

# Getting Started with LinkedIn Advertising



# 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.

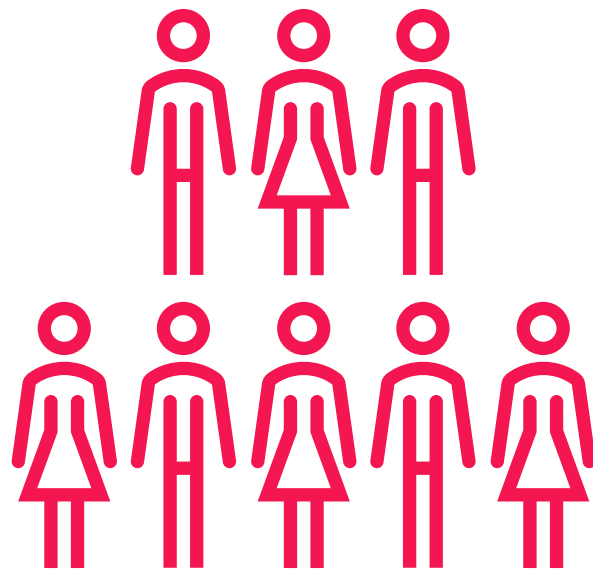
## ► Advertising to meet specific business objectives

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.





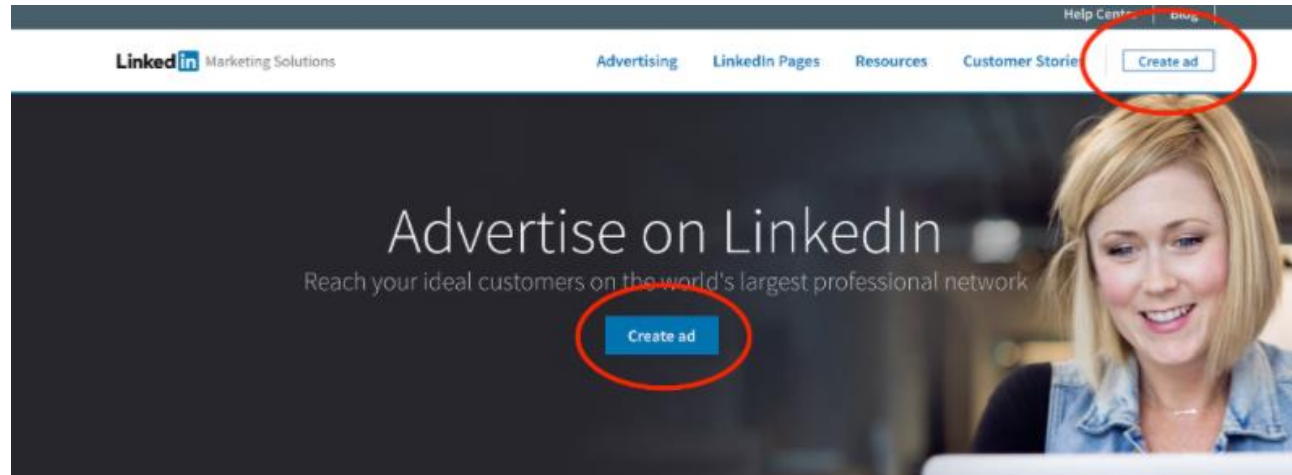
# How to Advertise on LinkedIn

# Setting up LinkedIn Campaign Manager

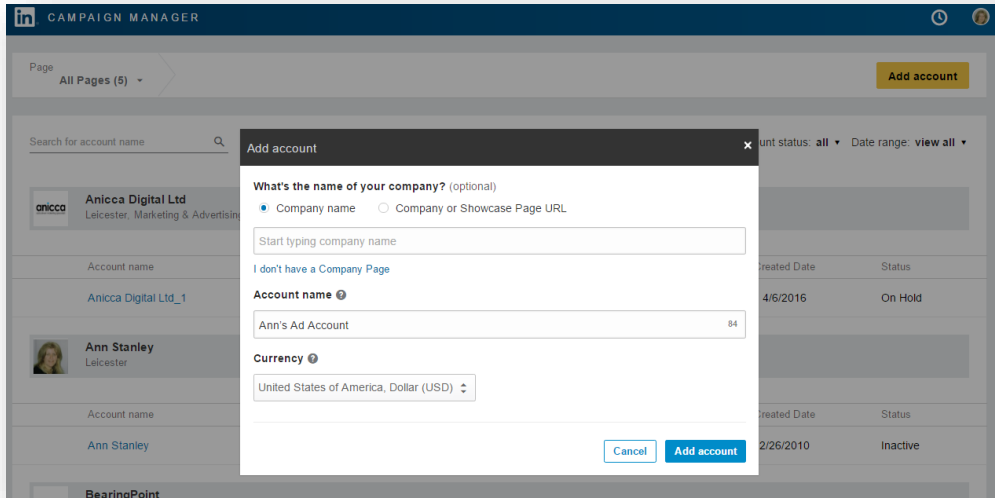
- ▶ Your LinkedIn advertising campaigns will live on a platform separate from the LinkedIn you see every day — the **LinkedIn Marketing Solutions** platform.

