



HubSpot LinkedIn

# How to Run Successful LinkedIn Ads

---

# Table of Contents

<b>CHAPTER 1</b> .....	<b>4</b>
<b>Establishing Your Brand Community on LinkedIn</b>	
• How to set up a powerful LinkedIn Page	
• Content suggestions for LinkedIn	
<b>CHAPTER 2</b> .....	<b>9</b>
<b>Identifying a Target Audience &amp; Building Your Organic Following</b>	
• Finding your buyer persona and ideal audience	
• Creating an editorial calendar with content tailored to your audience	
<b>CHAPTER 3</b> .....	<b>15</b>
<b>Preparing for Your LinkedIn Ad Campaign</b>	
• Create a Campaign Manager account	
• Determine a campaign objective	
• Develop a targeting strategy	
• Budgeting and bidding strategies for LinkedIn	
<b>CHAPTER 4</b> .....	<b>25</b>
<b>Creating Effective LinkedIn Ads</b>	
• LinkedIn's ad formats (+ best practices for each)	
• LinkedIn Ad visuals and messaging	
• Create your first campaign	
<b>CHAPTER 5</b> .....	<b>41</b>
<b>Optimizing LinkedIn Ads</b>	
• Implement Conversion Tracking	
• Conversion and optimization strategies	
• Metrics to track for LinkedIn Ads	
• Optimizing your LinkedIn Ad strategy	
• Connecting the dots with HubSpot and LinkedIn	

# Introduction

With over **900 million members**, LinkedIn is the #1 professional network for content distribution, making it invaluable as a B2B digital advertising platform.

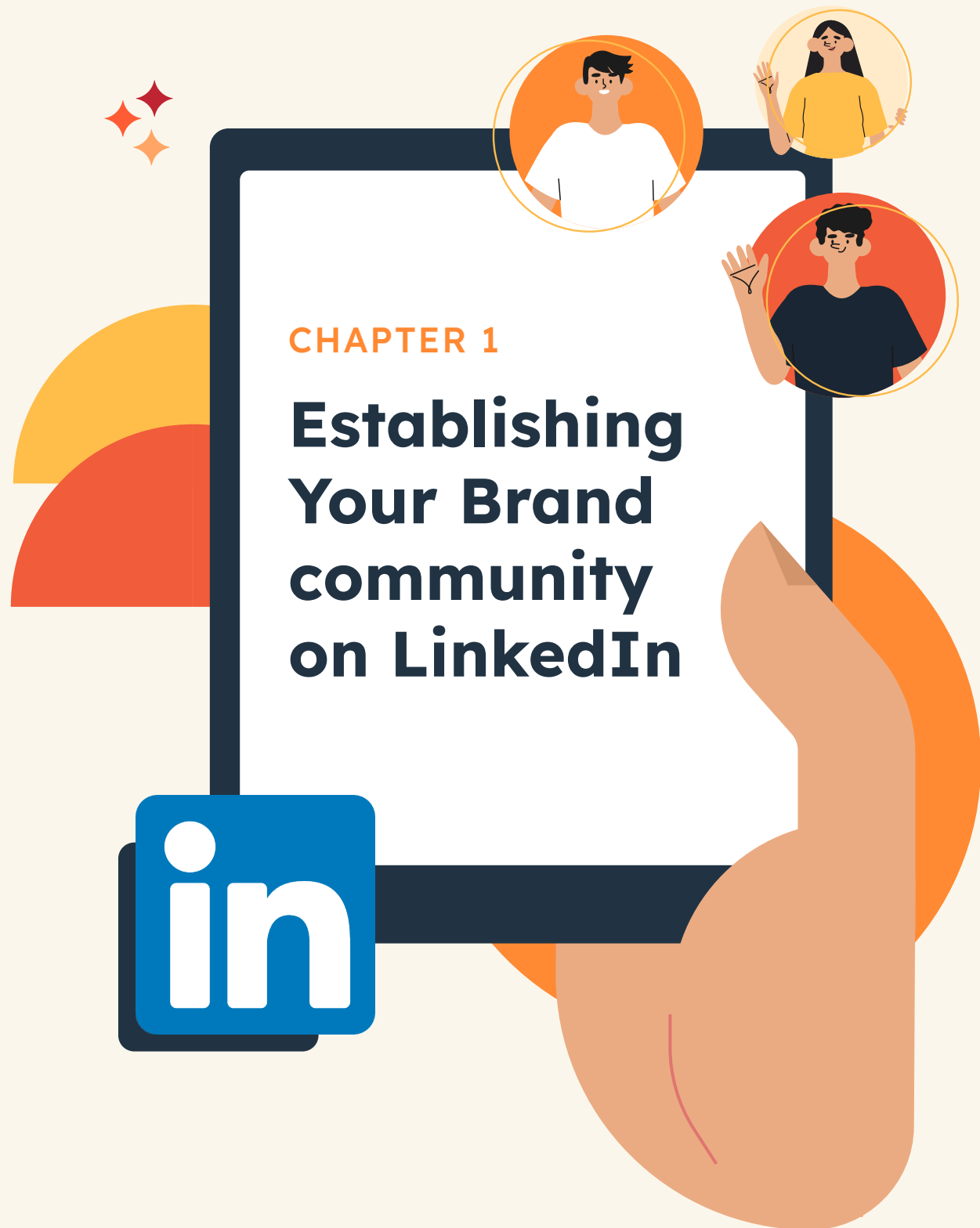
Whether you've dabbled in LinkedIn Ads before or not, it's easy to see the value of boosting your own content and creating targeted promotions to reach a specific audience of LinkedIn members. This guide will help you develop a strategy to master LinkedIn's ad formats, allowing you to reach the right members, at the right time, with the right content. We'll take you through the steps to develop a fine-tuned ad strategy for LinkedIn.

You'll learn how to:

- Engage users
- Build relationships
- Drive higher quality leads from LinkedIn.
- Optimize your visual content and ad strategy to drive high-quality conversions.

**Ready to dive in? Let's get started with the basics.**







Before you start creating ads, you need to establish your brand presence on LinkedIn. Your brand incorporates any representation of your company on LinkedIn from an informative and enticing company page to employee activity and profiles (**employee advocacy**), branded content (both organic and paid), and how you are presented on your career page and in job postings. By maintaining an updated profile and posting organic content (more on that later), you'll drive sales, grow brand awareness, and attract quality candidates.

## **How to Set Up a Powerful LinkedIn Page**

Make sure your company's LinkedIn Page is well optimized and includes relevant and up-to-date information. Google ranks LinkedIn pages in search engines so optimizing your LinkedIn Page should be a key piece of your marketing strategy both for developing a paid strategy and for your overall marketing efforts. **According to LinkedIn**, pages with complete information receive 30% more views than those that are incomplete.



**Need inspiration?****Here's what the 10 most followed pages on LinkedIn are doing.****01****Company logo**

Your company logo is the first visual representation a user sees of your brand. Make sure you're using a recognizable brand image (like your logo) so followers can easily recognize your brand when you post content and when they're viewing your Company Page. The optimal size for a LinkedIn Page logo is **400x400 pixels**.

**02****Company overview**

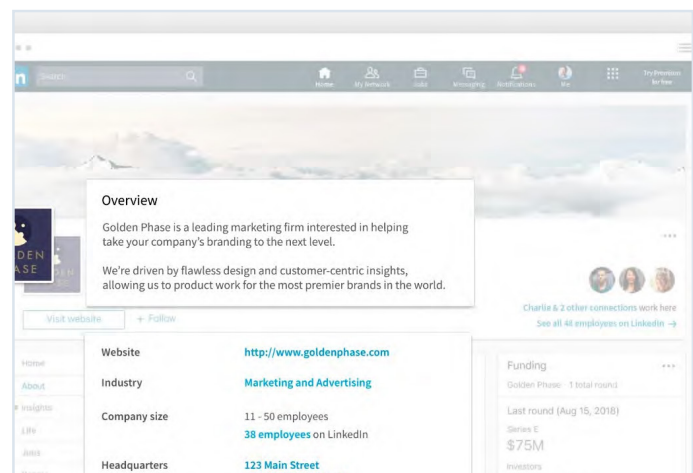
The company overview is your chance to tell the world who your brand is, what you do and care about, and how you can help them. Make sure to provide links to your website, blog, etc. to keep moving people through your content ecosystem. Keep this section up-to-date with relevant information and **use pertinent terms and phrases** related to your company and industry.

**03****Cover image**

Your cover image shows up right beneath your company logo on your company LinkedIn Page, which gives you a prime visual spot to showcase your brand or promote a special event happening at your company. Because your company profile is meant to showcase your brand both as a product or service and for job searchers, make sure you're tailoring your cover image for both audiences—people looking to work from you and potential leads/customers. The optimal header cover image should be **1128 x 191 pixels**.

**04****Organization info**

Be sure to fill in the organization information for your company for job seekers and page visitors like your website URL, industry, location, and company size.

Source: **LinkedIn**

05

## Recent page updates

Your recent updates section is the timeline where all of your company content updates live. Make sure you're regularly posting content (at least weekly, to see 2x better engagement, according to LinkedIn) to drive traffic to your blog posts, promotions, offers, and job opportunities.

