

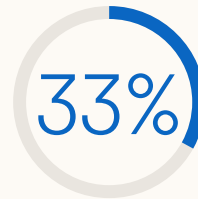
# Read me if you want to **advertise better** on LinkedIn

An essential guide in the 'Read Me' trilogy

**LinkedIn**  Marketing Solutions

Advertising endures, in good times and difficult times. It enables you to reach more customers, which is why research suggests that advertising can reduce your downside in a downturn and increase your upside in an upturn—provided you do it well, of course.

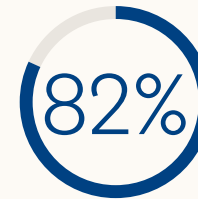
When you advertise on LinkedIn, you're engaging decision-makers in the mindset to do business. We're here to help you connect with professional audiences at scale and drive meaningful engagements in environments that yield results.



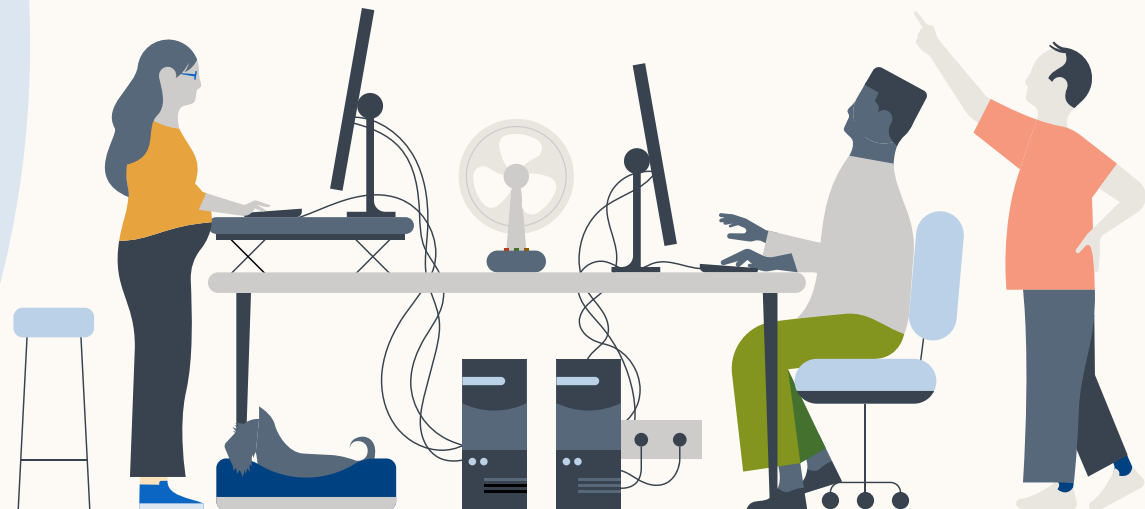
Brands have seen a 33% increase in purchase intent resulting from ad exposure on LinkedIn

6x

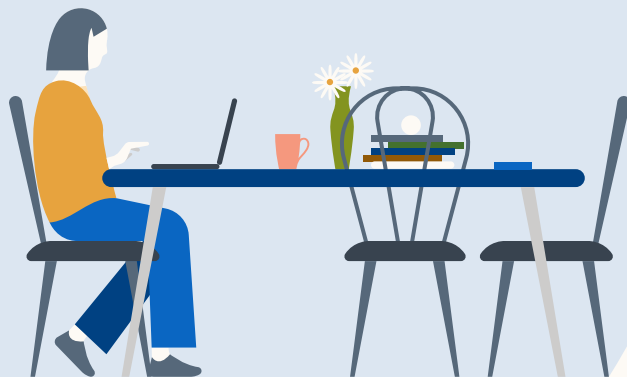
Audiences exposed to both brand and acquisition messages on LinkedIn are 6x more likely to convert



Compared to other social channels, 82% of B2B marketers realise their greatest success with LinkedIn



This essential guide has been specifically developed for you, by LinkedIn, to share insider insights about our platform, its features and functionalities. In the guide, we cover the end-to-end fundamentals of building a successful advertising campaign on LinkedIn. Master these and you'll be on your way to achieving the results you want.



Read from cover to cover, or pick a step and click to jump right in.

[Step 1. Define your objectives](#)

[Step 2. Build a compelling organic presence](#)

[Step 3. Target with precision](#)

[Step 4. Choose your format mix](#)

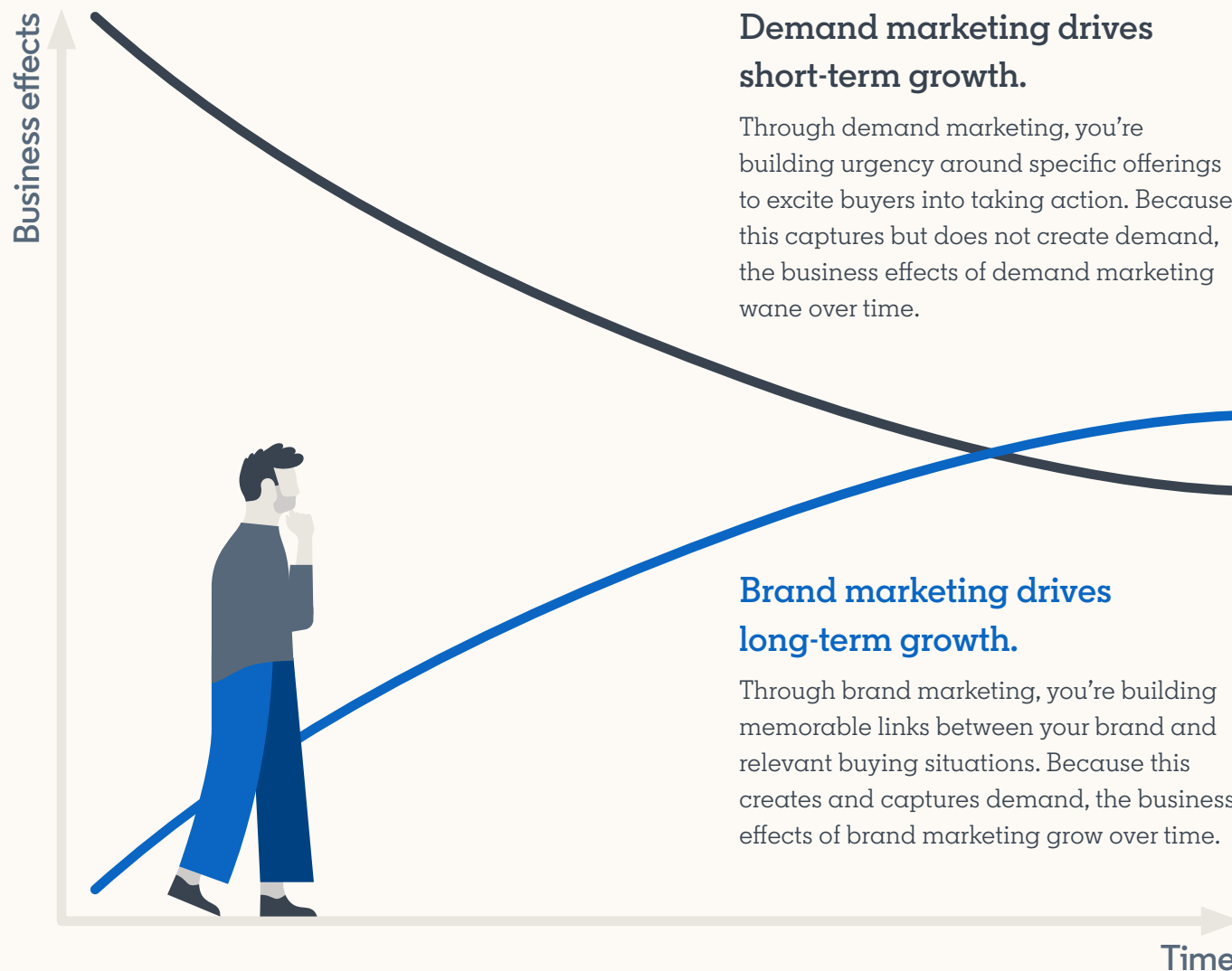
[Step 5. Measure, track and optimise](#)

## Step 1

# Define your objectives

The ultimate aim of advertising is to drive business growth. To make a real and sustainable impact on the business, you need to strike the right balance between brand and demand marketing.





### Brand takes time but it's worth it

The #1 barrier to brand building is the inability to see short-term results. Research shows that brand campaigns need to run consistently for over six months to create a real impact but 75% of marketers are doing so for six months or less. More often than not, this is because marketers are under pressure to produce results.

