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data driven digital marketing

How you can use LinkedIn to make connections and grow your business

in

LinkedIn by numbers

LinkedIn is the world's largest professional network with over **630 million registered members** in over **200 countries and territories**.
There are more than **30 million companies** represented worldwide on LinkedIn and **35,000 different skills** listed.

27 million
Number of UK users

40/60
Female/Male Split

+8%
Quarterly Growth Jan 2019

51%
UK Adults that can be reached via LinkedIn

13%
Percentage of internet users who use social media for work purposes

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Advertising on LinkedIn

Advertising on LinkedIn is comprised of three main components that you can use to address different business challenges.

- **Campaign objectives**
- **Audience targeting**
- **Types of ads**

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Objectives

- **Awareness**
  - Brand Awareness (TBC June 2019)
- **Consideration**
  - Website visits
  - Engagement
  - Video Views
- **Conversions**
  - Lead Generation
  - Website Conversions (TBC June 2019)
  - Job Applicants (TBC)

Whilst website conversions isn't available yet as a direct objective you can still run conversions campaigns by selecting Website Traffic and using conversions and the optimization metric.

For brand awareness currently we can use Website Traffic and optimize for impressions to maximise the amount of ads being served.

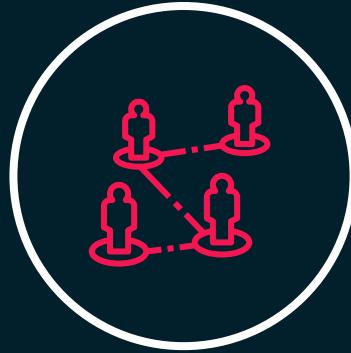anicca

Audience Targeting Options

Job Experience

- Job function
- Job seniority
- Job title
- Skills
- Years of experience

Education

- Degrees
- Fields of study
- Member schools

Demographics

- Age
- Gender
- Location

Company

- Company connections
- Company followers
- Company industry
- Company name
- Company size

Interests

- Member interests
- Member groups

Matched audiences

- LinkedIn offers matched audiences that can be created in a number of ways
  - Website data (from your insight tag)
  - From uploading customer lists
  - From a data integration service like the ones on the right

Audiences must match at least 300 LinkedIn accounts.

To give an idea of size LinkedIn recommend a min of 10,000 with the max being 300,000

Audiences will expire after 90 days if unused or unedited

Data Integration Partners

- Marketo
- Oracle Eloqua
- Liveramp
- Acxiom
- Zapier
- Salesforce Advertising Studio
- Microsoft Dynamics 365
- HubSpot

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Formats

- **Single image ads** - Run native ads in the LinkedIn feed across desktop and mobile

- **Carousel ads** - Tell an interactive story that inspires professionals to take action

- **Video ads** - Captivate a professional audience with native video at every stage of the buyer's journey.

- **Text ads** - Drive new customers to your business on a budget that works for you

- **Message ads (InMail)** - Send personalised messages to the people who matter most to your business

- **Dynamic ads (desktop)** - Engage prospects with ads automatically personalised to them