06

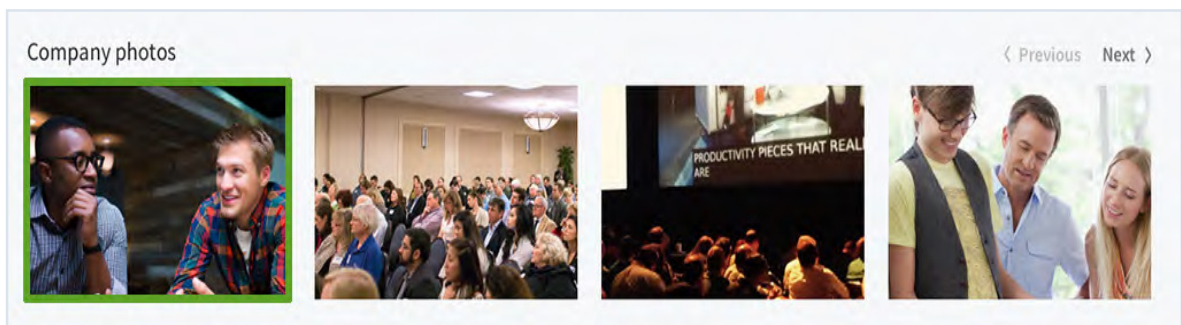
## Showcase Pages

**Showcase Pages** are subsets of your main page and can feature brand initiatives, other brands under your company's name, or business units. These pages function like LinkedIn Pages and have analytics and the ability to post updates but aren't linked to specific employees. As an example, LinkedIn uses Showcase Pages like the LinkedIn Marketing Solutions page to focus on relevant content for marketers, by marketers.

07

## Company photos

Add photos of your employees, company culture, or office space. Choose photos that are **900x600 pixels** as an optimal size. For more information on setting up the best possible page for your company on LinkedIn, review **LinkedIn's best practices for LinkedIn Pages**, and **get inspired by other businesses with fantastic company pages**. Don't forget! Having a LinkedIn Page is required if you want to set up ad campaigns. Make sure yours is well-optimized before you create your first ad.



Source: [LinkedIn](#)



## Content Suggestions for LinkedIn

B2B marketers turn to LinkedIn to share company updates, industry news and best practices, and helpful thoughts on trends and innovations. When creating content for your brand, first know your audience. Make sure you've identified metrics and goals for your content creation and track them closely. Are you hoping for conversations in the comments section of your updates? Are page followers your most important metric? Finally, when creating content, vary the formats. LinkedIn suggests user generated content, featuring third party content (which helps you if they interact with or share your post), and trying lots of different types of media like infographics, copy, video, and more. Let's learn how to create a target audience and get to making and sharing stellar content

Need to know where to start? Check out these LinkedIn Pages action plans for **small businesses** and **startups**.





CHAPTER 2

# Identifying a Target Audience & Building Your Organic Following



When it comes to generating leads from your LinkedIn Ads and developing a LinkedIn strategy overall, it helps to have an idea of who your target audience is.

It's a firm content marketing best practice to have an idea of who your **buyer persona** is—fictionalized, generalized representations of your ideal customer. Who are you creating content for and what do they need help with?

But when it comes to your LinkedIn Ads and Sponsored Content strategy, you may want to segment your content toward an even more specific target audience, based on their qualifications, interests, geographic, region, etc.

Finding your buyer persona and ideal audience.

So, how do you identify a target audience? Try and answer the overarching question:

- Who are you trying to reach?
- What is their job function or title?
- Where are they located?
- What industry do they work in?
- What is their seniority?
- What are they interested in?
- What kinds of content do they like?
- What kinds of questions do they have?
- What are their pain points?

Honing in on your target audience helps you tailor your content strategy towards the right people using LinkedIn's targeting features.

While organic content shows up in your LinkedIn Page followers' feeds, Sponsored Content and other ad formats target beyond your LinkedIn Page followers based on how you set up, target, and pay for advertising.

This enables you to take that awesome piece of content that's already performing well organically and amplify it to get in front of new prospects that are now interacting with your brand on LinkedIn.

## ■ Creating an Editorial Calendar with Content Tailored to Your Audience

In order to effectively get users to engage and be interested in your content on LinkedIn, you have to provide users with new, relevant, helpful content, and change up the formats which means adding variety to the content that's being promoted.

The best way to ensure variety in your organic and paid strategies is to build an editorial calendar that tracks and organizes the types of content you're posting.

Luckily, HubSpot created [this free social media content calendar](#) to help you get started.

What factors should you consider when customizing your own content calendar?

- What days of the week see the highest engagements for your audience
- Vary the format of content (ebooks, interactive sitepages, webinars, live events, etc.)
- How often you should be posting new content
- Vary the goal of the content (brand awareness vs. lead generation vs. thought leadership)
- Vary the type of content you're posting (how-to posts, list posts, templates, kits, etc.)
- Quality vs. quantity of posts - try an experiment like [the HubSpot blog editor did](#)

Remember to always test and optimize your content strategy over time based on what's working and what's not.

## ■ Growing and Developing Your Organic Following

Before you start creating LinkedIn Ad campaigns, it's important to grow your organic following to build credibility and find out what type of content resonates with your followers.

Building a following doesn't happen overnight. If you're just starting out on LinkedIn, consider holding off on ads like Sponsored Content until you're completed and satisfied with your company page. Once your posts resonate with your audience, you can leverage your best performing organic content for paid ads. If your LinkedIn Page or Showcase Page doesn't have much content or followers, and a member visits your page after seeing one of your ads, they're less likely to trust your brand.

### ★ Tips for Creating Quality Content for LinkedIn

#### 01. Build brand love

Associate your brand with feel-good content and humanizing stories about your employees and customers. Employee advocacy on LinkedIn is encouraging your employees to share content for your brand—thus increasing your brand awareness, trust, and organic following. Since employees typically have **10x more reach than their company**, they are a great source of sharing content, widening the audience you have available.

LinkedIn recommends that when utilizing **employee advocacy**, marketers should support and enable employees to:

- Share job postings and company updates
- Use LinkedIn for social selling
- Announce product updates and promotions
- Post different types of content and tag your company's LinkedIn Page



## 02. Showcase innovation

In a research report published in 2020 LinkedIn and Edelman, The B2B Thought Leadership Impact Study, showed that 88% of decision makers believe that thought leadership improves their perception of a company and 86% felt that leadership affected how much they trust an organization.

## 03. Enhance talent brand

Attract top talent by showing off your culture and values. Prospective job candidates want to see what it's like to work at your company, and partners and other business opportunities are affected by your brand's mission as well.

### How to Grow Your Organic LinkedIn Following

#### Post updates regularly

The easiest way to grow your audience organically is to post regular updates that your followers can like, share, and comment on. When they do so, their followers will see your updates, too! The highest-performing companies on LinkedIn post several pieces of content each week, and some even post daily. They will often publish and repurpose images, infographics, posts from their company blog, or links to events, webinars, ebooks, and other content. Want to see examples of brands with top-performing content? [Check out this article to get this inspiration!](#)

#### Use social media

Add social sharing icons and links to your LinkedIn Page on your website and other social media outlets. Adding social sharing buttons on all of your blog posts and website content allows users to quickly share content as updates.

### ✓ **Leverage employee networks**

Encourage your employees to add your company to their LinkedIn Profiles and follow your company LinkedIn Page, essentially turning employees into brand advocates. By taking advantage of the network effect of employee advocacy to amplify your reach, you can further grow and activate your community. On average, employees have 10x the connections as their company has followers on LinkedIn. When your colleagues share your content with their connections, your brand quickly gains more visibility.

---

### ✓ **Update your career pages frequently with job postings**

People looking for jobs will find your career page in search features or through connection suggestions.

---

### ✓ **Keep your company LinkedIn Page updated**

People looking for jobs will find your career page in search features or through connection suggestions.

---

### ✓ **Share rich media**

Videos, graphics, and visuals capture users' attention. Research by LinkedIn has shown that adding rich media to your LinkedIn Ads can increase CTRs by as much as 38%.

---

### ✓ **Engage with your network**

Respond to comments, like and share other posts, and engage in relevant groups for your industry.

---

### ✓ **Use employee advocacy and ask employees to share original content**

Have your executives and employees publish short-form and long-form posts or create and share videos. Encourage likes, comments, and shares.

---

### ✓ **Follow other businesses and thought leaders in your industry**

Engage with top thought leaders within your industry to connect with similar audiences and grow your following.

CHAPTER 3

# Preparing for Your LinkedIn Ad Campaign



Before we start **creating ads**, it's important to think carefully about who you're advertising to and how you can maximize the budget that you have. When you do create your first ad, you'll have to set up your target audience and bid, so it's good to have a handle on what those are and what to choose.

