Getting Started with LinkedIn Advertising

LinkedIn

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
experian
PALLEX
Making the difference
DOMINO
DEICHMANN
USB2U
The Branded Tech Experts
COBA
TRIFIBRE
COMPLETE CASING SOLUTIONS
Cambridge & Counties Bank
Growing business together
East Midlands Chamber
Derbyshire
Nottinghamshire
Leicestershire
Hockey Factory Shop
EVAC+CHAIR
The World's No.1 Stairway Evacuation Chair
Sturgess of LEICESTER
aa labels
all about labels
GS1 UK
BANG+STRIKE
PERFORMANCE HEALTH
Evergreens UK
Brammer Buck & Hickman
FLO GAS
MEPC
BENTLEY
A UK COMPANY
wattbike
TMF GROUP

Why LinkedIn advertising?

Why LinkedIn Advertising?

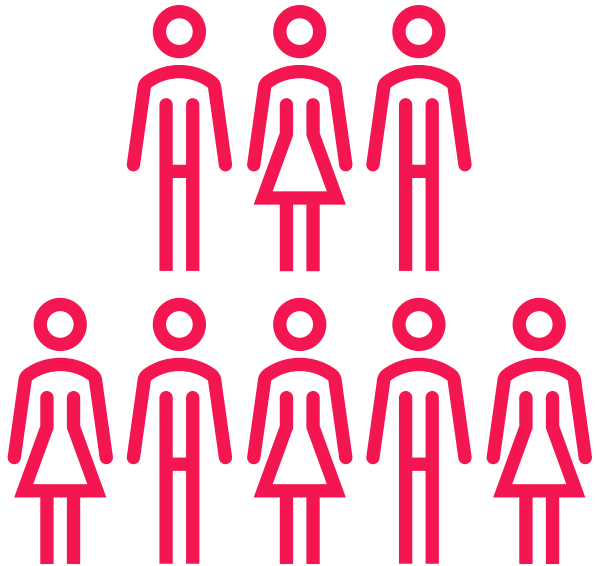
- **Unique and rich targeting capabilities**

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

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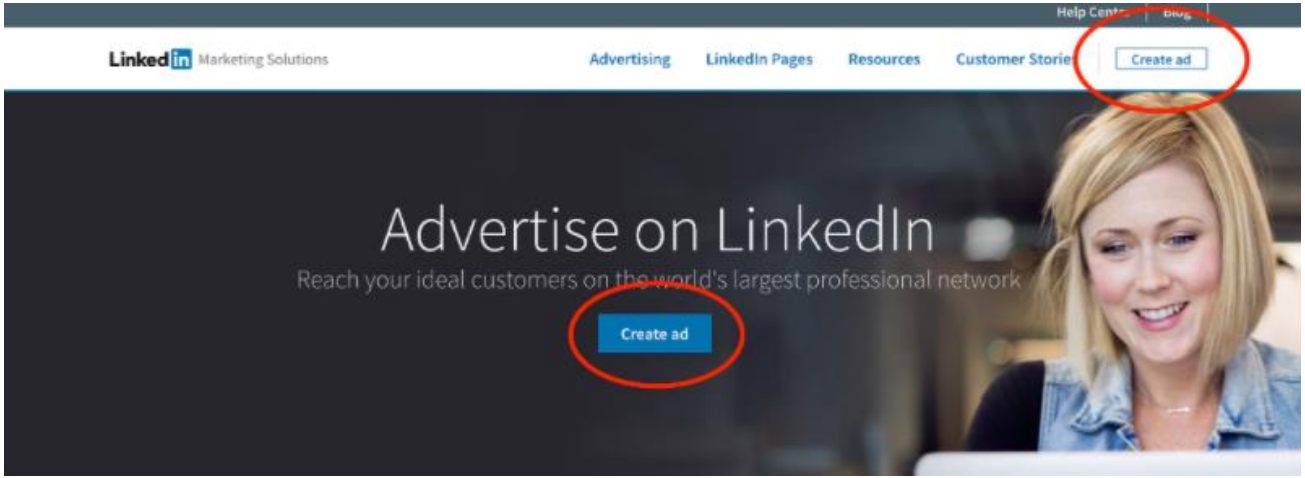
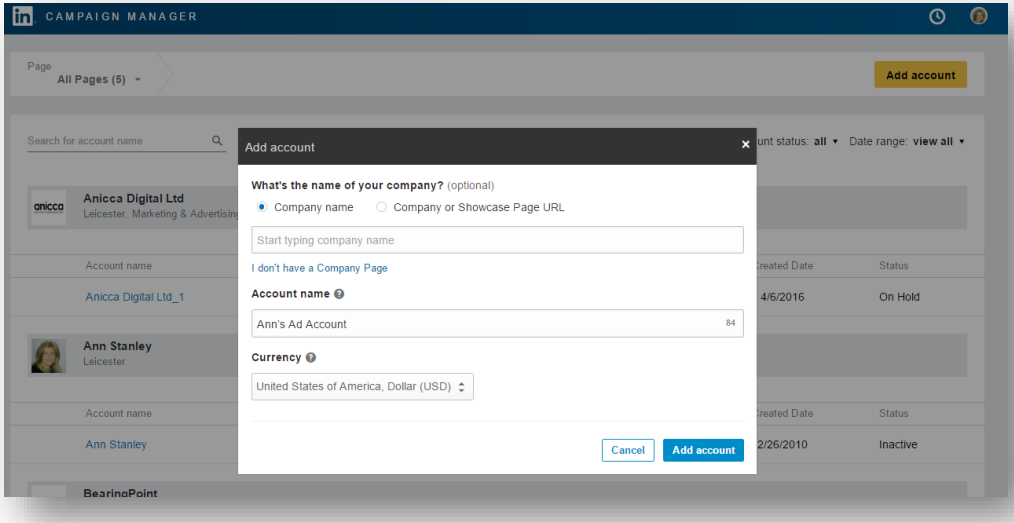
Setting up LinkedIn Campaign Manager

