create an account, you can click “Learn more” and you will be directed to a [Help Center](#) article with additional details.

\* Only Landing Page administrators have access to this button. Ask your Company Page administrator for access.

# Create your page

- 1 Click the “Account Assets” tab after you have logged into Campaign Manager and it will open up a drop-down menu
- 2 Click “Landing Pages” within the dropdown menu
- 3 Click “Create new page” at the top right to build out your Landing Page



The screenshot shows the LinkedIn Campaign Manager interface. The 'Account Assets' dropdown menu is open, and 'Landing Pages' is selected. The 'Create page' button is highlighted in the top right corner. The main content area displays a table of landing pages with columns for Page name, Status, Creator, Date, Views, Leads, Ad associations, and Recruiter.

Page name	Status	Creator	Date	Views	Leads	Ad associations	Recruiter
Engineer Engineering at Goldenphase	Draft	James Everon	2/14/21, 11:07 AM	0	0	0	-
Sales Associate Sales at Goldenphase	Draft	James Everon	3/12/21, 9:07 AM	0	0	0	-
Design Manager Design at Goldenphase	Draft	Sally Morrow	3/12/21, 10:35 AM	0	0	0	-
Sales, VP Lead Sales at Goldenphase	Draft	James Everon	3/12/21, 10:07 AM	0	0	0	-
Marketer Marketing at Goldenphase	Published	James Everon	5/16/21, 1:56 PM	30	12	3	Goldenphase jobs Goldenphase
Senior Sales Sales at Goldenphase	Published	James Everon	5/14/21, 4:07 PM	30	12	2	Goldenphase jobs Goldenphase
Recruiter Recruiting at Goldenphase	Published	Sally Morrow	6/21/21, 1:09 PM	30	12	2	Goldenphase jobs Goldenphase
Designer Design at Goldenphase	Unpublished	James Everon	05/12/21, 9:12 AM	30	12	2	Goldenphase jobs Goldenphase
Engineer Manager Engineering at Goldenphase	Unpublished	Sally Morrow	12/12/20, 10:07 AM	30	12	2	Goldenphase jobs Goldenphase
Senior Marketer Marketing at Goldenphase	Unpublished	James Everon	12/12/20, 10:07 AM	30	12	2	Goldenphase jobs Goldenphase

# Manage your page

- 1 **Edit:** this option brings you to the page edit workflow to make adjustments to your page
- 2 **View as member:** this option enables you to view what a visitor to your Landing Page sees
- 3 **Publish:** Publish your page.
- 4 **Duplicate:** select this option to duplicate an existing page
- 5 **Delete:** selecting this option will delete your page

The screenshot shows the LinkedIn Campaign Manager interface for 'Jane's Ad Account'. The 'Landing Pages' section is active, displaying a table of 10 pages. A context menu is open over the 'Marketer' page, showing options: Edit, View as member, Publish, Duplicate, and Delete. A separate callout box on the right highlights these five options.

Page name	Status	Creator	Last edit	Views	Leads	Ad associations	Recruiter
10 pages				90	36		
Engineer Engineering at Goldenphase	Draft	James Everon	2/14/21, 11:07 AM	0	0	0	
Sales Associate Sales at Goldenphase	Draft	James Everon	3/12/21, 9:07 AM	0	0	0	
Design Manager Design at Goldenphase	Draft	Sally Morrow	3/12/21, 10:35 AM	0	0	0	
Sales, VP Lead Sales at Goldenphase	Draft	James Everon	3/12/21, 10:07 AM	0	0	0	
Marketer Marketing at Goldenphase	Draft	James Everon	5/16/21, 1:56 PM	30	12	3	Goldenphase jobs Goldenphase
Senior Sales Sales at Goldenphase	Draft	James Everon	5/14/21, 4:07 PM	30	12	2	Goldenphase jobs Goldenphase
Recruiter Recruiting at Goldenphase	Draft	Sally Morrow	6/21/21, 1:09 PM	30	12	2	Goldenphase jobs Goldenphase
Designer Design at Goldenphase	Unpublished	James Everon	05/12/21, 9:12 AM	30	12	2	Goldenphase jobs Goldenphase
Engineer Manager Engineering at Goldenphase	Unpublished	Sally Morrow	12/12/20, 10:07 AM	30	12	2	Goldenphase jobs Goldenphase
Senior Marketer Marketing at Goldenphase	Unpublished	James Everon	12/12/20, 10:07 AM	30	12	2	Goldenphase jobs Goldenphase

# Select the Talent Leads objective

- Build a pipeline of talent interested in your company by choosing the Talent Leads ad objective. The Talent Leads objective leverages Landing Pages to generate leads of candidates who are interested in opportunities at your company.
- The Talent Leads objective is only available if your company has a Recruiter contract.



The screenshot shows the LinkedIn Campaign Manager interface. At the top, it says "CAMPAIGN MANAGER" and "Lucas Online". Below that, it says "Default Campaign Group" and "Software Engineers". The interface is divided into four steps: Step 1: Select Campaign Group, Step 2: Set up Campaign, Step 3: Set up Ads, and Step 4: Review & Launch. Under Step 2, "Objective selection" is highlighted. The main area shows three columns: Awareness, Consideration, and Conversions. Under Awareness, there is "Brand awareness". Under Consideration, there are "Website visits", "Engagement", and "Video views". Under Conversions, there are "Lead generation", "Talent leads" (highlighted with a green border), "Website conversions", and "Job applicants". Below the objective selection area, there are fields for "Audience" and "Ad format".

\* Only Landing Page administrators have access to this button. Ask your Company Page administrator for access.

# Add content to your Landing Page

Write a headline (required)

Choose something that is brief but engaging and action oriented. Ex: “Join our Engineering Team” or “We’re hiring data ninjas like you.”

Write your body paragraph (required)

Include details on the type of candidate you’re looking for and what the role and your company offers. Use the Highlights section to include bullet points that make text easier to skim.

Upload a banner image

Add rich media and an accompanying headline

Use images, video, or slides to advertise your brand and culture.

Identify a recruiter or hiring manager for the “Share contact info with” module

Let candidates know who is managing the hiring process. Please note that this is not a clickable section for the candidate.

Identify up to three employees to highlight in Employee showcase.

Include people whose backgrounds are relevant for the target audience. At least two employees must be featured for the module to show.

# Publish your page

Click “Save as a Draft” to save and edit later, OR “Publish” when you’re ready to publish your page.