However, marketers who can protect their brand campaigns from premature ROI judgement are allowing brand awareness to grow into brand fame (or, awareness at scale). This matters because with fame comes stronger pricing power, lower customer acquisition costs and better financial performance for the business.



#### Your deep-dive resource:

[Brand and Demand: The Key Principles of Marketing Growth](#)

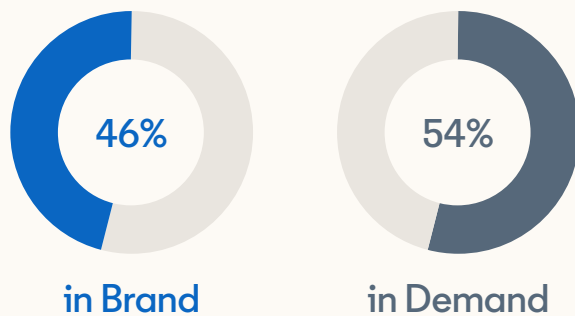
## Define your objectives

Every business needs a balance of brand and demand marketing activity, and more than 50% of marketers on LinkedIn say they want to run brand and demand campaigns together, taking into consideration the entire buyer journey from interested visitor to paying customer.

**There's a data-backed magic formula to guide your efforts: split your B2B marketing budget to invest 46% in brand and 54% in demand marketing to effectively create, capture and convert demand into revenue.**

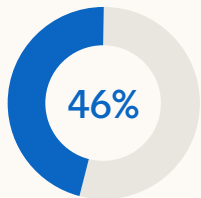
Defining your objectives is the first, most important step in effective advertising. It provides clarity of purpose and direction, and determines the strategies, tactics, and key performance indicators for your campaign. While this is true for any advertising campaign, it is vital on LinkedIn because our platform is optimised for objective-based advertising.

### B2B Marketing Budget



## Define your objectives

Pay close attention to your objectives on LinkedIn because each campaign objective optimises towards members most likely to take your desired action based on past and predicted platform data.

Budget Investment	Buyer Stage	Objectives	Optimisation
 <p>46% in Brand</p> <p>54% in Demand</p>	Awareness	Brand awareness	Impressions
	Consideration & Engagement	Video views	Video views*
		Engagement	Clicks to landing page, LinkedIn Page, social pill, LinkedIn Page followers, social actions
		Website visitors	Landing page clicks
	Conversion	Lead generation	Lead gen form submissions
		Website conversions	Conversions

\* For video views, bidding by impressions optimises for impressions (number of times people have seen your ad) whereas bidding by video views optimises for video views (number of +2 continuous second-views at 50% on screen or a click on CTA, whichever comes first).

Source: Brand and Demand: The Key Principles of Marketing Growth, LinkedIn, 2020



[Explore objectives  
in Campaign Manager](#)



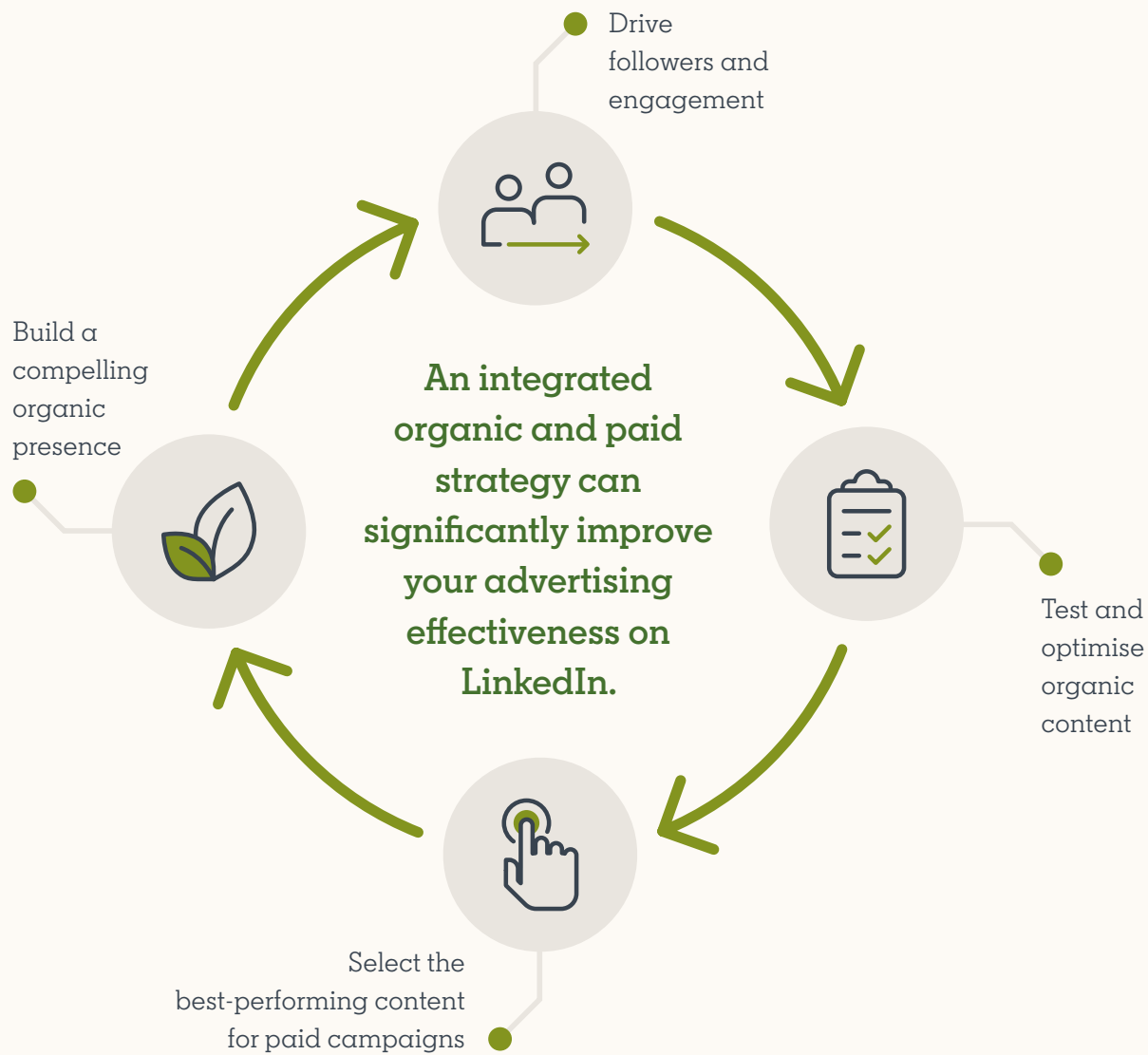
## Step 2

# Build a compelling organic presence

The greater your organic reach, the more it can amplify your paid advertising efforts on LinkedIn. Do this by optimising your LinkedIn Page and adopting an always-on approach to sharing great content.







### These are the solutions at your disposal:

- LinkedIn Pages
- LinkedIn Live
- LinkedIn Events





## LinkedIn Page

It all starts with your **LinkedIn Page** — your brand's professional home on LinkedIn. This is where you can:

- **Build thought leadership** and use **storytelling** to share inspiring content with your community
- **Showcase your corporate culture**, strengthen your employer brand and engage your employees as integral members of your online community
- **Promote your work** by sharing updates that your community can immediately act on

### Make it work

- **Complete your Page** because Pages with complete information get 30% more weekly views and are more likely to be found when members search on LinkedIn
- **Tap on the Content Suggestions feature** to discover the trending topics and articles that you can reshare or leverage for your own content strategy
- **Follow and associate up to 3 hashtags** with your Page to expose your brand to a wider audience
- **Engage and re-engage** your community with ongoing conversations



- **Companies with completed and active Pages are more successful at achieving growth objectives, including:**
  - 5x lift in Page views
  - 7x lift in average impressions per follower
  - 11x lift in clicks per follower
- **Companies that post weekly see a 2x lift in engagement with their content.**
  - Images typically get a 2x higher engagement rate
  - Custom collages of 3-4 images perform especially well for organisations
- **Once your Page reaches 150 followers, the opportunity for growth is exponential.**
  - Add the LinkedIn 'Follow' button to your website to drive relevant followers to your Page
  - Engage your employees to share Page posts to boost your organic reach



Your deep-dive resource:  
[LinkedIn Pages Best Practices](#)

## Pages Checklist

As a Page administrator, here's how you can set your Page up for success:

### Organise internally

- ☐ **Decide who requires admin access.** Is it 1-2 reps from your corporate brand, talent brand, analytics team, external agency and key regions, perhaps?
- ☐ **Train your Page Admins.** Create an internal playbook with examples of best-in-class posts.
- ☐ **Set up a centralised communication channel.** Slack, Teams and SharePoint all work well.
- ☐ **Sync regularly.** Align monthly with different teams (ex. regional teams on localisation) and weekly with your social leads on cross-platform social strategy.

