

Getting Started with LinkedIn Advertising



anicca



About me



Bakti Jethwa

Paid media account director at Anicca Digital

- Paid media account director, specialising in social media
- 7+ years experience in social media marketing, for well recognised B2B and B2C brands – Experian, Thomson Reuters, IBM, Deichmann Shoes, Warwick Business School, Chartered Institute of Procurement & Supply...
- Running successful advertising campaigns across key social platforms including Facebook, Instagram, Twitter, LinkedIn, Pinterest and Snapchat

Examples of the
brands we work with



Why LinkedIn advertising?



Why LinkedIn Advertising?

▶ Unique and rich targeting capabilities

LinkedIn's career-focused targeting criteria allows you to reach more than 90 million senior-level influencers, 60 million decision makers, and 10 million C-suite members. Something that no other advertising platform can offer.

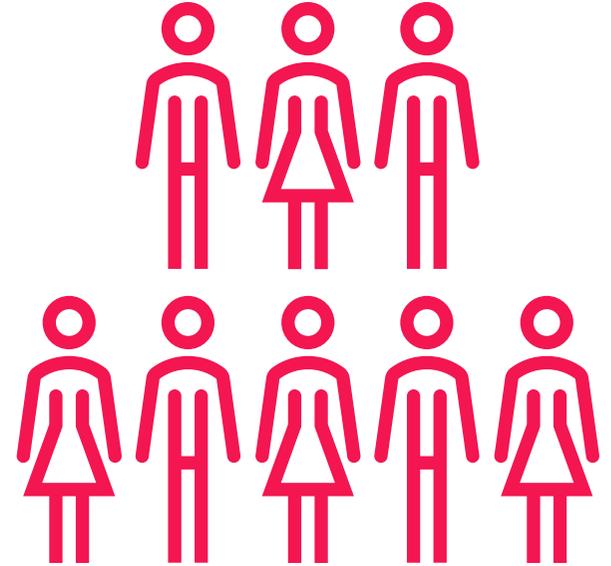
▶ Advertising to meet specific business objectives

You can make sure the right people see your ads and take the right actions too, whether it's:

- Brand Awareness
- Audience Engagement
- Drive Qualified Traffic To Your Site
- Lead Generation
- Boost Website Conversions

▶ Fast-developing platform following Microsoft acquisition

In the past, LinkedIn had limited advertising options for companies. Yet, as the platform has continued to mature it has seen some different marketing tactics open for business owners looking to engage professionals on the social network.