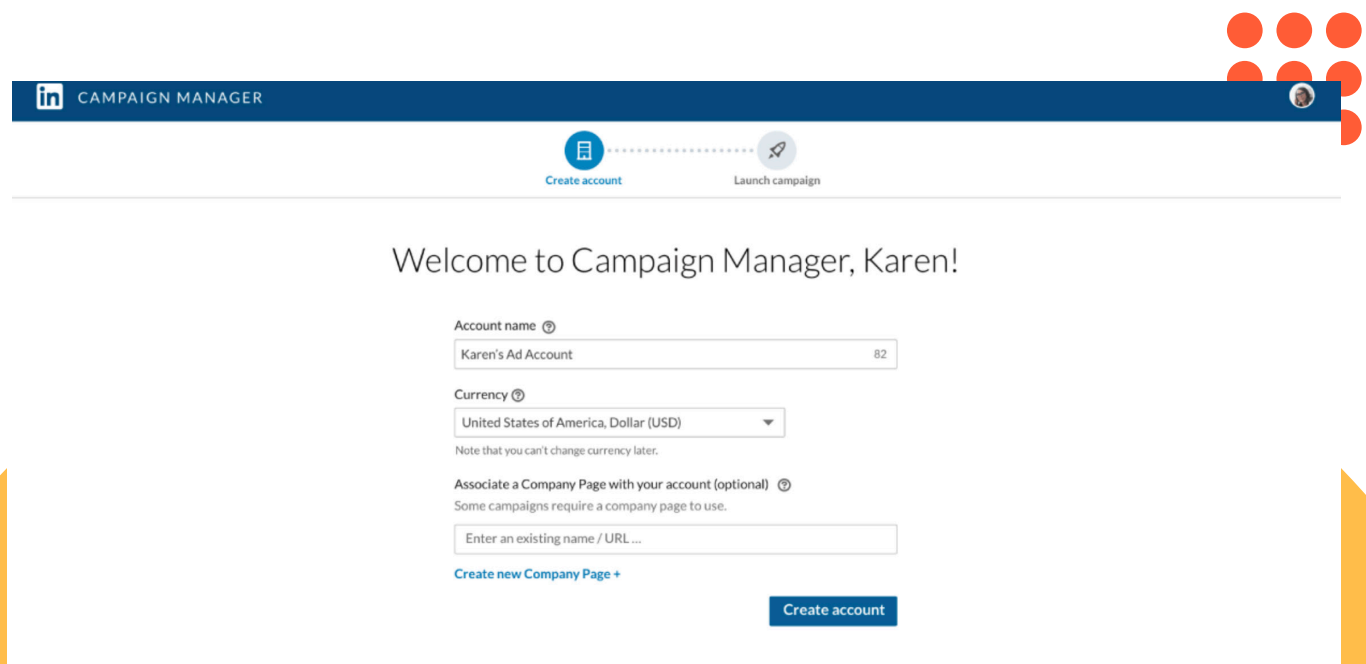
### Create or Log in to Your Campaign Manager Account

**Campaign Manager** is the advertising platform on LinkedIn where you can select your goal, define your audience, and have complete control over your campaigns. Before you get started you'll need to create an account first\*.

After you create a free account or login, the platform will guide you through each step of setting up your first campaign.

With Campaign Manager, you can:

- Set up ad accounts
- Control your ad budget
- Manage and run campaigns
- Monitor your ad performance



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a dark blue header with the LinkedIn logo and 'CAMPAIGN MANAGER' text. Below the header, there are two buttons: 'Create account' and 'Launch campaign'. The main content area has a white background with a blue border. It starts with a welcome message: 'Welcome to Campaign Manager, Karen!'. Below this, there's a form for creating an account. The form includes a text input for 'Account name' with the value 'Karen's Ad Account' and a character count '82'. Below that is a 'Currency' dropdown menu set to 'United States of America, Dollar (USD)'. A note below the currency says 'Note that you can't change currency later.' Then, there's a section for 'Associate a Company Page with your account (optional)' with a sub-note 'Some campaigns require a company page to use.' Below this is a text input for 'Enter an existing name / URL ...'. At the bottom left of the form is a link 'Create new Company Page +'. At the bottom right is a blue button labeled 'Create account'.

\*Important: Don't forget to associate your LinkedIn Page to your new account!



## **I Determine a Campaign Objective**

Selecting your objective is the first step in the new objective-based advertising. Choosing your objective helps to streamline and customize your campaign creation.

An objective is the action you want your customers to take after seeing your ad. LinkedIn supports full funnel objectives from awareness to conversion.

Objectives are grouped into 3 categories:

- **Awareness** campaigns maximize your brand's share-of-voice through impressions.
- **Consideration** campaigns encourage your customers to take action to find out more about your business. The actions are usually clicks that take them to a landing page, or other engagement such as encouraging social actions and views.
- **Conversion** campaigns are focused on lead generation and the ability to track actions on your website such as whitepaper downloads or lead generation capture.



**Tip:** The temptation will be to start choosing your objective right away. But please remember to name your campaign and assign a campaign group first.



## ■ Finding the Right Objective

Here's a brief description of the available objectives:

**Brand awareness** are simple impression-based campaigns. These campaigns are great for top-of-funnel brand building.

**Website** visits is likely what you'll choose for getting clicks that take customers to your website.

**Engagement** is about getting customers to interact with your posts by clicking on your ad, taking social actions (likes, comments, hashtags and shares), or getting more company followers.

**Video views** gives you the option to bid based on cost per view. Video will be available as an ad format on other objectives. However, you will have the option to bid based on cost per view only by choosing video views as an objective.

**Lead generation** uses LinkedIn forms pre-filled with LinkedIn members' profile data. This is one of the easiest and most effective ways to get leads on our platform.

**Website conversion** optimizes for actions on your website that you define as valuable, such as downloading whitepapers or filling out lead generation forms. Website conversion campaigns must use conversion tracking.

**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

## ■ Develop a Targeting Strategy

**Targeting is a foundational element of running a successful advertising campaign** — getting your targeting right leads to higher engagement, and ultimately, higher conversion rates.

Developing a targeting strategy means you are getting your message in front of the right person when they are most engaged. With LinkedIn, you can reach a professional network of more than 900+ million members strong in over 200 countries and territories by leveraging accurate member provided data at scale.

## ■ Identifying a Target Audience for LinkedIn Ads

When you first sit down to create a target audience for your ads, think first of your buyer persona. Who is your ideal customer and where do they live online? What types of content do they read? LinkedIn allows you to create your own specific audience, use an audience template for groups like doctors, event planners, or college graduates, or use LinkedIn's Audience Expansion, lookalike audiences, or Matched Audience tools to expand your audience based on your own list.

When creating your own LinkedIn Ad audience, you can choose from these targeting options:

- **Company:** Company Connections, Company Followers, Company Industry, Company Name, Company Size
- **Demographics:** Age and Gender
- **Education:** Degrees, Fields of Study, and Member Schools
- **Job Experience:** Job function, Job Seniority, Job title, Member Skills, and Years of Experience
- **Interests:** Groups and Member Interests



Hone in on an audience by combining targeting features. To effectively target your content, steer clear of promoting content to every marketer (or other job function) worldwide. Instead, make sure you're combining targeting features (such as geographic region, company size, and seniority level or geography, industry, and job title) to maximize the results.

## Audience Templates

For those of you who are new to LinkedIn or need some guidance on setting up targeting, try LinkedIn's pre-made **audience templates**. These templates help with quick setup and include audiences like doctors, recent college grads, millennials, and more.

## Audience Expansion

You have the option to enable **Audience Expansion** or build a lookalike audience. When using either option, LinkedIn's algorithms will identify additional audience members similar to your target audience. As you're beginning to test and refine, these options will help you reach a broader (but still relevant) audience and generate more data to help you optimize your campaigns. To enable Audience Expansion, scroll to the end of the Audience section when setting up your campaign and check the box next to Enable Audience Expansion.

The screenshot displays the LinkedIn Campaign Manager interface, specifically the 'Targeting' step of a campaign setup. The top navigation bar includes the LinkedIn logo, 'Campaign Manager', and user information 'Jana Fung (Indiv)'. Below this, a progress bar shows three steps: '1 Create Ad Campaign', '2 Targeting' (the current step), and '3 Campaign Options'. The main heading is 'Who's the audience for this campaign?'. The targeting options are organized into three sections: 'Location' with a dropdown menu; 'Companies' with radio buttons for 'All', 'By name', and 'By category (industry, company size)', and a link to 'Enter the companies you'd like to exclude'; and 'Job Title' with radio buttons for 'All', 'By title', and 'By category (job function, seniority)', and a link to 'Enter job titles you'd like to exclude'. On the right side, a grey box displays 'Audience' with a question mark icon, '347,000,000 LinkedIn Members', and a blue-bordered box containing 'Audience Expansion : Enabled'. At the bottom, there is a link for 'More targeting options (Schools, Groups, Age, etc.)'.



## Matched Audiences

**Matched Audiences** is a set of targeting capabilities that empowers you to reach your target audience, including people you already know using existing and past customer data, with:

- Website Retargeting
- Retargeting by Engagement
- Contact Targeting
- Company List Targeting

You can use Matched Audiences to retarget your website visitors, reach those who took an action with your Video Ads or Lead Gen Forms, market to your known contacts from your databases or marketing automation platforms, and reach decision makers at target companies for your account-based marketing programs.

## Lookalike Audiences

**Lookalike audiences** take your Matched Audiences and further widen the net by expanding the list to similar LinkedIn members using LinkedIn's rich member and company data. This can help you find new professional audiences to grow your followers, get new visitors to your website, or find new prospects.

### When to Use Audience Expansion vs. Lookalike Audiences:



- When you already have a high performing audience — either from people visiting your website, people who provided you their email or a tailored list of companies, Lookalike audiences can find you more people who look like these individuals or companies.
- When you are using professional targeting, Audience Expansion can help reach similar audiences to your selected options.

## LinkedIn Targeting Best Practices

When it comes to targeting options for LinkedIn Ads, more isn't always better. LinkedIn advises marketers using the audience expansion and targeting tools to beware of adding too many characteristics (hypertargeting) or limiting the audience too much. Use the strategies below to get the most bang for your buck on LinkedIn Ads and find the perfect audience for your campaigns.

## ■ Monitor and Analyze Every Targeting Test You Run

Using LinkedIn Ads to generate leads is both a short-term and long-term game. In the short term, using ads helps you cast a wide net and get your content in front of new eyes. But in the long term, it takes testing, analysis, and new content to figure out how to consistently reach new audiences and generate leads. Make sure you're **always monitoring and analyzing** every piece of content or test you run to continue improving your LinkedIn Ads strategy in the future.

## ■ Avoid Hyper Targeting

If you're using LinkedIn demographic targeting, try keeping your campaign target audience over 50,000 for Sponsored Content and Text Ads, and over 15,000 for Message Ads. Campaign Manager will show the estimated reach and a suggested range while you're building your audience.