  - Follower ads

  - Spotlight ads

  - Job ads

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But first…

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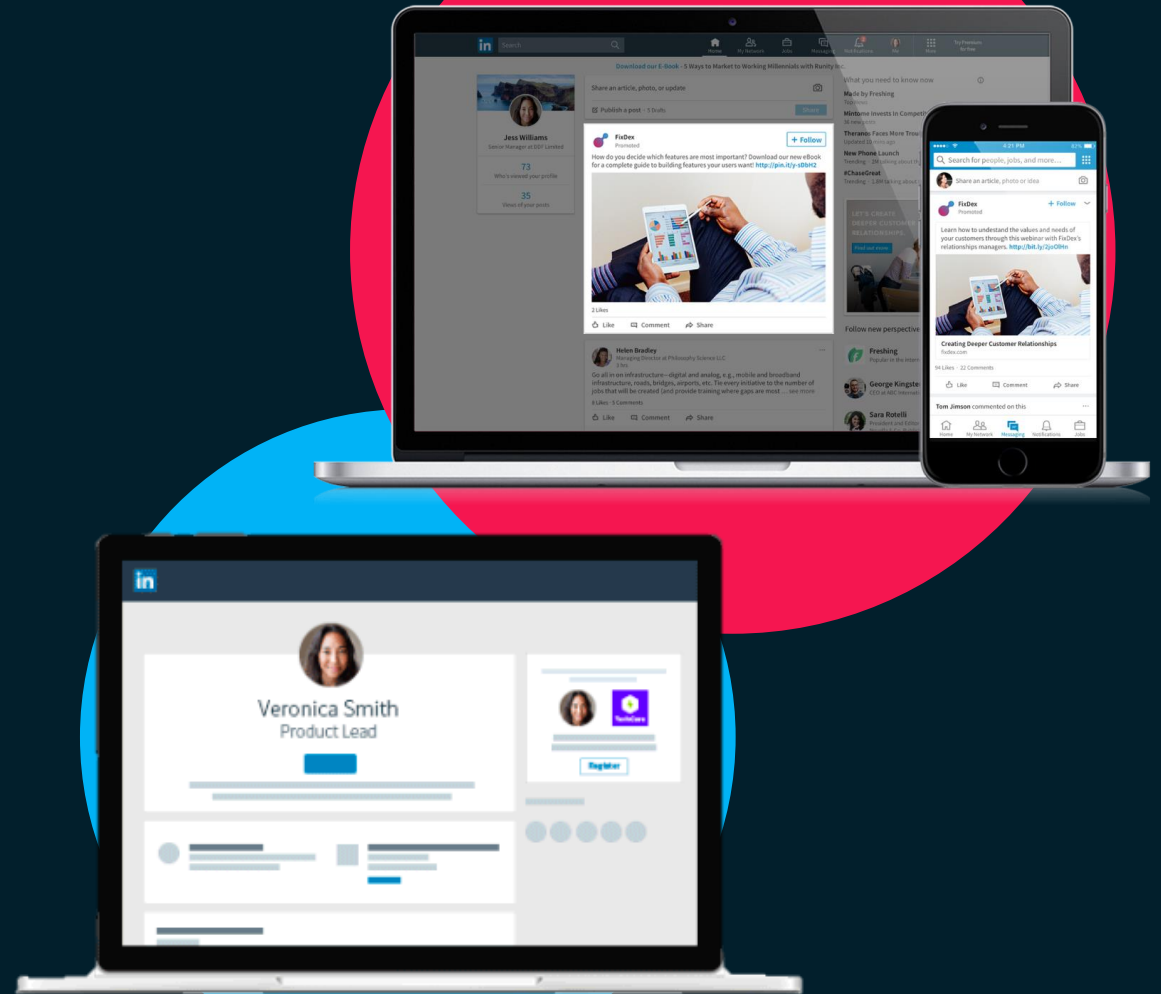
Your LinkedIn company page

- Have you got your LinkedIn company page set up?

- Have you added your logo and a relevant header?

- Have you encouraged your employees to list the company as their employer using the page?

- How many times are you posting content a week?

- Who is responsible for managing engagement on LinkedIn for your company? Responding to posts and comments?


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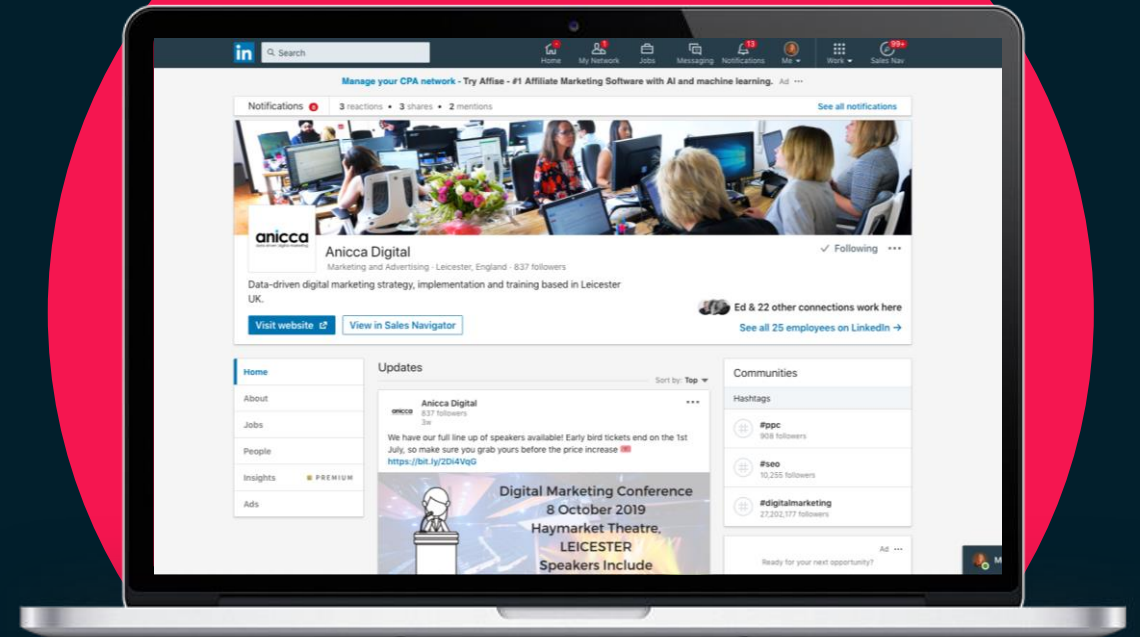
Your LinkedIn company page