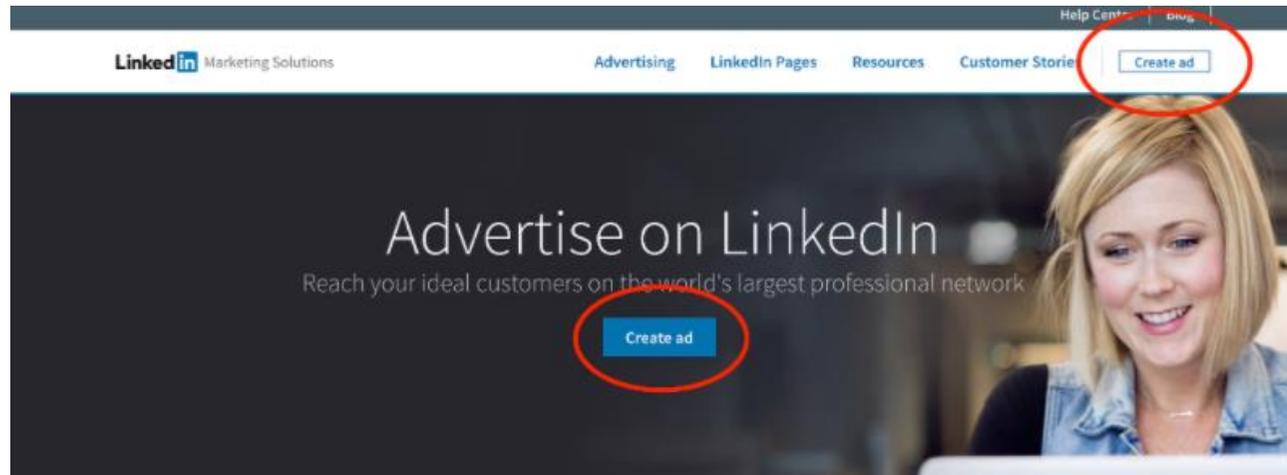
How to Advertise on LinkedIn

Setting up LinkedIn Campaign Manager

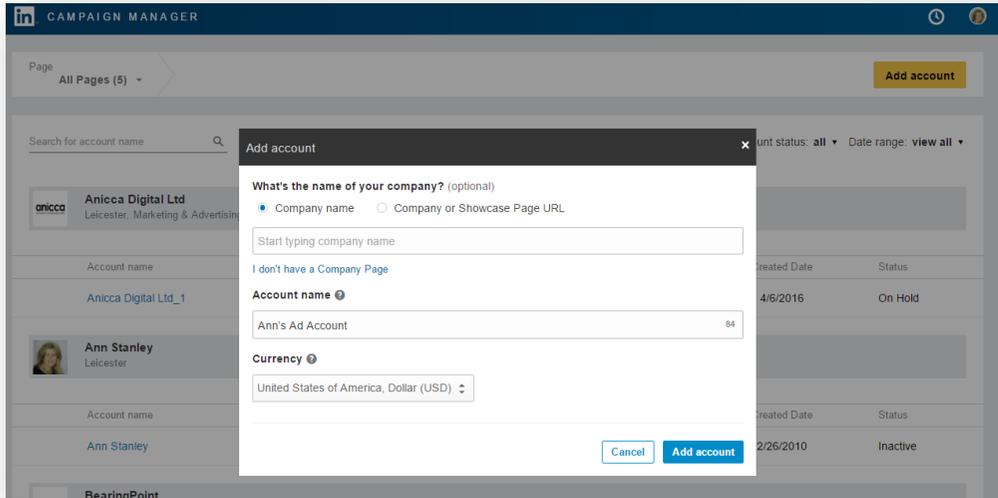
- ▶ Your LinkedIn advertising campaigns will live on a platform separate from the LinkedIn you see every day — the **LinkedIn Marketing Solutions** platform.

<https://business.linkedin.com/marketing-solutions/ads>

Visit this page to get started with your campaign, and select *Create Ad*.



Create a LinkedIn Campaign Manager account (if you haven't already)



The screenshot shows the LinkedIn Campaign Manager interface with an 'Add account' dialog box open. The dialog box has a title 'Add account' and a close button. It contains the following fields and options:

- Radio buttons for 'Company name' (selected) and 'Company or Showcase Page URL'.
- A text input field labeled 'Start typing company name'.
- A link: 'I don't have a Company Page'.
- A text input field for 'Account name' with the value 'Ann's Ad Account' and a character count '84'.
- A dropdown menu for 'Currency' with the selected value 'United States of America, Dollar (USD)'.
- 'Cancel' and 'Add account' buttons at the bottom.

The background shows a list of accounts with columns for 'Account name', 'Created Date', and 'Status'. Visible entries include 'Anicca Digital Ltd', 'Anicca Digital Ltd_1', 'Ann Stanley', and 'BearinaPoint'.

1. New advertiser: If you're a new advertiser, simply select the type of advert you would like to run
2. Returning advertiser: Click 'Add Account' and select your company name, chosen account name and currency

Create a LinkedIn Campaign Manager account (if you haven't already)

- ▶ On your dashboard — or "Campaign Manager," as it's formally called — you'll see a call-to-action (CTA) to Create Campaign

The screenshot displays the LinkedIn Campaign Manager dashboard. At the top, there are navigation tabs: 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is visible in the top right corner. Below the navigation, there are four main sections: 'Accounts' (with a dropdown menu), 'Campaign Groups' (4 total campaign groups), 'Campaigns' (7 total campaigns), and 'Ads' (37 total ads). A 'Create campaign group' button is located in the 'Campaign Groups' section. Below this, there are filters for 'View: Performance', 'Breakdown', and 'Time range: 8/1/2018 - 8/9/2018', along with an 'Export' button. A table lists the campaign groups with columns for Campaign Group Name, Status, Spent, Impressions, Clicks, Average CTR, Bid, Average CPM, Average CPC, and Conversions. The table shows two rows: one for '4 campaign groups' and one for 'Default Campaign Group' (CID: 507427188) which is 'Active' and 'Running'.

