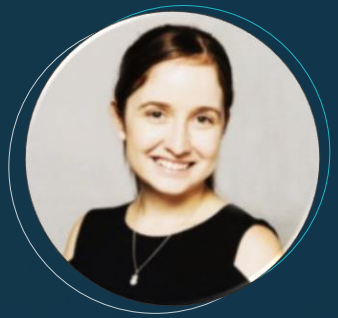
LinkedIn Marketing Solutions

Fundamentals of Advertising on LinkedIn

LinkedIn Marketing Solutions



Alyce Erikson

Program Operations Manager, APAC

LinkedIn Marketing Solutions

TODAY'S AGENDA

1 LinkedIn Introduction *5 mins*

2 Targeting Foundations *5 mins*

3 Product Suite *5 mins*

4 Introducing the New Campaign Manager Reporting Design *15 mins*

5 Anatomy of a Successful Sponsored Content Campaign *10 mins*

6 Q&A *5 mins*

Keynote

1

LinkedIn Introduction

LINKEDIN'S VALUE TO MARKETERS

A platform for marketers to engage with professionals

The World's Largest Professional Network in APAC

100M+

APAC Members

7.8M+

Mass Affluent Professionals

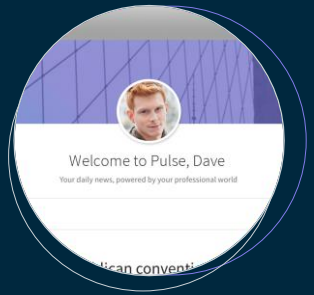
20M+

Business Decision Makers

6.7M+

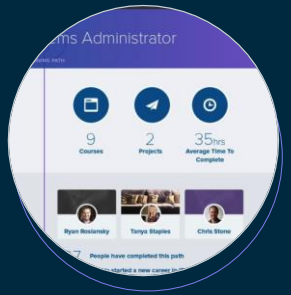
Students

The World's Professionals Come to LinkedIn for **Knowledge**



Industry News

Expert Advice



Professional Learning

Peer Insights

Peer Recommendations

500+ Influencers

Engaging the Platform with a Unique Member Mindset

Personal Networks

Spend Time

Updates on my friends

Updates on my interests

Entertain me

Professional Networks

Invest Time

Updates on my industry

Updates on my network

Inform me

2

Targeting Foundations

Leverage a Unique Wealth of Audience Demographics

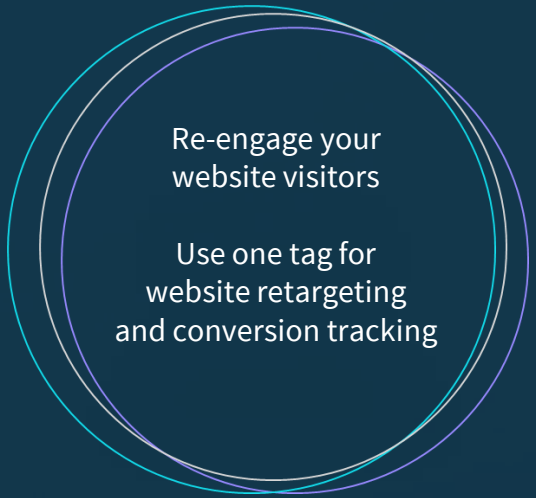
LinkedIn Ad Targeting Options

- Company Name
- Company Industry
- Company Size
- Location
- Job Title
- Job Seniority
- Job Function
- Years of Experience
- Member Skills
- Member Groups
- Member Age
- Member Gender
- Field of Study
- Degree(s)
- Member School(s)
- Matched Audiences

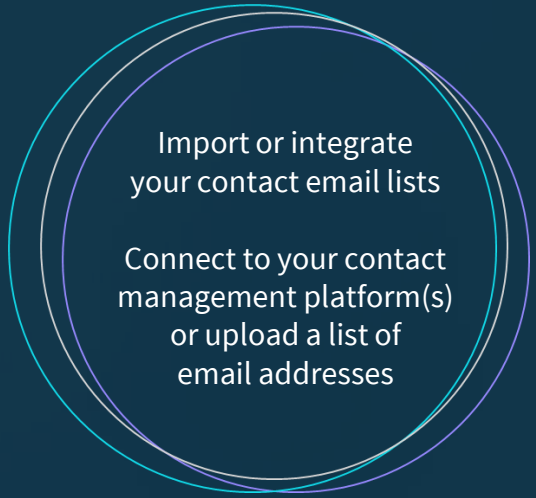
Leverage a Unique Wealth of Audience Demographics