### Strategise your content

- ☐ **Aim to post to your Page daily** to establish a trusted voice.
- ☐ **Plan a week in advance, but aim to schedule your posts 24-48 hours before launch.** Central posting platforms like Hootsuite or Sprinklr can be helpful.
- ☐ **Use Content Suggestions** to understand what's trending with your target audience.
- ☐ **Share your brand's best @mentions.** You can find these under the Activity tab.
- ☐ **Leverage your Communities panel hashtags.** Update these weekly and interact with the feeds.
- ☐ **Respond to member comments in a timely manner** using mobile admin.

### Manage Showcase Pages

- ☐ **Create Showcase Pages around major product categories.** Don't make one for each of your products, services or regions.
- ☐ **Grant access to your Showcase Pages,** typically to corporate social teams or product marketing managers.
- ☐ **Create a social media intake form** to streamline content requests for all Pages.

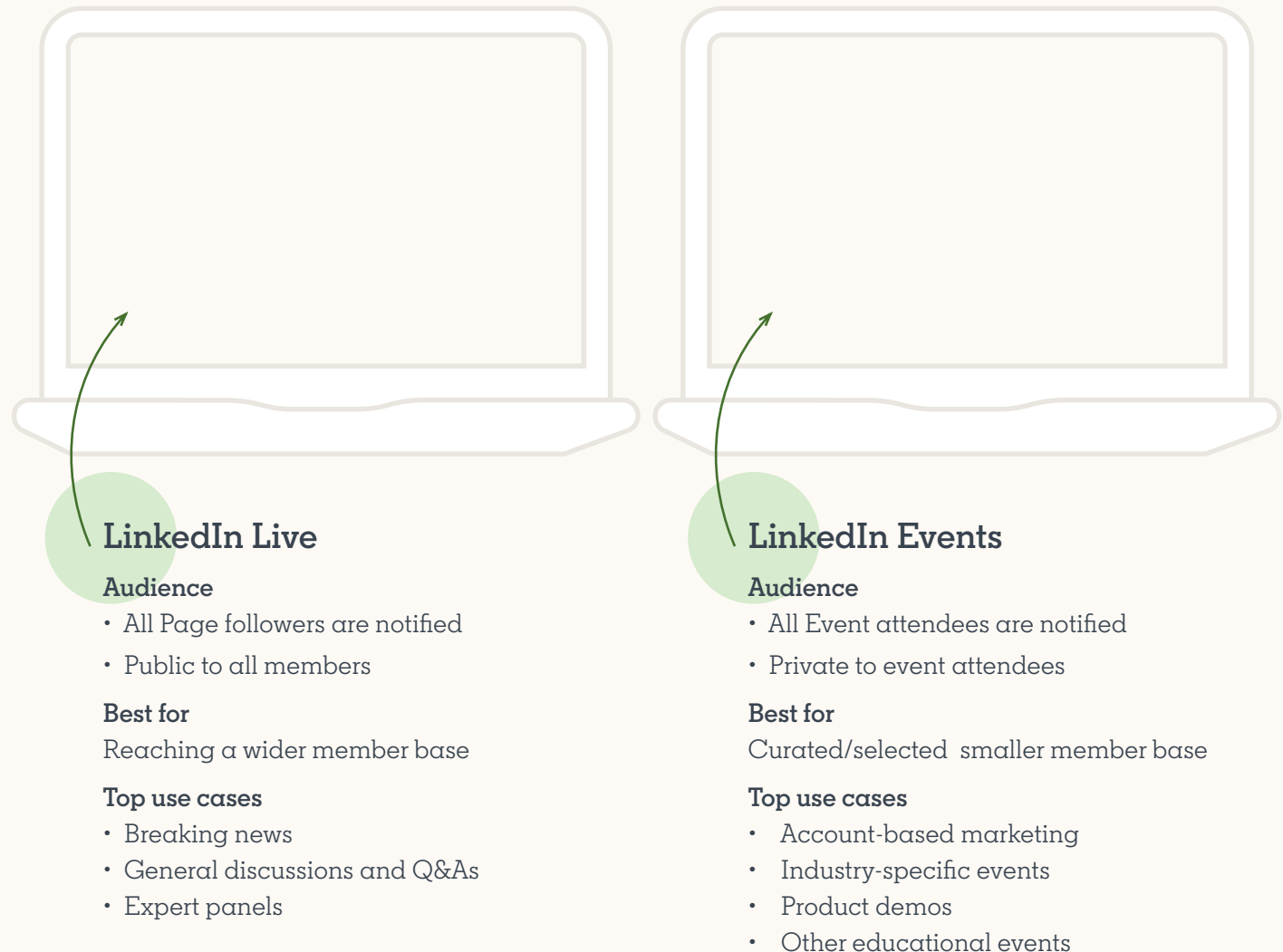
### Dial up employee advocacy

- ☐ **Encourage employees to re-share your posts** using a feature to prompt them to like, comment, or re-share on your behalf.
- ☐ **Promote your employees' best LinkedIn articles.** Use Content Suggestions to find and share the best articles authored by your employees.
- ☐ **Ask your execs to @mention your Page** as this offers critical exposure for your Page.
- ☐ **Leverage My Company on Pages** (previously LinkedIn Elevate) to create an employee-only community experience where they can connect, engage and grow their internal network via your Page.

## LinkedIn Live & LinkedIn Events

With LinkedIn Live, you can stream live video content to build deeper connections and record engagement with your audience. This is your opportunity to engage your wider audience and do so in real time. You're also giving your community a platform to interact while consuming your content live!

Use it on its own or paired with LinkedIn Events to bring your community together in real time. It enables you to host targeted, engagement-focused virtual events where you can stream live directly into your LinkedIn Event.



LinkedIn Live Videos receive 7x more reactions and 24x more comments compared to native videos.



## upGrad

Headquarters: Mumbai, India | No. of Employees: 1,095 | Industry: E-Learning



### Challenge

- upGrad is India's largest online higher education company providing programmes to students, working professionals and enterprises.
- They launched a host of additional programmes in new areas to attract a broader audience.
- To get good quality enrolments, they needed to build brand awareness while furthering their key proposition of 'lifelong learning'.
- It was important to drive top of mind recall and establish trust amongst relevant audiences.



### Solution

- A sophisticated targeting approach with lead gen campaigns oriented towards specific job titles, roles, behaviors and interests.
- Regularly shared organic content, closely monitored engagement and then sponsored high-performing posts.
- The LinkedIn team closely tracked their campaign KPIs and constantly optimised messaging, creative and targeting to find the sweet spot.



### Results

**87%**  
increase in  
organic following  
in 60 days

**20%**  
decrease in  
cost per lead

**2.3x**  
lift in brand  
mentions  
on LinkedIn

**2x**  
improvement  
in lead-to-  
enrolment  
numbers

"We adopted a two-fold approach on LinkedIn - building the upGrad brand in the market and targeting the right audience in the right mindset. The strategy paid off and we saw a remarkable improvement in the quality of leads, resulting in cost optimization and better ROI for the business."

**Rahul Karthikeyan** | Head - Digital Marketing



Inspired?

Start planning your next campaign

## Step 3

# Target with precision

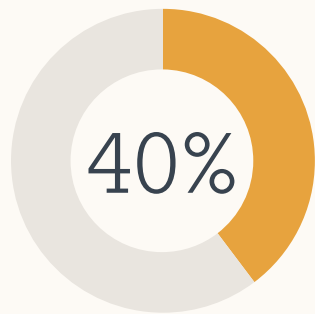
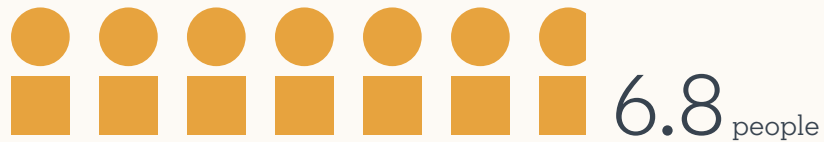
LinkedIn targeting is unique because members are incentivised to keep their profiles accurate and up-to-date for networking, personal branding, and job opportunities. And when they spend time on LinkedIn sharing and consuming content, celebrating moments and posting professional updates, they provide information on their job experiences, skills, interests and more that add behavioural richness to our data set.