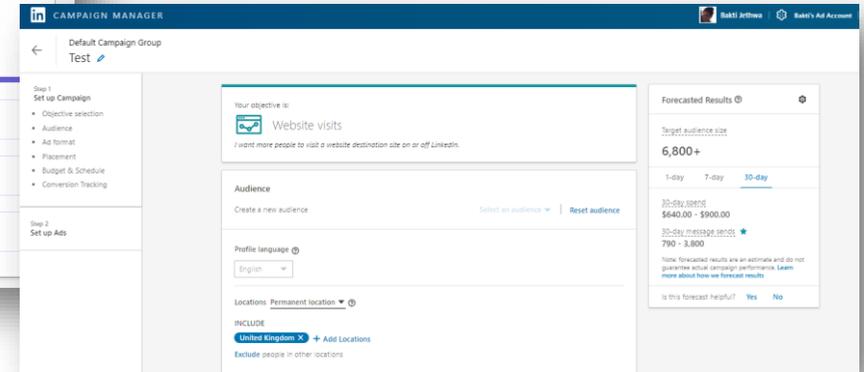
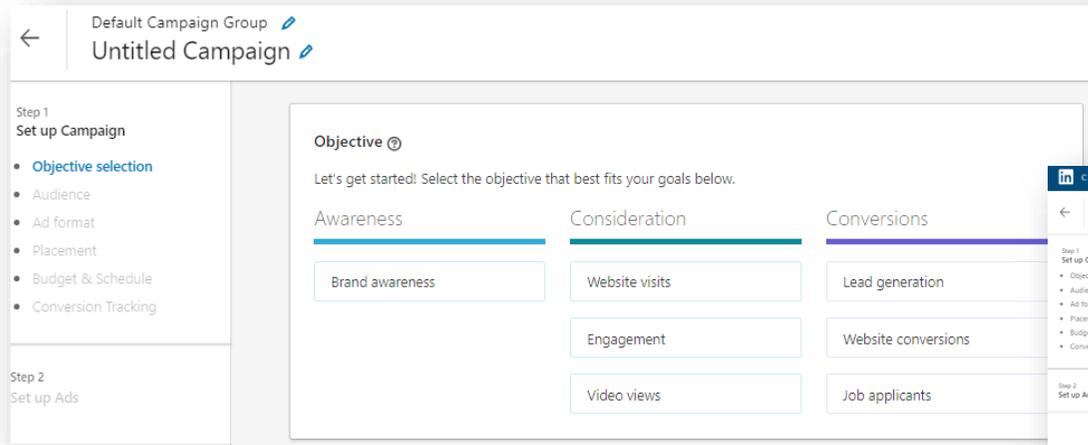
Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions
4 campaign groups	—	£400.29	13,239	78	0.59%	—	£30.24	£5.13	0
Default Campaign Group CID: 507427188	Active Running	£0.00	0	0	-	-	-	-	0



Advertising Options and Formats

Set your LinkedIn ad campaign objective

There are three overarching campaign themes: **Awareness, Consideration, and Conversions**



LinkedIn's objective-based advertising

You can choose from 7 objectives:

▶ **Brand Awareness:**

- To gain more ad impressions.
- To raise awareness of your product, services, or company
- Brand Awareness ad formats: single image ad.

▶ **Website Visits:**

- If you want to drive traffic to your site.
- Website Visits ad formats: text ads, single image ad, carousel ad, video ads, spotlight ads, and message ads.

▶ **Engagement:**

- If you want to get more people to engage with your posts or increase followers for your company page. Note that your ad will include a Follow button.
- Engagement ad formats: single image ad, carousel ad, video ads, follower ads.

▶ **Video Views:**

- If you want to encourage people to watch your videos.
- Video Views ad formats: video ads.

LinkedIn's objective-based advertising

You can choose from 7 objectives:

▶ **Lead Generation:**

- Select this objective if you want to capture more quality leads. When users click on your ad, a lead generation form will open, pre-filled with data from their LinkedIn profile.
- Lead Generation ad formats: single image ad, carousel ad, video ads, and message ads.

▶ **Website Conversions:**

- Opt for this objective if you want users to complete a specific action such as download a white paper or register for a webinar.
- Conversion tracking must be enabled for this objective.
- Website conversion ad formats: single image ad, carousel ad, video ads, text ads, spotlight ads and message ads.

▶ **Job Applicants:**

- To drive clicks to job-related content including LinkedIn job posts.
- Job applicants ad formats: jobs ads, single image ads, spotlight ads.



Designate your LinkedIn ad audience

Choose your target audience

- ▶ Next, choose the parameters of your target audience

The screenshot displays the LinkedIn campaign setup interface. On the left, a sidebar shows four steps: Step 1 (NEW) Select Campaign Group, Step 2 Set up Campaign (with sub-items: Objective selection, Audience, Ad format, Placement, Budget & Schedule, Conversion Tracking), Step 3 Set up Ads, and Step 4 Review & Launch. A 'Back to account' button is at the bottom of the sidebar. The main content area is titled 'Where is your target audience?'. It features a 'Locations' dropdown set to 'Permanent location' with 'United Kingdom' selected. Below this is a search bar with 'leic' entered, showing a list of location suggestions: Leicestershire, England, United Kingdom; Leicester, England, United Kingdom; Leicester City, England, United Kingdom; Greater Leicester Area; and Leicester Forest East, England, United Kingdom. An 'Exclude' option is set to 'people in other locations'. The 'Profile Language' is set to 'English'. At the bottom, the question 'Who is your target audience?' is followed by 'Narrow audience further' (circled in red) and 'Exclude people by audience attributes and Matched Audiences'. A disclaimer at the very bottom states: 'LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. Learn more'.

