Creating Your LinkedIn Ad Campaign
Using Your Campaign Manager Account
A buyer persona is a fictionalized, generalized representation of your ideal customer.
Building a following on LinkedIn doesn't happen overnight.
The first step is to create or log in to your Campaign Manager account.
LinkedIn’s Campaign Manager lets you:

- Set up ad accounts.
LinkedIn’s Campaign Manager lets you:

- Set up ad accounts.
- Manage and run campaigns.
LinkedIn’s Campaign Manager lets you:

- Set up ad accounts.
- Manage and run campaigns.
- Control your ad budget.
LinkedIn’s Campaign Manager lets you:

- Set up ad accounts.
- Manage and run campaigns.
- Control your ad budget.
- Monitor your ad performance.
One user reported his new objective-based campaigns generated \textit{300\% more conversions} than standard bidding.

Source: LinkedIn
The three types of campaigns are Awareness, Consideration, and Conversion.

Objective

Let’s get started! Select the objective that best fits your goals below.

- **Awareness**
  - Brand awareness

- **Consideration**
  - Website visits
  - Engagement
  - Video views

- **Conversions**
  - Lead generation
  - Website conversions
  - Job applicants
Want to know if your project management skills are up to scratch? Learn the 6 essential skills every successful PM needs to know.

The 6 project management skills you need to have

Learn more
Conversions: lead generation, website conversions, job applicants
80% of B2B leads generated from social media come from LinkedIn.
When creating your own LinkedIn Ad audience, you can choose from several targeting options. These include location, company information, demographics, education, job experience, and interests.
There are three ways you can pay for LinkedIn Ads:

- **Cost-per-click (CPC):** You pay when someone clicks on your ad.
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- **Cost-per-1,000-impressions (CPM):** You pay when your target audience sees your ad.
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• **Cost-per-send (CPS):** You pay when Message Ads are delivered successfully.
Tips for your LinkedIn Budgeting Strategy

• Limit your targeting feature to the ones you need.
Tips for your LinkedIn Budgeting Strategy

- Limit your targeting feature to the ones you need.
- Set a competitive bid.
Tips for your LinkedIn Budgeting Strategy

• Limit your targeting feature to the ones you need.
• Set a competitive bid.
• Don’t set your budget caps below $150.
Quick tips for your LinkedIn Budgeting Strategy:

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Quick tips for your LinkedIn Budgeting Strategy:

• Limit your targeting feature to the ones you need.
• Set a competitive bid.
• Don’t set your budget caps below $150.
• Ditch the daily budget.
LinkedIn Ad Types and Best Practices
LinkedIn offers several different types of ad formats:

- Sponsored Content (which includes single image ads)
LinkedIn offers several different types of ad formats:

- Sponsored Content (which includes single image ads)
- Video Ads
LinkedIn offers several different types of ad formats:

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- Carousel Ads
- Message Ads (formerly Sponsored InMail)
- Dynamic Ads
- Lead Generation Ads
Sponsored Content
LinkedIn Sponsored Content Ads work on a second-price auction system. This means that when you set up a campaign, you set a bid for how much you’re willing to pay to show an ad to users.
Sponsored Content Best Practices:

- Provide a new angle or analysis on industry news.
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- Share helpful, relevant content.
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• Include 2-4 ads in each campaign.
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• Share helpful, relevant content.
• Use rich media in your posts and incorporate a variety of formats.
• Include 2-4 ads in each campaign.
• Try lead generation forms to help generate more qualified leads for your sales team.
Carousel Ads hold up to 10 images to show a story, showcase a product, or drive registrations for events.
Best Practices for Carousel Ads:

- Share stories of customer success.
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- Share stories of customer success.
- Post about thought leadership or share your executives' opinions.
Best Practices for Carousel Ads:

- Share stories of customer success.
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- Show several products or services.
**Best Practices for Carousel Ads:**

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- Do a deep-dive into a particular product or service.
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- Share a series of job opportunities, upcoming events, or speakers for a single event.
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• Show several products or services.
• Do a deep-dive into a particular product or service.
• Share a series of job opportunities, upcoming events, or speakers for a single event.
• Create captivating images and visual stories.
More Best practices for Carousel Ads:

- Highlight people, illustrations, graphics, and typography.
More Best practices for Carousel Ads:

• Highlight people, illustrations, graphics, and typography.
• Use an overarching theme or style or share a large piece of content broken down into individual cards.
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• Optimize the order of the cards based on performance. Try A/B testing the order.
• Use clear messaging and calls to action (or CTA).
• Save your main CTA for the end to optimize for engagement through the end.
Using one of those “simple” platforms? It’s time to trade up.