## Beware the hyper-targeting trap

Targeting is all about delivering relevant, resonant content to the right audiences. With 69% of marketers believing that hyper-targeting is more effective than a broad approach, and there being so many targeting filters available on LinkedIn, you may be tempted to use them all. But beware! Hyper-targeting limits your reach. Consider:

The B2B buying decision involves an average



of professionals change jobs  
once every four years

When you target too narrowly, you may not capture the full buying circle and future buyers. To grow the business and maximise advertising effectiveness, you want to reach as many people as possible because:



when Share  
of Voice



Share of Market,  
**brands grow**

when Share  
of Voice



Share of Market,  
**brands shrink**

LinkedIn is built to reach  
a **precise audience at scale**,  
so make full use it!

## Profile-based targeting

On LinkedIn, you can reach members using a host of profile-based attributes. We find that, in most cases, using professional targeting options such as interests, member traits, skills, or functions, instead of age or gender, leads to much stronger results. Remember to sidestep the hyper-targeting trap by limiting yourself to two or three most relevant targeting options.



### Job experience

Job Function,  
Job Seniority,  
Job Title,  
Member Skills,  
Years of Experience



### Company

Company Name,  
Company Industry,  
Company Size,  
Company Followers,  
Company Growth Rate,  
Company Category,  
Company Connections



### Education

Degree,  
Field of Study,  
Member School



### Demographics

Age,  
Gender



### Interests

Member Interests,  
Member Groups,  
Member Traits



**Company Growth** targets companies by their rate of growth year over year, determined by factors such as employee growth or inferred data from other similar companies within the same location and industry.



**Company Category** targets a curated list from well-recognised publications and thought leaders like *Forbes*, *Fortune* and *LinkedIn News Editors*. Using this option, you can effectively identify the world's largest, most innovative or fastest-growing companies. You can also use Company Category in combination with Job Seniority and Job Function to reach your precise buying committee.



**Member Traits** reach members based on distinguishing characteristics such as frequent traveller, job seeker, open to education or the types of device they may use when spending time on LinkedIn. This typically represents a narrower audience and may not need additional targeting criteria applied.



Your deep-dive resource:

[Targeting on LinkedIn](#)



## Reach a wider audience

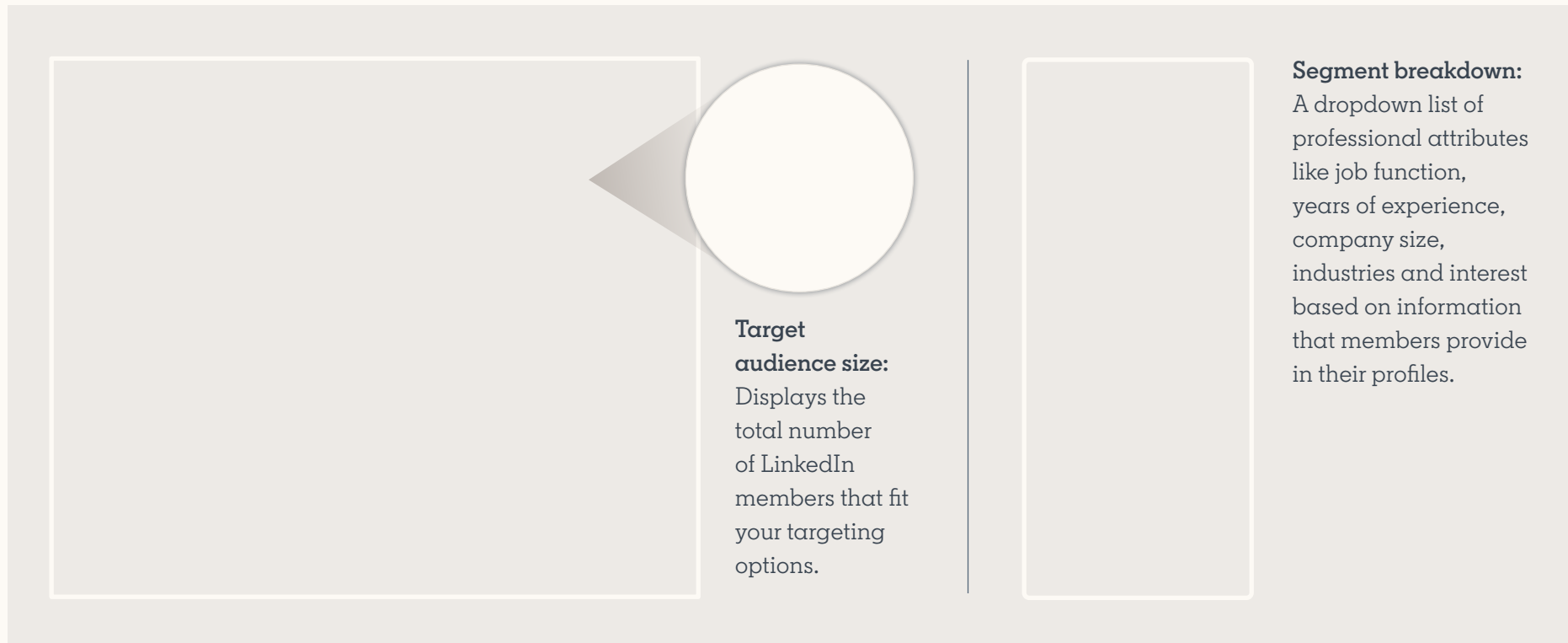
Increase the scale and reach of your campaign quickly and easily with these LinkedIn features.

Before your campaign	During your campaign	After your campaign
<p>Use <b>Matched Audiences</b> to create a wider target audience with similar demographics and interests for:</p> <ul style="list-style-type: none"><li>• Website retargeting</li><li>• Contact targeting</li><li>• Account targeting</li><li>• Engagement retargeting</li></ul>	<p>As you identify high-performing segments from your campaign, use <b>Audience Expansion</b> to build new, similar audiences in real time.</p>	<p>Identify high-performing audience segments and use <b>Lookalike Audiences</b> to find professionals with similar attributes.</p>



## Forecast your results

As you set up targeting for your campaigns, you can discover more about your audiences using Forecasted Results.



**300** members is the minimum target audience size for a campaign. If your audience size is too small, you will be notified with an “Audience Too Narrow” message which prevents you from saving your targeting and moving to the next step. To achieve optimal scale for your campaign, aim for:

**50,000+** members for  
Single Image, Carousel, Video and Text Ads

**15,000+** members for  
Message and Conversation Ads



**Take a closer look  
in Campaign Manager**

## Account-based marketing

An account-based marketing (ABM) strategy allows you to be laser-focused in your efforts by engaging accounts with a high degree of buying intention. A LinkedIn survey found that, globally, 54% of marketers already use ABM and 80% plan to increase their budget investment in this area. To achieve their ABM goals, marketers need to overcome unreliable data, personalise content at scale and show the results of their programme and campaigns. That's where LinkedIn can come into play.

The member-generated, first-party data on LinkedIn is more accurate and highly differentiated in the market noise of audience data. Plus, LinkedIn's innovative products help you navigate the complex B2B buying process, where multiple touchpoints influence every sale.



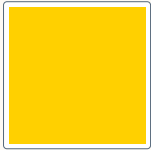
Source: *A B2B Marketing Jumpstart to Account-Based Marketing*, LinkedIn

**Whether your campaign objective is awareness or conversion, you can use company targeting to focus your ABM campaign on high-value companies and reach decision makers across an organisation. Here's how:**

1.
  - Use Company Name targeting to precisely define the accounts you want to nurture
  - Upload your list of target companies and use Matched Audiences to expand your reach to similar companies across 8+ million LinkedIn Pages
2. Identify the people who make and influence buying decisions at your highest value accounts
3. Define and create targeted campaigns for these accounts
4. Deliver tailored content and nurture audiences along the buyer journey



You can target up to 200 different organisations using the Company Name option. To target an even larger list, use Matched Audiences to upload a list of up to 300,000 companies.



## Jabra

**Location:** Copenhagen, Denmark | **No. of Employees:** 1,500+ | **Industry:** Consumer Electronics



### Challenge

- Jabra is a global leader in audio-equipment that powers the ways businesses communicate and get work done.
- With remote work on the rise, Jabra needed a way to build a B2B pipeline of companies searching for the equipment to make this shift to a digital and distributed workforce.