Next, click *Narrow audience further*

Choose your target audience

- ▶ Targeting people based on what they have inputted into their LinkedIn profile - You can target very specific attributes:

Company

- ▶ **Company Connections:** Allows you to reach the 1st-degree connections of employees at companies you select. This is only available for companies with more than 500 employees.
- ▶ **Company Industry:** The primary industry of the company where the member is employed.
- ▶ **Company Size:** Allows you to reach members based on the size of the organisation where they work. Company size is determined by the number of employees listed on the organisation's LinkedIn Page.
- ▶ **Company Name:** The organisation a member lists as his or her employer.
- ▶ **Company Followers:** Allows you to target your own LinkedIn Page followers. To use this targeting facet, your Ads account must be associated with your LinkedIn Page.
- ▶ **Company Growth Rate:** Allows you to target 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:** Company categories are defined based on publications and industry lists that group companies into specific market segments.

Start building your audience by searching for attributes of professionals you want to reach

Home > Company

Company	>	Company Connections
Demographics		Company Follower of
Education		Company Industries
Job Experience		Company Names
Interests and Personas		Company Size

Choose your target audience

Demographics

- **Member Age:** An estimation of how old a member is based on their profile information.
- **Member Gender:** Determination of whether a member is female or male is inferred, based on member profile information.

Education

- **Fields of Study:** The major or area of study within a member's degree. Standardised from member-entered degrees.
- **Member Schools:** The school, college, university, or other learning institution where a member completed a course.
- **Degrees:** Recognised ranks granted by a college, university, or other learning institution.

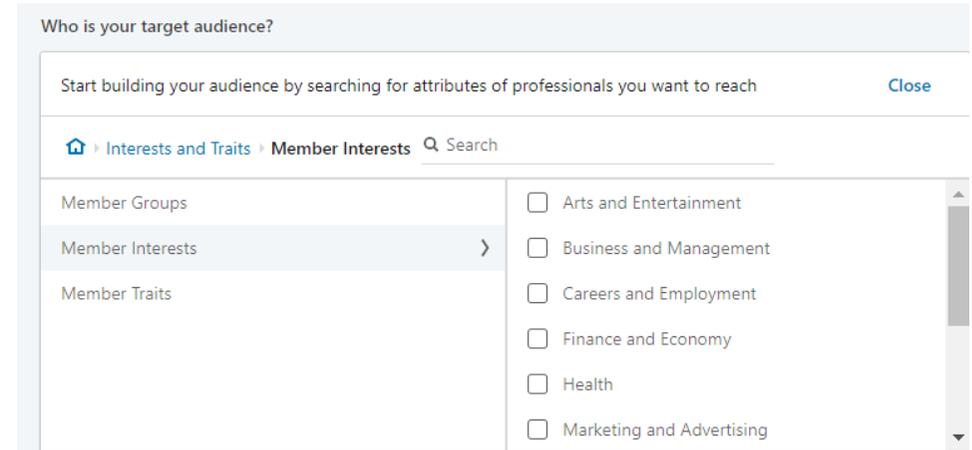
Job Experience

- **Job Function:** Based on standardised groupings of the job titles entered by LinkedIn members.
- **Job Seniority:** Describes the rank and influence of a member's current role in their organisation.
- **Job Title:** When members update their LinkedIn profiles with new roles, these job titles are grouped by LinkedIn's algorithms and organised into standardised titles.
- **Member Skills:** Highly relevant keywords found within a member's profile and skills section that indicate expertise in a particular area. Member-entered skills in the Skills & Endorsements section on their profile, skills mentioned in their profile text, or inferred skills based on their listed skills.
- **Years of Experience:** Reach a target audience based on the years of professional experience they've accumulated. We exclude any gaps in experience and don't double-count overlapping positions.