<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 the 'Add account' dialog box open. The dialog box has a title bar 'Add account' and a close button. It contains the following fields and options:

- What's the name of your company? (optional)**
  - ☒ Company name
  - ☐ Company or Showcase Page URL
- 
- [I don't have a Company Page](#)
- Account name**
  -
- Currency**
  -
- 

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

Account Configuration:

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

CAMPAIGN PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS

Create Campaign

Accounts

Campaign Groups

4 total campaign groups

Campaigns

7 total campaigns

Ads

37 total ads

Create campaign group

View: Performance

Breakdown

Time range: 8/1/2018 - 8/9/2018

Export

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions
<div>Search by name, campaign ID, or line ID</div>	<div>All</div>								
<div><input type="checkbox"/> 4 campaign groups</div>	—	£400.29	13,239	78	0.59%	—	£30.24	£5.13	0
<div><input type="checkbox"/> Default Campaign Group CID: 507427188</div>	<div>Active</div> <div>Running</div>	£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**

The screenshot displays the LinkedIn Campaign Manager interface during the 'Set up Campaign' phase. The left sidebar shows the progression from 'Step 1: Set up Campaign' to 'Step 2: Set up Ads', with 'Objective selection' being the current step. The main area is titled 'Objective' and provides instructions: 'Let's get started! Select the objective that best fits your goals below.' It is divided into three columns: Awareness, Consideration, and Conversions. Under Awareness, 'Brand awareness' is selected. Under Consideration, 'Website visits', 'Engagement', and 'Video views' are available. Under Conversions, 'Lead generation', 'Website conversions', and 'Job applicants' are available. A second, smaller screenshot is overlaid on the right, showing the 'Website visits' objective selected. This overlay shows the 'Audience' section with 'Profile language' set to 'English' and 'Locations' set to 'United Kingdom'. The 'Forecasted Results' section on the right of the overlay shows a target audience size of 6,800+, with 30-day forecasts for impressions (\$640.00 - \$900.00) and message sends (790 - 3,800).

Default Campaign Group  
Untitled Campaign

Step 1  
Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2  
Set up Ads

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

CAMPAIGN MANAGER

Default Campaign Group  
Test

Step 1  
Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2  
Set up Ads

Your objective is:

Website visits

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

Audience

Create a new audience

Select an audience | Reset audience

Profile language ⓘ

English

Locations: Permanent location ⓘ

INCLUDE

United Kingdom X + Add Locations

Exclude people in other locations

Forecasted Results ⓘ

Target audience size

6,800+

1-day 7-day 30-day

30-day IMPRESSIONS  
\$640.00 - \$900.00

30-day MESSAGE SENDS  
790 - 3,800

Note: Forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results.](#)

Is this forecast helpful? Yes No

# 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 process. On the left, a sidebar shows four steps: Step 1 (NEW) Select Campaign Group, Step 2 Set up Campaign, Step 3 Set up Ads, and Step 4 Review & Launch. Under Step 2, a list of options includes Objective selection, Audience (highlighted in blue), Ad format, Placement, Budget & Schedule, and Conversion Tracking. 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' section with a dropdown menu set to 'Permanent location' and a 'Remove all attributes' button. Below this, a search bar contains the text 'leic'. A list of location suggestions is shown, including 'Leicestershire, England, United Kingdom', 'Leicester, England, United Kingdom', 'Leicester City, England, United Kingdom', 'Greater Leicester Area', and 'Leicester Forest East, England, United Kingdom'. Each item has a checkbox to its left.

Below the location list, there is an 'Exclude' section with the text 'people in other locations'. Further down, a section titled 'Who is your target audience?' contains a dropdown menu set to 'English' and a 'Narrow audience further' link, which is circled in red. Below this, there is an 'Exclude' section with the text 'people by audience attributes and Matched Audiences'. At the bottom, a small disclaimer 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

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach [Close](#)

[Home](#) > [Interests and Traits](#) > [Member Interests](#)

Member Groups	<input type="checkbox"/> Arts and Entertainment
Member Interests	<input type="checkbox"/> Business and Management
Member Traits	<input type="checkbox"/> Careers and Employment
	<input type="checkbox"/> Finance and Economy
	<input type="checkbox"/> Health
	<input type="checkbox"/> Marketing and Advertising