**Another rule of thumb:** your targeting audience should be based on a geo or location, plus no more than one or two demographic facets on top of that. While combining your targeting features to really optimize the audience you're trying to reach is a must, be mindful of hyper targeting. It's tempting to try and get your content in EXACTLY the right eyes by using every targeting feature possible, however, remember the goal with LinkedIn Ads is to cast a wide net to expand your audience.

[Read more about Ad targeting best practices here.](#)



## **Budgeting and Bidding Strategies for LinkedIn**

Finding the right bidding approach is key to driving efficient results with your LinkedIn campaigns. Since space for advertising on LinkedIn can be limited, ads compete in auctions through a bidding system. A bid is how much you are willing to pay for a specific action, like a click. Your bid type selection tells LinkedIn how to bid in the ad auctions.

However, there are other bid types available depending on your specific marketing goals, where you can set your exact bid value. Keep in mind that if your bids are too low, or not as competitive, you may miss out on an opportunity to reach your audience. One way to improve your odds of winning an auction is to set a high, competitive bid. But don't worry, even if you set a high starting bid, you often end up paying a lower cost per result once your campaign runs. That's because on LinkedIn, **your ads compete in a “second-price auction.”** That means the winning bid in an auction pays just \$0.01 more than the second-highest bidder. By strategically placing your bid, you'll have a stronger chance of getting in front of audiences that are most likely to take an action on the ad (e.g. a click).

Smart bid management will improve the quantity and quality of your results, such as clicks or impressions, and markedly improve your ROI. You can find useful tips and ways to navigate bidding from the **[latest guides for bidding on LinkedIn](#)**.

When you run ads, you will pay only for clicks, impressions or video views, depending on which bid type you select.



**Maximum Delivery Bidding** - Our system uses historical campaign data and member information to automatically set the right bid for your ad. Generally speaking, this option will get the best results for your budget, while spending your budget in full. Note: Automated Bidding charges by impression, and currently only supports Sponsored Content. We recommend this option for volume of results, delivering your full budget, and for no bidding guesswork.

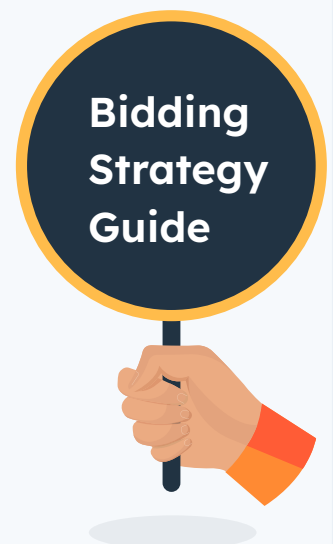
**Target Cost Bidding** - Target Cost Bidding, for CPC-CPM-CPV, is also an automated bidding option that provides advertisers an opportunity to specify their target cost. Campaigns are optimized to generate the most results, and the daily average cost per result will meet the specified target cost value, or up to 30% higher. Target Cost Bidding is available only for certain campaign objectives. You can learn more about Target Cost Bidding [here](#). We recommend this option for cost predictability.

**Manual Bidding** - With LinkedIn's manual bidding option, you are able to set the maximum bid amount you are willing to pay for, and the cost will not exceed that value. We recommend using this option if you want the most control over your bid value.

**Check out our LinkedIn Ads tips** about how to pick between different bidding types.

Luckily, LinkedIn has some tips for creating a stellar budgeting strategy that gets the results you need:

- Limit your targeting feature to the ones you need. If you have a lower budget, zero in on your targeting criteria to get a smaller pool of users.
- Set a competitive bid: bid ambitiously at the high end of the suggested range in your ads interface to improve your chances of winning at auction and delivering your budget.
- Don't set your budget caps too low. When you set a bid, you also set how much budget you're willing to pay for the ads. Set a generous daily budget to start—doing so will help you reach more of your audience.
- Ditch the daily budget: If you're having trouble delivering impressions, avoid capping your budget at a certain dollar amount each day, try setting a total budget that gets spent over time. This will maximize the reach of your ads.



Want help deciding how much to spend on your ads? [Check out this free ad calculator.](#)



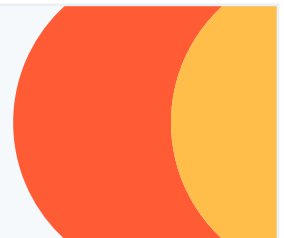


Now that you have an idea of who your ideal audience is and have the tools to build your organic following and establish your brand on LinkedIn, it's time to get to the nitty gritty of **creating powerful LinkedIn Ads**. LinkedIn offers **several different ad formats** for any type of campaign you may want to run.

LinkedIn's ad formats (+ best practices for each)

After you've chosen your campaign objective and audience, it's time to choose which type of LinkedIn Ad will be the most effective. LinkedIn offers several different types of ad formats which includes:

- **Sponsored Content** - these ads appear in the LinkedIn news feed
- **Sponsored Messaging** - these ads appear in LinkedIn messaging
- **Lead Gen Forms** - these are pre-filled forms for your ads
- **Text and Dynamic Ads** - these ads run in the LinkedIn right rail



Remember, no matter which of these formats you choose, always be testing!

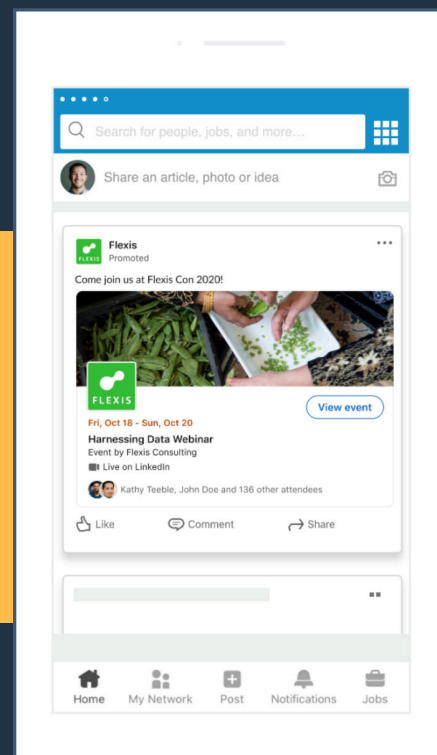
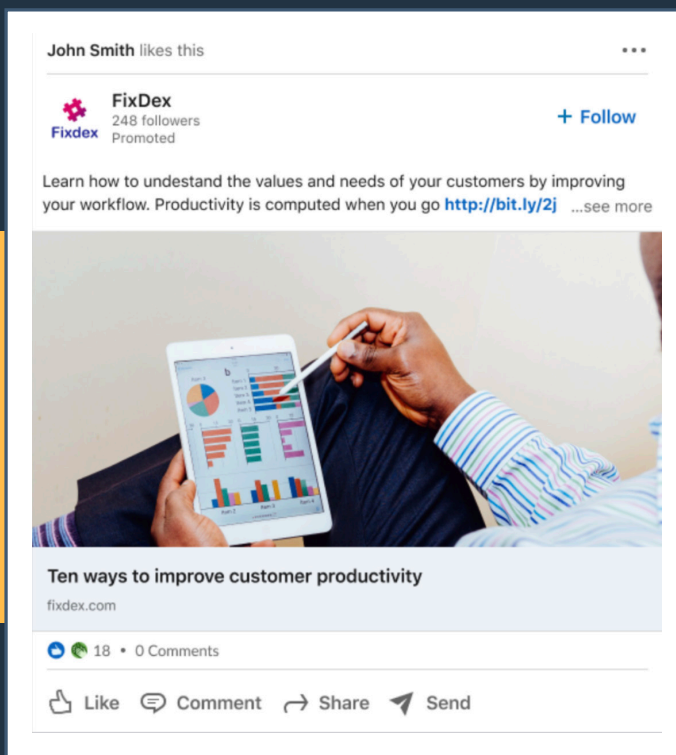
Let's dive into Sponsored content first.

## Sponsored Content

### Content Single Image Ad

#### BEST PRACTICES FOR SPONSORED CONTENT:

- ✓ Provide a new angle or analysis on industry news, rather than just sharing popular headlines.
- ✓ Share helpful, relevant content.
- ✓ Use rich media in your posts and incorporate formats like YouTube videos, SlideShares, or Vimeo videos which engage your followers.
- ✓ Include 2-4 ads in each campaign; campaigns with more ads reach more folks in your target audience.
- ✓ Try lead gen forms to help generate more qualified leads for your sales team. These forms automatically populate a member's data from their profile, making it easy for them to fill out while giving you helpful data.