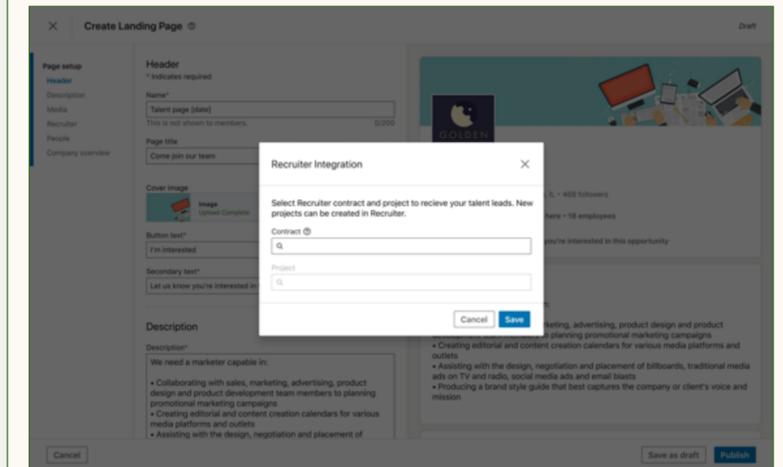
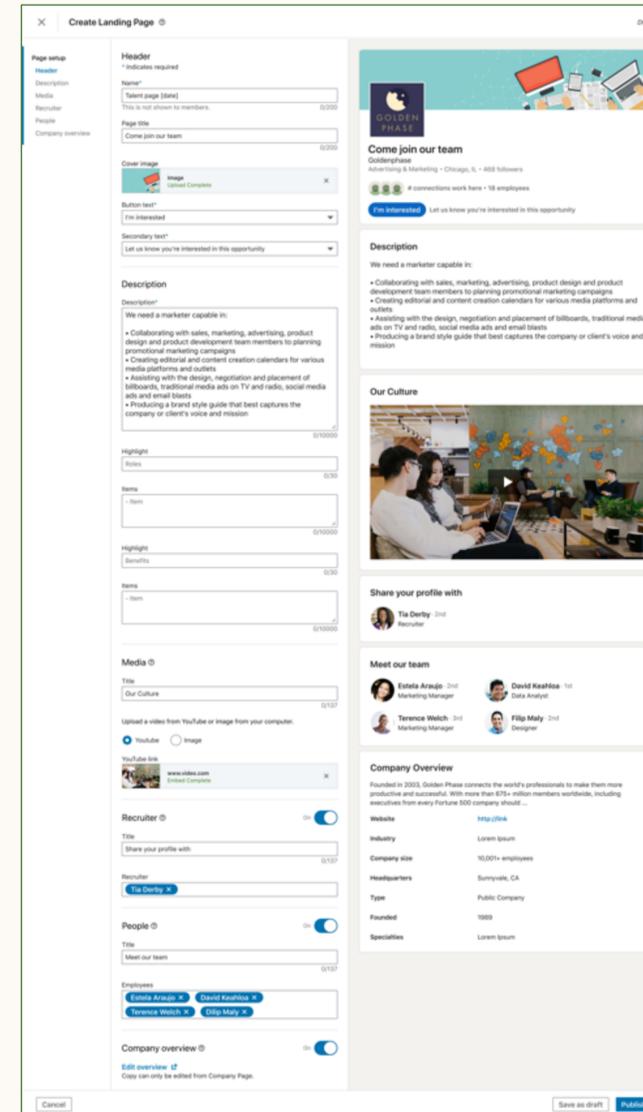
1

Link to an existing Project where your leads will be accessible in LinkedIn Recruiter.\*\*

- \* Only those with a LinkedIn Recruiter Seat on your organization’s dashboard will have access to the leads
- \*\*Recent Projects list here must be 1) a public project and 2) does not already link to a Landing Page

2

Locate your new Landing Page URL. You will need to manually copy the link by using the “view as member” option OR select “Copy URL” once the page is published.



# Unpublish and re-publish Landing Pages

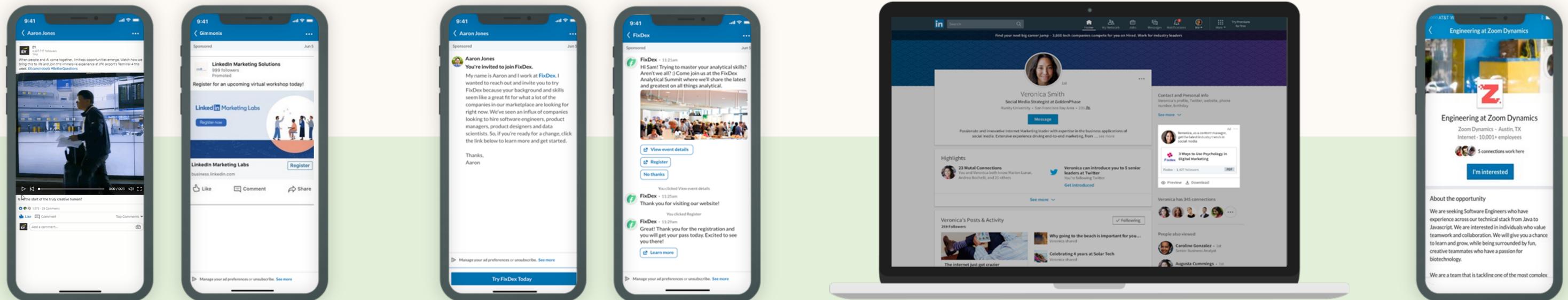
Since hiring needs could change, you may want to unpublish an existing page. Follow these steps to unpublish a live page and save its content for future use. You'll be able to republish it again at a later date if needed.

- 1 Click the three dots and select "Unpublish" of the Landing Page you wish to unpublish
- 2 Republish your Landing Page at a later date or leverage the existing content for a new Landing Page by selecting "Duplicate".

The screenshot shows the LinkedIn Campaign Manager interface for 'Jane's Ad Account'. The 'Landing Pages' section is active, displaying a table of 10 pages. The table columns include Page name, Status, Creator, Last edit, Views, Leads, Ad associations, and Recruiter. A dropdown menu is open for the 'Senior Sales' page, showing options: Edit, View leads in Recruiter, View as member, Copy URL, Unpublish, Duplicate, and Delete. The 'Unpublish' option is highlighted.

Page name	Status	Creator	Last edit	Views	Leads	Ad associations	Recruiter
10 pages				90	36		
Engineer Engineering at Goldenphase	Draft	James Everon	2/14/21, 11:07 AM	0	0	0	-
Sales Associate Sales at Goldenphase	Draft	James Everon	3/12/21, 9:07 AM	0	0	0	-
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Marketer Marketing at Goldenphase	Published	James Everon	5/16/21, 1:56 PM	30	12	3	Goldenphase jobs Goldenphase
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Engineer Manager Engineering at Goldenphase	Published	Sally Morrow	12/12/20, 10:07 AM	30	12	2	Goldenphase jobs Goldenphase
Senior Marketer Marketing at Goldenphase	Unpublished	James Everon	12/12/20, 10:07 AM	30	12	2	Goldenphase jobs Goldenphase

# Leverage Landing Pages in your LinkedIn Ads campaign



## Sponsored Content

- Video Ad
- Single Image Ad
- Carousel Ad
- Single Job Ad

## Sponsored Messaging

- Message Ad
- Conversation Ad

## Additional Ad Formats

- Dynamic Ad
- Text Ad

## Talent Tools

- Landing Pages

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# Managing Leads in Recruiter



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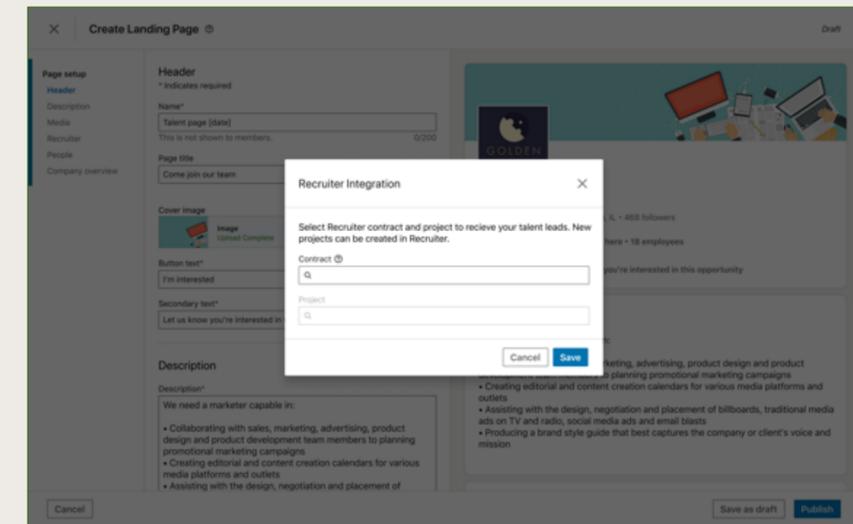
Landing Pages is integrated into the New Recruiter & Jobs experience so you can track and manage leads more efficiently

