LinkedIn Message Ads Getting Started Guide



What are message ads?



Message Ads

Send direct messages to your prospects to spark immediate action



The market landscape is changing, presenting both challenges and opportunities for marketers More time is being spent on social messaging apps



This is shifting the way people communicate, with each other and businesses. 89% of consumers would like to use messaging with businesses, but only 48% of businesses are using messaging to engage with consumers.¹

The buying experience matters



8 in 10 of buyers say that the experience a company provides is as important as its products and services.²

B2B sales cycles are getting shorter



Marketers now need to make every interaction count by delivering a relevant marketing message to the right person at the right time.³



insiders are invited to a special webinar event, where we will be unveiling our new platform Codelane 5.0, months before anyone else will see it.

For attending, you and your team will receive early developer access and top-tier support, so you can get a head start using some of our new features in your apps.

-!--

Hope to see you there.

Manage your ad preferences or unsubscribe. See more

Register

- Jesse

Deliver a targeted message with a single CTA

Communicate to your prospects without having to worry about character limits

Drive stronger engagement than traditional emails

Messages are delivered in an uncluttered environment so that your brand stands out

Measure the impact of your messages

Understand the ROL with demographic reporting and conversation trackina.

With LinkedIn Message Ads, you can send direct messages to your prospects to spark immediate action



How do message ads work?



How message ads work

Message ads are delivered to your prospects on both mobile and desktop.

Delivered in real-time, when prospects are active on LinkedIn.

To prevent fatigue, LinkedIn members only receive the same message ad once every 45 days.



The anatomy of a message ad

Prospects can engage with your message ad by clicking on your CTA button, hyperlinks, and banner ad.





Mobile (No banner image)

Setting up your message ad

Step-by-step guidance to creating your message ad campaign

Log into Campaign Manager.

Click "Create campaign."

PAIGN MANAGEN AMPAIGN PERFORMANCE WEBSITE DEMO Techcore | 😳 Techcore_2019_XBT Create Campaign Order ID: 00632000 | Line ID: a523 Ads Accounts Techcore 2019 XBT X ilters 👻 Columns: Performance 👻 Breakdown 👻 Time range: 3/13/2019 - 4/11/2019 👻 Clicks O Average CTR O Bid O Average CPM C Average Create campaign Search by name, campaign ID, or type 0 D: 12399 3 mpaign Name 🗘 \$0.00 0 \$15.50 \$0.00 0 0 Completed V \$0.00 \$13.50 Con Con

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Top List_Funct= Marketing_Sen=Mgr+
 ID: 121711794 · Sponsored Content

In Campaign Manager, click "Create campaign" and the campaign creation page in the same window.

Choose which campaign objective aligns the most with your marketing objective

Name your campaign and select your objective

Step 1 Set up campaign		Objective ③		
• Objective		Let's get started! Select the o	bjective that best fits your goals belov	v.
AudienceAd format		Awareness	Consideration	Conversions
PlacementBudget & Schedule		Brand awareness	Website visits	Lead generation
Conversion Trackin	g			Website conversions
Step 2			Engagement	website conversions
 Ads in this campaig 	n		Video views	Job applicants
Step 3 Review & finish		Audience		
		Ad Format		
		Placement		

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Message ads are supported under the following objectives:

Select the "Lead Generation" objective to add a Lead Gen Form to your message ad campaign

Drive up to 4x more leads by adding a Lead Gen Form to your message ad.

A Lead Gen Form is pre-filled with accurate professional information from the prospect's LinkedIn profile, such as name, contact info, company name, seniority, job title, and location.

Prospects can sign up without leaving the ad.

••••• ♥ Q Search fo	4:21 PM or people, jobs, and	82% 🗩
Share a	n article, photo or idea	<u>ه</u>
FixDex Promote	ed	~
Learn how Fi	xDex understands the http://bit.ly/2jo	values and needs OlHn
Webinar: Cre fixdex.com	ating Deeper Custom	er Relationships
	🖉 Sign up	
94 Likes · 22 Com	nments	
占 Like	🖂 Comment	🖒 Share
Home My N	etwork Messaging No	A E

Choose your target audience

Select the desired profile language and location(s) of your audience

Note

After your campaign is saved as a draft, you will NOT be able to change the language.

	Audience Create a new audience	Select an audience 👻 🛛 Reset audience	
	Profile language 😨		
udience	9		
reate a n	ew audience	Select an audience 🔻 Reset audience	
English	Start building your audience by searching for attribut	tes of individuals you want to reach	
		Learn more about targeting criteria	
	Add targeting criteria like job title,	Company Demographics Education	
	Audience attributes Add targeting criteria like job title, industry, or skills Matched audiences Use your data to retarget website visitors or reach known contacts and accounts	Learn more about targeting criteria Company Demographics Education Job Experience Interests	
	Audience attributes Add targeting criteria like job title, industry, or skills Matched audiences Use your data to retarget website visitors or reach known contacts and accounts + Exclude people Linkedin tools may not be used to discriminate based or perceived race/ethnicity. Learn more	Company Demographics Education Job Experience Interests	

Narrow down your target audience

Refine "audience attributes" including: Company, demographics, education, job experience, and interests.