A recommended strategy suggests you should do the following…

- Approximately **1 hour** posting and engaging with your audience via LinkedIn

- Update your header image every **6 months** to keep the page fresh

- Post **3-4 times** a day

- Mix up you content and post about more than just your company and share

  - Company news

  - Blog content

  - Industry news and research

  - Case studies

1 Hour

6 Months

3-4 Times

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Content suggestions tool

- Struggling to know what your audience are engaging with?

- Minimum 300 page followers before you get suggestions for your specific follower audience

- Focus content around what is trending for your target audience in the last 15 days

- Specify your audience by different
  - Industries
 - Locations
  - Job Functions
  - Seniorities

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Campaign #1

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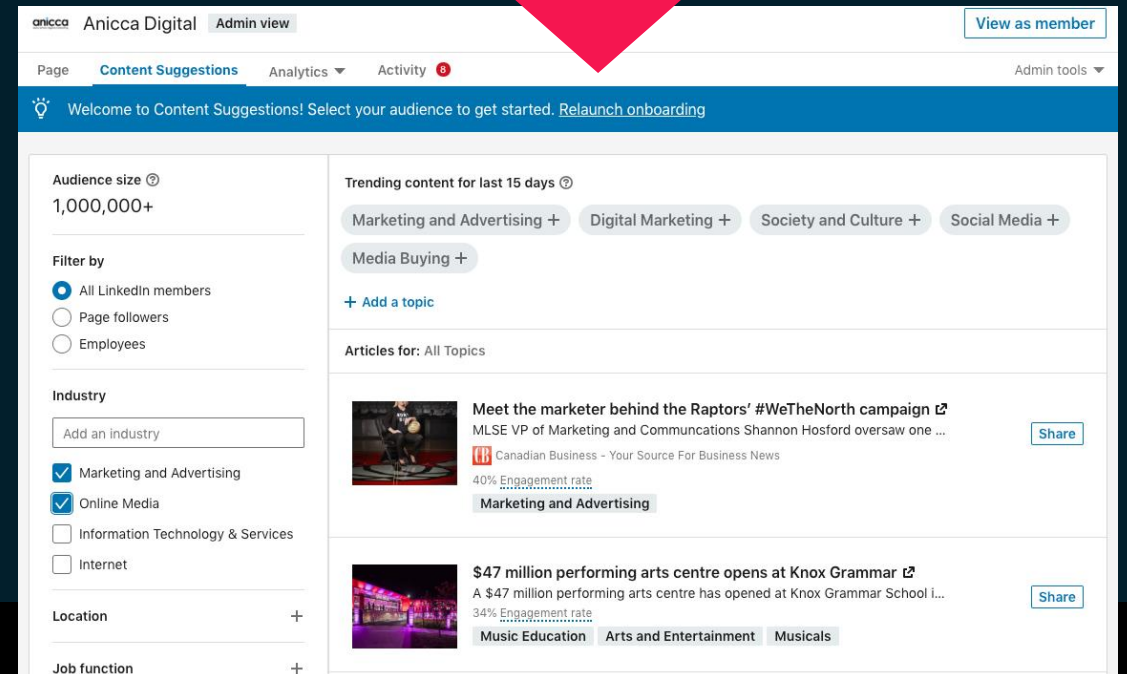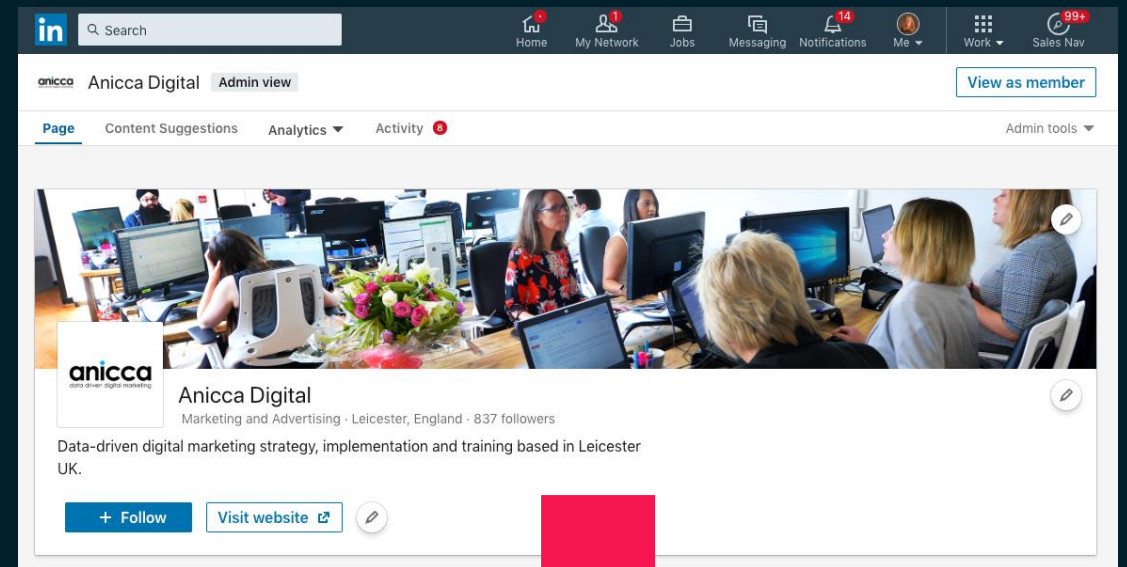
Brand awareness – Engagement campaign

