



LinkedIn Ads

How to target and
convert your ideal
audience



LinkedIn: tap into more valuable leads and higher ROI

In this guide, you will learn how to harness the power of LinkedIn Advertising campaigns and audiences. You will discover:



1. LinkedIn's advertising solutions and campaign types.
2. How and why LinkedIn Ads will turbo-charge your marketing efforts.
3. How to setup your first LinkedIn Ads account and advertising campaign.



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Section 1:

LinkedIn Advertising Explained

Engineered to get you results, fast



Why advertise on LinkedIn?



In our experience as a full-service digital agency, LinkedIn advertising has been instrumental in generating quality leads, driving website traffic, and building brand awareness for many of our clients. Despite our positive experience, LinkedIn is an often overlooked advertising platform, sometimes neglected by media planners and marketers alike. This is likely due to the following challenges and misconceptions:

- No true position in the market - it's neither a "typical" social platform nor a pure content platform.
- LinkedIn has a much smaller audience than go-to platforms Google, Facebook and Instagram.
- It's seen as the social channel for professionals, so marketers do not consider it appropriate for B2C targeting.
- It lacks the capabilities and tracking of other, presumably more advanced, marketing platforms.



Most of these challenges can be instantly dispelled; LinkedIn offers access to a worldwide audience of 675 million active users and has stepped up its game to offer a plethora of advanced targeting options and campaign types.



It's also suitable for any budget and goal, so your initial commitment can be small and very manageable.

Target 675 million users in an unsaturated marketing space





Section 2:

Campaign Types and Targeting Options

Reach decision makers - instantly



Powerful AND endless targeting options



Buying Power

Regarding targeting options, you can market to individuals by **job role or title, employer, skills and interests** - so just as granular as Facebook, *plus some!* Campaigns can actively connect with influencers, decision-makers, and executives who are primed to act on new opportunities. If you wish to reconnect with those you're already familiar with, you can select website, contact, and account targeting.

LinkedIn reports that 4 out of 5 of its members drive business decisions and have twice the buying power* of the average web audience, so your potential audience could be very lucrative indeed.

(source: LinkedIn Audience 360 study; Salesforce Advertising Index Report 2016).



LinkedIn Advertising for All!

Whether you're looking to leverage leads from B2B or B2C marketing, or are an e-commerce retailer working towards an ROI target, there's a suitable campaign type for you. LinkedIn offers 4 main campaign types to highlight your products or services...



1

Text Ads

Text ads tend to appear around the typical web pages that people see while on LinkedIn. Text and display placements are quite limited so make sure your assets are clear and concise, with good call-to-actions.

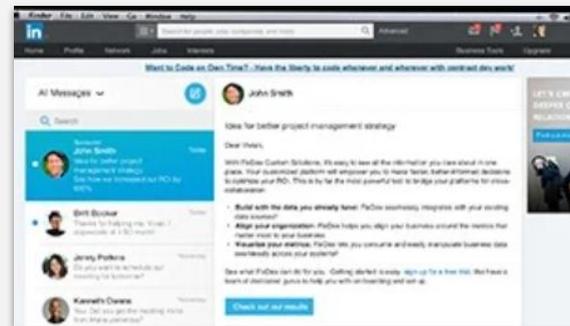
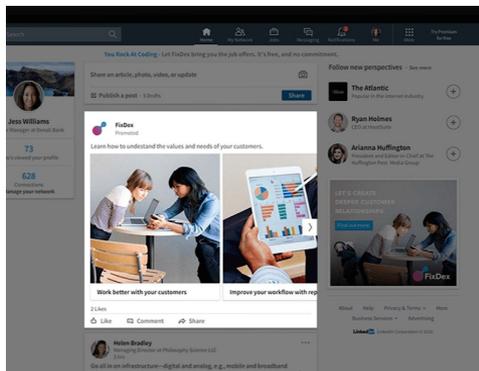
Note: a company page is not required to run LinkedIn text ads.