NEW

## Publishing Process

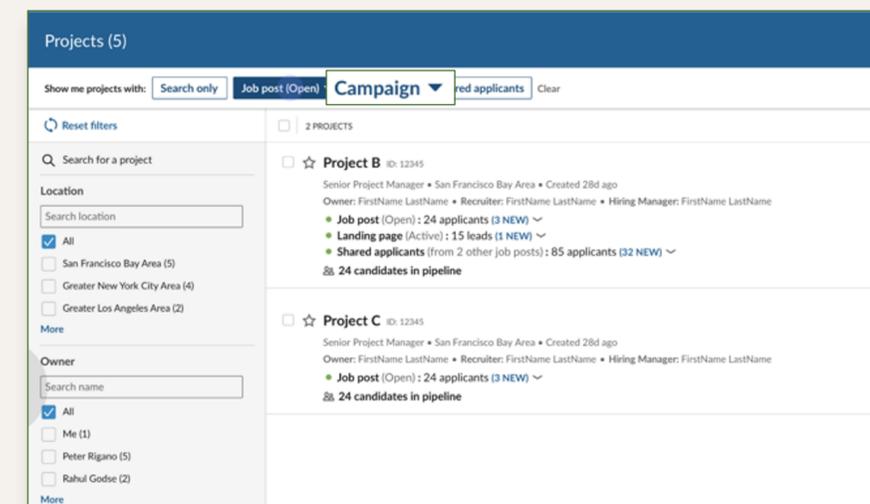
- Ability to select existing Project under contract\*

\*Project must be created in Recruiter before it can be linked with a Landing Page



## Lead Management

- New “Campaigns” tab to quickly filter Projects containing Landing Pages leads
- Unlimited\* messaging to leads



\*sending an InMail to a Landing Pages lead does not count against total InMail allotment

# Workflow - Landing Page lead management

Flow

Candidate expresses interest and becomes a Landing Page lead

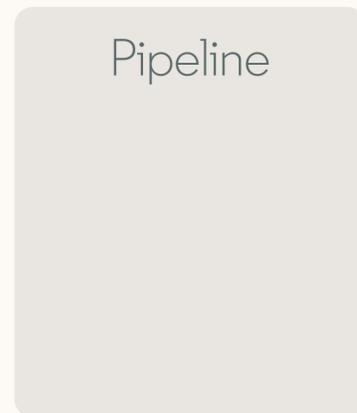


Recruiter saves the lead into the Pipeline tab

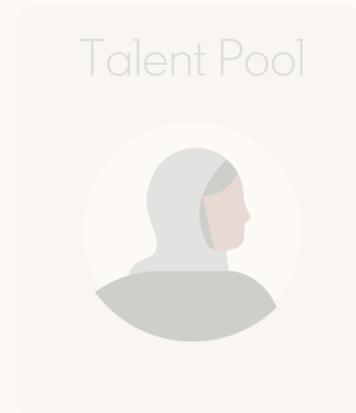


Recruiter actions the lead in Pipeline tab

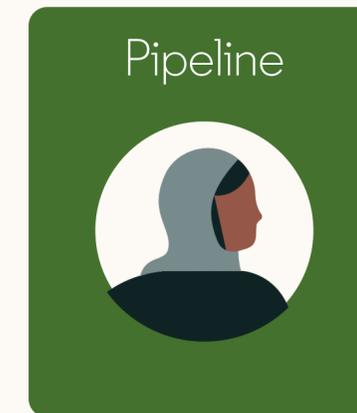
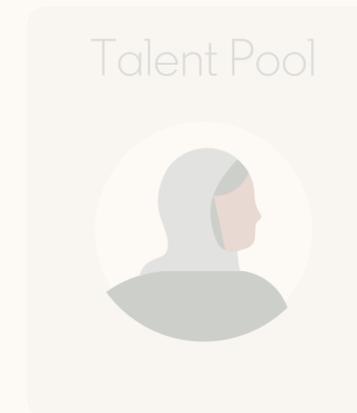
Lead visibility



LP lead is in the Talent Pool tab



LP lead is now in the Pipeline tab  
The Talent Pool tab contains a copy of the LP lead



Recruiter messages the LP lead from the Pipeline tab  
The copy of the LP lead remains in the Talent Pool tab

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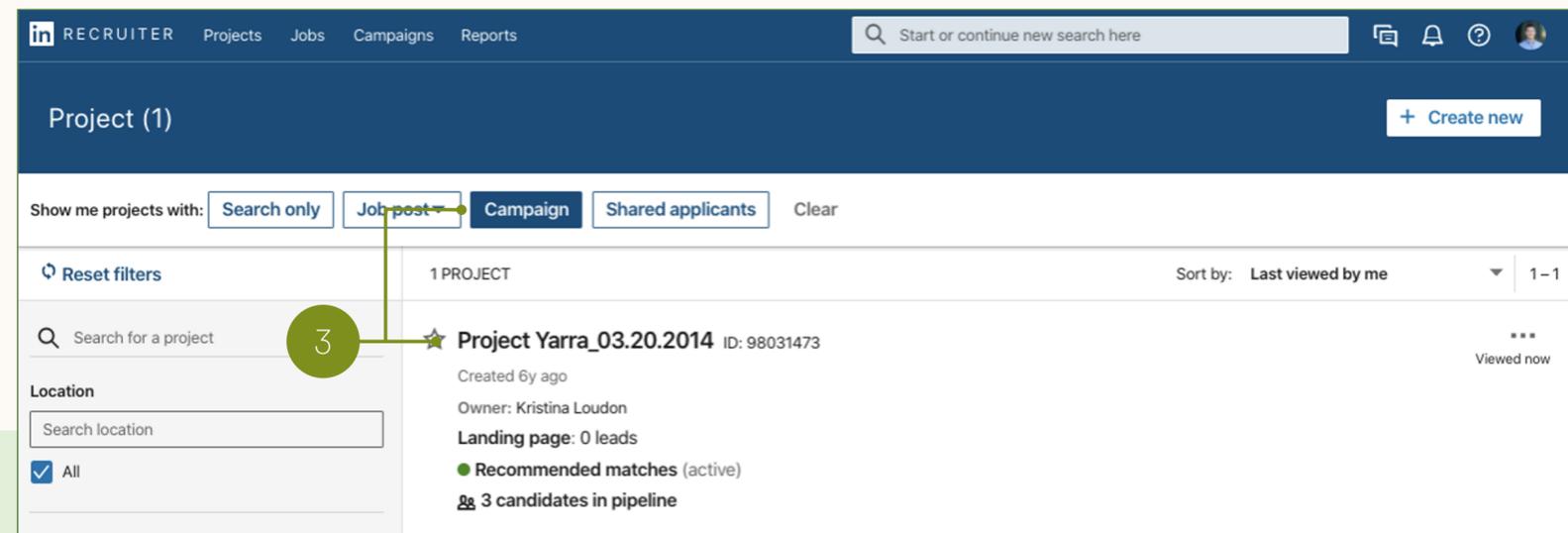
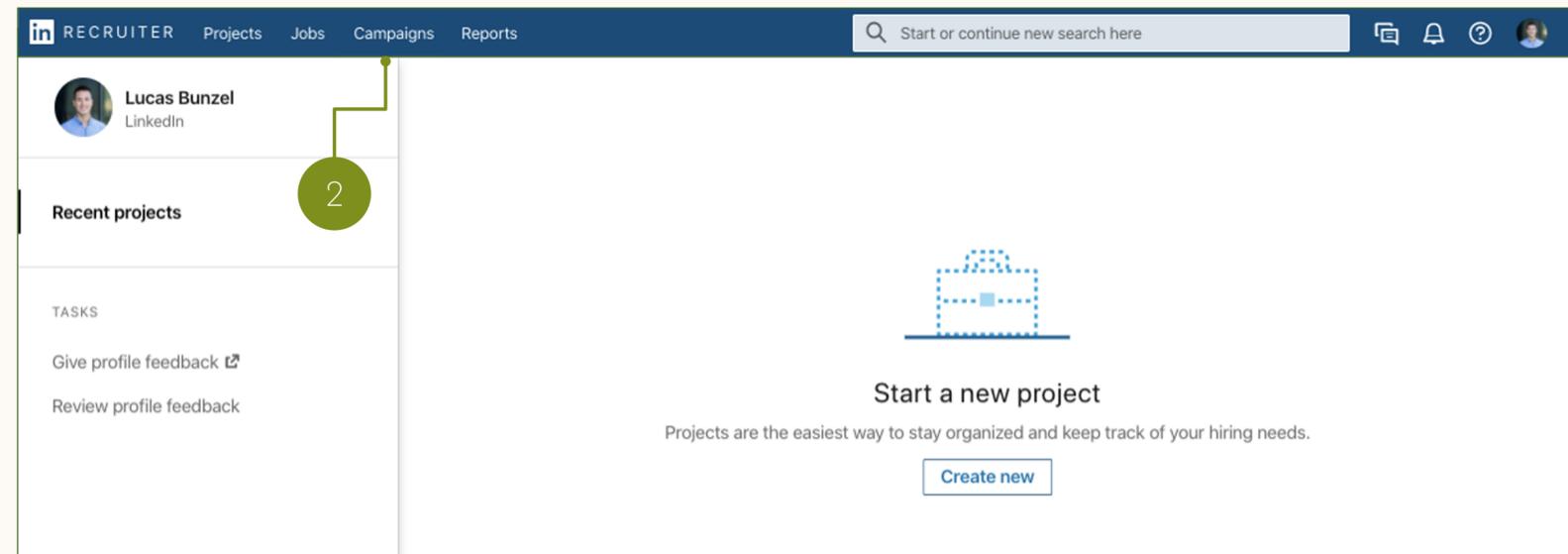
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# Find your Landing Page leads