### Solution

- Turning to LinkedIn for lead generation, Jabra leveraged LinkedIn's retargeting and Company Targeting to reach key accounts, while segmenting based on website activity, job functions and member interests.
- Video Ads allowed Jabra to tell a visual story of how it was helping retailers make the shift to a digital workforce powered by its technology.
- It used Single Image Ads with a Lead Gen Form to push that audience further down the funnel.



### Results

- By retargeting prospective buyers based on those who opened a Lead Gen Form but didn't submit, Jabra beat its benchmarks for engagement while increasing conversion rates at the bottom of the funnel.



"We tested retargeting by Lead Gen Forms against our normal targeting tactics and found the CTR to be 2-3 times higher. Although still early in the process, we find that leads generated from retargeting have a higher qualification rate from MQL to SQL."

**Morten Jensen** | Senior Marketing Manager



Inspired?

Start planning your next campaign

Budget Investment	Buyer Stage	Objectives	Targeting Attributes & Matched Audiences
<div><div><div></div><div>46%</div></div><div>in Brand</div></div>	Awareness	Brand awareness	Job Function + Seniority Skills or Job Titles Interest Targeting Lookalike Audiences
	Consideration & Engagement	Video views	Job Titles + Member Traits Uploaded Lists Website Retargeting Retargeting by Engagement
		Engagement	
		Website visitors	
	Conversion	Lead generation	Uploaded Lists Website Retargeting Retargeting by Engagement
		Website conversions	
<div><div><div></div><div>54%</div></div><div>in Demand</div></div>			



Explore targeting options  
in Campaign Manager

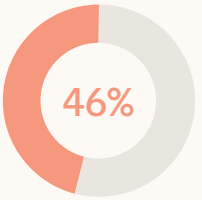
## Step 4

# Choose your format mix

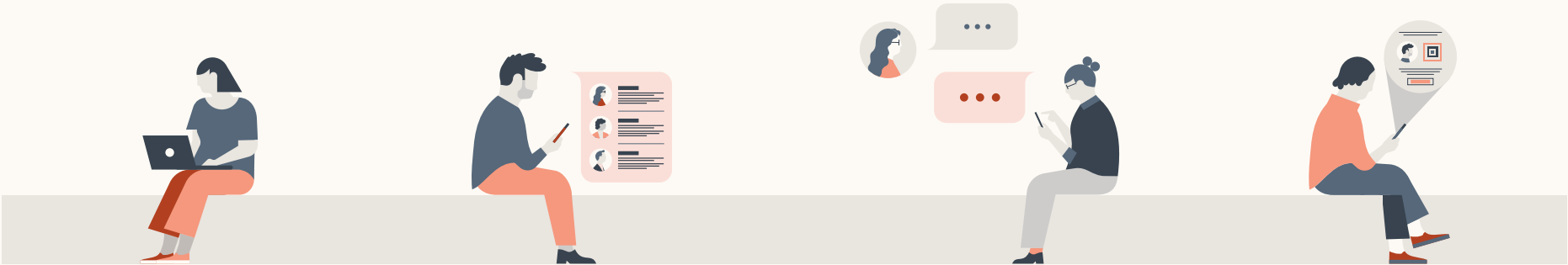
You're now ready to develop a format mix. Your choice of LinkedIn advertising formats will depend on the role you want the ads to play. Start by understanding your choices and how they can serve your objectives.



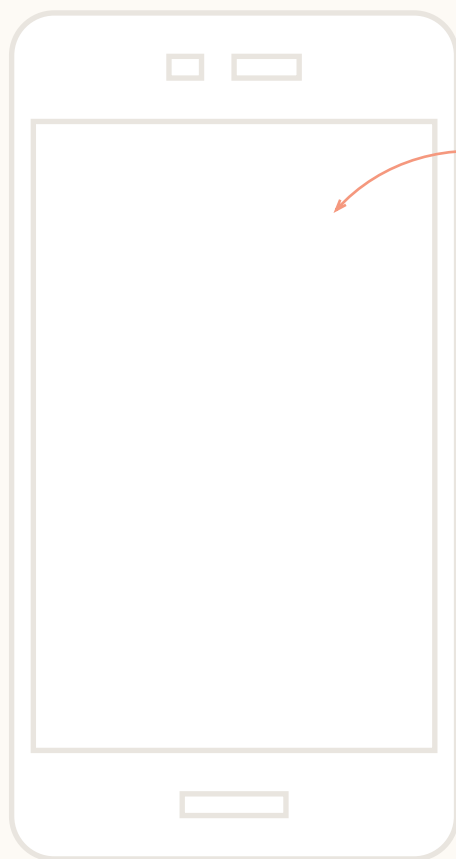
Choose your  
format mix

Budget Investment	Objective	Ad Placement		
		Feed	Messaging	Right-Rail
 46% in Brand	Awareness	Video Ads* Single Image Ads* Carousel Ads	Conversation Ads	Spotlight Ads
	Consideration & Engagement	Single Image Ads* Carousel Ads	Conversation Ads	Spotlight Ads, Follower Ads, Text Ads
	Conversion	Single Image Ads* Carousel Ads	Message Ads	Spotlight Ads, Follower Ads, Text Ads

\* Reach your target audience off LinkedIn too through premium publishers, like Business Insider, with **LinkedIn Audience Network**. LinkedIn Audience Network is currently only available for Sponsored Content single image and video ads.



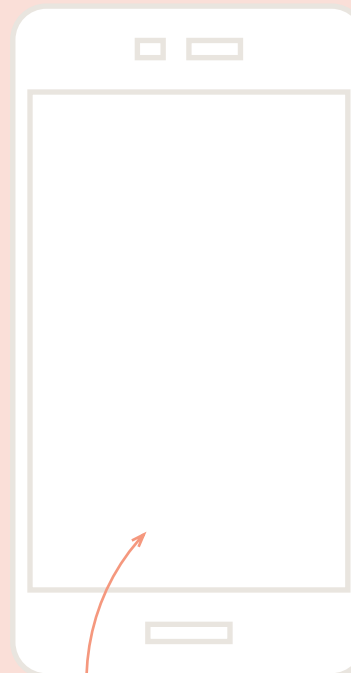
**Single Image Ads** are a Sponsored Content ad format. These ads feature one image and appear directly in the LinkedIn feed of your target audience.



#### Make it work

- Keep your ad copy concise for greater engagement. Aim for under 150 characters for headlines and 70 characters for descriptive copy.
- Use larger images for up to 38% higher click-through rates. An image size of 1200x627 pixels is recommended.
- Feature a clear call-to-action so your audience knows how to act on their interest.

**Carousel Ads** are a multi-card ad format that give you more ad space, and therefore more flexibility, to achieve your advertising objectives.



#### Make it work

In brand marketing, use it to:

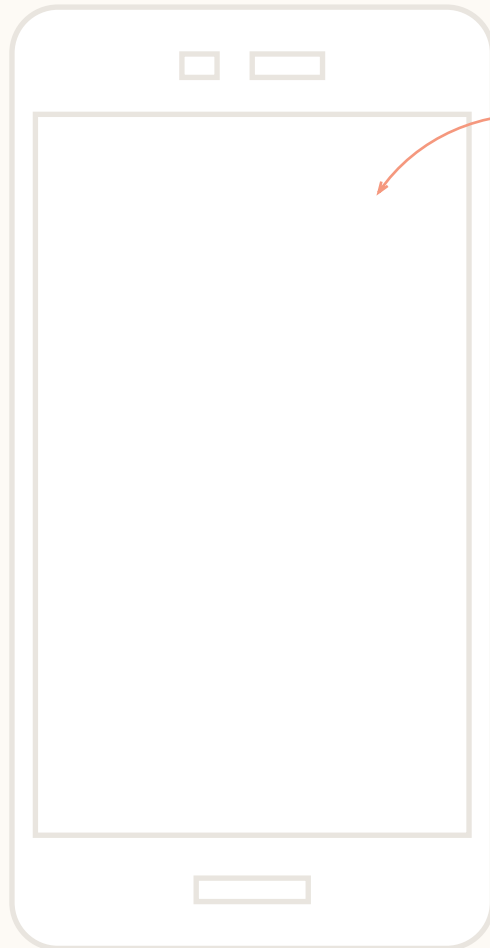
- Tell your brand story
- Provide insights to establish your thought leadership position
- Share customer successes

In demand marketing, use it to:

- Showcase multiple products or services
- Feature a single solution in detail
- Highlight opportunities like resources and events



**Video Ads** are a compelling way to engage your audience on LinkedIn, especially since people engage with video ads almost 3x longer than a static ad.