- 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*.



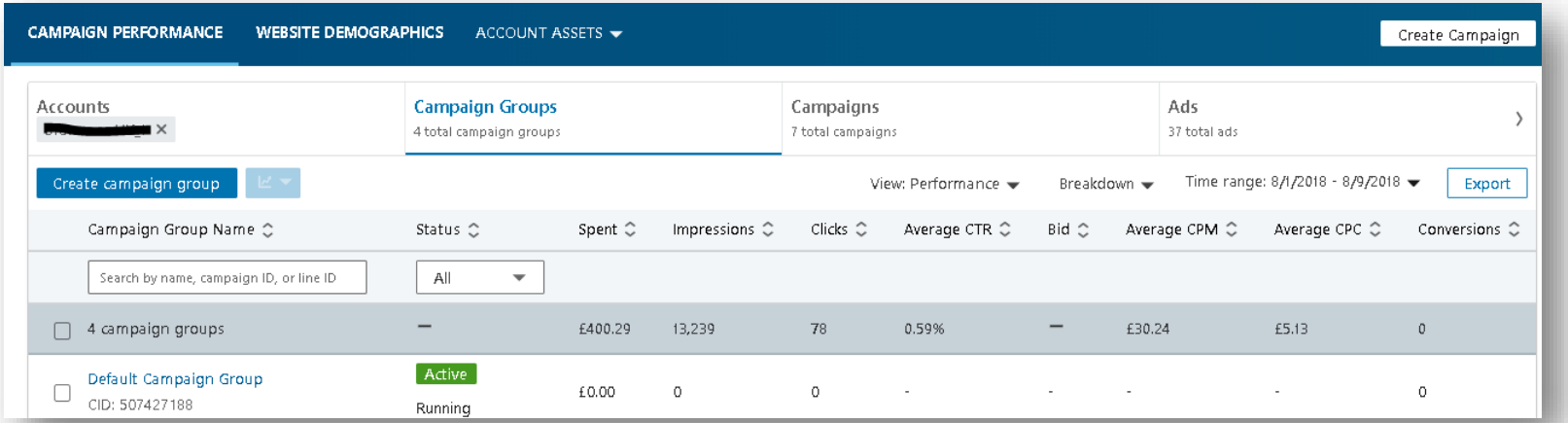
Create a LinkedIn Campaign Manager account (if you haven't already)



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



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Advertising Options and Formats

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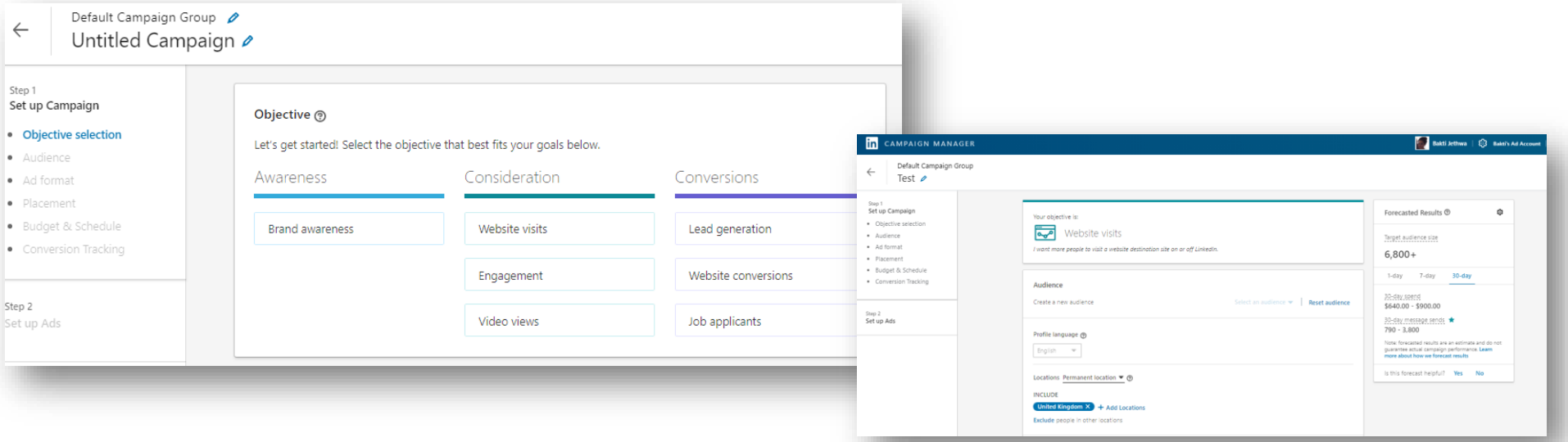
Set your LinkedIn ad campaign objective