Don’t settle for simple

Learn more
Best practices for Video Ads:

• Showcase executives as thought leaders.
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- Preview events or webinars.
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• Show the most important message within the first 10 seconds.
• Use visual storytelling, graphics, and text to increase engagement.
• For lead generation, try longer videos.
85% of social media videos are played without sound, so consider adding subtitles.

Source: HootSuite
Keep videos short. Shorter videos (under 30 seconds) have 200% better view completion rates.

Source: LinkedIn
Message Ads
Message Ads have more than a 50% open rate, which is more effective than email.

Source: LinkedIn
Best Practices for Message Ads

• Include a clear CTA using one to three words.
Best Practices for Message Ads

• Include a clear CTA using one to three words.
• Run Message Ads for an entire week.
Best Practices for Message Ads

• Include a clear CTA using one to three words.
• Run Message Ads for an entire week.
• Use the LinkedIn Insight Tag to track conversions from these campaigns.
Best Practices for Message Ads

• Include a clear CTA using one to three words.
• Run Message Ads for an entire week.
• Use the LinkedIn Insight Tag to track conversions from these campaigns.
• Try combining Sponsored Content with Message Ads and running both campaigns at once.
Marketers see 37% better clickthrough rates when targeting via both Sponsored Content and Message Ads.

Source: LinkedIn
Best Practices for Message Ads (continued)

• Provide a new angle or analysis on industry news.
Best Practices for Message Ads (continued)

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Text Ads
**Best Practices for Text Ads:**

- Include an image to drive more engagement.
Best Practices for Text Ads:

- Include an image to drive more engagement.
- Choose a compelling CTA.
Best Practices for Text Ads:

- Include an image to drive more engagement.
- Choose a compelling CTA.
- Use attention-grabbing headlines directed at the LinkedIn member.
Best Practices for Text Ads:

• Include an image to drive more engagement.
• Choose a compelling CTA.
• Use attention-grabbing headlines directed at the LinkedIn member.
• Link to a mobile-optimized landing page that aligns with the messaging from your ad.
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- Create 3-4 variations of each ad to reach more people in your target audience.
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• Choose a compelling CTA.
• Use attention-grabbing headlines directed at the LinkedIn member.
• Link to a mobile-optimized landing page that aligns with the messaging from your ad.
• Create 3-4 variations of each ad to reach more people in your target audience.
• Add the LinkedIn Insight Tag to your website to track conversions and learn more about website visitors.
Dynamic Ads
**Best Practices for Dynamic Ads:**

- Use the LinkedIn member's profile photo in the ad. It improves engagement.
Best Practices for Dynamic Ads:

- Use the LinkedIn member's profile photo in the ad. It improves engagement.
- Write clear CTAs and choose one primary action for the member to take.
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- Use the LinkedIn member's profile photo in the ad. It improves engagement.
- Write clear CTAs and choose one primary action for the member to take.
- Exclude existing followers from follower ads to get net new prospects.
Best Practices for Dynamic Ads:

• Use the LinkedIn member's profile photo in the ad. It improves engagement.
• Write clear CTAs and choose one primary action for the member to take.
• Exclude existing followers from follower ads to get net new prospects.
• Test out custom background images in spotlight ads.
What is the best piece of leadership advice you’ve ever received? We asked a few female executives to share the tips that have helped them succeed:
https://adobe.ly/2uahejU #WomensHistoryMonth
Lead-Gen Form

FixDex
Promoted

Learn how FixDex understands the values and needs
http://bit.ly/2jo0IHN

Webinar: Creating Deeper Customer Relationships
fixdex.com

Sign up
Visual Design Tips:

- Use rich media.
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- Use rich media.
- Create unique, branded social media images with Canva.
Visual Design Tips:

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- Vary your content types—try using icons, GIFs, stock photos, videos, and infographics.
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• Use rich media.
• Create unique, branded social media images with Canva.
• Vary your content types—try using icons, GIFs, stock photos, videos, and infographics.
• Use colors that stand out from the page – avoid lighter backgrounds, like white or gray.
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- Vary your content types—try using icons, GIFs, stock photos, videos, and infographics.
- Use colors that stand out from the page – avoid lighter backgrounds, like white or gray.
- Include CTAs to encourage clicking.
Messaging Tips:

• Write catchy, actionable headlines focused on setting context and making the user interested in the content.
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• Include compelling statistics or quotes lifted out of a larger piece of content.
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• Include compelling statistics or quotes lifted out of a larger piece of content.
• Keep it short and sweet.
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- Include shortened URLs to clean up the copy.
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• Include compelling statistics or quotes lifted out of a larger piece of content.

• Keep it short and sweet.