#### Make it work

- Include captions to attract and engage your audience, particularly those who watch videos on mute
- Treasure the first 10 seconds. Show your audience what you want them to see before viewer attention drops



#### Short videos (5-15s)



Try looped videos similar to animated gifs or adopt a teaser approach to encourage your audience to learn more

#### Mid-length videos (30s)



Establish your point in the first 5 seconds, then drive it home with quick product overviews or 'talking head' interviews

#### Long videos (1min+)



Weave a richer story that makes an emotional connection or imparts knowledge



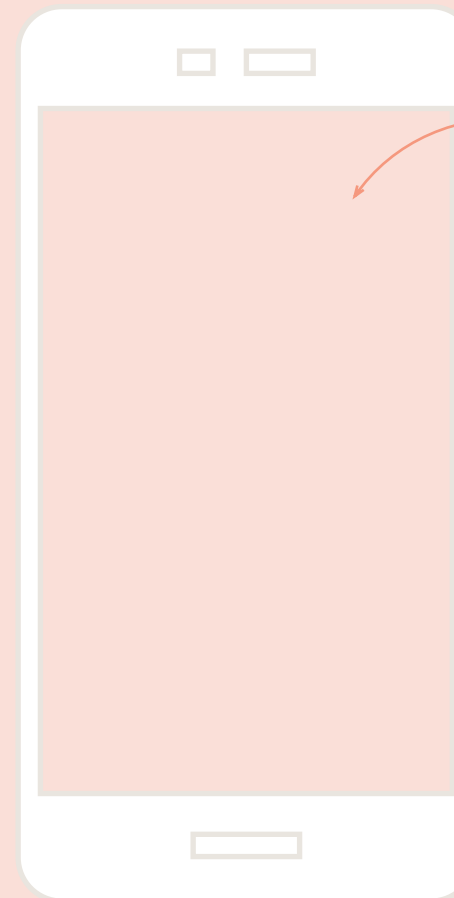
**Message Ads** allows you to send targeted messages directly to your audience in an uncluttered environment. Messages are delivered in real time, only when your audience is active on LinkedIn, to increase the likelihood of engagement.



#### Make it work

- Write an engaging subject line to entice audiences to read on
- Always introduce yourself and make your purpose clear
- Limit messages to under 500 characters
- Add hyperlinks to make it easier for the prospect to engage with the ad
- Focus on one call-to-action
- Add a Lead Gen Form to drive up to 4X more leads

**Conversation Ads** are the next generation of Message Ads. Use this format to engage your audience in a personalised manner as they control the conversation path with their responses.



#### Make it work

- Choose an appropriate sender — product demos could come from your Director of Sales, while event invitations could come from your CEO.
- Make your first sentence count. There's no subject line in a Conversation Ad so the first line can determine your open rate.
- Use 2-3 call-to-action opportunities to guide audiences into learning more.
- Drive higher quality leads by asking qualifying questions and including a Lead Gen Form for easy lead collection.

Right-Rail Ads are displayed on the side rail of the LinkedIn homepage and include:



- **Spotlight Ads** where your ads are visually personalised to your target audience. Capture attention by selecting the option to have their profile photo appear in the ad.
- **Follower Ads** encourage audiences to follow your Page or Showcase Page and feature their photo and your company logo.
- **Text Ads** are simple but versatile ads. Make them stand out by addressing your audience directly in your ad copy or adding an optional image.

## Make your **content** work too

Content matters in brand marketing. Your content marketing strategy can boost your paid advertising efforts significantly, especially when you use it to build trust in the business. Adopt a full-funnel content marketing strategy to guide your content creation in a way that anticipates and solves your audience's needs at every stage of the buyer journey.



**Your deep-dive resource:**

[Content marketing in times of uncertainty](#)



Inspired?

[Start planning your next campaign](#)

## Choose your format mix

Because LinkedIn ad formats are designed to work in harmony to help you achieve your objectives, you can amplify your advertising effectiveness by combining them in a variety of ways. The right mix for your campaign would necessarily depend on a host of factors, such as the nature of your business, but these tried-and-tested combinations offer an excellent starting point.

### Awareness

Video Ads, Single Image Ads,  
Conversation Ads



### Consideration

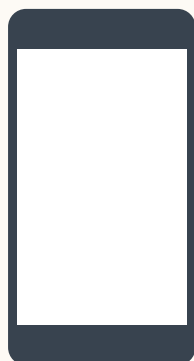
Single Image Ads, Carousel Ads,  
Conversation Ads



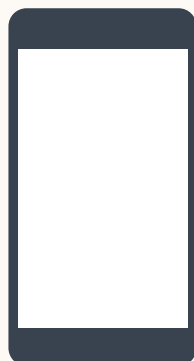
### Conversion

Single Image Ads, Carousel Ads,  
Message Ads, Lead Gen Forms

#### Single Image Ads



#### Video Ads



Use these in parallel to highlight interactive and engaging customer stories in testimonial videos while promoting case study examples with Single Image Ads.

Retarget those who watched 25% or more of your Video Ad with another Video Ad or a Single Image Ad to deepen engagement and provide them with the information they need at this early stage.

#### Conversation Ads



Deliver personalised stories at scale and allow your audiences to guide the conversation flow with multiple call-to-action buttons.



## Awareness

Video Ads, Single Image Ads,  
Conversation Ads



## Consideration

Single Image Ads, Carousel Ads,  
Conversation Ads



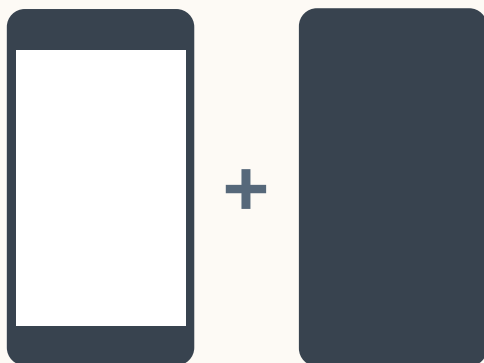
## Conversion

Single Image Ads, Carousel Ads,  
Message Ads, Lead Gen Forms

To drive website visits

Single  
Image Ads

Conversation  
Ads

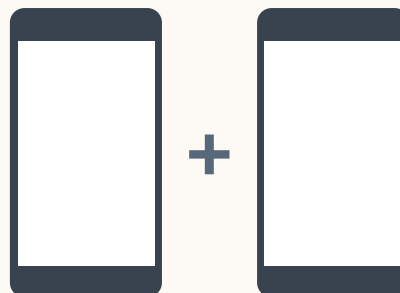


Use this combination to provide audiences with **multiple entry points** for taking the next action in the buyer journey.

To drive engagement

Video Ads

Carousel Ads



Deepen engagement by incorporating **more visual components**, whether to enable deeper storytelling or show product capabilities. This combination is great to show a video preview of an upcoming event you're **driving registrations** for, with Carousel Ads displaying a few keynote or featured speakers.

To drive video views



### Video Ads of varying lengths

**Increase your reach and engagement** with a visual story told through video ads of varying lengths. For audiences who **watched less than 50%** of your video, retarget them with a shorter video on a different topic.

For audiences who **watched more than 50%** of your video ad, deepen engagement with another video of about the same length that focuses on a middle-funnel topic.

## Awareness

Video Ads, Single Image Ads,  
Conversation Ads



## Consideration

Single Image Ads, Carousel Ads,  
Conversation Ads

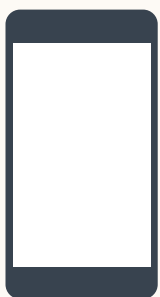


## Conversion

Single Image Ads, Carousel Ads,  
Message Ads, Lead Gen Forms

### For lead generation

Single  
Image Ads



+

Message Ads



+

Lead  
Gen Form



Use this combination to drive product demos, free trials or event registrations.

**Retarget audiences** who previously submitted your Lead Gen Form for middle-funnel conversion like content downloads with a personalised Message Ad and **a strong, single CTA**.

### For website conversions

Single  
Image Ads



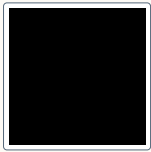
+

Message Ads



This combination helps **drive more high-intent conversion opportunities** such as white paper downloads or sales demos.

**Retarget website visitors** who downloaded your top-funnel content by serving bottom-funnel thought leadership or production information to capitalise on brand familiarity and known engagement.



