Best Practices for LinkedIn B2B Advertising

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General Best Practices

Importance of Mobile Content

57% of all LinkedIn traffic is on mobile devices such as tablets and smartphones

- Keeping graphics and other content mobile friendly is important so users can see in top quality wherever they are viewing LinkedIn
- Use mobile responsive designs that automatically resize to avoid complications
- Rely on visuals (keep text short)
  - Keep visuals light and fast to download so they don't slow down people's phones

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Targeting Your Audience

- **Things to consider when narrowing your intended audience for LinkedIn ads:**
  - Where are they located?
  - Do they work in a certain industry?
  - Do they have specific job functions?
  - Do they belong to specific groups?
  - Do they have certain jobs or skill sets?
  - Are they a decision maker for their company or workplace?

- Campaign Manager allows you to set detailed parameters based on users profiles
  - 15 different targeting facets including:
    - Experience, company, education, skills, industry, interests, identity, level of seniority, etc.
    - Putting in specific job titles can severely limit, but using Seniority, Skills, Industry, can build a better audience that will **want** to engage with the content

- Use these factors as targeting criteria so you can create your ideal audience to reach
- When creating campaigns, use different combinations of facets to see what can get you the audience that will respond best to your advertisements

Audience Expansion

- Algorithms find additional audience members who are similar to those already targeted
    - This creates a broader but still relevant audience that can help generate more data to optimize

- Expansion allows advertisers to:
    - Expand reach of their sponsored content and campaigns to more relevant audiences
    - Help discover new potential audiences to take the guesswork out of finding new targets
    - Improve delivery of your ad budget by expanding unique reach to more qualified members

- **Best Practices & Recommendations:**
    - To accelerate delivery of a campaign, avoid setting a narrow daily budget since this prioritizes delivery to only the exact, originally-specified target
    - Don't start with an overly broad target audience; too large of an audience results in less benefits from Expansion feature
    - Utilize negative targeting options to exclude undesired audiences from your target market
    - Use patience to let the LinkedIn algorithm learn about your campaign and gather more information about who interacts so that Expansion can do a better job at identifying liked-minded users to include

Varying Ad Creative

- Having a schedule for changing up your campaign can help maintain engagement with ads
- This helps ensure the target audience isn't seeing the same ad repeatedly and losing interest
  - Since LinkedIn uses very targeted audiences, this is essential to keep in mind when planning campaigns
- By experimenting with new copy or graphics, this helps draw attention back to the campaign posting
- Best to create specific ads for very specific audiences not use one general one for everybody

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Conversion Tracking

- Built into Campaign manager
  - Allows for easy measurement of leads, signups, content downloads, purchases, or other desired actions on sponsored content
- Allows for better understanding of specific ads and campaigns that are driving conversions
- Tracking allows for identifying seniority, industry, job function, location, etc. of the people who are becoming leads
- Information can be used to better target specific potential leads

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Website Insight Tags

- An Insight Tag is a piece of computer code that can be installed on your website in order to collect more data about your audience
- Setting up an Insight Tags allows you to gather information about your website audience by viewing professional data from their LinkedIn accounts
- This information can also be used to track conversions or retarget website visitors in different ways
- To install an Insight Tag, log into your Campaign Manager account and go to the Website Demographics tab

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Cost Structure

Automated Cost Structure

Automated cost structure allows the algorithm and machine to learn and obtain the best performance for whatever budget parameters are set.

This doesn't provide as much cost control as Maximum bidding but can help determine the best buying options for campaigns.

Can set a maximum budget per day, or a total campaign budget in order to keep an eye on costs.