• Include shortened URLs to clean up the copy.

• Include a call-to-action.
Video Design Tips:

• Make sure the video thumbnail is compelling enough to make the user click **play**.
Video Design Tips:

• Make sure the video thumbnail is compelling enough to make the user click *play*.

• Use your video platform of choice to test different types of video—like animated, human-centered, word-focused, etc.—to see what your audience responds best to.
Video Design Tips:

• Make sure the video thumbnail is compelling enough to make the user click play.

• Use your video platform of choice to test different types of video—like animated, human-centered, word-focused, etc.—to see what your audience responds best to.

• Add text to your videos so people can watch the video silently and still get the message.
Creating Your LinkedIn Ad Campaign
How to Create a LinkedIn Ad Campaign

1. Sign into Campaign Manager.
2. Select an objective for your campaign.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Consideration</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand awareness</td>
<td>Website visits</td>
<td>Lead generation</td>
</tr>
<tr>
<td>Engagement</td>
<td>Engagement</td>
<td>Website conversions</td>
</tr>
<tr>
<td>Video views</td>
<td></td>
<td>Job applicants</td>
</tr>
</tbody>
</table>

**Audience**

**Ad format**

**Placement**

**Budget & Schedule**

**Conversion Tracking**

[Save and exit] [Next]
How to Create a LinkedIn Ad Campaign

1. Sign into Campaign Manager.
2. Select an objective for your campaign.
3. Choose your target audience.
3. Choose your target audience.
How to Create a LinkedIn Ad Campaign

1. Sign into Campaign Manager.
2. Select an objective for your campaign.
3. Choose your target audience.
4. Pick an ad format.
There are several ad formats to choose from.
Pro Tip: Experiment with different ad formats

A/B test different Message Ads and Sponsored Content for the same audience.
How to Create a Linkedin Ad Campaign

1. Sign into Campaign Manager.
2. Select an objective for your campaign.
3. Choose your target audience.
4. Pick an ad format.
5. Decide on a bid and budget.
Budget and Schedule

Budget

Set a daily budget

Daily Budget

$150.00

Actual daily spend may be up to 20% higher

Schedule

Run campaign continuously from a start date

Start date

4/14/2020

Your campaign will start at 12:00AM UTC on your start date.

Set a start and end date

Bid type

Automated Bid

Automated bid - Let our system bid to get more impressions for your budget.
Optimization goal: we deliver your ads to people as many times as possible.
How to Create a LinkedIn Ad Campaign

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How to Create a LinkedIn Ad Campaign

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2. Select an objective for your campaign
3. Choose your target audience
4. Pick an ad format
5. Decide on a bid and budget.
6. Create and preview ad creative.
How to Create a LinkedIn Ad Campaign

1. Sign into Campaign Manager
2. Select an objective for your campaign
3. Choose your target audience
4. Pick an ad format
5. Decide on a bid and budget.
6. Create and preview ad creative.
7. Set up payment information and launch!
For those of you who are HubSpot customers, HubSpot has a free LinkedIn Ads integration.
Metrics to Track for LinkedIn Ads

- Website traffic
Metrics to Track for LinkedIn Ads

• Website traffic
• Conversions
Metrics to Track for LinkedIn Ads

- Website traffic
- Conversions
- Cost per conversion
Metrics to Track for LinkedIn Ads

- Website traffic
- Conversions
- Cost per conversion
- Conversion rate
Metrics to Track for LinkedIn Ads

- Website traffic
- Conversions
- Cost per conversion
- Conversion rate
- Form submissions
Metrics to Track for LinkedIn Ads

- Website traffic
- Conversions
- Cost per conversion
- Conversion rate
- Form submissions
- Net new leads/contacts
More Metrics to Track for LinkedIn Ads

- Engagements
More Metrics to Track for LinkedIn Ads

• Engagements
• Cost per click
More Metrics to Track for LinkedIn Ads

- Engagements
- Cost per click
- New followers (brand awareness)
More Metrics to Track for LinkedIn Ads

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- Cost per click
- New followers (brand awareness)
More Metrics to Track for LinkedIn Ads

- Engagements
- Cost per click
- New followers (brand awareness)
- Impressions
- A/B test results
More Metrics to Track for LinkedIn Ads

- Engagements
- Cost per click
- New followers (brand awareness)
- Impressions
Use campaign metrics to determine:

1. Lead quality
Use campaign metrics to determine:

1. Lead quality
2. ROI for your campaigns
Use campaign metrics to determine:

1. Lead quality
2. ROI for your campaigns
3. CPC over time
Use campaign metrics to determine:

1. Lead quality
2. ROI for your campaigns
3. CPC over time
4. A/B test results & experiments