- Use engagement as the objective for your campaign

- Got an extensive customer list you want to follow you? Create a matched audience and find your customers on LinkedIn

- If not, build your audience based on who you think your customer is or the type of customer you want

- Select a handful of your most relevant pieces of content to create a range of single image, carousel and video ads
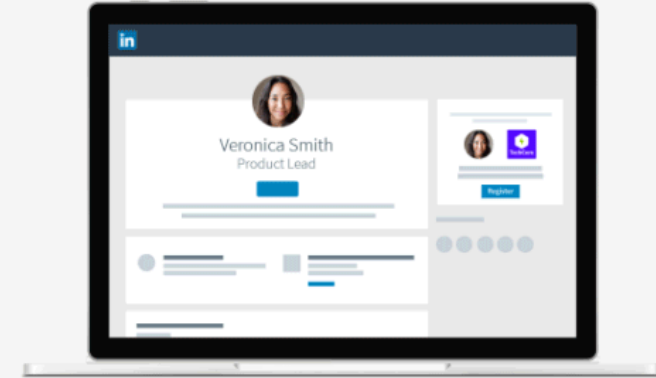
You could also use Website Traffic and select follower ads as your placement option.

The downsides are these are desktop only and don't have any real content to them so aren't great if people don't know who you are or what you do.

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Analyse your page and posts

- Use your page analytics to understand who is engaging with your page and which of your posts are performing best

- Are you attracting who you thought you would?

- Are there any unexpected insights you can use in your targeting about the job titles of people following you or industries they work in?

- What content is performing best?

- How do you compare to the competition?