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



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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

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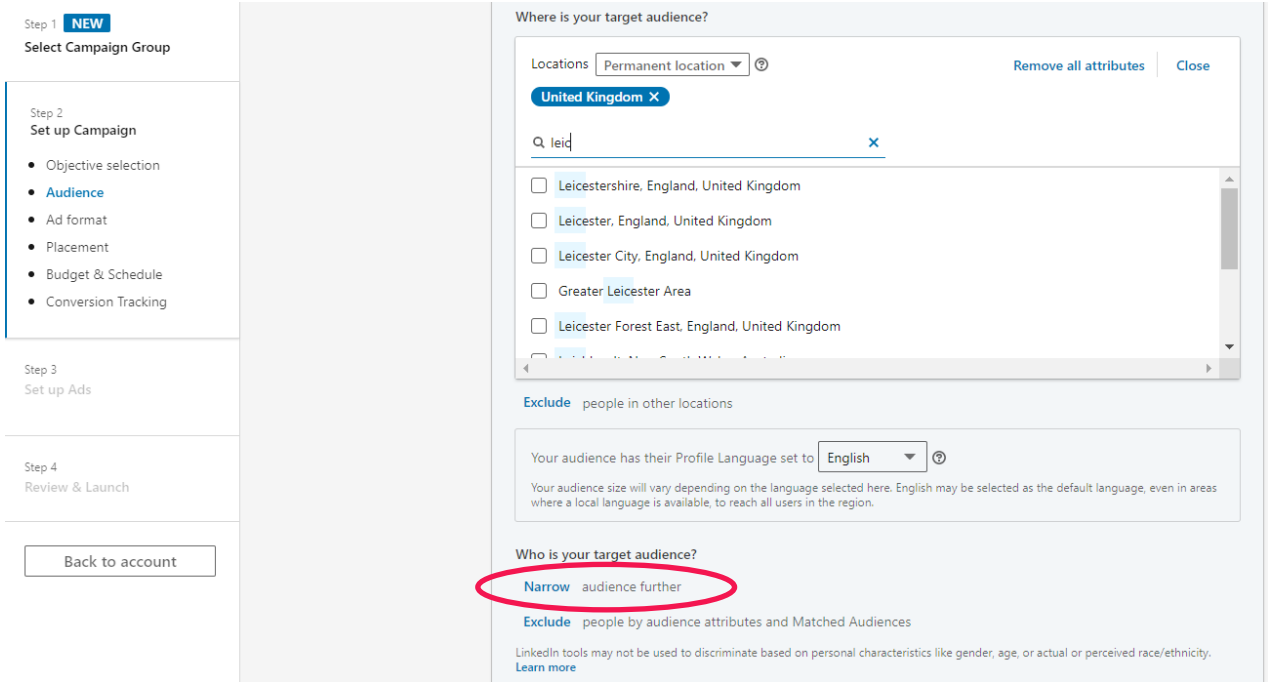
Choose your target audience

- Next, choose the parameters of your target audience



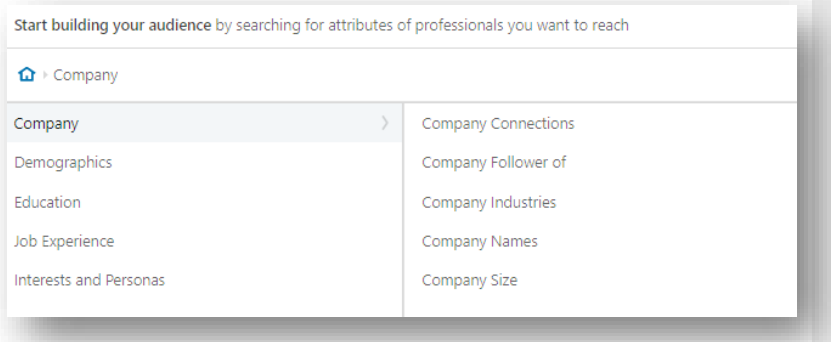
Next, click *Narrow audience further*

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.