- 1 Sign in to [LinkedIn Recruiter](#)
- 2 Click the “Campaigns” tab
- 3 Click the name of the campaign you want to see

Note: use filters to help identify Projects



## Assess your Landing Page leads

4

The Talent Pool tab will show you all of the leads gathered

In this tab you can “Save” leads to your Pipeline, where you can structure your outreach.

You can also “Hide” candidates who are not relevant for this pipeline

**TIP:** Sort by “Date Lead Added” Identify new Landing Page leads in the order of members who most recently became a lead

The screenshot displays the LinkedIn Recruiter interface. The top navigation bar includes 'RECRUITER', 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. The main content area is divided into two sections:

- Digital Hub Barcelona:** Shows a 'Talent pool' tab with '68 Leads'. A list of results is shown, with one lead highlighted: **Skyler Stevenson** (2nd), Assistant Brand Manager Marketing at Danone. The lead's profile includes 'Current' and 'Past' roles. A 'Save' button and a 'Hide' button are visible next to the lead's name. A dropdown menu is open, showing options for 'Message' and 'Save to PDF'.
- LCLP Migration Test:** Shows a 'Talent pool' tab with '6 Leads'. A list of results is shown, with one lead highlighted: **Chenhui Zhai** (1st), Growing engineering talents & driving product innovations. A dropdown menu is open, showing options for 'Date Lead Added' and 'Alphabetical'. A 'Stage changed' notification is visible at the bottom right, indicating a change on April 3, 2020, by Kruti Shah.

# Manage your Landing Page leads

## 5 The Pipeline tab

In this tab you can send InMail outreach to leads via the “Message” button, you can progress candidates through the process via the “Move to” button.

Note: From the Pipeline tab you can “Share for Review”, which allows you to share chosen leads with your teammates/ the hiring manager (once they have a Hiring Manager seat)

If you want to transfer leads into an existing Project you must click into their profile and add them via the Projects icon

The screenshot shows the LinkedIn Pipeline interface for a campaign named "Digital Hub Barcelona". The "Pipeline" tab is selected and highlighted with a yellow box. The interface displays a list of 14 results, with the first candidate, Jordan Sherman, highlighted. The candidate's profile includes their name, title (Founder at LET'S GET CIRCULAR), location (Barcelona, Catalonia, Spain), and a list of past roles. A dropdown menu is open over the candidate's profile, showing options: "Share for review", "Archive", and "Save to PDF". The "Message" and "Move to..." buttons are also visible.

Digital Hub Barcelona Public

Talent pool **Pipeline**

14 RESULTS  Search by name, title, skill, or country... Sort by: Last modified 1 - 14

**My pipeline**

- All active candidates (14)
- Archived candidates (0)
- uncontacted (14)**
- contacted (0)

**Jordan Sherman** · 2nd  
Founder at LET'S GET CIRCULAR  
Barcelona, Catalonia, Spain

**Current** Founder at LET'S GET CIRCULAR · 2019 – Present

**Past** Head of Client Development at Rebold · 2018 – 2019  
Business Development / Financial Services at Acceso · 2017 – 2018

Message Move to... **Share for review**  
Archive  
Save to PDF

## Talent Pool Tab

The Talent Pool tab is a collection of all “potential” candidates from the three sources: Jobs, Recruiter Search and Landing Page.

Manage campaign leads from the Talent Pool Tab in Recruiter Projects

The screenshot displays the Talent Pool Tab for a campaign named "Zoom Engineers". The interface includes a navigation bar with "Talent pool", "Pipeline (#)", and "Project settings". Below the navigation bar, there are statistics: "1,021 search results", "15 applicants", and "5 leads". The main content area shows a list of candidates, with two visible: Estela Araujo and Nnene Afolayan. The left sidebar contains various filters and search options, including "Search history and alerts", "Clear search", "Custom filters", "Job title", "Locations", "Skills", "Recruiter spotlights", "Companies", "Year of Graduation", and "Schools".

**Zoom Engineers** Public  
Room for more meta-data here

**Talent pool** Pipeline (#) Project settings

1,021 search results 15 applicants **5 leads** Recommended candidates + Add candidates Hidden from r

Search history and alerts  5 LEADS MATCHING YOUR SEARCH Sort by: La

Clear search

Custom filters

Job title  
+ Job titles or boolean

Locations  
+ Candidate geographic locations

Skills  
+ Skills and expertise or boolean

Recruiter spotlights [in](#)  
+ More likely to engage  
+ Open to new opportunities (87).

Companies  
+ Companies or boolean

Year of Graduation  
+ Add graduation year range

Schools

**Estela Araujo** · 3rd  
**Mechanical Engineer**  
Greater Denver Area

Current **Mechanical Engineer** at Sphero 2017 - Present

Past **Mechanical Engineer** at SEAKR Engineering 2010 - 2016  
**R&D Engineer** at Medtronic Therapies Group 2006 - 2010  
[More \(1\)](#)

Education University of Southern California 2002 - 2006

Contact earaujo@gmail.com  
555-455-1334

Campaign **Mechanical Eng: NAMER 135** • Responded 2:13 PM

**Nnene Afolayan** · 3rd  
**Mechanical Engineer**  
Greater Denver Area

Current **Mechanical Engineer** at New School Labs 2013 - Present

Past **Senior Engineer** at MMIT Group 2011 - 2013  
**Engineer** at MMIT Group 2006 - 2009  
[More \(2\)](#)

Education Colorado School of Business 2001 - 2005

Contact nafolayan@gmail.com  
555-455-1334

# Pipeline Tab

The Pipeline tab is where you “Save” candidates you wish to move along on the recruitment process.