2

Sponsored Content Ads

These ads relate to content that you've created (either directly within your Sponsored Ad campaign, or content previously posted to your LinkedIn company page). You can then sponsor your desired content and ads will appear in the news feeds of your target audience.



Sponsored Messaging Ads

3

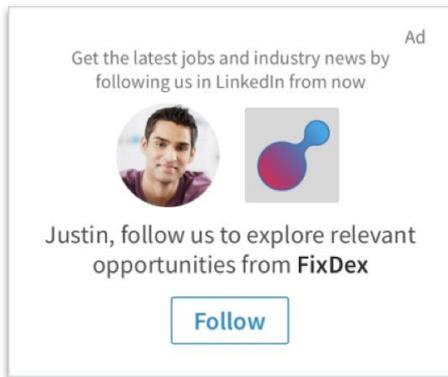
InMail messaging ads deliver private messages to your target audience at scale. They're a fusion of email and instant messaging and produce an average open rate of 52%.





4

Dynamic Ads



Engage prospects with ads automatically personalised for each individual based on their profile. Dynamic ads are comprised of the following formats: follower ads, spotlight ads, job ads and content ads.

3X
Better

LinkedIn's lead conversion rates are 3x higher* than other major ad platforms. Choose LinkedIn Ads for prospecting new leads, nurturing those you already have, and converting who's ready to take the next step.

**Source: HubSpot analysis of LinkedIn vs. Google AdWords (2016)*

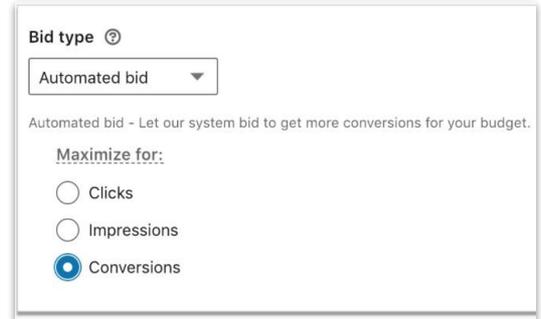




Proving your LinkedIn ROI

As we mentioned before, you can track all valuable actions that occur on LinkedIn and directly on your website, including content downloads, sign-ups, on-site transactions and more. LinkedIn also has the capability to track conversions from users who viewed your ad, not just those who clicked.

Conversion tracking enables the use of automated tools such as automated bidding, geared towards maximising conversions.



The screenshot shows a 'Bid type' dropdown menu set to 'Automated bid'. Below it, a note reads 'Automated bid - Let our system bid to get more conversions for your budget.' Under the heading 'Maximize for:', there are three radio button options: 'Clicks', 'Impressions', and 'Conversions'. The 'Conversions' option is selected, indicated by a blue dot.

In order to track conversions, you will need to add the [LinkedIn Insights Tag](#) to your website. This should take a couple of minutes to setup and can be implemented via your tag manager.





Section 3:

Setting Campaign Objectives for Success

Objectives that span the full funnel



Set your campaign objectives to get the results you want



LinkedIn's objective-based advertising campaigns make audience targeting easier. By knowing your objectives and selecting your applicable goal, LinkedIn can deliver better results by optimising against your end goal.

Your unique objective could be a lead generation for completion, a click on a website, a website asset download or a transaction - once you select your campaign objective LinkedIn will show your ads to members within your specified audiences most likely to take that action.