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.

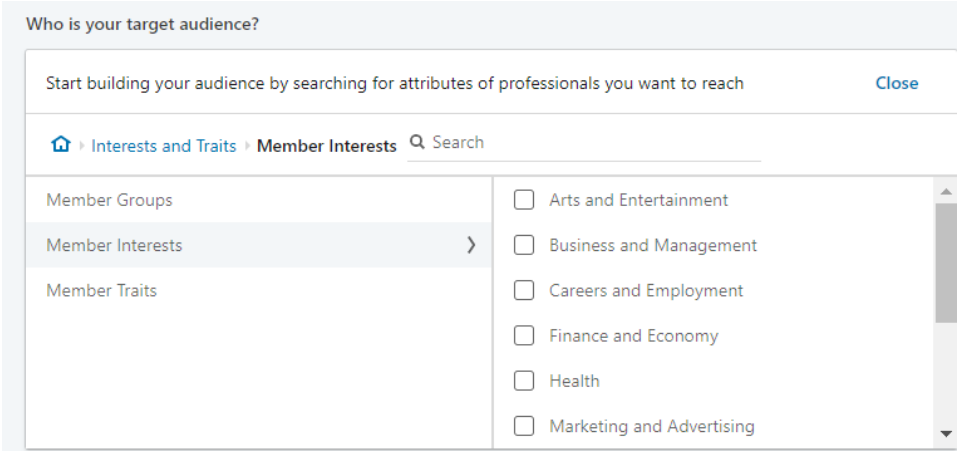
Job Experience

- **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



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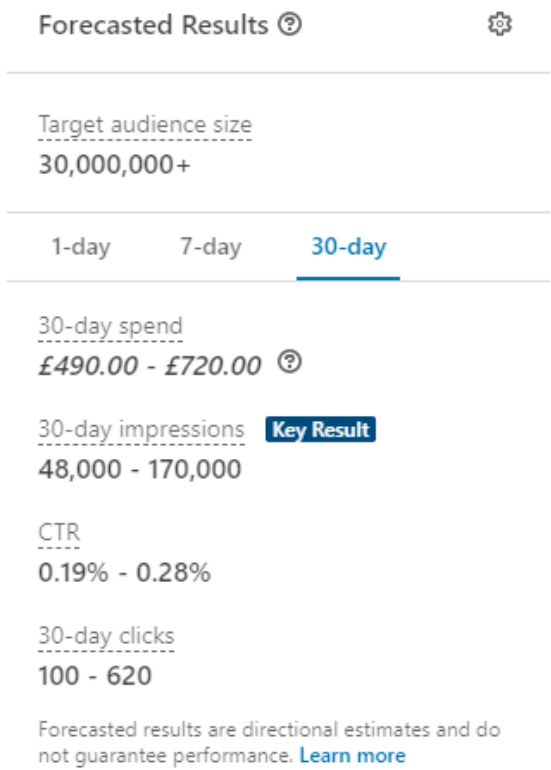
Projecting Results

- 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.