Manage leads within the same Pipeline Tab as your Jobs and Sourcing leads

The screenshot displays the LinkedIn Recruiter Pipeline Tab interface. At the top, there's a navigation bar with 'RECRUITER' and tabs for 'Projects', 'Jobs', 'Campaigns', and 'Reports'. A search bar is present on the right. Below the navigation, the 'Pipeline (5)' tab is selected, showing 'Project title goes here' and 'ID# 135'. The interface is divided into two main sections: 'My pipeline' on the left and a list of candidates on the right. The 'My pipeline' section shows a funnel with stages: 'All candidates (7)', 'Saved (2)', 'Contacted (2)', 'Responded (0)', 'Screen (1)', 'Moved to ATS (0)', 'Hired (0)', and 'Archived candidates (0)'. The candidate list on the right shows two candidates: Thomas Smith and Chin Chou, both Marketing Managers at Flexis. Each candidate profile includes their current and past roles, education, and application status. A 'Lead' badge is visible next to Chin Chou's profile. The interface also includes filters for 'Show me candidates with:' (Location, Years of Experience, Source, Activity) and a search bar for candidates. Action buttons like 'Message' and 'Move' are available for each candidate.

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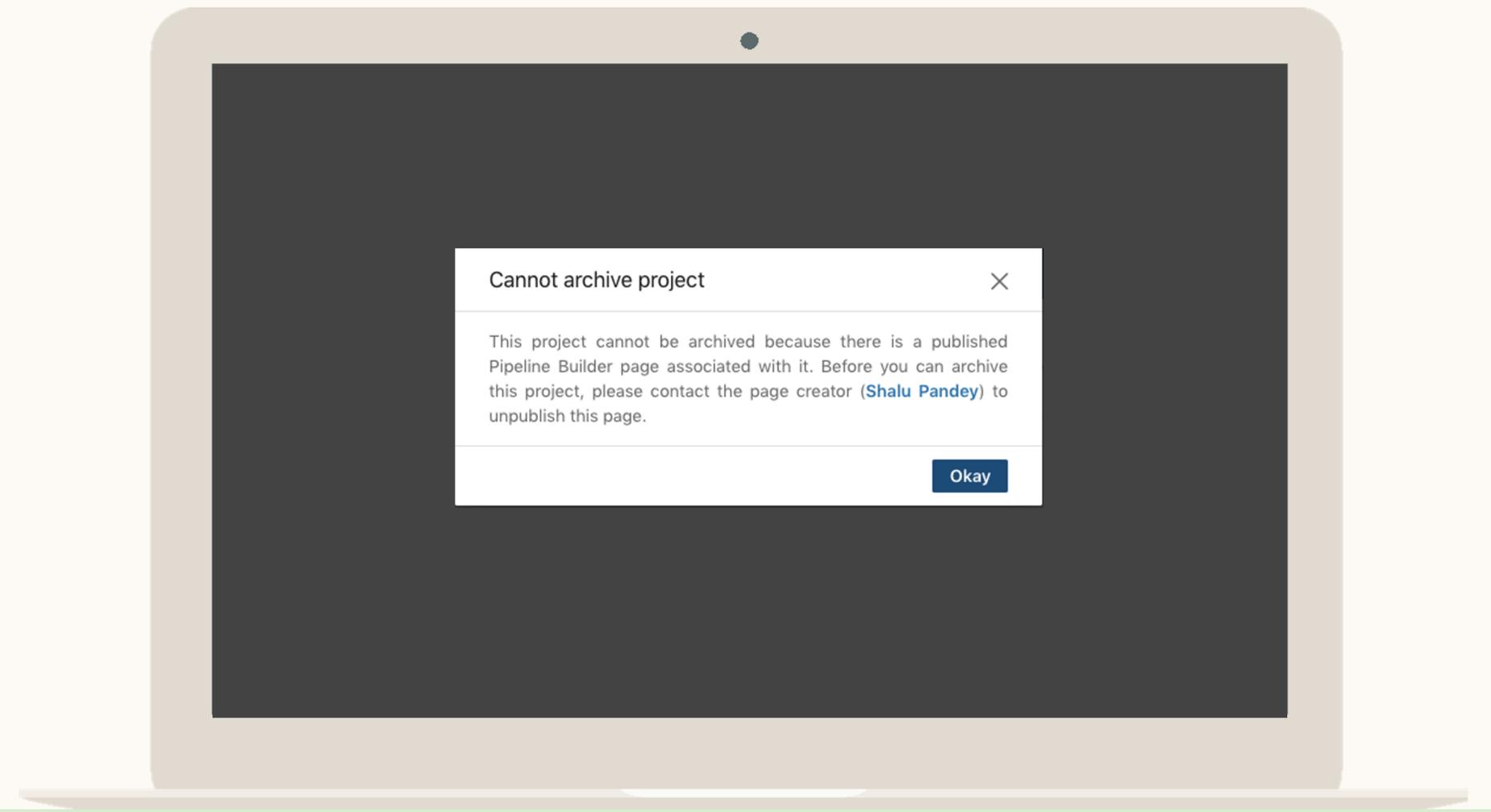
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Best practices

## Archive your Project and Leads

Before archiving a Project, you must unpublish your Landing Page to stop the LP lead flow



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# Reporting and ROI



# Access Landing Page Analytics

- 1 Simply click the page name to access analytics OR select the check boxes for multiple Landing Pages
- 2 Select the “Analytics” button in the top left corner after you have selected the check box(es)

The screenshot shows the LinkedIn Campaign Manager interface for Landing Pages. At the top, there's a navigation bar with 'CAMPAIGN MANAGER' and a user profile 'Jane' Acc'. Below that, a secondary navigation bar includes 'CAMPAIGN PERFORMANCE', 'EXPERIMENTS', 'WEBSITE DEMOGRAPHICS', 'AUDIENCES', and 'ACCOUNT ASSETS'. The main content area is titled 'Landing Pages' and features a toolbar with 'Analytics' and 'Download leads' buttons. A table below lists landing pages with columns for Page name, Status, Creator, Last edit, Views, and Leads. The 'Sales Associate' page is highlighted with a red box and a '1' callout. The 'Analytics' button is also highlighted with a red box and a '2' callout.

Page name	Status	Creator	Last edit	Views	Leads
<input type="checkbox"/> 10 pages				90	36
<input type="checkbox"/> <b>Engineer</b> Engineering at Goldenphase	Draft	James Everon	2/14/21, 11:07 AM	0	0
<input checked="" type="checkbox"/> <b>Sales Associate</b> Sales at Goldenphase	Draft	James Everon	3/12/21, 9:07 AM	0	0
<input type="checkbox"/> <b>Design Manager</b> Design at Goldenphase	Draft	Sally Morrow	3/12/21, 10:35 AM	0	0
<input type="checkbox"/> <b>Sales, VP</b> Lead Sales at Goldenphase	Draft	James Everon	3/12/21, 10:07 AM	0	0