Choose your target audience

Interests

- **Member Groups:** LinkedIn Groups where members who share interests or professional associations can gather, discover new information, and ask questions. **Note:** To prevent ad targeting discrimination based on protected characteristics, member groups may not be used in an exclusive manner.
- **Member Interests:** Interest categories identified by and inferred from member actions and engagement with content on LinkedIn.
- **Member Traits:** Direct and inferred behaviour traits based on member actions on LinkedIn, profile information, and more – for example, reach members based on traits like if they are a frequent traveller, desktop user or open to education



Projecting Results

- ▶ As you select your targeting options, you can see an estimate of the audience size you'll be able to reach in the forecasted results window

TIP:

- The minimum audience size required to run an advertising campaign is 300 members.
- LinkedIn recommends aiming for an audience size of 50,000 or more.

Forecasted Results ⓘ



Target audience size

30,000,000+

1-day

7-day

30-day

30-day spend

£490.00 - £720.00 ⓘ

30-day impressions

Key Result

48,000 - 170,000

CTR

0.19% - 0.28%

30-day clicks

100 - 620

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

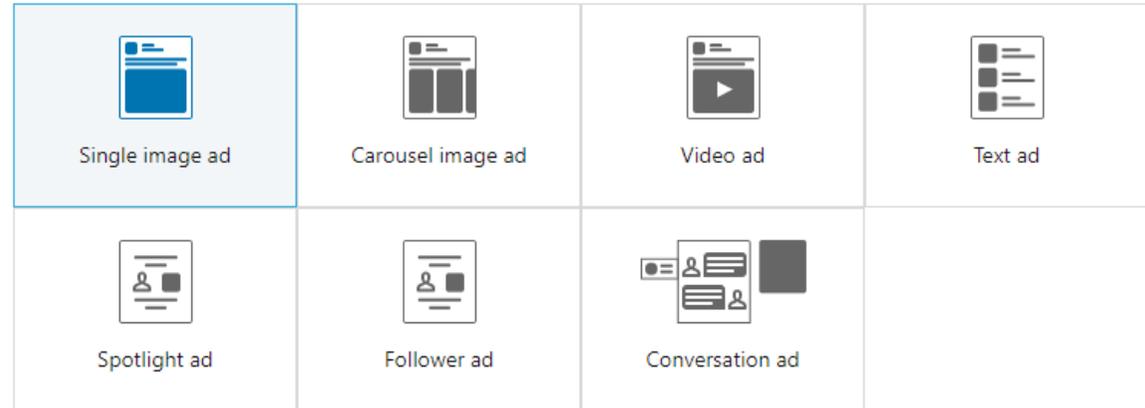


Decide on your LinkedIn ad format

Choose your ad format

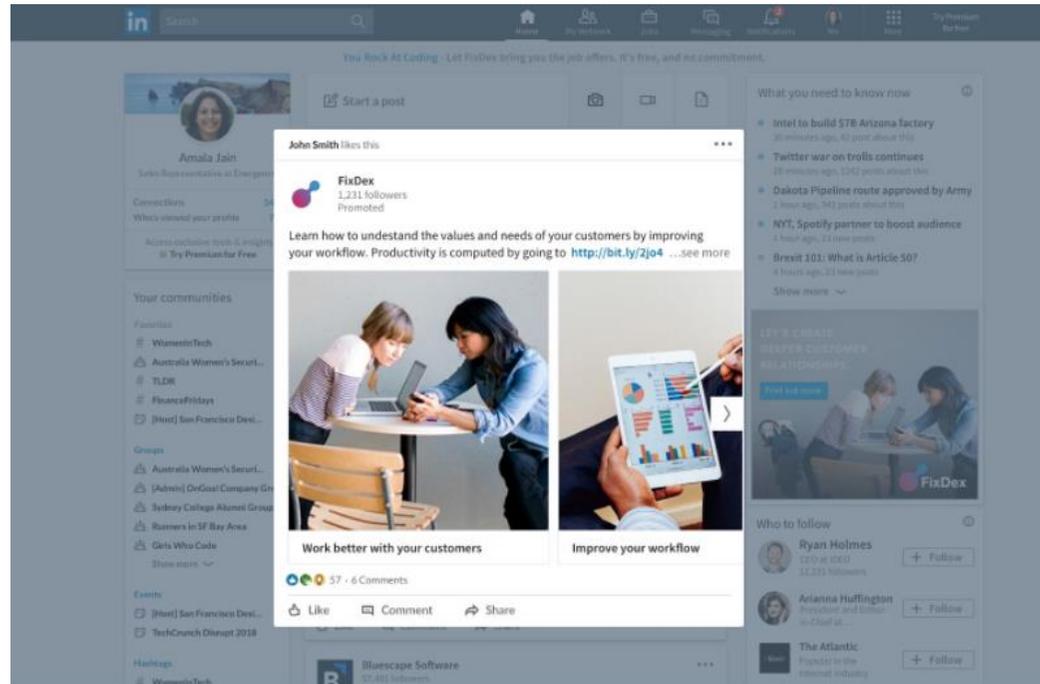
- ▶ Sponsored Content
 - ▶ Single image ad
 - ▶ Carousel image ad
 - ▶ Video ad
- ▶ Sponsored InMail
 - ▶ Message and conversatic
- ▶ Dynamic ads
 - ▶ Follower ad
 - ▶ Spotlight ad
 - ▶ Jobs ad
- ▶ Text ads

