

A guide to LinkedIn Advertising

With twice the buying power of the average website audience, LinkedIn users are looking for solutions to change the way they do business. 4 out of 5 LinkedIn members are driving business decisions. As such, the platform hosts an audience-base of influential people, who are waiting to engage with helpful, industry-specific content.

LinkedIn focuses primarily on native ad formats that add value to a newsfeed or conversation. This means that to win on LinkedIn, you must invest time in either visual or written content that stands out.

Just like people, all businesses are different so it's also important to have a clear idea of who you are speaking to and the tone of voice that is best.

Focus on a strong headline or opening sentence that captures the attention of key decision makers and encourages them to invest more time to find out about your product, service or viewpoint around a topic.

The difference between media objectives

Brand Awareness

Best for cost-effective reach. Perfect for when you want to target people early in the consideration stage and get visibility in front of as many potential customers as possible.

Website Conversions

Best for niche targeting and leveraging conversion tracking. Select the action you want to be completed, such as Form Submissions or Demo Sign Ups.

Engagement

Best for when you want members to interact with your ad and encourage a community. We recommend rich content for your ad (e.g. white paper or branded utility article) that your target audience can share with their network.

Website Visits

Best for optimising your media spend on CTR. Ads focused on visits will prioritise driving traffic to your website, so make sure your landing page is highly relevant.

Format	Placement	Media Objectives				
		Brand Awareness	Website Conversions	Engagement	Website Visits	Lead Generation
Sponsored Content	Homepage	✓	✓	✓	✓	✓
Direct Sponsored Content	Homepage	✓	✓	✓	✓	✓
Message Ads	Inbox		✓		✓	✓
Conversation Ads	Inbox	✓	✓	✓	✓	✓
Text Ads	Top of page / Right rail	✓	✓		✓	
Follower Ads	Right rail / People search results	✓		✓	✓	

Price Modelling

You can choose from three different pricing models. Picking the one that best suits your goal will increase your chances of success.

Cost per Click (CPC)

You pay when people click on your ad. This is great if your objective is website visits. The minimum CPC bid is \$2. The average business spends \$5.26 per click.

Cost per Impression (CPM)

You pay a certain amount for every 1,000 impressions. Select this when your goal is brand awareness. On average, this costs \$6.59 per 1,000 impressions.

Cost per Send (CPS)

You pay when the ad is sent to a member's inbox. This usually sits around \$0.80 per message sent.

Badly planned media is an easy way to potentially spend a lot of money in the wrong places. We help ensure you're getting consistent value from your advertising investment. Our goal is to drive results, not just exposure.



Want to head straight to the inbox? You need **Message Ads** or **Conversation Ads**.

Message Ads

Message Ads are best for moving warm leads further down the conversion funnel. They are frequently used too early so ask yourself - is it likely this person will have come across our offering before or be familiar with our brand? Broader targeting options

are best for priming cold leads before initiating a more detailed discussion. Jumping straight in means your target lead is unlikely to convert and you'll waste your money. However, Conversation Ads serve to help bridge this gap.

Conversation Ads

Just like with Message Ads, you can deliver your message straight into a member's inbox but this format encourages a dialogue by including multiple call-to-action buttons within the message. By offering a choice, you can better meet your prospect's needs.



How to turn your **conversations into conversions**



Always create an ad appropriate to the needs of your recipient. If they're new to your brand, offer more introductory content. If they're a warmer lead, offer more detailed options.

Sign-off your message from someone at a senior level to hold far more clout.

Don't exceed 200-300 words in the main body of your message. The speed at which we consume information online means that you need to keep your message clear and concise.

Use LinkedIn's personalisation triggers. For example, %FIRSTNAME% and %COMPANY% to tailor your message with minimal effort.

Tailor different Conversation Ads to suit different job functions or sectors.

A/B test every element, especially your buttons to ensure effectiveness.

Be mindful of your audience size. Less than 10,000 will be too small and more than 300,000 will dilute the campaign.

Create other ad content that reflects the points in your Conversation Ad and target them at the same members. This strengthens your proposition and helps improve conversion potential.