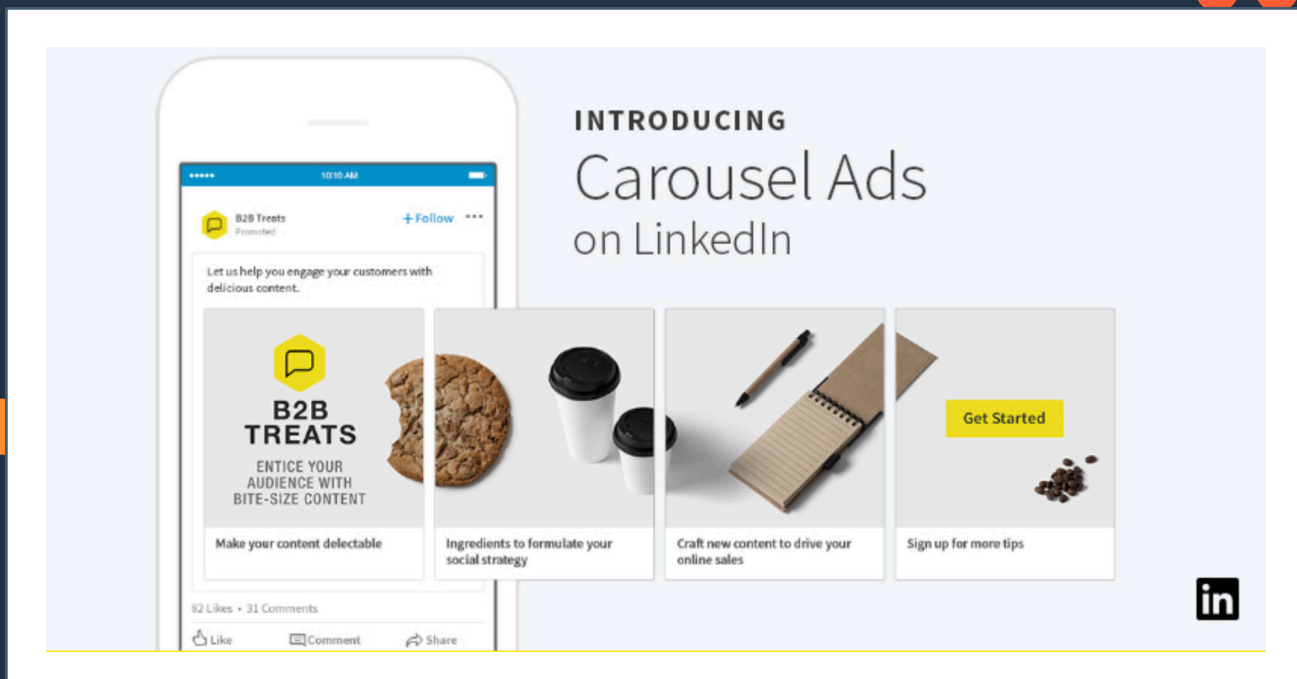


## Sponsored Content Carousel Ad

**Carousel Ads**, a type of Sponsored Content, hold up to 10 images to show a story, showcase a product, or drive registrations for events.

### BEST PRACTICES FOR CAROUSEL ADS:

- ✓ 2-5 cards is optimal
- ✓ Share stories of customer success.
- ✓ Post about thought leadership or share your executives' opinions.
- ✓ Show several products or services.
- ✓ Do a deep-dive into a particular product or service.
- ✓ Share a series of job opportunities, upcoming events, or speakers for a single event.
- ✓ Create captivating images and visual stories.
- ✓ Use an overarching theme or style, or share a large piece of content broken down into individual cards.
- ✓ Optimize the order of the cards based on performance. Try A/B testing the order.
- ✓ Use clear messaging and CTAs.
- ✓ Save your main CTA for the end to optimize for engagement through the end.



## Sponsored Content Video Ad

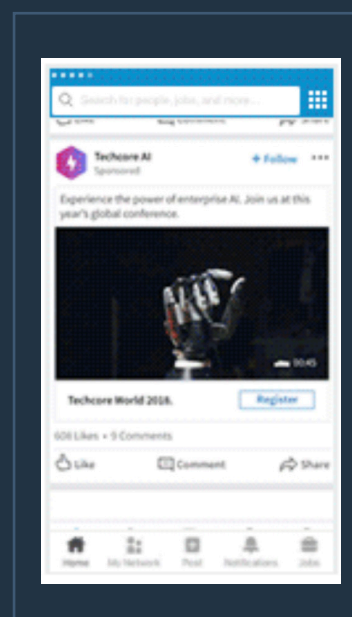
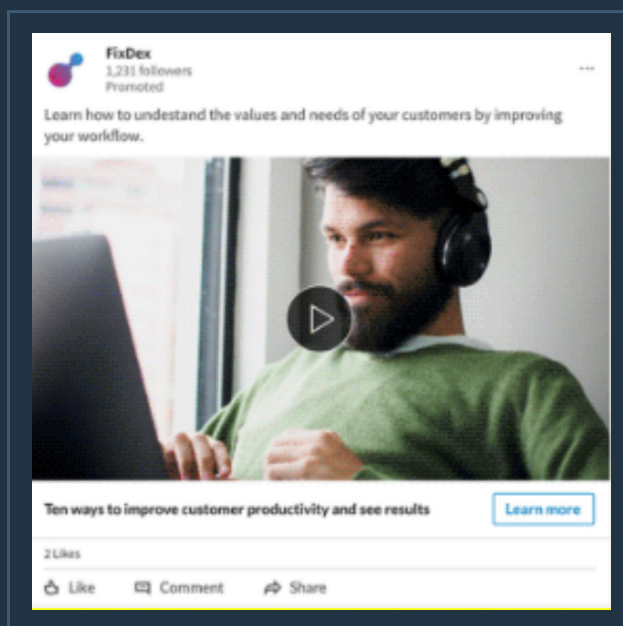
**Video ads** can drive leads, build brand awareness, or promote a new product and offer video metrics and data on the types of professionals interacting with your ad.

### BEST PRACTICES FOR VIDEO ADS:

- ✓ Showcase executives as thought leaders.
- ✓ Preview events or webinars.
- ✓ Give a better, more detailed view of products or software.
- ✓ Show the most important message within the first ten seconds. Use visual storytelling, graphics, and text to increase engagement.
- ✓ Consider using subtitles; 85% of social media videos are played without sound.
- ✓ For brand awareness goals, keep videos under 30 seconds.



**Pro Tip:** One of the hottest content trends on LinkedIn right now is “micro-form” videos – we see that our members have about a 15-30 second preference for video content. That’s not to say you can’t go longer, but as you’re crafting your video, you’ll want to make sure that some key takeaways are in that first portion, and then the rest is gravy if we get someone to stick around and keep watching!



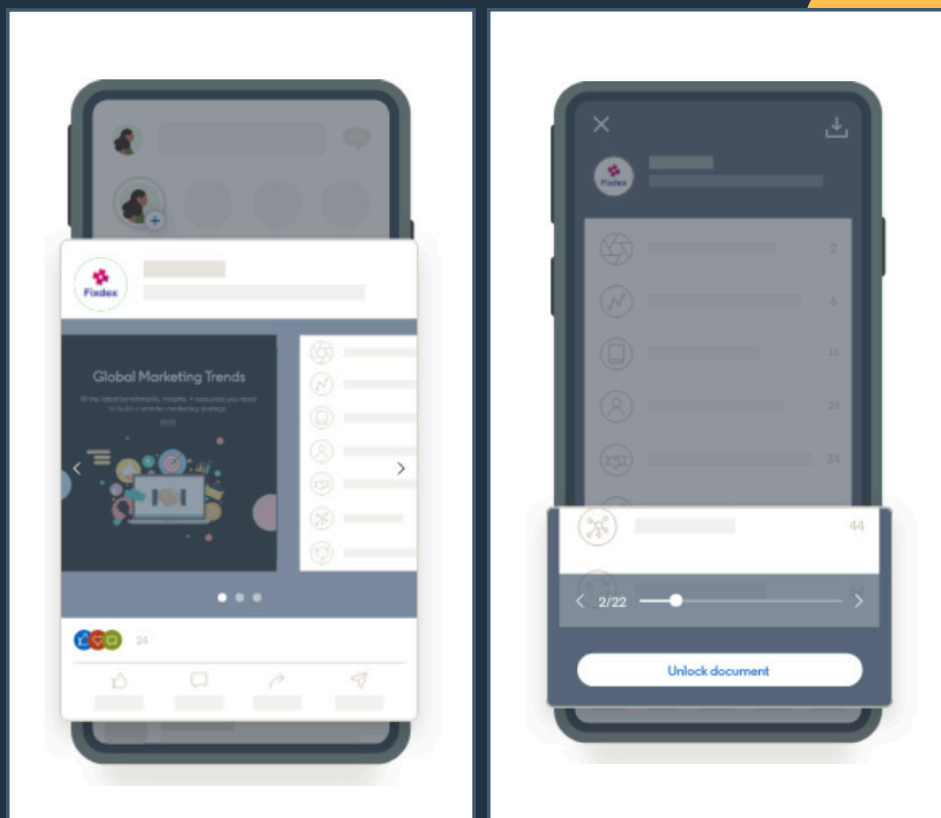
## Document Ads

Inspire audiences with thought leadership or collect leads at scale by allowing them to read and download **documents** directly in their newsfeed.

### BEST PRACTICES:

- ✓ For best quality document, we recommend using a PDF file
- ✓ Avoid using multiple columns of text and small font sizes - multicolumn text is harder to read and scan when printed out.
- ✓ Embed fonts into the PDF itself and use at least 8pt font
- ✓ For optimal performance, use 3-4 preview pages for lead gen campaigns
- ✓ Use images, bullets, and graphics
- ✓ Create an attention-grabbing cover and preview page

More more best practices - check out this [guide](#).