Leverage advanced targeting features such as Matched Audiences to re-target accounts, contacts, and website visitors.

Audience Create a new audience	Select an audience 👻 📔 Reset audience	
Profile language ③		
Locations Recent or peri	Locations Recent or permanent location 💌 💮	
United States × Exclude people in other lo	United States ×	
Start building your audie		
Q Search Audience attributes Add targeting criteria lik	Start building your audience by searching for attribut	es of individuals you want to reach
industry, or skills	Q Search	Learn more about targeting criteria
Matched audiences Use your data to retarge visitors or reach known accounts + Exclude people	Audience attributes Add targeting criteria like job title,	Company Demographics Education
inkedIn tools may not be perceived race/ethnicity. L	Matched audiences Use your data to retarget website visitors or reach known contacts and	Job Experience
Expansion	+ Exclude people	
	LinkedIn tools may not be used to discriminate based or perceived race/ethnicity. Learn more	personal characteristics like gender, age, or actual or
	Enable Audience Expansion ⑦	View audience summary Save as template

Once your targeting is set up, you can see real-time ad result forecasting

eate a new audience	Select an audience 👻	1-day 7-day 30-day	
ofile language ③		30-day spend	
nalish 🔻		\$220.00 - \$900.00	
cations. Recent or permanent location V @		30-day impressions 7,200 - 36,000	
		0TD	
nited States X		2.4% - 3.6%	
		30-day clicks	
Canada	Alabama	340 - 1,500	
Saint Pierre and Miquelon	Alaska	Note: forecasted results are an estimate and	ate and
💟 United States		do not guarantee actual campaign performance. Learn more about how we	
	Arkansas	forecast results	No
	California	Is this forecast helpful? Yes No	NO
	Colorado		

Select "Message ad" as your ad format

Only one ad format can be selected per campaign

Note

Message ads will NOT run on the LinkedIn Audience Network they will serve on LinkedIn only

Ad format Choose your ad format Carousel image ad Single image ad o ad Text ad <u>8</u> Spotlight ad Message ad

Set up your campaign budget and schedule

Set a total budget, or daily and total budget.

- Setting a daily budget is not recommended, since ads are delivered in real-time and have strict frequency caps
- You are only able to bid on a cost-per-send basis

Budget & Schedule	
Budget ③	
Set both a daily and total budget	
Daily Budget	
CA\$5,000.0 Actual daily spe	
Total Budget	
CA\$10,000.	
Set a start and end date	
Bid type	
Maximum CPS Bid 💌	
I will adjust my CPS (cost per send) bid manually. ③ Optimization goal: we deliver your ads to people as many times as possible when they're active on	n Lir
Bid amount	
CA\$0.20 per ad sent	
Recommended bid: CA\$0.15	
Recommended bids are based on your daily budget for improved budget utilization.	
Other similar advertisers are bidding between CA\$0.15 - CA\$0.17	

About scheduling

- Start date cannot be in the past
- An end date is not required. Campaign will end either when total budget is reached or campaign end date.

		Dudget & Cohadula
		Budget & Schedule
		Budget ⑦
		Set both a daily and total budget 💌
		Daily Budget
		CAS5 000 C Actual daily spend may be up to 20% higher ③
		CA\$10,000.
	~	
1	Scr	nedule 🕑
	0	Run campaign continuously fr
	-	······
		Start date
		late.
		11/14/2019
		Your campaign will start at 12:000
	\bigcirc	Set a start and end date
		my times as possible when they're active on LinkedIn.
	Bid	type
		imum CPS Bid
		Other similar advertisers are bidding between CA\$0.15 - CA\$0.17

Add conversion tracking to monitor the valuable actions people take on your website

Conversion tracking lets you see how your ads led to valuable actions on your website, including content downloads, sign-ups, purchases, and more.

Visit our <u>help center</u> for details.

Conversion tracking (optional) ③ Measure the actions members take on your website after clicking or viewing your LinkedIn ad.

+ Add conversions

Once you've completed the campaign setup, click "Save and next" to continue to set up your ads.

Save and next



Under "Browse existing content," click "Create new ad" or select an existing ad.



Create your ad

Assign a name for your message ad that's distinctive, to make it easy to differentiate ad variations.

Choose the sender:

To add a team member as a sender, click "add sender." Make sure he/she is already your first-degree connection. He/she will need to approve your request.