Choose your ad format



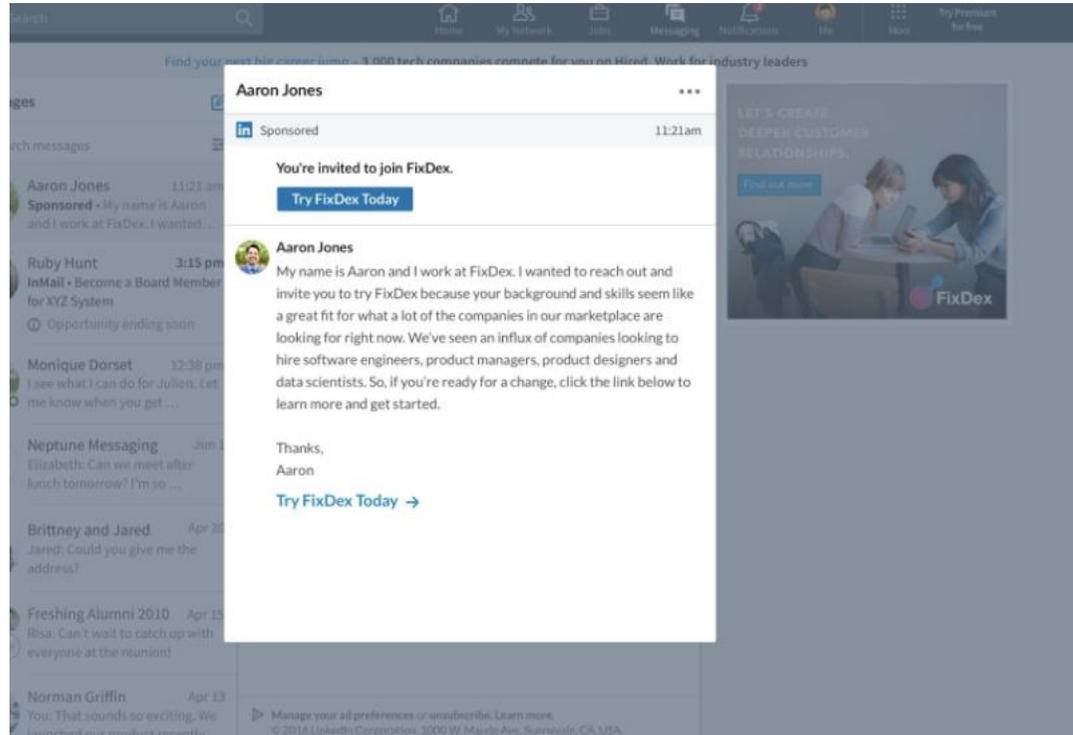
1. Sponsored Content

- ▶ A form of Sponsored Content appears directly in the LinkedIn feeds of your target audience, and looks like a company update.