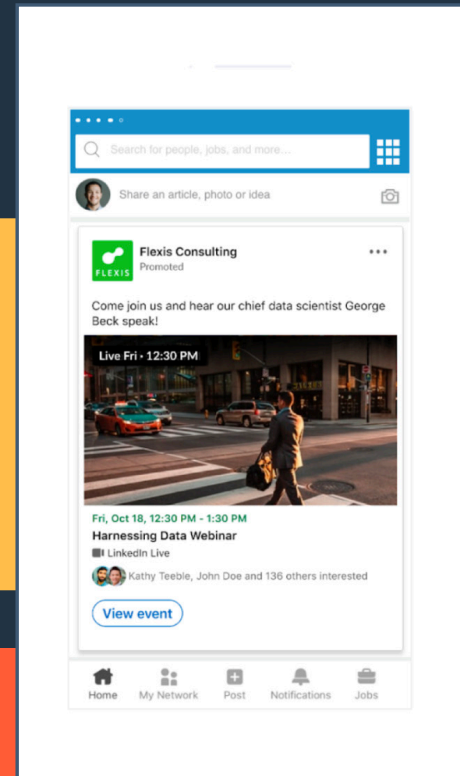
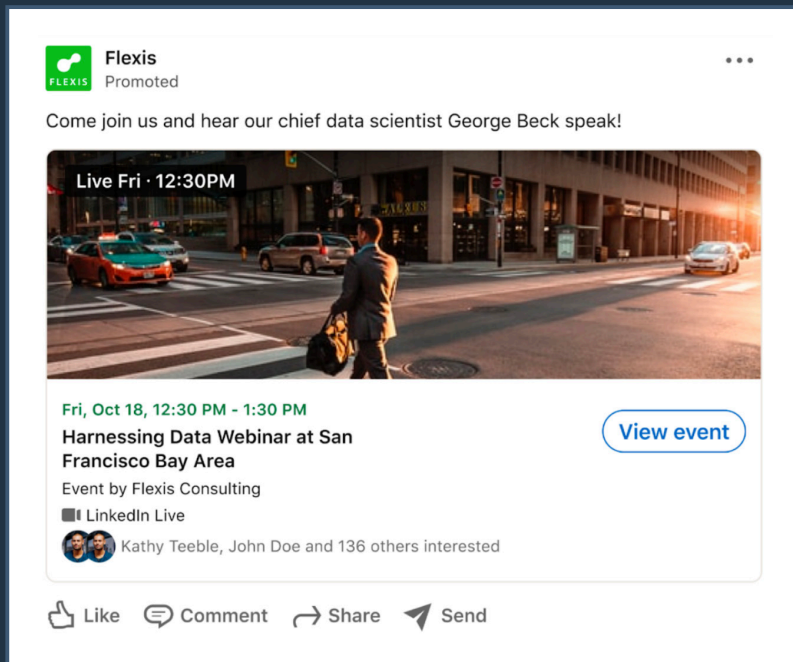


### Event Ads

As virtual and hybrid **events** become a bigger and more important part of the marketing stack, we want to ensure that you're well-equipped to run a successful live event on LinkedIn. Promote it early and often!

#### BEST PRACTICES:

- ✓ Set up your event 2-4 weeks in advance so you have enough time to promote
- ✓ Feature a clear CTA to register to improve registration
- ✓ Keep descriptive copy under 70 characters





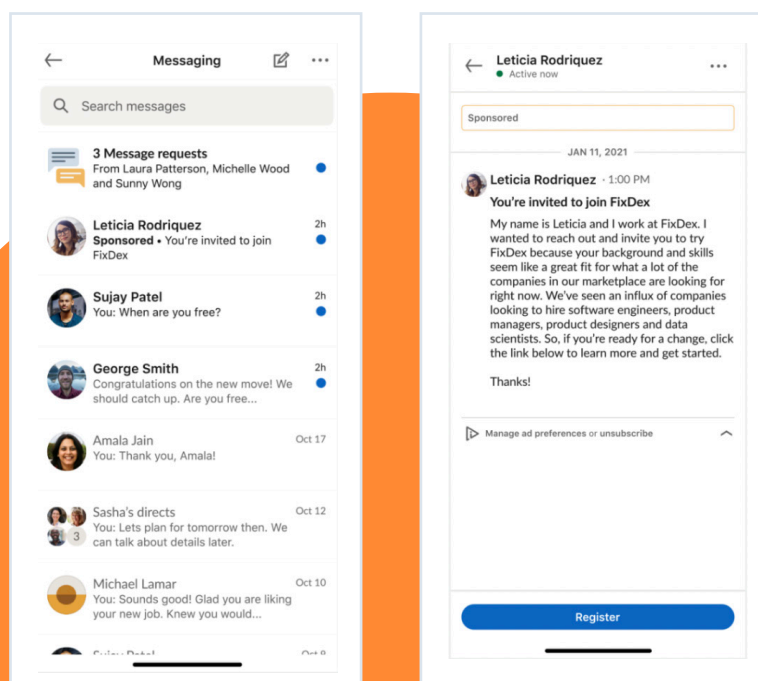
## Sponsored Messaging

### Message Ads

**Message Ads** (formerly Sponsored InMail) are a direct line to your network and with a more than 50% open rate, are more effective than email. Try Message Ads for recruiting, event registration, and lead generation.

#### BEST PRACTICES FOR MESSAGE ADS:

- ✓ Craft your message based on your objective
- ✓ Include a clear CTA using one to three words. The best performing CTAs are “Try,” “Free,” “Today,” “Click,” and “Apply,” and feature low-pressure terminology.
- ✓ Be concise, personal, and relevant. Use bullets rather than dense copy. Body text under 500 characters drives a 46% higher click-through-rate (CTR) on average.
- ✓ Add hyperlinks. Make your Message Ads more interactive by adding hyperlinks, proven to lift CTR by 21%.
- ✓ Run Message Ads for an entire week. The highest open rates are on Tuesdays, but the most clicks happen on weekends.
- ✓ Use the LinkedIn Insight Tag to track conversions from these campaigns.
- ✓ Try combining Sponsored Content with Message Ads and running both campaigns at once.
- ✓ Marketers see 37% better CTRs when targeting via both Sponsored Content and Message Ads.

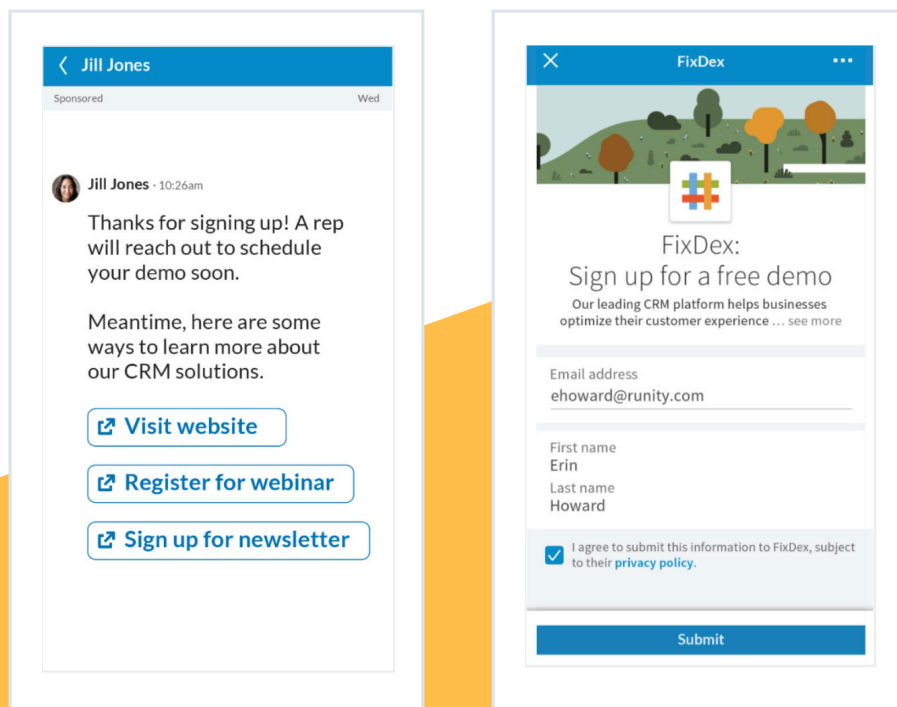


## Conversation Ads

**Conversation Ads** allow you to deliver multiple offers and types of content in a single message for a highly engaging experience. You can drive prospects to multiple landing pages or Lead Gen Forms, and see how many people click on your content and each offer, and how engaged they are in the conversation.

### BEST PRACTICES FOR CONVERSATION ADS:

- ✓ Leverage one of our templates. To get started, take advantage of Conversation Ad templates in Campaign Manager. Available templates by objective include: drive trials and demos, offer professional services, and promote your podcast. You can edit any of the templates to make them your own.
- ✓ Use multiple messages and buttons. Like a conversation -- and to provide a more engaging experience -- give your prospects the information they need in bits, not in bulk. Set up two to three messages with at least two CTAs that members can interact with.
- ✓ Keep it conversational. Keep your tone warm and helpful - the way you would speak on the phone.
- ✓ Don't include "not interested" CTAs. Uninterested recipients will simply close the ad. Instead, focus on CTAs that help achieve your business objectives.
- ✓ Use rich media. If you are seeing low engagement, consider adding rich media like photos.

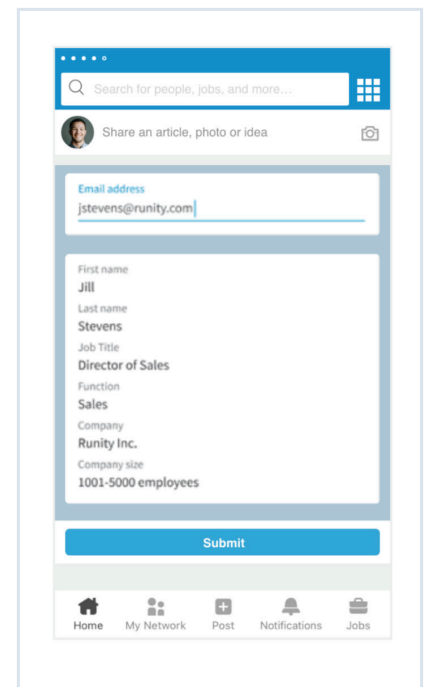
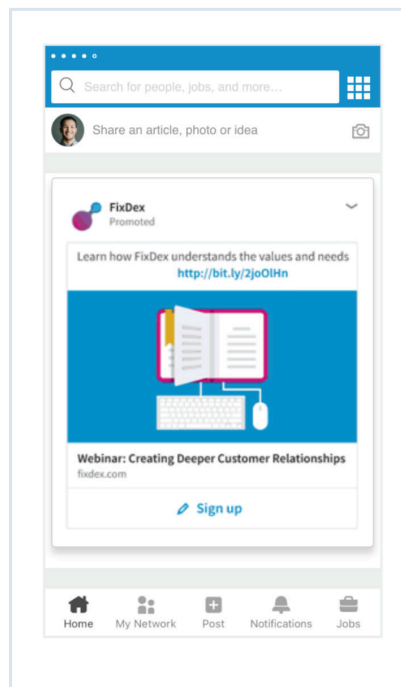


## Lead Gen Forms

**LinkedIn Lead Gen Forms** are designed to provide maximum convenience for both users and marketers. When forms are presented to a LinkedIn member, the fields are pre-populated with their profile data, drastically cutting the effort needed to fill them out, resulting in higher conversion rates. In fact, lead gen forms have shown to drive **5x higher conversion** than landing pages.