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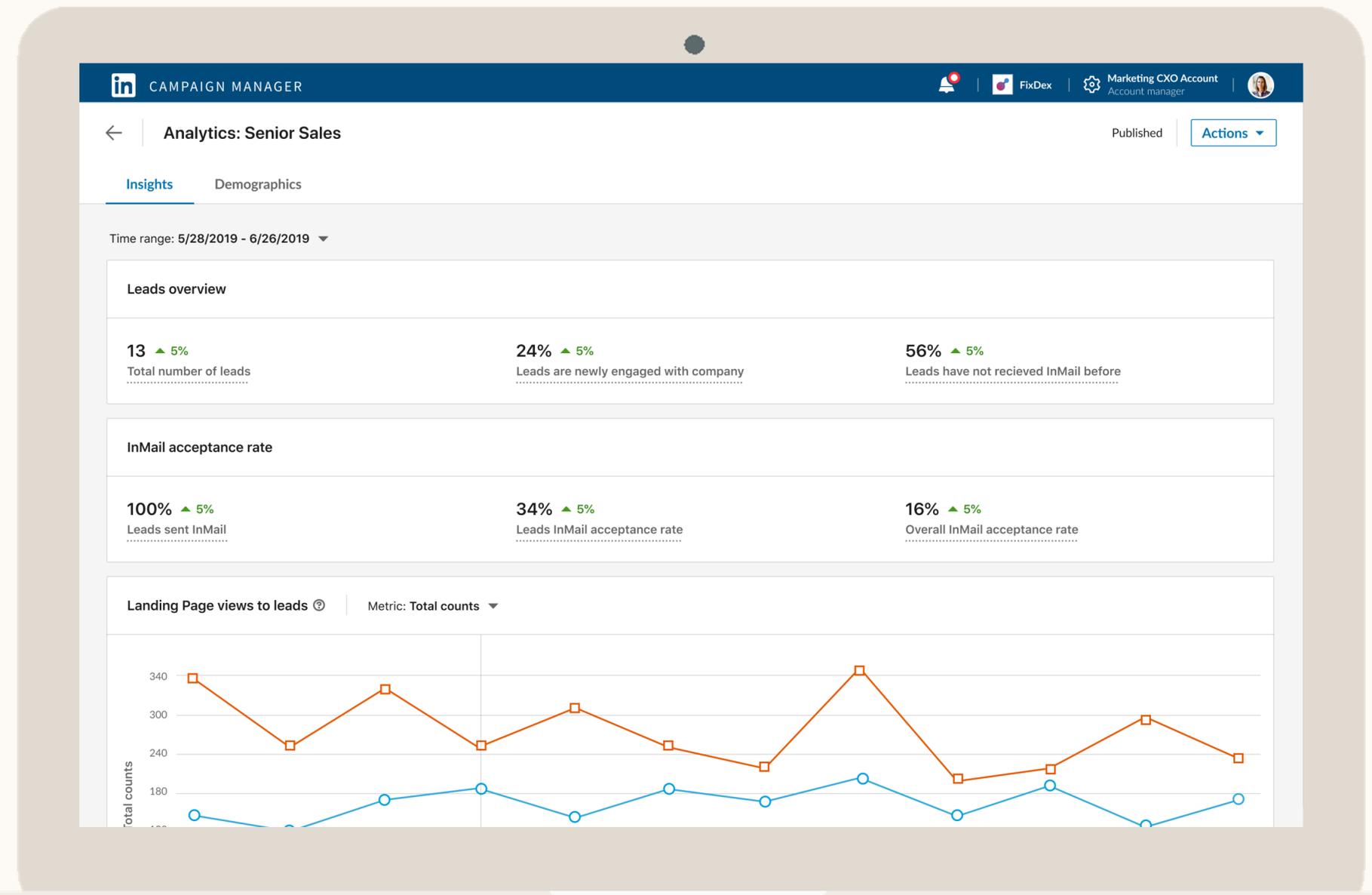
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# Insights

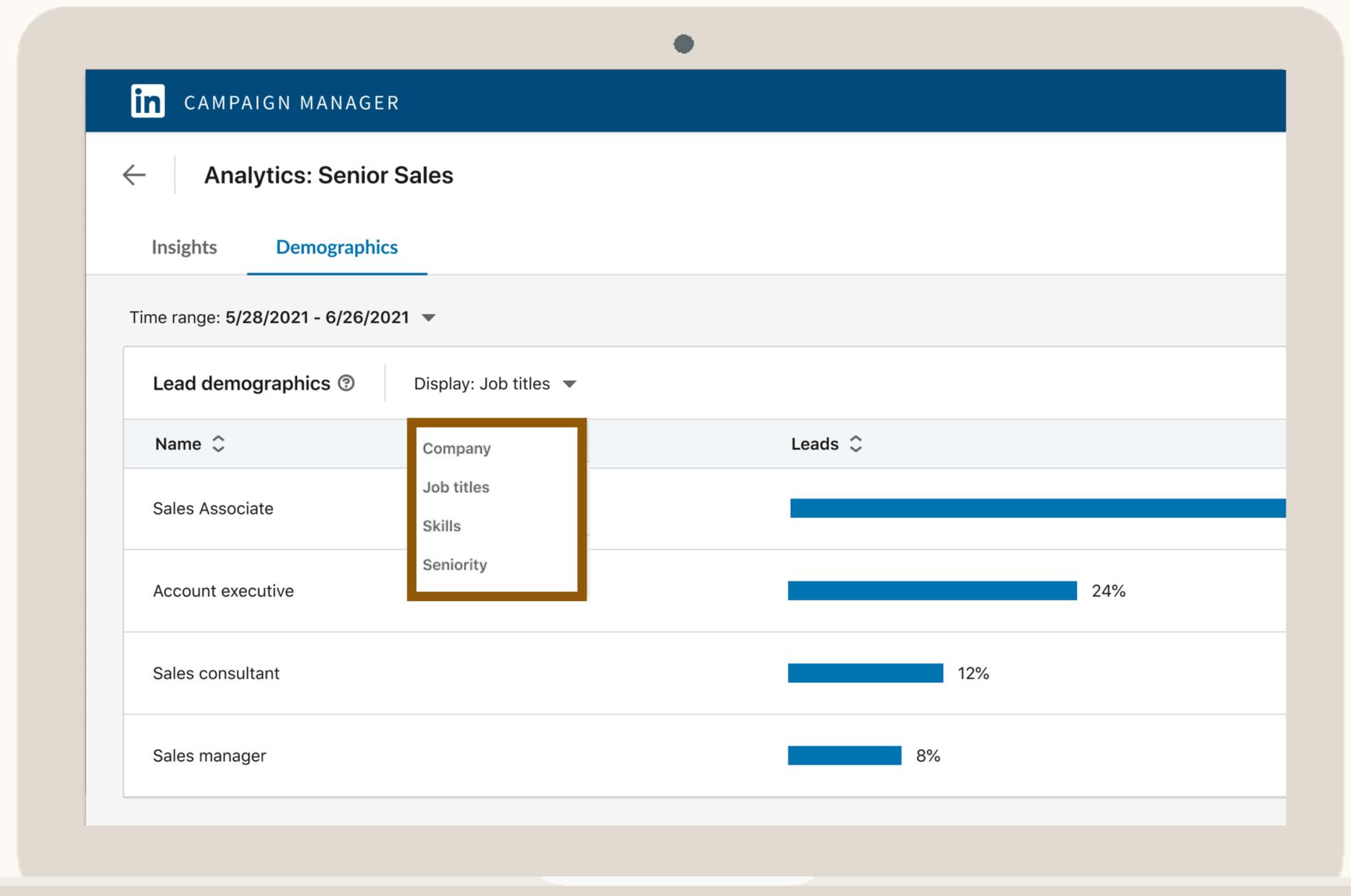
Access actionable insights including the number of leads, percentage of leads who have received an InMail, InMail Acceptance rate and more.