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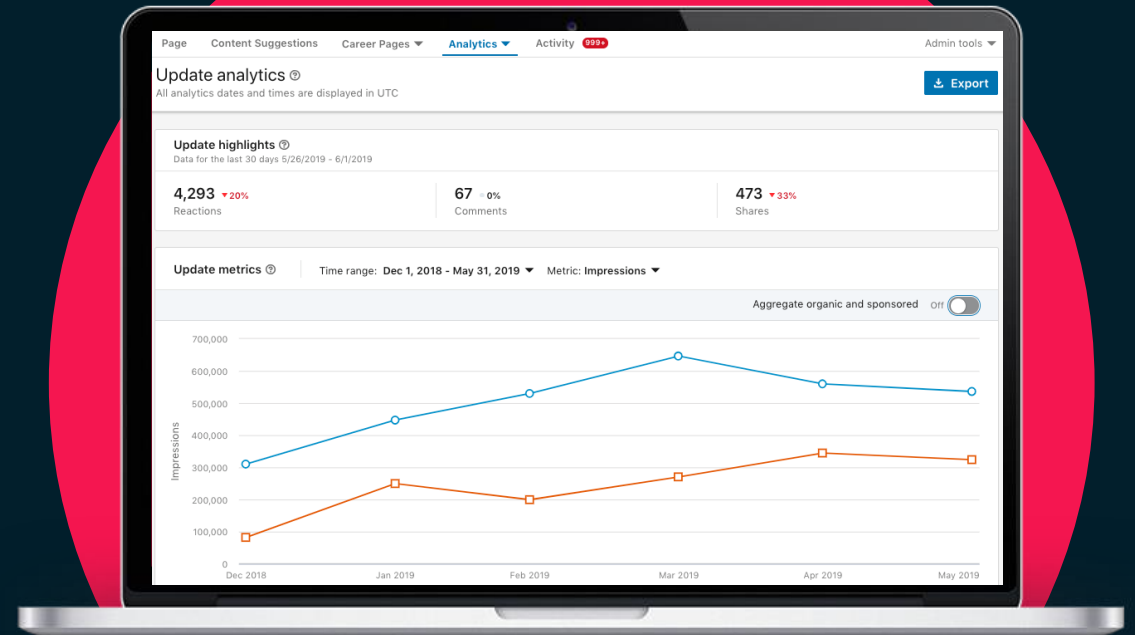
The LinkedIn Insight Tag

- Once LinkedIn has matched a minimum 300 LinkedIn accounts
- Provides insights into who is visiting your site
  - Job function
  - Job title
  - Job seniority
  - Company
  - Company industry
  - Company size
  - Location
  - Country
- Useful for targeting of ad campaigns and also content suggestion targeting

There are 3 ways to install an Insight Tag

1. Add the HTML directly to your site yourself
2. Send it to a developer directly for them to implement your site
3. Use a tag manager like Google Tag Manager, Tealium, Adobe, Ensighten etc.

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Campaign #2

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Get relevant people to your website - Traffic campaign

- Website Traffic should be the selected objective
- Sponsored content is the ideal format for getting attention in both mobile and desktop feeds
- Talk about your business and what it can offer the sector(s) you want to target or new business developments
- Use your insights from your website visitors in your audience targeting
- Drive visitors to the most relevant section of your website directly.

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Creating effective sponsored content

- Write ad headlines that are **under 150 characters**. Concise headlines lead to more engagement.

- Keep descriptive copy **under 70 characters**. Note that anything over 100 characters could be truncated.

- Use high quality large images. Content with larger visuals tend to get up to **38% higher CTR** (click-through rates).

- Feature a **clear CTA** (call to action), so your audience knows how to act on their interest.

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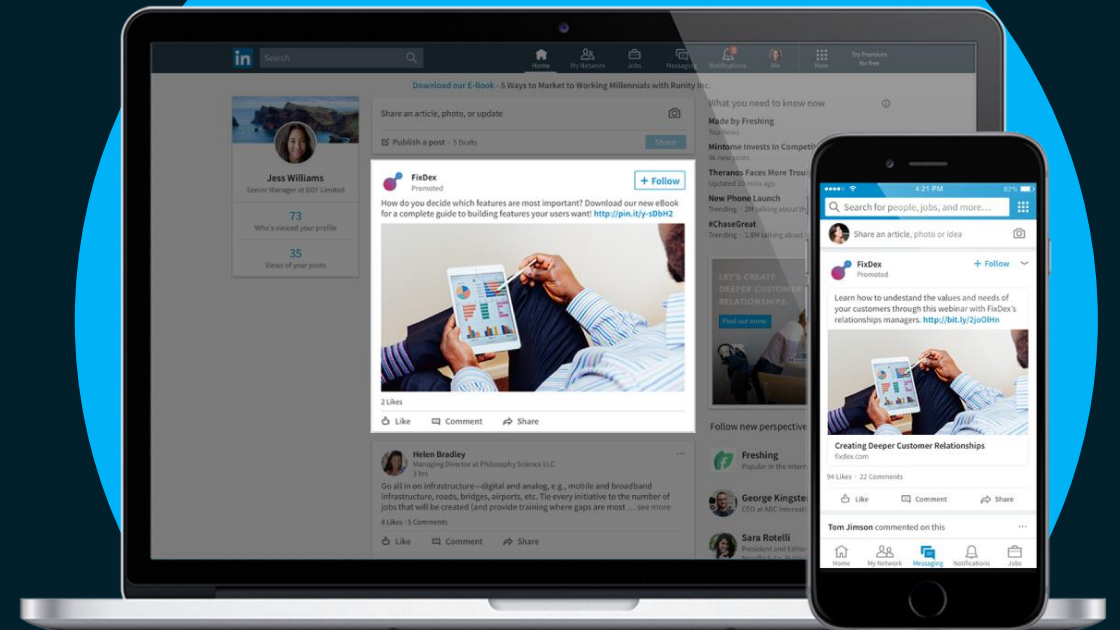
Create custom audiences