Matched Audiences

Website Retargeting



Email Targeting



Account Targeting

3

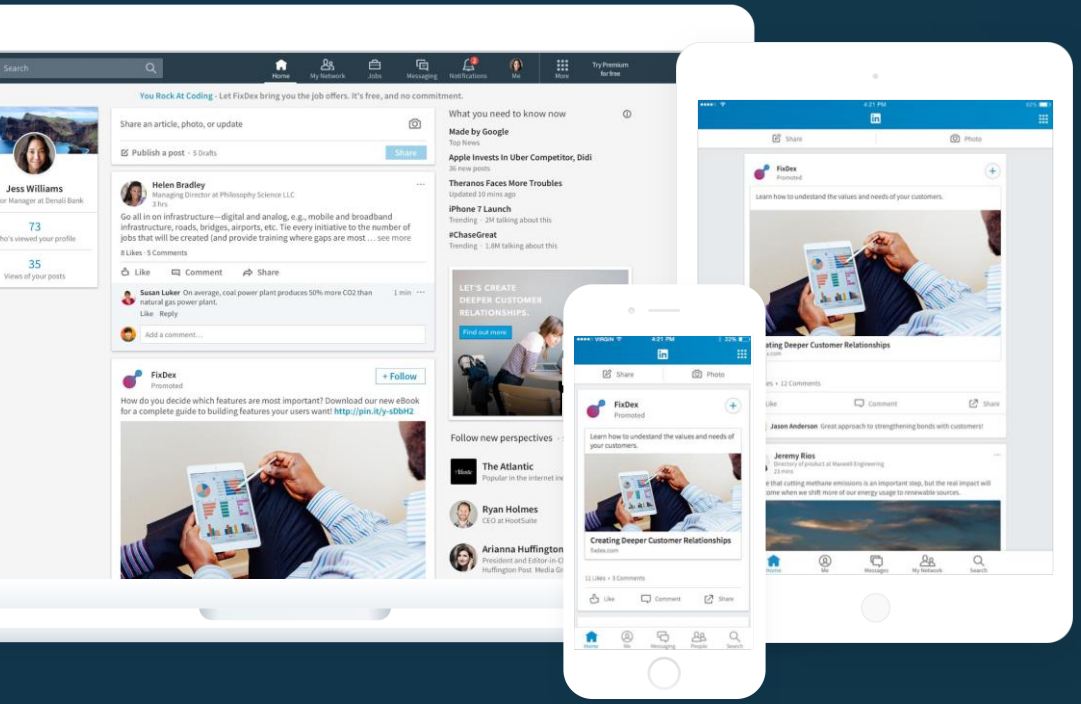
Product Suite

Product Suite

1. Sponsored Content
   - Image / Article / URL
   - Video Ads – *New Release*
   - Carousel Ads – *New Release*
2. Sponsored InMail
3. Lead Gen Forms
4. LinkedIn Insights Tag

1 Sponsored Content

Build customer relationships at every stage of the buyer's journey by targeting content to your most valuable audiences wherever they spend their time.