# 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](#)

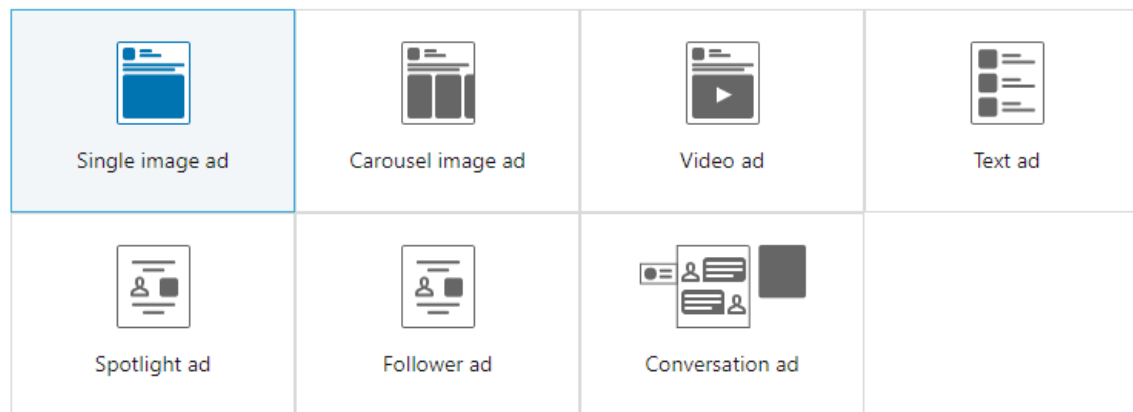


# Decide on your LinkedIn ad format

# Choose your ad format

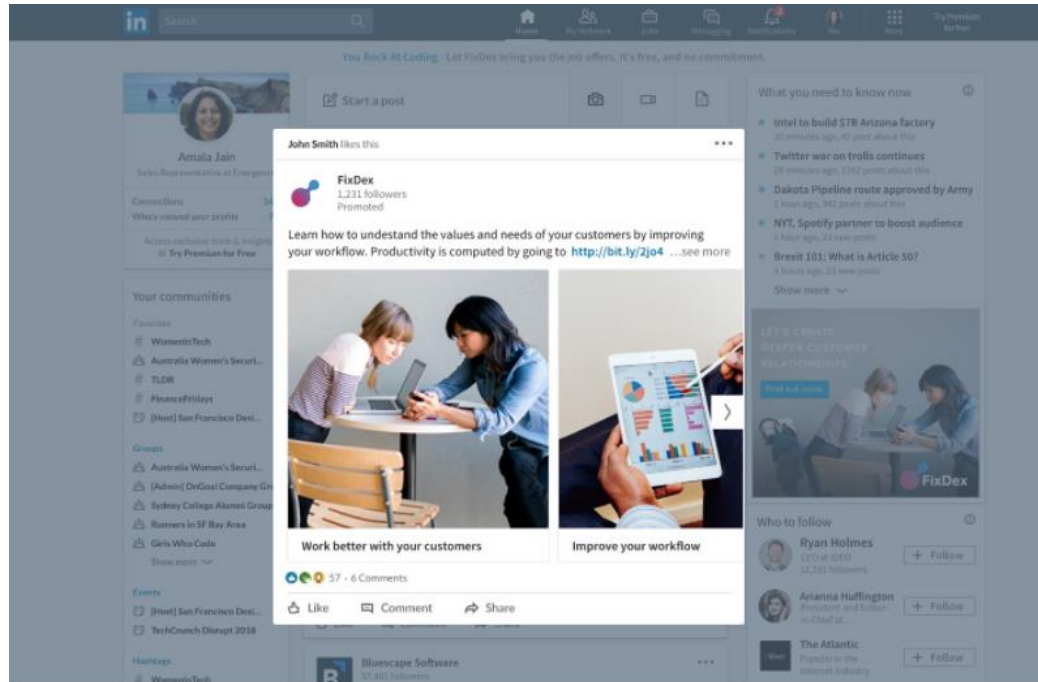
- ▶ Sponsored Content
  - ▶ Single image ad
  - ▶ Carousel image ad
  - ▶ Video ad
- ▶ Sponsored InMail
  - ▶ Message and conversatic
- ▶ Dynamic ads
  - ▶ Follower ad
  - ▶ Spotlight ad
  - ▶ Jobs ad
- ▶ Text ads

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.





# 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

Previous

Name this ad (optional)

Example 1 255

1. Ad

Introductory text ⓘ

This is your introductory text 600

Destination URL

http://www.example.com

Scrape

URLs in this field are automatically shortened.

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

This is your ad headline.

200

Description ⓘ

This is your ad description.

300

anicca


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

anicca



# 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



The background of the slide features a close-up of a silver microphone with a blue foam windscreen, positioned diagonally. In the blurred background, a crowd of people is visible, with a bright orange object, possibly a balloon, standing out. A dark, semi-transparent rounded rectangle is overlaid on the left side of the image, containing the text.

# Thank you ***Any Questions?***

Bakti Jethwa

Bakti@anicca.co.uk