- Make a custom audience based on the people visiting your site that you can remarket to with future campaigns
- Use a remarketing audience to follow up with more direct calls to action in future campaigns like lead generation etc.
- Create a look-a-like of the people visiting your pages to find new prospects who match the attributes of people visiting your site

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Campaign #3

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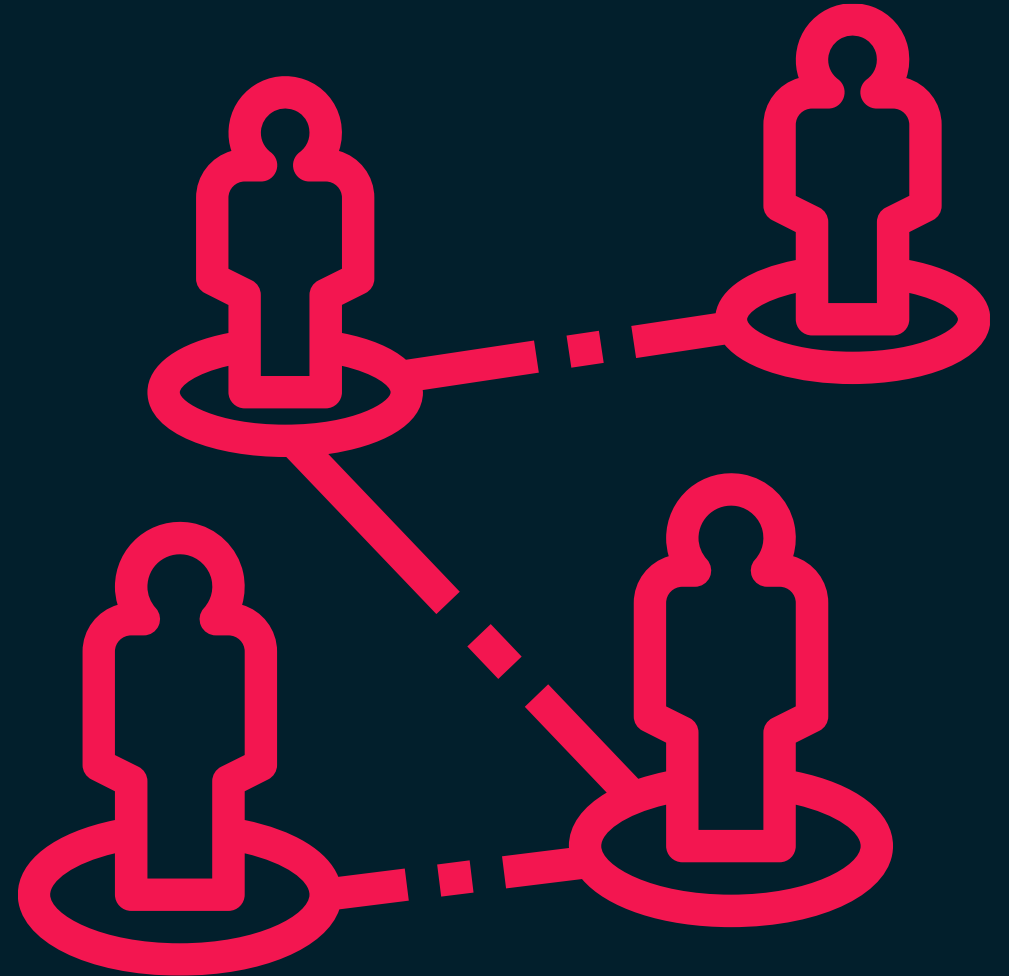
Lead generation campaign