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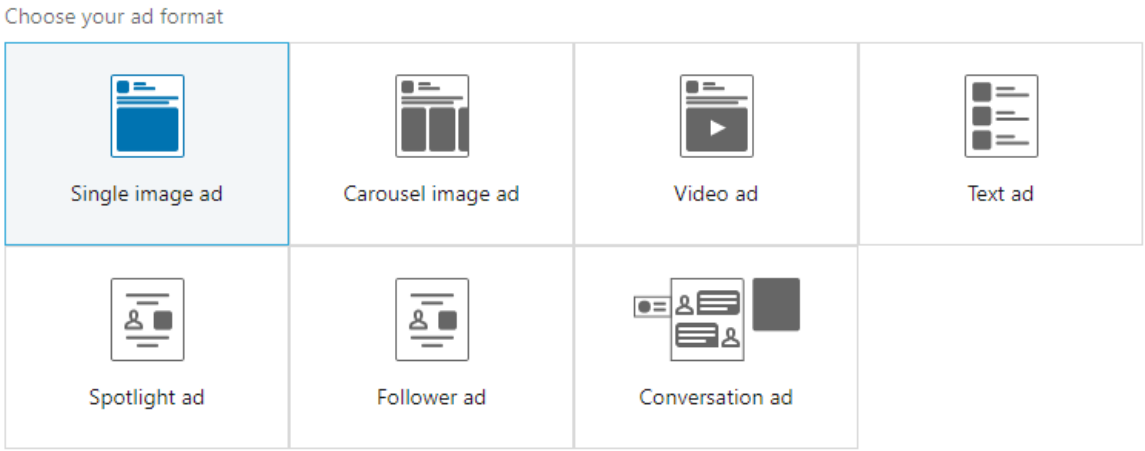
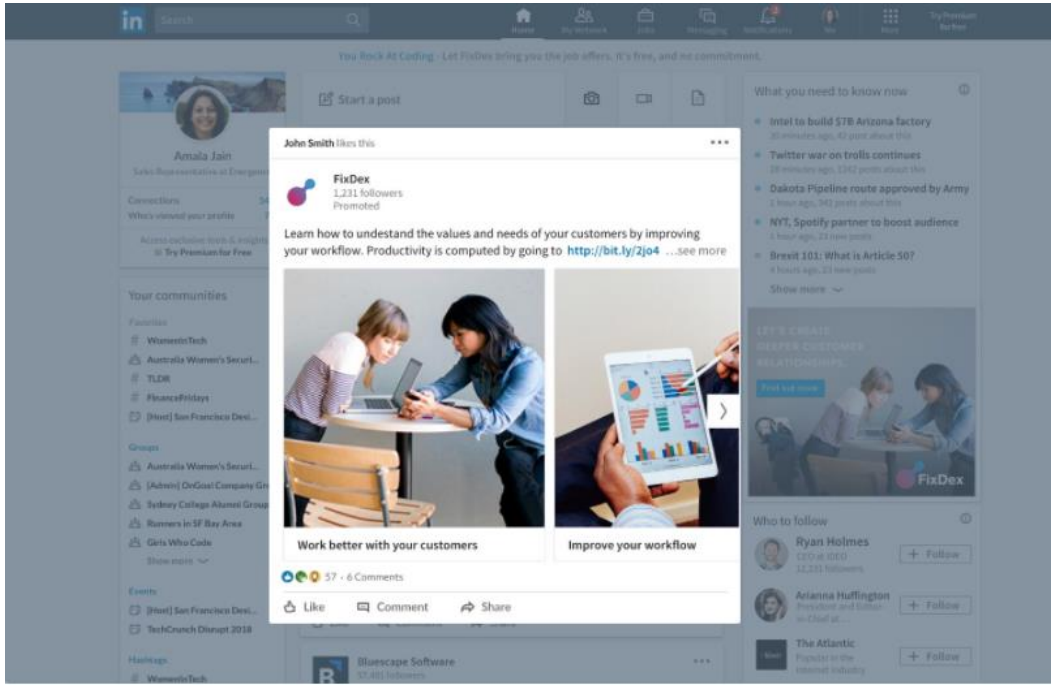
Choose your ad format

- 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



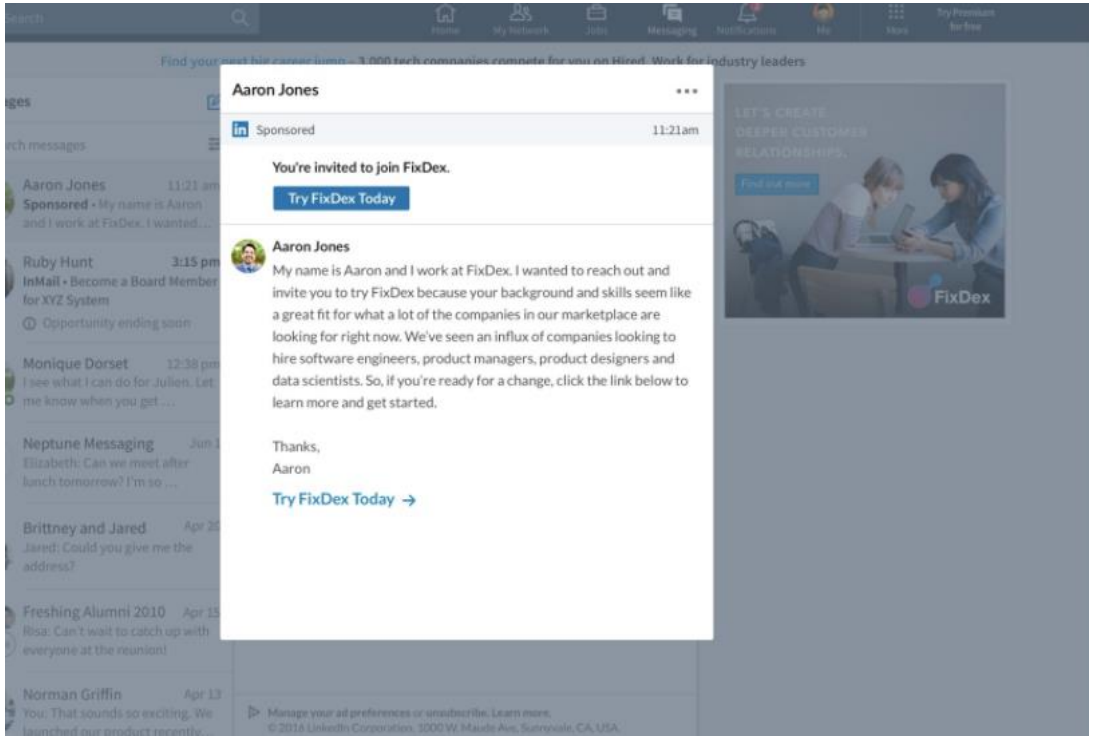
1. Sponsored Content

- 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.