3 Campaign Objectives

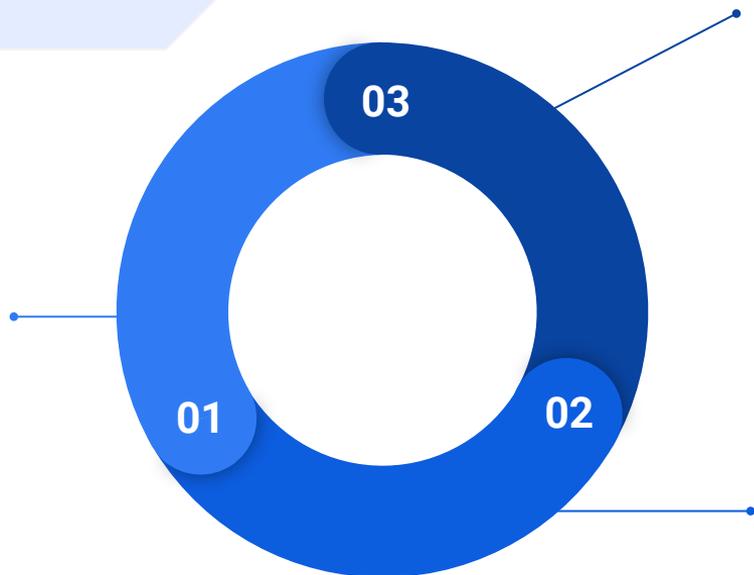
Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants



Which objective should you select?

Awareness campaigns

Awareness campaigns seek to maximise your brand's reach and recall.



Conversion campaigns

Conversion campaigns focus on generating leads and sales. Conversion tracking will measure the true impact of your ads so you can optimise for even better performance.

Consideration campaigns

Consideration campaigns encourage your target audience to engage with your brand. They promote brand education and allow users to gain a better understanding of what you're all about.





But how do you get your campaigns to convert?

A simple message and focused audience will get you results; sufficient planning time is crucial and best spent on deciding who your ideal customer is.

ProStock

Using personas to picture your audience
Put yourself in the shoes of your target audience by creating a persona. ProStock, as an accounting software company, would have a sample customer like this:



Mark Smith
Age 45
Title Accounting Director
Company ABC Investing Corp.
Location San Francisco Bay Area
Professional interests
Entrepreneurship, Leadership, Finance/Accounting, Investing

Look at your current and historic clients or customers to paint a clear picture of your prospect/buyer persona. List their key traits, motivations and concerns, demographic information and top locations, then tap into LinkedIn's powerful audience targeting options to replicate your ideal persona. You can then segment and create further audience groups over time to optimise results.





Section 4:

How to create lead and ROI-driving LinkedIn Ads campaigns

Your checklist to guaranteed LinkedIn advertising success!



The steps to success



As long as you strategise and implement each step below, you will stand in good stead for running a successful LinkedIn campaign...

Step 1

Create your company page (although this is not required if you're only going to run text ads)

Step 2

Setup your account

Step 3

Implement LinkedIn Insight tag conversion tracking

Step 4

Audience/persona profiling and creation



The steps to success



As long as you strategise and implement each step below, you will stand in good stead for running a successful LinkedIn campaign...

Step 5

Decide on your campaign type and campaign objective

Step 6

Create engaging assets tailored to your audience, campaign type and campaign objective

Step 7

Budget setting

Step 8

Continually carry out campaign analysis and optimisation.

LinkedIn's ad reporting interface and easy-to-use analytics will enable you to keep track of your campaign performance, allowing you to make informed, data-driven decisions.





Bonus tips for guaranteeing results

You've defined your target audience and have selected an appropriate campaign objective and format - *now what?* We've provided some quick and easy tips for you to continually refer back to when implementing and managing LinkedIn campaigns...



- ✓ Clearly define your product and service offerings, being sure to keep your target audience at the forefront of your campaign.
- ✓ Create a free offer - this will lead to a better engagement rate. This could be written content, promotional items, or a webinar. Showcasing discounts and promotions also works well.
- ✓ Keep ads fresh - introduce new ad assets regularly to avoid ad fatigue. Once a month would be a good target.
- ✓ A/B ad testing is a surefire way to gain insights and optimise efficiently. Replace your weakest performing ad(s) with a new ad asset.



Ready to generate leads and sales with LinkedIn advertising?



Great news, we're glad to hear it!

Whether you would like to set up and manage your own LinkedIn campaign, or would prefer full setup help, we'd love to assist you! Get in contact with our LinkedIn specialists today and we'll apply a **free £100 advertising credit*** to your LinkedIn account!

**For new advertisers only*

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