### BEST PRACTICES:

- ✓ Keep the number of questions to a minimum - forms see the highest completion rates when they use 5 or fewer questions
- ✓ Make your customer question easy to answer
- ✓ Keep your lead gen forms fresh! Try updating them every two months to avoid the content going stale
- ✓ Pair lead gen campaigns with brand campaigns for higher conversion rates
- ✓ Test and test again!



**Download the complete playbook to Lead Gen Forms here.**

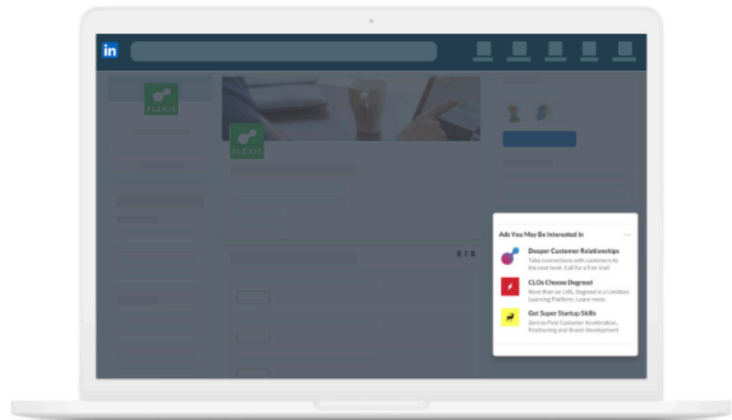
## Text and Dynamic Ads

### Text Ads

**Text Ads** are simple ads served on the right-hand side or top of the LinkedIn desktop feed. Create PPC (pay per click) or CPM (cost per impression) bids to control spend your way. Use these tips to maximize results with this versatile ad format.

#### BEST PRACTICES:

- ✓ Create multiple variations for each campaign
- ✓ Create focused targeting criteria
- ✓ Set an aggressive maximum bid
- ✓ Always include an image
- ✓ Address your audience directly

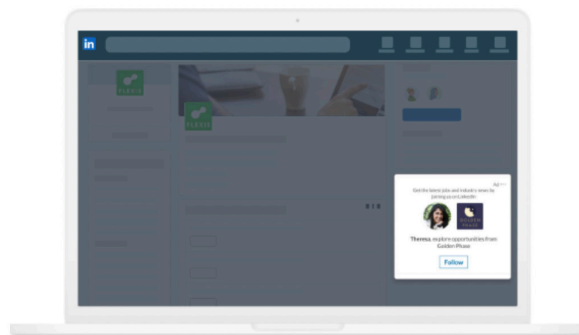
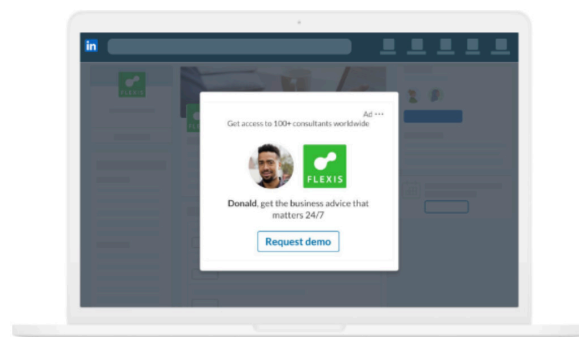


### Dynamic Ads

Dynamic Ads on LinkedIn allow you to engage prospects with right-rail ads automatically personalized for each individual based on their profile

There are several ad formats under the Dynamic Ads family:

- **Follower ads:** expand your audience and acquire more followers for your LinkedIn Company or Showcase Page
- **Spotlight ads:** share thought leadership, best practices, insights, and valuable content with your target audience.
- **Job ads:** get more applicants for your job postings.



## **BEST PRACTICES FOR CREATING DYNAMIC ADS:**

- ✓ Capture your audience's attention with visual personalization:
  1. Check the box to enable your target audience's profile photo to appear in the ad. Remember, this is unique to each prospect.
  2. Select pre-set templates that include macros to have each member's name and company appear in the text of the ad.
- ✓ Include one clear message and call-to-action on each Dynamic Ad.
- ✓ For follower ads, exclude existing followers from seeing your ad to ensure you're gaining net new prospects. You can do this on the targeting page.
- ✓ For spotlight ads, try uploading a custom background image to add more visuals to your ad.
- ✓ Refer to LinkedIn Dynamic Ad specs while planning to make sure that your ad is formatted properly.

### **Sponsored Content specs**

#### **Single Image Ad Specs**

- Headline: 70 characters max
- Description: 100 characters max
- CTA: optional, you can choose from available CTA copy
- Image: 1200x627 px, 1.91:1 ratio, JPG/JPEG/PNG/GIF (non-animated)

#### **Document Ad Specs**

- Inductory text: up to 150 characters
- Headline: up to 30 characters
- File type: PDF, DOCX, DOC, PPT, PPTX

#### **Carousel Ad Specs**

- Introductory text: 255 characters max
- Cards (images): minimum 2, maximum 10
- Images: 1080x1080 px, 1:1 ratio, JPG/PNG/GIF (non-animated)
- Headline: up to 45 characters when directing to landing page or up to 30 characters for a Lead Gen Form CTA

## ■ Video Ad specs

- Ad name: 255 characters max
- Headline: up to 70 characters
- Intro text: 600 characters max
- Length: 3 seconds to 30 minutes (LinkedIn points out that the most successful videos are less than 15 seconds)
- Layout: horizontal
- Pixel and aspect ratio: 360p, 480p, 720p, 1080p
- Audio format: AAC, MPEG4

## ■ Event Ads

- Design Recommendations
- Image Ratio: 4:1 (image will be pulled from the Event page)
- Text Recommendations
- Event name (optional): 255 characters
- Introductory text : 600 characters

## ■ Message Ad specs

- Subject line: 60 characters max
- Message text: 1,500 characters max
- Links: up to 3 clickable links
- Hyperlinked text in message: 70 characters max
- CTA button copy: 20 characters max (LinkedIn recommends between one and three words for a 13% higher click-through-rate)
- Image (banner): 300x250 px, JPG, PNG, GIF (non-animated)

## ■ Text Ad specs

- Headline: 25 characters max
- Description: 75 characters max
- Image: 100x100 px (optional)



**Dynamic Ad specs****Follower Ads**

- Ad description (above images): 70 characters max
- Ad headline (below images): 50 characters max
- Company name: 25 characters max
- Ad image: 100x100 px, JPG, PNG • CTA: members who don't follow you will see "Follow," those who do follow you will see your selected CTA

**Spotlight Ads**

- Ad description (above images): 70 characters max
- Ad headline (below images): 50 characters max
- Company name: 25 characters max
- Ad image/company logo: 100x100 px, JPG, PNG • CTA: 18 characters max
- Link: can link to third-party landing page
- Background image: 300x250 px

**Visit the LinkedIn Ads Guide to view a complete list of ad format specs.**

**LinkedIn Ad Visuals and Messaging**

There are limitless ways to create **amazing visual ads that stand out to your audience**, it just takes a little creativity, a lot of testing, and the right tools to make it successful. Whether you're using a graphic or video, make sure you're designing and finding images that set context for your content, capture users' attention, and align with your brand.

**Visual Design Tips:**

- ✓ Make sure you're using rich media.
- ✓ Use Canva to create unique, branded social media images.
- ✓ Vary your image types—try using icons, GIFs, stock photos, graphics, etc.
- ✓ Use colors that stand out from the page—stay away from lighter backgrounds like white or gray. • Create graphics that are designed for conversions.
- ✓ Include CTAs to encourage clicking.





### Messaging Tips:

- ✓ Write catchy, actionable headlines focused on setting context and making the user interested in the content.
- ✓ Include compelling statistics or quotes lifted out of a larger piece of content.
- ✓ Keep it short and sweet.
- ✓ Include shortened URLs to clean up the copy.
- ✓ Include a CTA. Check out these best practices.



### Video Tips:

- ✓ Make sure the video thumbnail is compelling enough to make the user click “play.”
- ✓ Use your video platform of choice to test different types of video—like animated, human centered, word-focused, etc.—to see what your audience responds best to.
- ✓ Add text to your videos so people can watch the video silently and still tell what the audience is saying.



## ■ Create Your First LinkedIn Ad Campaign

It's finally time. It's time to create round one of your LinkedIn Ads. Don't feel pressured. We like to think of the first campaign as a first draft. Over time, you'll edit and revise as you learn from each test and report, and by the end you'll have an optimized, lead-generation, recruitment, or brand awareness machine.