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Bidding

- Increasing the bid is one of the ways to make campaign efforts more competitive in the auction
  - This also makes it more likely to receive clicks or impressions compared to other competing campaigns
  - Can start with high bid and lower once you optimize the engagement data, ad creative, and CTR from your campaign
- **Bidding the amount suggested by LinkedIn can help win an advertisement auction**

- Bid the maximum amount you're willing to pay per click (CPC), per 1,000 impressions (CPM), or per View (CPV)
- LinkedIn also provides a budget-aware bid suggestion with the goal of helping advertisers win the auction while delivering budget more effectively
  - This is based on campaign budget and audience that has been selected
  - Bidding the suggested amount will help you win more frequently in the auction
- **LinkedIn runs a second-price auction** so if you win you only pay the minimum amount necessary based on what other advertisers are bidding in the same auction

Types of Advertisements

Sponsored Content

- Delivering content directly to users' News Feed
- This is where people are most likely to engage
- Allows for designing programs that meet branding and awareness objectives, as well as direct response and lead generation goals

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Sponsored InMail

- Delivers targeted messages directly to prospective customers through their LinkedIn mailboxes
  - This is best for promoting content such as infographics, whitepapers, personal invites, or reports

- This method does not utilize banner ads or any other space on the website, but does allow you to connect directly with a potential customer
- Goal is to make a new connection, not necessarily a conversion

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Text Ads

- Advertisements with small photos
- Can be seen around the LinkedIn site and mobile application
- Great for optimizing budget goals and accomplishing specific campaign objectives
- Should be updated and changed frequently in order to keep audience engaged with varied content

Dynamic Ads

- Highly relevant and customizable content
- Generated from member profiles
  - Automatically customized to include their name or position within the advertisement
- Effective for driving traffic directly to a company's LinkedIn page

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Lead Generation Forms

- This directs interested customers to a landing page where they can request more information about a company or specific service
- LinkedIn auto-fills some fields based on content they have, making it very easy for users to connect
- Able to customize these forms in the Campaign Manager sponsored content section

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Setting Up Your First Campaign

Account Set-Up

- Make sure you have an active LinkedIn account that you can link to your Campaign Manager account

- Go to the following website: https://www.linkedin.com/ad-beta/

- Follow instructions to set up your account, including knowing if you'd like to link your account to a specific company page

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Creating a Campaign

- To create your first campaign, click on the "Create Campaign" button found on your landing page

- This will direct you to the Campaign Manager set up where you are able to choose and manage all aspects of creating a successful campaign

- Begin by selecting an objective that aligns with your campaign goals
  - By hovering over the objective option, you can see further details about what certain objectives can help you accomplish

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Choosing Your Audience

After picking your campaign objective, you will be given options for creating your target audience that you'd like to reach.

- You can build a new audience for each campaign or use saved audiences from previous campaigns if they've been successful for your efforts

You may also choose people to exclude from your campaign, such as certain positions or career fields. This can also help limit your audience to create the best potential engagement.

There is also a box here to check if you would like to utilize Audience Expansion for your campaign.

Ad Format & Placement

These sections are where you choose the logistics of what your ad looks like and where it appears online.

- You can choose one of four formats for your advertisement
  - You may need to associate a Company or Showcase page with the campaign at this point, which can be done directly under the above section

- Here, you're also offered the option to market on LinkedIn's partner websites and applications and potentially increase your audience

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Budgeting & Bidding

In this section, you can establish your budget, schedule, and the style of bidding you'd like.

- Choose between a daily budget or a total budget for your campaign
- The options for scheduling your campaign include choosing a date range where you may set a start and end date, or continuously without an end date
- Pick which Bidding option you'd like to make in order to get your ad seen
  - Choices are Maximum CPC or CPM Bids, or Automated Bidding structure
  - Automated Bidding allows LinkedIn to generate bids based on previous data in order to aid in maximizing budgets
- Inputting different numbers will generate a forecast on the right side of the screen for you to analyze impact

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Conclusion

Key Takeaways

- Creating very targeted audiences is a big key to successful engagement in order to have the desired impact

- Utilizing the tracking functions in Campaign Manager can help make more informed decisions for developing audiences

- The suggested/computer-generated bid amounts can help ensure the correct spending amounts for desired target audiences

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