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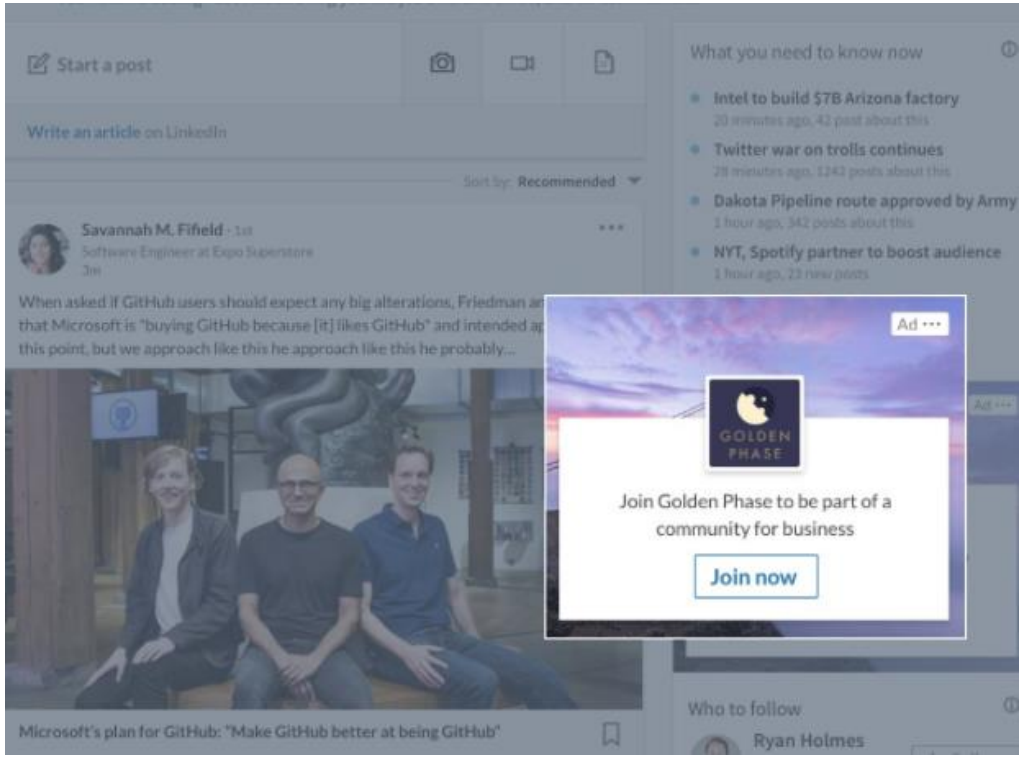
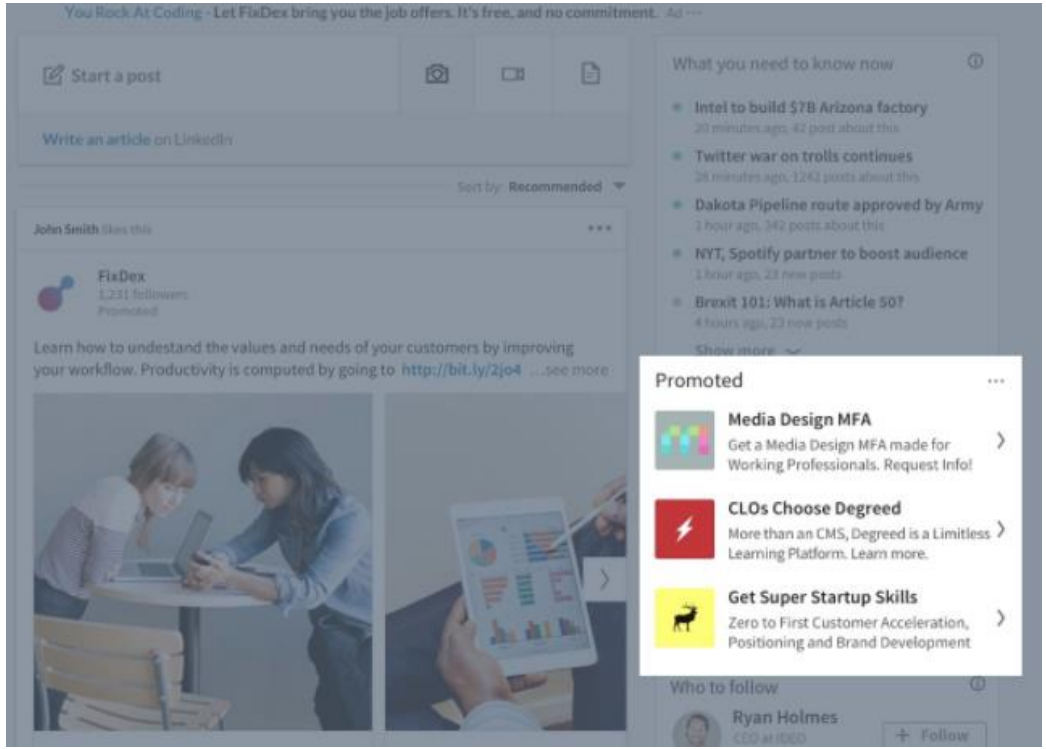
3. Dynamic Ads