# Demographics

View lead demographics in 4 categories:

- 1 Company
- 2 Title
- 3 Skills
- 4 Seniority



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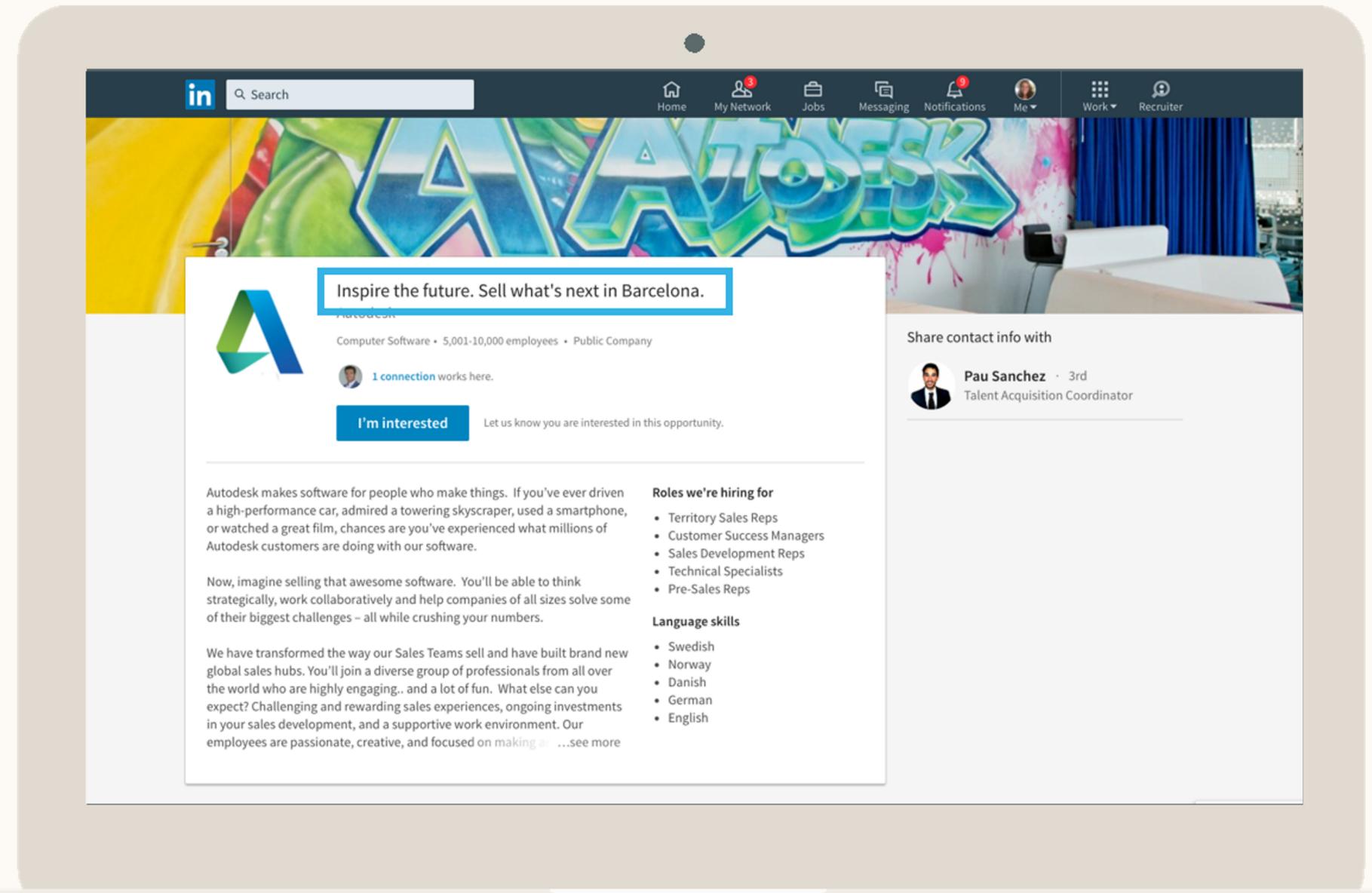
# Case Studies



# Autodesk

Autodesk uses Landing Pages to fill high-demand roles in multiple locations around the world. They created more than 10 pages, each with a captivating headline, that speak to career growth and are culture specific to region and job function so that they're as relevant as possible to the viewer.

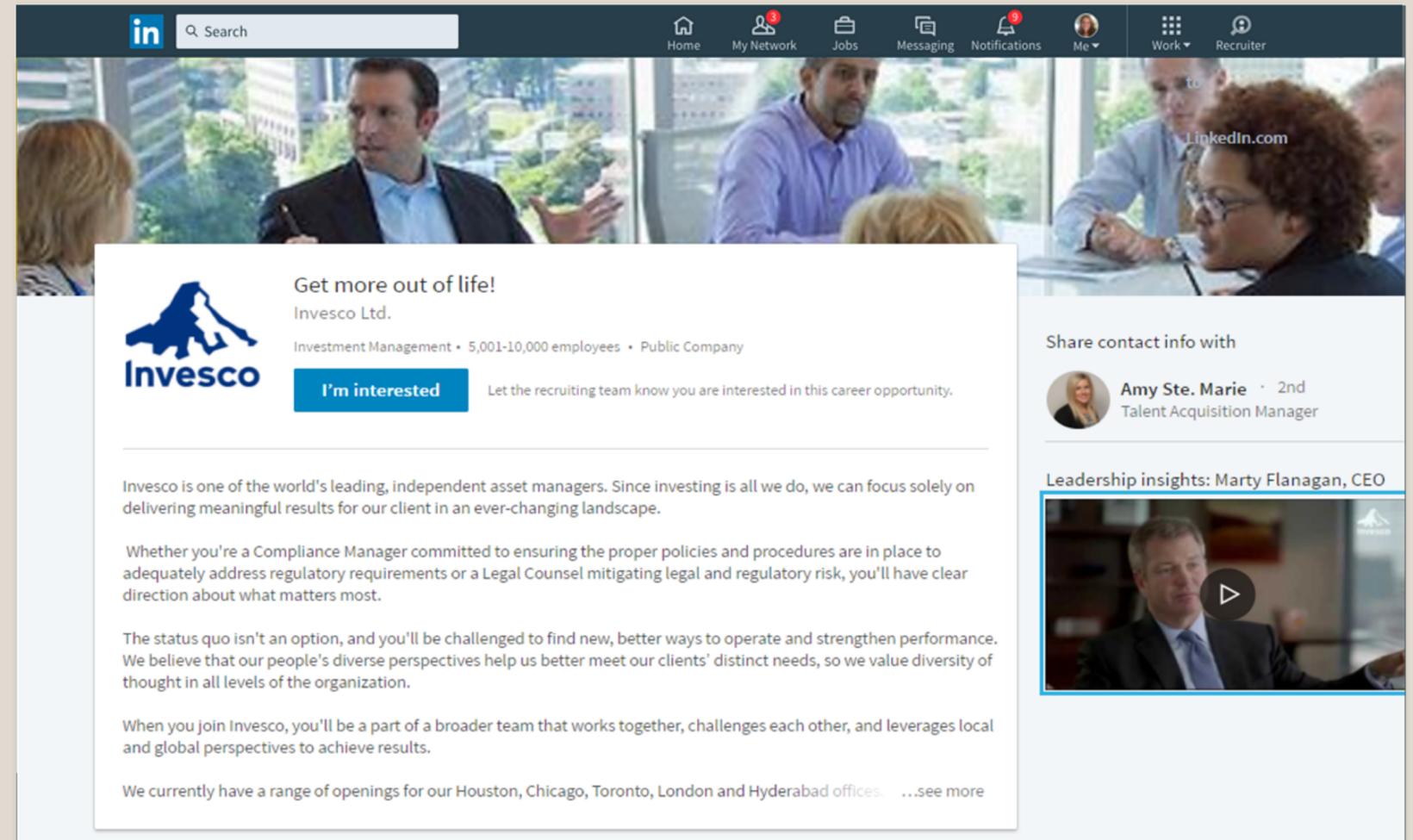
They also leverage the highlight modules to feature perks, language skills they are looking for, and more to further target potential candidates.