- Retarget users who have previously been to your site with lead gen ads encouraging them to sign up for someone to get in touch

- Use the incentive of an exclusive piece of content to encourage form completions from new audiences and reiterate the benefit to sign up the lead form

- Integrate your LinkedIn Generation directly into your marketing automation or CRM software or download them directly as a CSV

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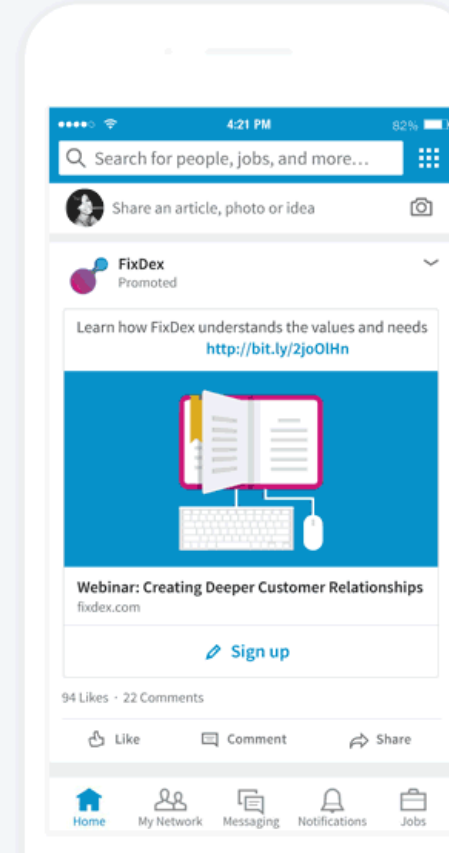
Use the campaign insights

- Analyse the campaign

- Who responded?

- Did you ask for too much information?

  - Look at lead form opens vs completions

  - Was the incentive for signup clear?

- How many people clicked through, viewed, downloaded, etc.

- Understand which ads drove the best response

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Campaign #4

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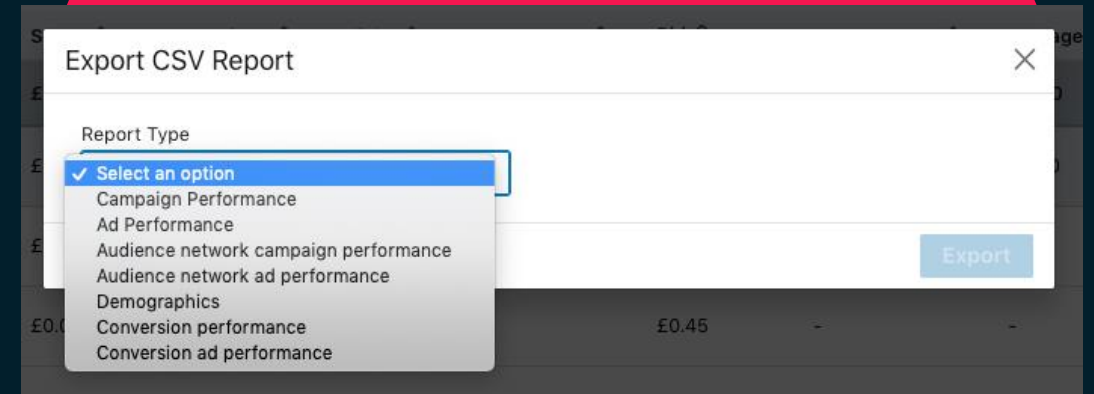
Message ads campaign

- Boost registrations and signups with personalized invites to webinars or in-person events

- Drive conversions with targeted product and service promotions

- Promote content downloads of infographics, white papers, eBooks etc.

Creating effective message ads

- Keep the subject line short and compelling

- Use personalization around their name, job title or company and address people directly

- Make sure the sender is relevant and credible

- Keep it short and think mobile first

- Be clear with the CTA, what is the user supposed to do next?