- 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



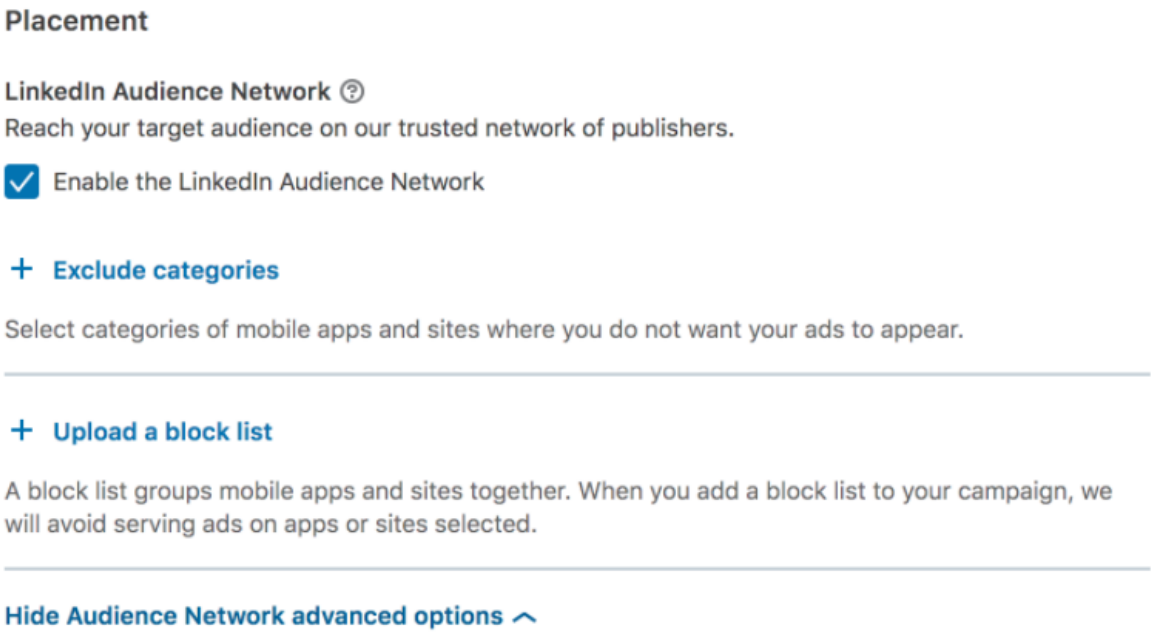
4. Text Ads

- 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



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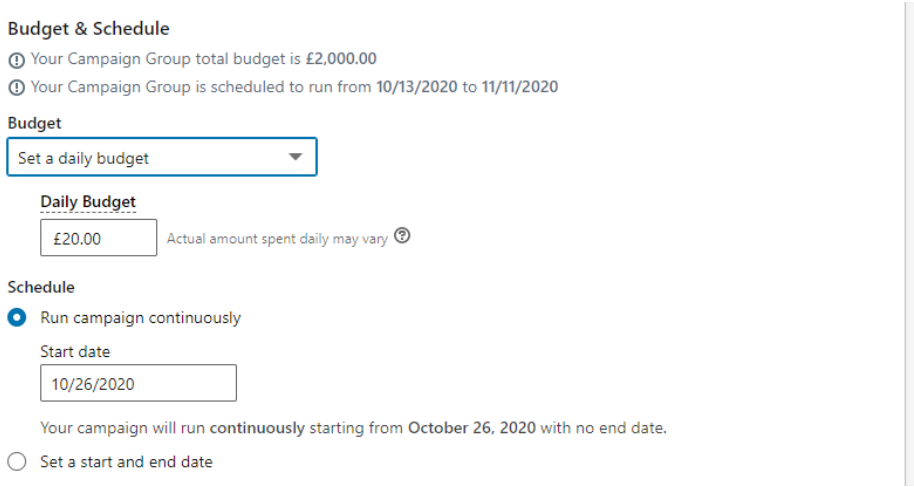
Set your ad budget and schedule