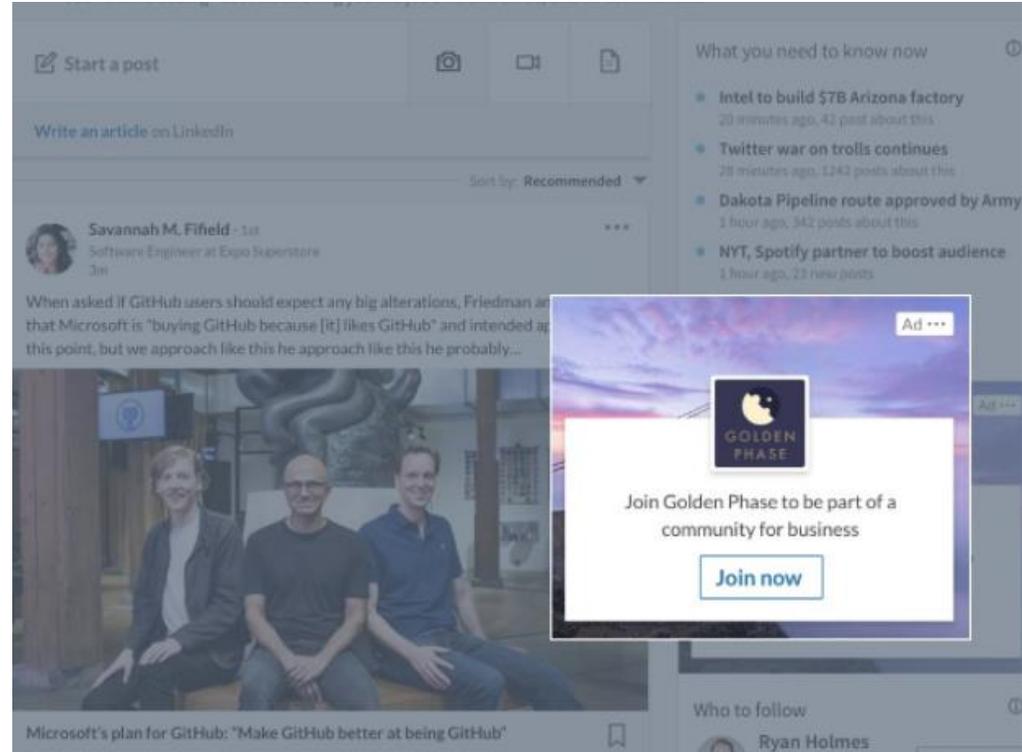
2. Conversation Ads

- ▶ Conversation ads are delivered to your target audience's LinkedIn inbox.



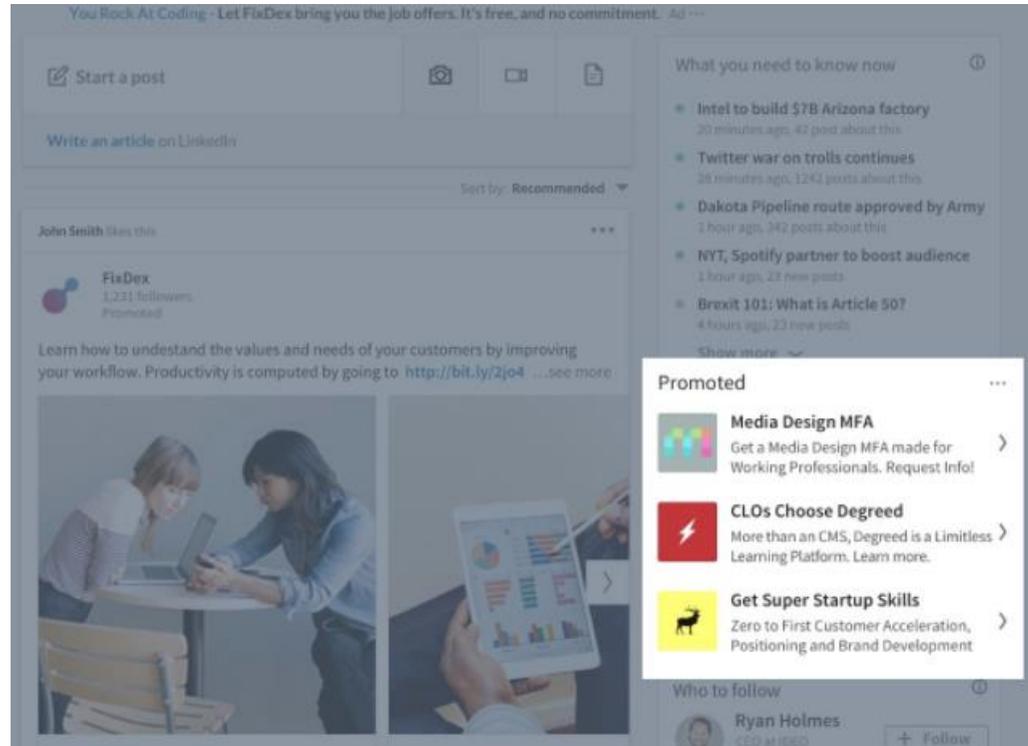
3. Dynamic Ads

- ▶ Dynamic Ads are personalised ads that change content based on which audience member is viewing them.
- ▶ This type of LinkedIn ad uses member personal data to tailor its creative content



4. Text Ads

- ▶ Text Ads show up on the right column or top of the page on LinkedIn.



Choose your LinkedIn ad placement

- ▶ Choose whether you want your ad to be displayed on the LinkedIn Audience Network

Placement

LinkedIn Audience Network ⓘ

Reach your target audience on our trusted network of publishers.