## Mercedes-Benz Australia

**Location:** Melbourne, Australia | **No. of Employees:** 501-1,000 | **Industry:** Automotive



### Challenge

- Looking for new ways to innovatively reach and engage their target audience, Mercedes-Benz Australia needed to drive interest for its new C-Class car.
- It needed to run a short-term promotion, highlighting a free engine upgrade when members signed up during the offer period, and it needed to do this in a visual way to capture and engage the business community at large.



### Solution

- It leveraged Video Ads and Message Ads together to bring its C-Class to life in a visual way, while delivering 1:1, personalised messages to the inboxes of millions.
- Video Ads provided a way to tell the story of the new C-Class that reached hundreds of thousands of prospective customers in the LinkedIn Feed.
- Message Ads reinforced the short-term offer to sign up to win these upgrades with a single Call-to-Action.



### Results

**2x**

Open and clickthrough rates were nearly 2x as high as benchmark metrics



Inspired?

Start planning your next campaign



## SAS

**Location:** North Carolina, USA | **No. of Employees:** 10,001+ | **Industry:** Technology



### Challenge

- SAS is a leader in analytics. It wanted to make its presence felt in the diverse, high potential ASEAN market.
- Diversity was a big challenge as their digital campaigns were deployed in silos for Singapore, Thailand, Malaysia, Philippines, Indonesia & Vietnam.
- Optimising marketing impact, maintaining consistent geo-activation and tracking campaign results were quite tough.



### Solution

- SAS leveraged engaging digital assets like Carousel Ads and Sponsored Video to build brand awareness, which helped during the buying season.
- To take a full-funnel approach, Lead Gen Forms played an integral part in the campaign's success across ASEAN countries.
- Targeting IT decision makers became easier with InMails (now Message Ads), keeping them informed about the upcoming events and webinar series.
- This approach generated leads for the SAS sales team, with a gestation period of merely 3 days.



### Results

**\$2.54M**  
generated in sales  
pipeline in 2019

**2035%**  
return on marketing  
investment



“Using LinkedIn’s strong member base and advertising tools, we reached out to our top of the funnel prospects to achieve our marketing goals.”

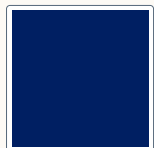
**Wendy Tey** | Marketing Director, ASEAN



Inspired?

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## London Business School

Headquarters: London, England | No. of Employees: 201-500 | Industry: Higher Education



### Challenge

- London Business School needed to increase their brand awareness and preference while continuing to deliver a healthy pipeline of leads for the Masters in Financial Analysis programme.



### Solution

- London Business School took a multi-format approach, which was informed by awareness of the need to increase salience and Share of Voice within a competitive market.
- Targeting by field of study, years of experience, and geographic location, it used Text Ads to invite prospects to “Fuel your future” and “Kick-start your career”.
- Sponsored Content activity added a fuller picture through stories of successful graduates and insights about the course experience. This meant that, when personalised Message Ads arrived inviting potential students to take action, they were met with a powerful response.



### Results

The multi-format approach delivered:

**17%**  
increase in Lead Gen Form completion rates

**10x**  
increase in frequency of ad exposure

**9%**  
decrease in cost per lead

“Combining Text Ads, Sponsored Content activity and Message Ads within a single integrated campaign significantly increased our frequency and joined the dots between brand and direct response messaging in our audience members’ minds. The results have been incredibly positive and it’s an approach that we’ll be continuing as we look at new opportunities on LinkedIn.”

**Stuart Aplin** | Head of Acquisition Marketing



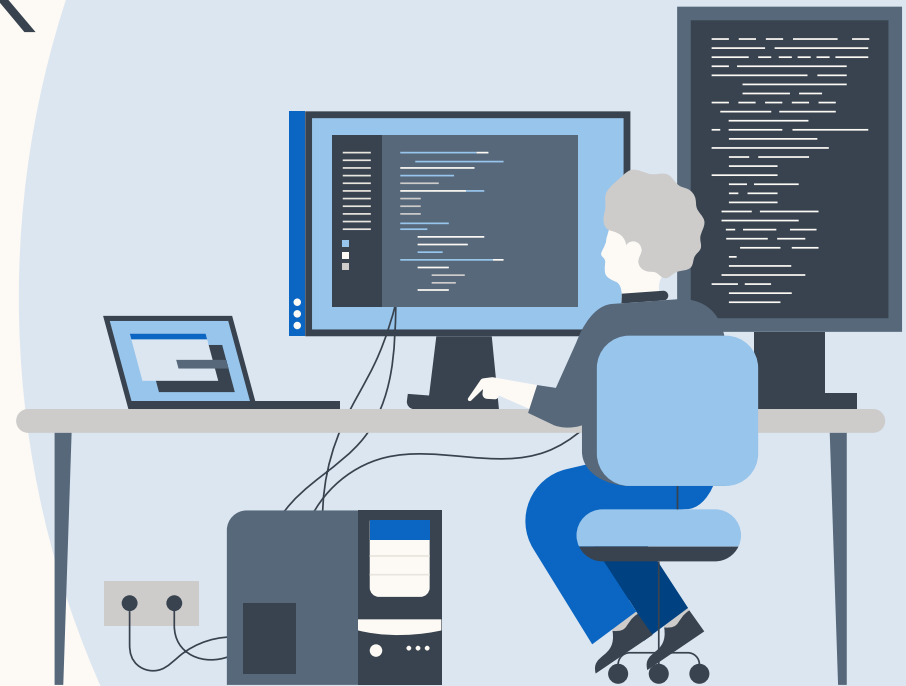
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## Step 5

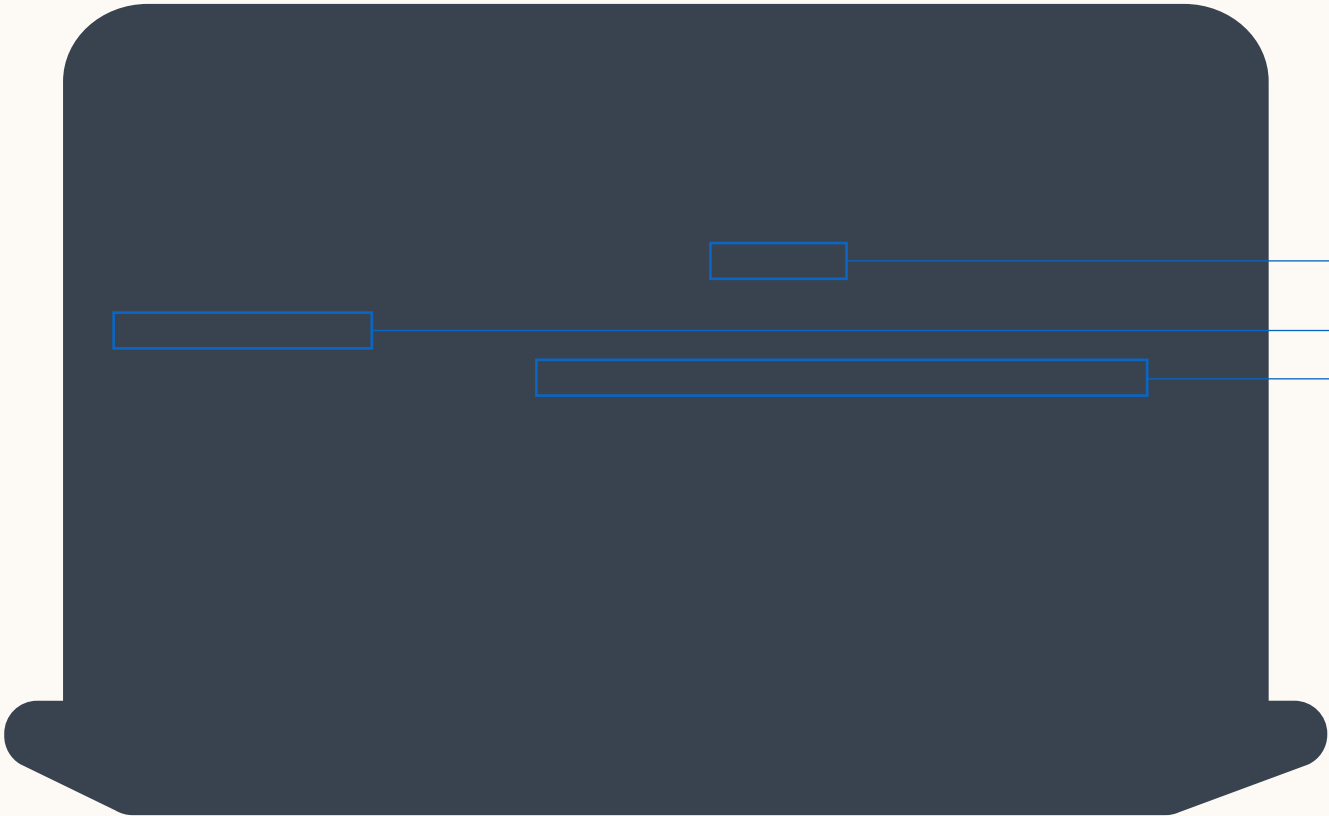
# Measure, track and **optimise**

Once you've got a campaign going, you want to make sure that you're reaching your audience in the most effective way. A commitment to measuring and optimising is an important aspect of advertising better on LinkedIn.