Na F	me this ad ⑦ ixDex Data Summit Executive ∨1 11	
1. Se	Sender ③	Add sender
c	Kennedy Quinn YOU	
	Add sender	×
2.	M Alex Media • 1st FixDex National Transformation and A.I. Officer	

Add a subject

- Keep the subject line concise, relevant, and conversational with a clear call-to-action.
 We recommend keywords like "Connect," "Opportunities," and "Join us/me"
- 60 characters max.

2. Message @	
Subject ③	
You're invited to join the FixDex Data Summit	13
Message text ③	
B I \underline{U} \vdots \vdots x^2 x_2 ϑ Insert custom fields \checkmark	

Create your message

- Introduce yourself, and state a clear purpose for your outreach
- Keep message short and sweet. We recommend
 < 500 characters
- To boost conversion, add hyperlinks to make it easy for prospects to engage
- 1,500 characters max.

ibject ()		
/ou're in	vited to join the FixDex Data Summit	
essage te	ext @	
B I	$\underline{\underline{U}} \exists \exists x^2 x_2 \mathscr{O} \text{Insert custom fields} \checkmark$	
Hi %F	IRSTNAME%	
111 /01		
l'm Ke	nnedy Quinn, the Director of Analytics here at FixDex.	
Love a	nalytics? Join us at the FixDex Data Summit. With multiple track	s
and se	ssions, you can learn about big data, AI, data science, IoT, mach	nine
learnir	ig, and more.	
Early k	ird discounts are available. Hope to see you there.	
– Kenr	iedy	

Customer footer, CTA, banner image

- Add a custom footer with a disclaimer, or terms & conditions (optional)
- By default, LinkedIn's terms & conditions will be shown in the footer of each message ad

Call-to-act	on 🔊			
Download				
Landing pa	ge URL 🕐			
https://fi>	dex.com/datası	ummit		
Image				
Upload a	panner creative v	with your ad		Upload imag
300 x 250; banner only	JPG or PNG; up t shows on deskte	to 2MB. Adding a ba op but not on mobile	nner creative reserve e or the conversatio r	es that ad space for you. ⁻ n window

CTA (required): Enter the exact text for the call-toaction button. Up to 20 characters.

Image (optional, but highly recommended):

- 300x250 banner image
- Shows on desktop only (not on mobile)
- If no banner image is provided, then another brand's image may appear next to your message ad

Click "Create."

Download		20
Download		20
Landing page URL ③		
https://fixdex.com/datasun	nmit	
Image		
Upload a banner creative wi	th your ad	Upload image
300 x 250; JPG or PNG; up to banner only shows on desktor	2MB. Adding a banner creative r but not on mobile or the conver	reserves that ad space for you. The rsation window

Before sending your message ad

Click on the "•••" in the ad view menu to:

- Duplicate the ad
- Edit the ad (only when still in draft mode)
- Send a test message to yourself, to preview what the prospect would see, and to ensure accuracy

6	FixDex Data Summit Executive v1		
	You're invited to join the FixDex Data Summit		
	Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit	Draft 🔻	
		Duplicate	
	FixDex Data Summit NoReg		
	You're invited to join the FixDex Data Summit Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit	Edit	
		Send test message	

View message ads performance

Monitor your ad performance

View robust reporting and success metrics directly in the Campaign Manager dashboard.

Track campaign metrics such as:

- Sends
- Opens
- Open rate
- Click Through Rate
- Clicks (button, banner, link)
- And more



Defining Campaign Manager reporting metrics

Metric	Definition		
Sends	Number of times your ad was sent (i.e. impressions)		
Opens	Number of times your ad was opened (unique opens)		
Clicks	Sum of clicks on CTA buttons and link clicks		
Button Clicks	Sum of clicks on CTA buttons		
Banner Clicks	Sum of clicks on the banner ad		
Link Clicks	Clicks in the message body		
Open rate	% of Opens divided by Sends		
Click to Open rate	% of Clicks divided by Opens		
Cost per send	Spend divided by Sends		
Cost per open	Spend divided by Opens		
Average CPC	Spend divided by Clicks		

What metrics should you use to evaluate campaign performance?

		"Website Visits" objective	"Website Conversions" objective	"Lead Generation" objective
Upper	Open Rate	Yes	Yes	Yes
funnel	Cost Per Send	Yes	Yes	Yes
Mid funnel	Click Through Rate	Yes	Yes	No
	Lead Form Open Rate	No	No	Yes
	Cost Per Click	Yes	Yes	No
	Conversion Rate	—	Yes	—
Lower funnel	Cost Per Conversion	 _	Yes	—
	Cost Per Action	Yes (Website Action, Registration, Conversion, etc.)	Yes (Website Action, Registration, Conversion, etc.)	No
	Lead Fill Rate	No	No	Yes
	Cost Per Lead	Yes	Yes	Yes

Evaluate your campaign based on your objectives and goals. Use this matrix as a guide to select metrics to track success at each stage of the funnel.

Thank you

Visit the <u>message ads homepage</u> for case studies, how-to videos, and best practices.