Enable the LinkedIn Audience Network

+ Exclude categories

Select categories of mobile apps and sites where you do not want your ads to appear.

+ Upload a block list

A block list groups mobile apps and sites together. When you add a block list to your campaign, we will avoid serving ads on apps or sites selected.

[Hide Audience Network advanced options ^](#)



Set your ad budget and schedule

Set your ad budget and schedule

- ▶ Next, set up the budget, scheduling, and bidding options that work best for you.
- ▶ To manage your budget, choose to set a:
 - ▶ Daily
 - ▶ Lifetime
 - ▶ Lifetime AND daily budget

Budget & Schedule

① Your Campaign Group total budget is £2,000.00

① Your Campaign Group is scheduled to run from 10/13/2020 to 11/11/2020

Budget

Set a daily budget ▼

Daily Budget

£20.00 Actual amount spent daily may vary ⓘ

Schedule

Run campaign continuously

Start date

10/26/2020

Your campaign will run continuously starting from October 26, 2020 with no end date.

Set a start and end date

Set your ad budget and schedule

- ▶ Next, set up the budget, scheduling, and bidding options that work best for you.
- ▶ It's important to note that LinkedIn uses an auction system for bidding that rewards engagement, meaning you can win an auction without being the highest bidder

Bidding **NEW**

Optimization goal [?]

Impressions - Deliver ads to members for the most impressions possible.

Bidding strategy [?]

Maximum delivery (Automated) - Get the most results possible with your full budget

Target cost - Get the most results possible while staying near your cost goal

Show additional options 



Build your LinkedIn ad

Build your LinkedIn ad

► To get started, click Create new ad.

Ads in this campaign  [Create new ad](#) [Browse existing content](#)



To add ads to this campaign, browse content or create a new one

[Previous](#)

Name this ad (optional)
 255

1. Ad

Introductory text 
 600

URLs in this field are automatically shortened.

Destination URL
 [Scrape](#)

Scraping will transfer the image and text from this URL to your ad. You can also manually adjust the image or text. Using an AMP URL can improve your loading time significantly.

Article share

 You must have a valid destination URL to add a headline and description to your ad

Ad image
Image must be JPG or PNG; up to 5MB [Upload](#)

Headline
 200

Description 
 300

Preview

Desktop Mobile

 Anicca Digital
299 followers
Promoted

This is your introductory text

[Like](#) [Comment](#) [Share](#)

 Anicca Digital
1,190 followers
Promoted

We combine our data driven approach to marketing with innovation and creativity to help brands hit their targets and drive growth. [...see more](#)



and become trusted partners to some of the UK's most established brands

Award winning data driven digital marketing [Learn more](#)

Review and launch!

Review & Launch

You're almost there! Let's review your campaign settings.

OBJECTIVE



Website visits

I want more people to visit a website destination site on or off LinkedIn.

Your campaign will be shown to people most likely to click on your ads.

CAMPAIGN GROUP

Anicca Marketing - 2020

Schedule

Run continuously starting
8/4/2020

AUDIENCE

Audience Expansion is enabled

INCLUDE

People with English as their profile language in:

Locations (Recent or Permanent)

Buckinghamshire, Warwickshire, Suffolk, Leicestershire, Cambridgeshire, Bedfordshire, Staffordshire, Norfolk, Hertfordshire, South Yorkshire, Derbyshire, Rutland, Northamptonshire, Oxfordshire

AND who meet ANY of the following criteria:

Job Functions

Marketing

Member Skills

Media Planning, Direct Sales, Lead Generation, Email Marketing, E-commerce, Sales Operations, Marketing Management, Brand Management, Agency Relations, Go-to-market Strategy, Keyword Advertising, Brand Awareness, Pay Per Click (PPC), International Sales, Online Advertising, Local Advertising, Agency

Forecasted Results

Target audience size
130,000+

Show segments

1-day 7-day **30-day**

30-day spend
£190.00 - £540.00

30-day impressions
18,000 - 75,000

CTR
0.23% - 0.34%

30-day clicks **Key Result**
62 - 300

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this information helpful? Yes No



Offers



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Coronavirus Lockdown

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Learn More

Next Webinar (Friday 6th November June 9:00) – Digital Marketing in Your PJs

- ▶ Presenters: Gurpreet and Chris
- ▶ In conjunction with Leicester Business Festival, we will be hosting Digital Marketing in your PJs – a longer session than normal, Chris and Gurpreet will provide an introduction to social media marketing and paid media

<https://anicca.co.uk/webinars-videos/>



Thank you
Any Questions?

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