Campaign Manager, the advertising platform on LinkedIn, reports a wide range of metrics for every campaign you run. By tracking and comparing your key metrics based on your objectives, you can learn which campaigns and ad creatives are most effective.

Use these 3 tips to enhance the way Campaign Manager works for you.



**Personalise it**

Use pre-selected views to tailor your metrics that matter to you

**Work faster**

The search function lets you pull out relevant campaigns and ads based on entered keywords

**Analyse quicker**

Do analysis in seconds with 1-click breakdowns, quick totals and hover-overs



Take a closer look  
in Campaign Manager

Measuring your ad performance — and therefore the impact of your advertising investment — is critical. On LinkedIn, you can do this in seven easy steps:

1. **Identify your key metrics based on your objectives.**

Advertising objectives by stage	Measurement metrics
Awareness	<ul style="list-style-type: none"><li>• Impressions</li><li>• Clicks</li><li>• Click-through rate</li></ul>
Consideration	<ul style="list-style-type: none"><li>• Website visits</li><li>• Clicks</li><li>• Click-through rate</li></ul>
Conversion	<ul style="list-style-type: none"><li>• Conversion rate</li><li>• Cost per conversion</li><li>• Cost per lead</li></ul>

2. **Set up the LinkedIn Insight Tag to leverage Conversion Tracking.**

3. **Put Lead Gen Forms to work.**

Lead Gen Forms allow you to measure bottom-of-funnel metrics like Number of Leads and Cost per Lead. You will also get deeper insights into the demographics of leads that you have successfully converted.

4. **Let your campaigns run for at least 7 days before checking your campaign performance.**

It takes at least 7 days for the LinkedIn algorithm to learn about your campaign, so give it some time to work before you start optimising towards your campaign objectives.

5. **Use Campaign Demographics to analyse which audiences respond best to your ads.**

Based on these insights, you can create new target audiences or direct your ad spend to better-performing areas.

6. **Use Performance Insights for recommendations on improving your bids and budgets.**

Campaign Manager offers insights into your total budget, daily budget and bids to help you increase the competitiveness of your ads.

7. **Try A/B testing to identify your best-performing creative, copy and targeting options.**

By testing two similar campaigns with one small variation in creative, copy or targeting options, you can find out which combination is more effective.



**Discover the LinkedIn Insight Tag**

The LinkedIn Insight Tag is a snippet of code for your website. It enables you to see how your ads are driving valuable actions, including content downloads, sign-ups, purchases, and more. With it, you can track website conversions tied to all your LinkedIn ads, then let LinkedIn automatically optimise your campaigns for even more conversions. It also unlocks demographic insights about your website visitors and allows you to re-engage them by retargeting them with LinkedIn ads.

### Demonstrate marketing value with LinkedIn

Analytic Partners, an industry-leading measurement and optimisation solution provider, assessed the performance of LinkedIn across three verticals: Technology, Financial Services and Education. Media Mix Modelling (MMM) and Multi-Touch Attribution (MTA) modelling takes into account the full sales cycle and determines drivers of business performance across traditional and digital media. This long-term view of ROI highlighted the value of LinkedIn:

2-5x

In technology, LinkedIn generated 2-5x higher ROAS (Return on Ad Spend) than other social media platforms

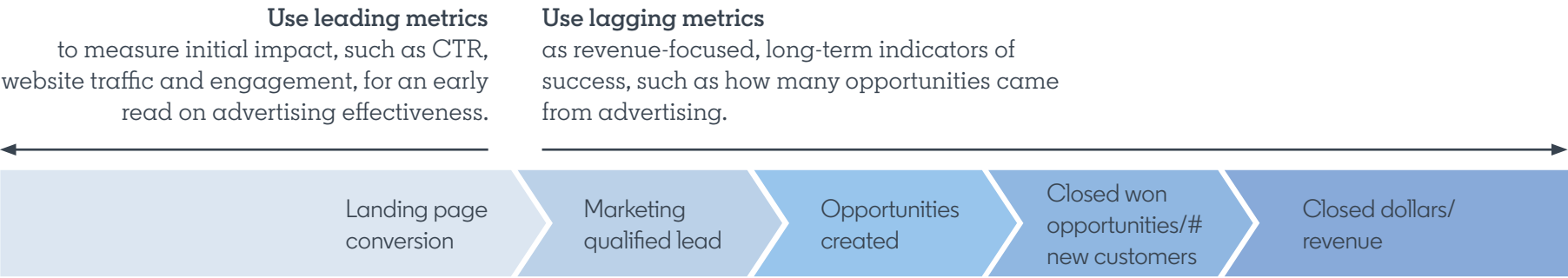
7x

In financial services, LinkedIn generated 7x more incremental customer sign-ups than Display

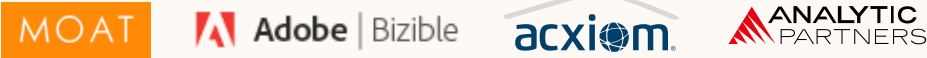
2-4x

In education, LinkedIn was 2-4x as effective as other display media\*

To achieve true measurement nirvana, however, you need to track your marketing campaigns through the sales funnel.



To support you, LinkedIn continues to invest in measurement across brand, performance and business outcomes through partnerships with leading providers, such as:



\*Source: Bachmann, Kathy. Menkes, Mike. Future-Proof Your Market Position: Rethinking Marketing Strategy in Turbulent Times. Analytic Partners. Apr 2020. Webinar



**Learn about LinkedIn's  
partnerships**

In a nutshell, to advertise better on LinkedIn, you need to:

**Step 1. Define your objectives** with a healthy balance between brand and demand marketing

**Step 2. Build a compelling organic presence** to amplify your paid advertising efforts

**Step 3. Target with precision** with profile-based targeting, company name targeting, contact targeting or website retargeting

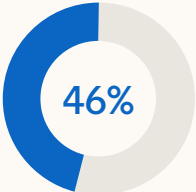
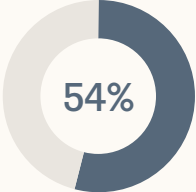
**Step 4. Choose your format mix** using powerful combinations to achieve your objectives

**Step 5. Measure, track and optimise** using LinkedIn's wide range of metrics as well as demographic and performance insights



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Budget Investment	Stage	Objectives	Optimisation	Targeting	Recommended Ad Format Mix	Measurement
 <p>46%</p> <p>in Brand</p>	Awareness	Brand Awareness	Impressions	Job Function + Seniority Skills or Job Titles Interest Targeting Lookalike Audiences	Series of Video Ads Single Image Ad + Video Ad Conversation Ad	Impressions Clicks Click-through rate
	Consideration & Engagement	Video Views	Video views	Job Titles + Member Traits Uploaded Lists Website Retargeting Retargeting by Engagement	Video Ads of varying lengths	Website visits Clicks Click-through rate
		Engagement	Clicks to landing page, LinkedIn Page, social pill, LinkedIn Page followers, social actions		Video Ad + Carousel Ad	
 <p>54%</p> <p>in Demand</p>	Conversion	Website Visitors	Landing page clicks	Uploaded Lists Website Retargeting Retargeting by Engagement	Single Image Ad + Conversation Ad	Conversion rate Cost per conversion Cost per lead
		Lead Generation	Lead gen form submissions		Single Image Ad + Message Ad + Lead Gen Form	
		Website Conversions	Conversions		Single Image Ad + Message Ad	

\* Reach your target audience off LinkedIn too through premium publishers like Business Insider with **LinkedIn Audience Network**. LinkedIn Audience Network is currently only available for Sponsored Content single image and video ads.

# Start advertising better on LinkedIn now

Put your learnings into action and get the results you want:

[Create an ad](#)

Prefer to learn more first?

[Explore LinkedIn Marketing Solutions](#)



**LinkedIn** Marketing Solutions