Tip Sheet

LinkedIn Ads

Marketing on LinkedIn helps you engage with a community of more than **690 million** professionals.

Use these tips to choose the LinkedIn ad products, and get the most from your next campaign.

LinkedIn

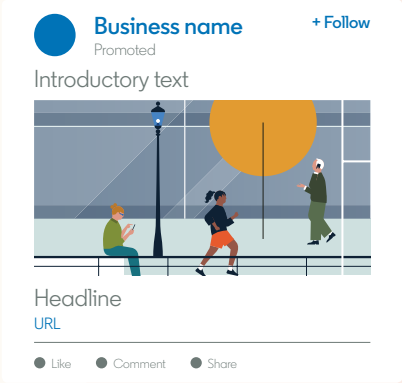
Single Image Ad

Promote your message directly in the LinkedIn feed. Single Image Ads can be targeted to a specific audience across desktop and mobile.

Introductory text: up to 150 characters

Headline: up to 70 characters

Image: 1200 x 627px



Carousel Image Ad

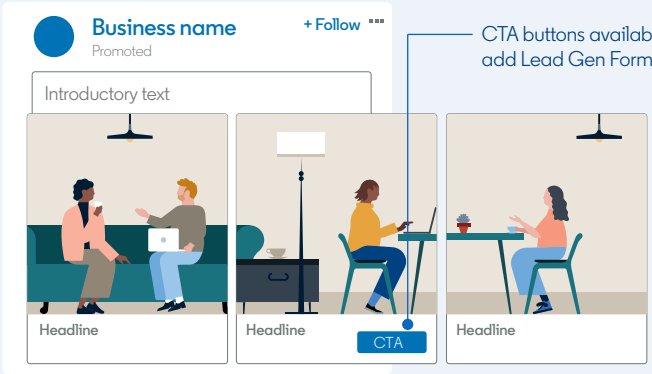
Tell an interactive story with a swipeable series of cards in the LinkedIn feed. You can customize the content and landing URL for each card.

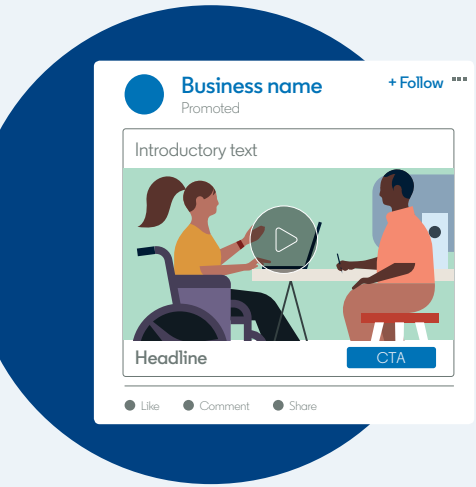
Introductory text: up to 255 characters

Images: 1080 x 1080px, 2 to 10 cards

Headline:

- Up to 45 characters when directing to a landing page
- Up to 30 characters for Lead Gen Form CTA





Video Ad

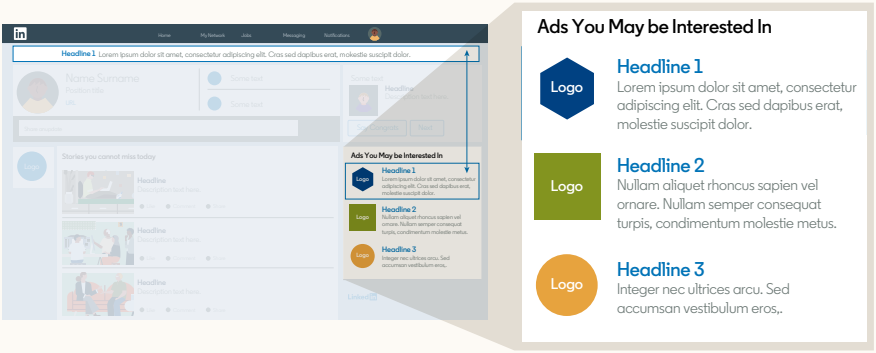
Engage your audience with interactive content directly in their LinkedIn feed, across desktop and mobile.

Introductory text: up to 150 characters

Headline: up to 70 characters

Duration: 3 seconds to 30 minutes (most successful video ads are <15 seconds)

File format: MP4



Text Ad

Add a compelling headline, brief description, and even an optional image. Text Ads appear at the top of the page or in the right column of desktop view. Easy setup means you can start reaching your target audience in minutes.

Headline: up to 25 characters

Description: up to 75 characters

Images (optional): 100 x 100px

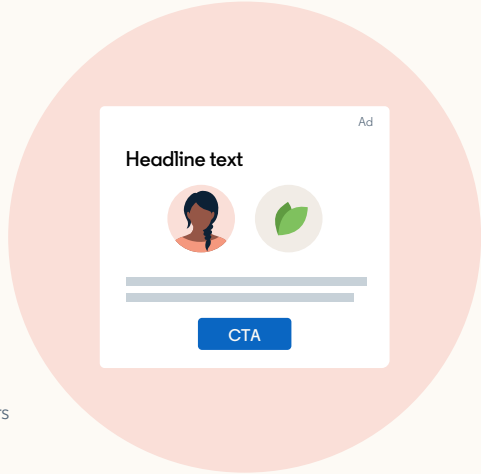
Dynamic Ad

Boost conversion rates with these ads automatically personalized to each member based on LinkedIn profile data. Dynamic Ads appear in the right column of desktop view.

Headline: up to 50 characters

Call to action (CTA) text: up to 18 characters

Company logo: 100 x 100px

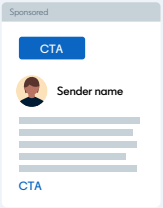


Sponsored Messaging

Engage your prospects in LinkedIn Messaging, where professional conversations happen. Sponsored Messaging is now available in two formats: Message Ads and Conversation Ads. Ads are delivered in LinkedIn messenger only when members are active to ensure higher conversion.

Message Ads

Send direct messages to spark immediate action. Deliver a targeted message with a single call-to-action.



Sender:
up to 30 characters

Subject line:
up to 60 characters

Message text:
up to 1,500 characters

Image size:
300 x 250px

Conversation Ads

Start quality conversations with your audience through a choose-your-own-path experience.

CTA buttons:
up to 5

CTA text:
up to 25 characters

Message text:
up to 500 characters

Image size:
300 x 250px

Summary of objectives

Objective	Marketing goal	Supporting ad formats
Brand awareness	"I want more people to learn about my business."	• Single Image Ad • Carousel Ad • Video Ad • Text Ad • Dynamic Ad
Website visits	"I want people to visit a website destination off LinkedIn."	• Single Image Ad • Carousel Ad • Video Ad • Text Ad • Dynamic Ad • Sponsored Messaging
Engagement	"I want more people to engage with my content posts."	• Single Image Ad • Carousel Ad • Video Ad • Dynamic Ad
Video views	"I want more people to watch my videos."	• Video Ad
Lead generation	"I want more quality leads on LinkedIn."	• Single Image Ad • Carousel Ad • Video Ad • Dynamic Ad • Sponsored Messaging
Website conversions	"I want to more purchases, registrations or downloads."	• Single Image Ad • Carousel Ad • Video Ad • Text Ad • Dynamic Ad • Sponsored Messaging
Job seekers	"I want to promote job opportunities at my company."	• Single Image Ad • Dynamic Ad

Pro tip Only engagement campaigns have the "Follow Company" button.

Get started with your first ad today.

Go to Campaign Manager

LinkedIn