### Here's How to Create Your First LinkedIn Ad Campaign.

Before launching your first campaign, you must have a LinkedIn Page and a Campaign Manager account. If you already have a LinkedIn Page and a Campaign Manager account, [click here](#) to learn how you can set up your campaign.

01. Sign in to **Campaign Manager**.
02. Select a campaign group - if it's your first campaign, we recommend using the default "new campaign group"
03. Select an objective for your campaign. Remember, these are under the general umbrellas of Awareness, Consideration, and Conversion and range from brand awareness to job applicants. Think of your goal for this campaign and choose the objective that aligns most closely.
04. Build your target audience and use whichever of LinkedIn's audience targeting tools is right for you. You can use Matched Audiences, lookalike audiences, or Audience Expansion, or create a completely custom audience using LinkedIn's data.
05. Select your ad format. Like we outlined earlier, LinkedIn offers Sponsored Content ads in the LinkedIn feed, Message Ads, Text Ads in the sidebar, and Dynamic Ads featuring the members themselves. Tip: Experiment with a few different ad formats like Message Ads and Sponsored Content for the same audience.
06. Select your budget and schedule. This is where you'll decide on the campaign schedule and budget. LinkedIn **recommends starting out by investing in a campaign** with at least \$100/ day to set a foundation for your long-term marketing goals.
07. Set up your ads. Review our best practices and visual design/video tips mentioned earlier. Make at least 2-4 ads in each campaign to maximize your audience.
08. Set up payment information and launch!

Want to see how your LinkedIn Ads impact your bottom line and which leads are your most valuable prospects? [Set up the HubSpot and LinkedIn Ads integration.](#)



## Implement Conversion Tracking

Using LinkedIn Ads is a great way to generate leads and drive brand awareness, but in order to see the full value of your ads it's important to actually see the data about who's converting on what content.

**LinkedIn's Insight Tag** allows you to track conversions and see which audiences are converting best for any content in your ads. This helps you see how many leads you're getting from each of your campaigns, ads, and even target audiences, understand the return on investment from campaigns, and optimize future campaigns for better results.

If you're a HubSpot customer, you can also use **tracking URLs** to see where your leads are coming from in the Reporting tool.

Want to learn how to how to download and install the LinkedIn's Insight Tag to start tracking conversions? **[Check out these instructions.](#)**

### How to Implement Conversion Tracking for LinkedIn

- 01.** Log in to Campaign Manager using your email address associated with your LinkedIn Page (make sure you use the business email associated with your LinkedIn profile and
- 02.** LinkedIn Page. It's easy to add a business email address to your LinkedIn Page).
- 03.** Choose where you want to track conversions.
- 04.** Add the LinkedIn Insight Tag to your website. If you use the HubSpot CMS, this process can be done automatically through the setup process.
- 05.** Create a conversion action.
- 06.** Add your conversion action to a campaign.
- 07.** Measure your performance with analytics.

**Learn more about Conversion Tracking on the LinkedIn website.**

## ■ Conversion and Optimization Strategies

When it comes to advertising on LinkedIn, the whole point of setting up your campaigns for success — and the whole reason you're reading this guide — is to get as much return on your investment (ROI) as possible.

What's the point of optimizing your LinkedIn Ads if you're not sure what results you're getting? That's why monitoring your campaign, understanding what's working and what's not, and optimizing your future campaigns based on the data you've uncovered is essential.

When it comes to monitoring the success of your campaigns, keep track of the same metrics for all of your campaigns so you can compare metrics.

## ■ Metrics to Track for LinkedIn Ads

- Website traffic
- Conversions
- Cost per conversion
- Conversion rate
- Form submissions
- Net new leads/contacts
- Engagements
- Cost per click
- New followers (brand awareness)
- Engagements 38
- Impressions
- A/B test results

Remember that not all companies use the same metrics in the same way, so use what makes the most sense for your brand. Make sure you're tracking the same information for all of your campaigns so you have data to compare.

Whether you're reporting your campaign performance to the owner of your company or team manager, it's important to be able to analyze and report the success of your campaigns based on these metrics.

Use the metrics discussed above to determine the:

01. Lead quality: How good of a fit are the leads generated for your product or service?
02. The ROI for your campaigns: How is the money spent on these campaigns benefiting the company?
03. CPC over time: How much do the leads (or any metric) cost over time?
04. A/B Test Results & Experiments: What are you learning from the A/B tests you're running?



## Best Practices Checklist

### Chapters 1-2

- ☐ Ensure you are **LinkedIn Page Administrator**
- ☐ Connect your **LinkedIn Ad Account(s)** Use HubSpot Social to:
  - Align content with other social media
  - **Schedule posts**
  - Send an email with monthly social reports, summary social interactions

### Chapter 3-4

- ☐ Connect Ad Account in HubSpot LinkedIn turn on **Ad tracking**
- ☐ Setup Lead Sync in HubSpot
- ☐ Track Campaign Performance in HubSpot in a **Report**
- ☐ Create an **audience** in HubSpot for retargeting
- ☐ Create a company list and sync to LinkedIn **Matched Audience**
- ☐ LinkedIn Ads available HubSpot
  - ☐ **Lead Ads or Website Conversions Ads**
- ☐ Add **Offline Conversions** to Campaign Manager



## Optimizing Your LinkedIn Ad Strategy

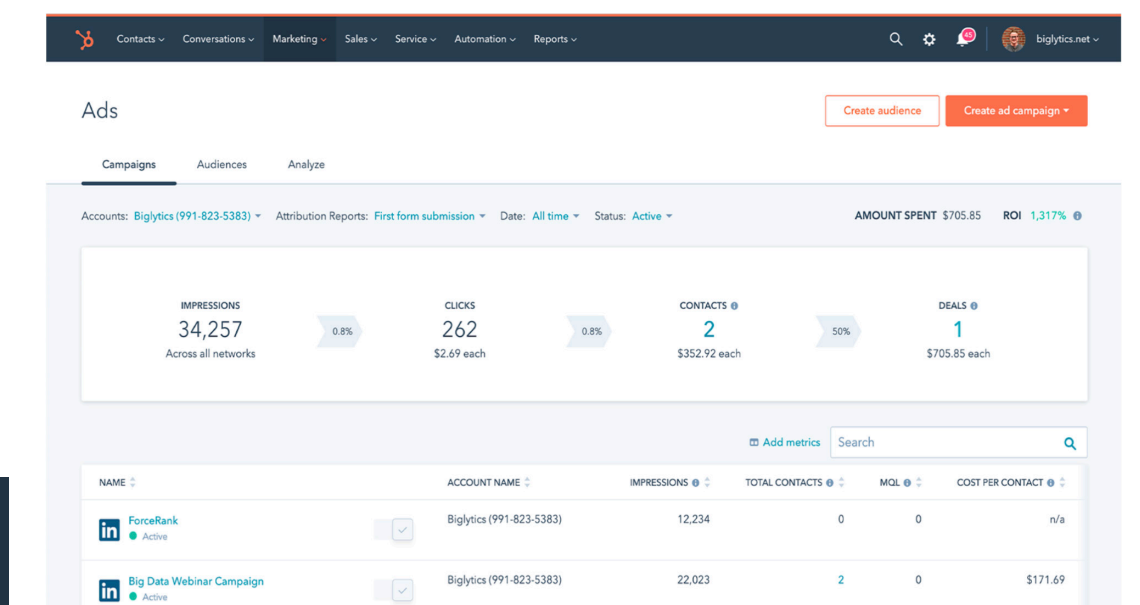
Monitoring and reporting on the success of your campaigns is useful for proving the value of the work you're doing for your company, but it's also valuable for continuing to improve your campaigns. Was a campaign a success or a failure? What made it so? There's no silver bullet to running perfect ads; keep testing multiple topics and formats for your audience and **optimizing your bidding strategy**. Use this information to tailor your posting strategy both organically and through LinkedIn Ads in the future.

## Connecting the Dots with Hubspot and LinkedIn

Ads are an essential piece of your marketing strategy. So why wouldn't you manage ads in the same place you manage the rest of your marketing campaigns? With HubSpot's Ads Tool integrated with LinkedIn, you can do just that.

You can create highly targeted audiences, automatically sync leads from LinkedIn directly to HubSpot, and understand which ads are influencing your bottom line. Connecting LinkedIn to HubSpot will help you find a consistent narrative across all of your marketing efforts and tap into better optimization opportunities.

Learn about [HubSpot's Ads tool](#) and the [LinkedIn Ads integration](#).



Launching your first LinkedIn campaign?

**Connect your account today and you may be eligible for \$500 in ad credits.**



# Conclusion

Ads are an essential piece of your marketing strategy. So why wouldn't you manage ads in the same place you manage the rest of your marketing campaigns? With HubSpot's Ads Tool integrated with LinkedIn, you can do just that.

You can create highly targeted audiences, automatically sync leads from LinkedIn directly to HubSpot, and understand which ads are influencing your bottom line. Connecting LinkedIn to HubSpot will help you find a consistent narrative across all of your marketing efforts and tap into better optimization opportunities.

**Expand Your Reach with LinkedIn -  
Over 900 Million Members Await!**

**Connect your HubSpot account  
and unlock the power to:**

- Create hyper-targeted audiences spanning contacts and companies
- Engage and nurture prospects in real time
- Accurately measure the ROI of your campaigns

**Learn More**

**Create a Seamless Buying  
Experience with Intuitive ABM Tools**

**With HubSpot's ABM  
software, you can:**

- Enable collaboration across sales and marketing teams
- Attract high-value accounts and forge deeper relationships with personalization
- Track and measure milestones throughout an account's journey

**Learn More**