# Invesco

Invesco uses Landing Pages to target hard-to-fill roles in compliance and legal counsel and build general awareness across multiple regions to support long-term hiring needs.

Their landing pages feature a video of their CEO speaking about the company's strong outlook and the importance of their unique company culture.



The screenshot shows a LinkedIn job posting for Invesco Ltd. The page features the Invesco logo, a video of the CEO, and detailed text about the company's mission and culture. The job title is "Get more out of life!" and the company is listed as "Invesco Ltd." with 5,001-10,000 employees. A blue "I'm interested" button is prominently displayed. The page also includes a sidebar with contact information for Amy Ste. Marie, Talent Acquisition Manager, and a video titled "Leadership insights: Marty Flanagan, CEO".

**Get more out of life!**  
Invesco Ltd.  
Investment Management • 5,001-10,000 employees • Public Company

**I'm interested** Let the recruiting team know you are interested in this career opportunity.

Invesco is one of the world's leading, independent asset managers. Since investing is all we do, we can focus solely on delivering meaningful results for our client in an ever-changing landscape.

Whether you're a Compliance Manager committed to ensuring the proper policies and procedures are in place to adequately address regulatory requirements or a Legal Counsel mitigating legal and regulatory risk, you'll have clear direction about what matters most.

The status quo isn't an option, and you'll be challenged to find new, better ways to operate and strengthen performance. We believe that our people's diverse perspectives help us better meet our clients' distinct needs, so we value diversity of thought in all levels of the organization.

When you join Invesco, you'll be a part of a broader team that works together, challenges each other, and leverages local and global perspectives to achieve results.

We currently have a range of openings for our Houston, Chicago, Toronto, London and Hyderabad offices. ...see more

Share contact info with  
**Amy Ste. Marie** · 2nd  
Talent Acquisition Manager

Leadership insights: Marty Flanagan, CEO

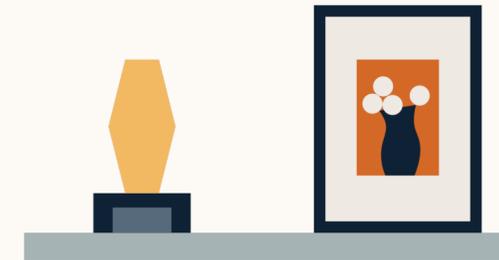
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# Landing Page launch checklist

## Pre-Launch Checklist

T-4 weeks

- Define campaign goals and success metrics
- Identify target audiences in partnership with your Talent Acquisition team
- Define team roles

T-3 weeks

Gather content that is ready to be added to the Landing Page

T-2 weeks

- Create a plan for recruiters to manage leads
- Agree on any SLAs or templates that your team will use

T-1 weeks

- Ensure Landing Page is ready to go
- Schedule a “Going Live” call and proceed with launch

## Post-Launch Checklist

Week 1

Host a Pulse Check (full team meeting) to discuss launch of campaign and initial feedback

Week 2

- Gain feedback on the quality of leads coming from Landing Page from recruiters
- Use this feedback to refine your target audience

Week 3

- Refine and optimize campaign based on lead quality
- Recalibrate content and targeting as needed

Week 4

- Host a second Pulse Check to discuss campaign and feedback on leads generated
- Provide reporting on campaign

# Campaign setup best practices



Ensure targeting is highly relevant to increase CTR and landing page conversion rate



Reduce wasted clicks by using the Exclude option in targeting for your own company



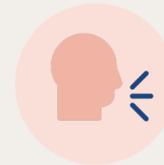
If you have multiple Landing Pages, A/B test different pages to the same audience and monitor results



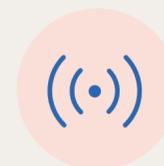
Use localised language where applicable



Use the media section to highlight a relevant video for this role. Include interviews with someone in the same function, mission-led company videos, or videos showcasing the unique company culture.



Use employee testimonials to bring the page to life



Advise recruiters when you go live so they can monitor leads.



Also get feedback on lead quality during the campaign. If leads are not suitable, make essential adjustments on the targeting criteria and/or ad copy.

# Campaign setup best practices



Personalize the Landing Page by using the demand %FIRSTNAME%. This will pull the members first name from their LinkedIn profile. Personalization increases conversion rate!



Always put the most important content (job title, location, etc.) toward the beginning of the page. The first paragraph needs to hook potential talent and create a value exchange.



4-5 paragraphs work best – must be quickly scannable



Use the call-to-action “I’m interested” button at the top of the page to drive leads



Use the main selling points of the company and the open role in your Landing Page copy.



Avoid copying and pasting a job spec.

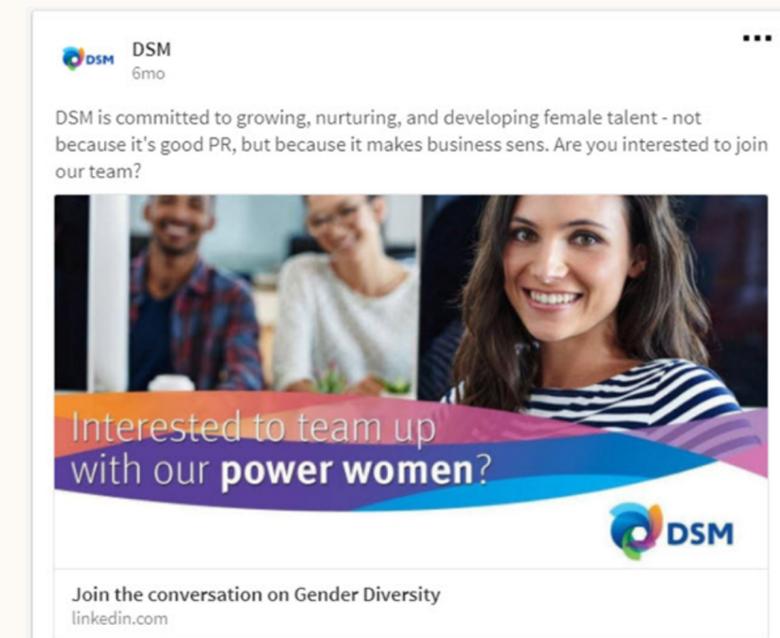


Be clear and factual in your related LinkedIn Ads copy with a clear call-to-action



Make sure the text in the related ad is consistent to the text on the Landing Page.

- 1 A quote from your employees or leaders
- 2 Why your organization is a great place to work
- 3 Exciting projects these candidates would be working on
- 4 Career development and/or growth opportunities
- 5 Accolades or awards your organization have received
- 6 The growth your organization is experiencing and why
- 7 Showcasing an employee from a team you're hiring for



## Lead outreach best practices



Drive leads to take action – this is the key of every response. If there is an open role, drive leads to a discussion or application. If there's no current open role, drive leads to follow your company on LinkedIn or read your content.



Respond ASAP (within a few days) of the lead to capitalize on momentum.



If the candidate is not a fit, a polite decline note will keep the candidate warm and close the loop on the process. Failure to follow up risks a negative brand perception and experience.



Respond to everyone who expresses interest, regardless of whether or not they are a fit.



Keep in mind that you may have to follow up a few times and you can leverage both InMail and the member's email and phone contact information (if provided) to do so



Leverage InMail templates to speed up your response process.

Thank you