- 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



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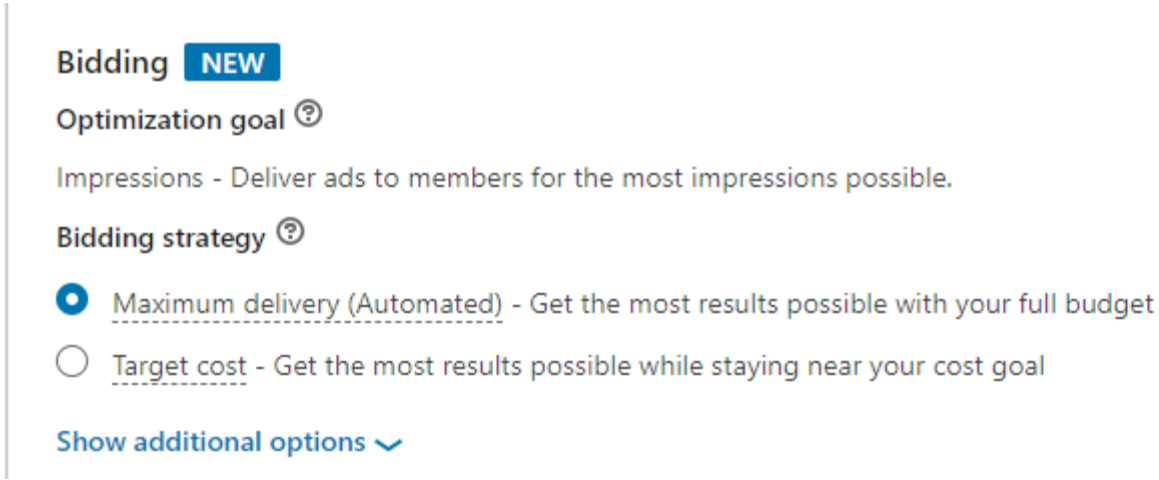
Set your ad budget and schedule

- 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



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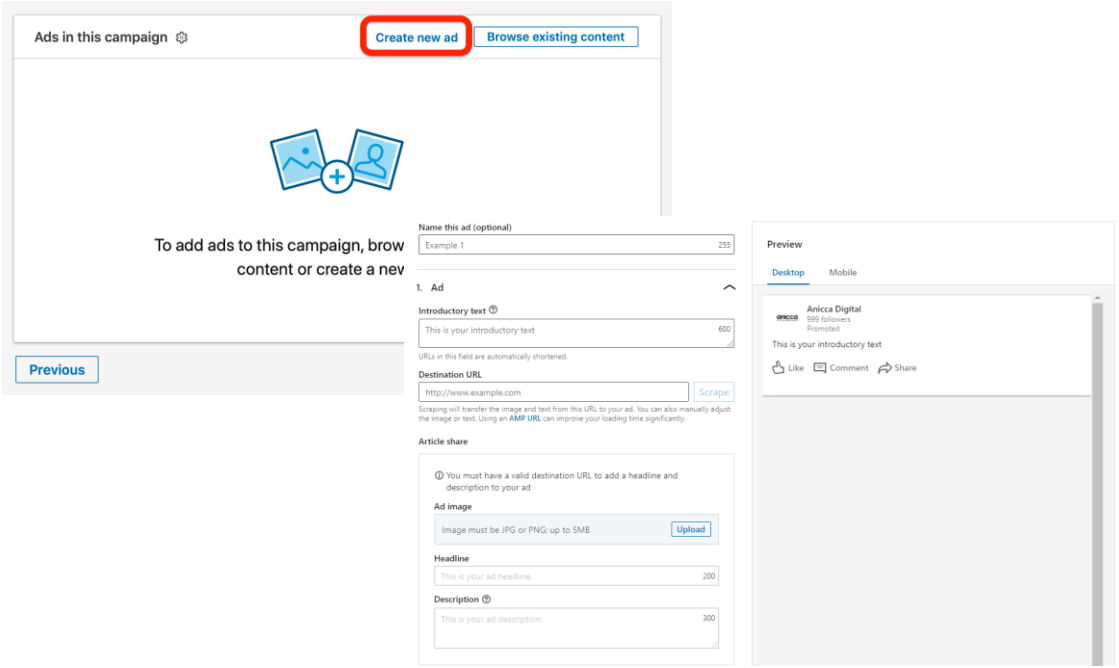
Build your LinkedIn ad

- To get started, click Create new ad.



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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

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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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