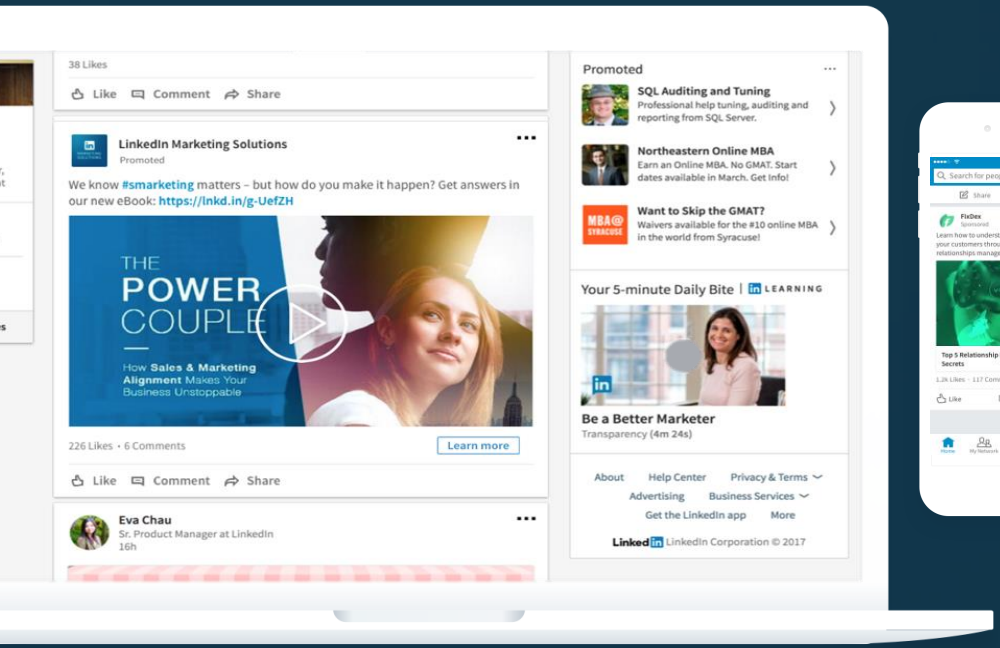
Target your most valuable audiences using accurate, profile-based, first-party data

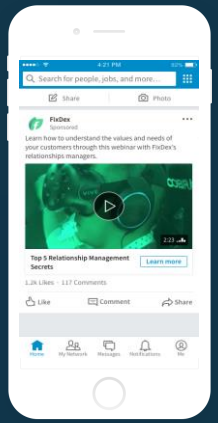
Reach your prospects anywhere: Publish your content in the LinkedIn feed and in high-quality placements beyond, on mobile and desktop

Grow your business at every stage: Drive quality leads, generate engagement, and raise brand awareness

1 Video for Sponsored Content

Share your brand's voice among professionals with visual storytelling

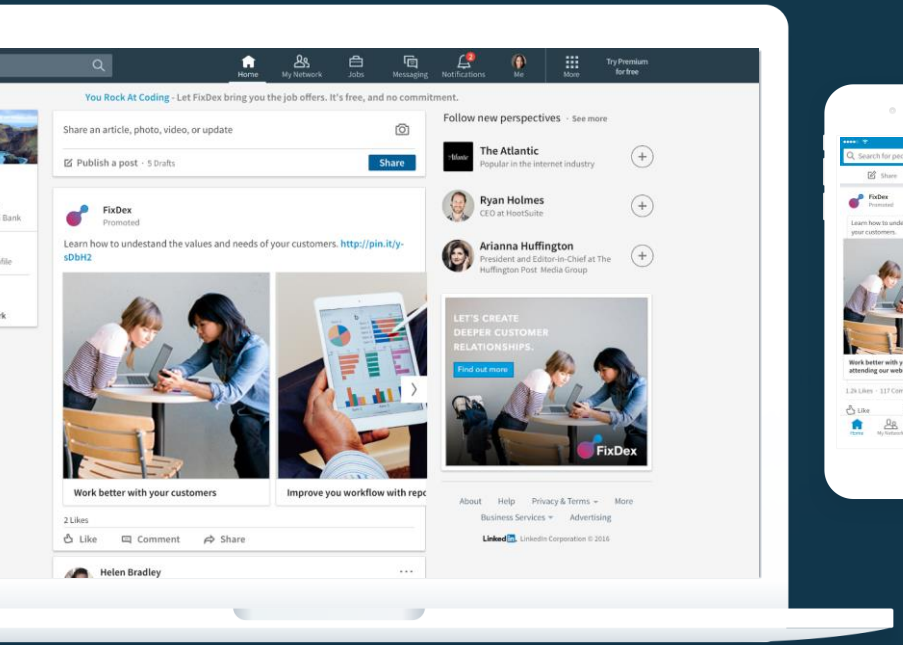




- Create a meaningful impression with business decision-makers with your brand's voice
- Convert video viewers into quality leads, visitors and followers
- Prove that your video ads are driving B2B results you care about

1 Carousel Ads for Sponsored Content

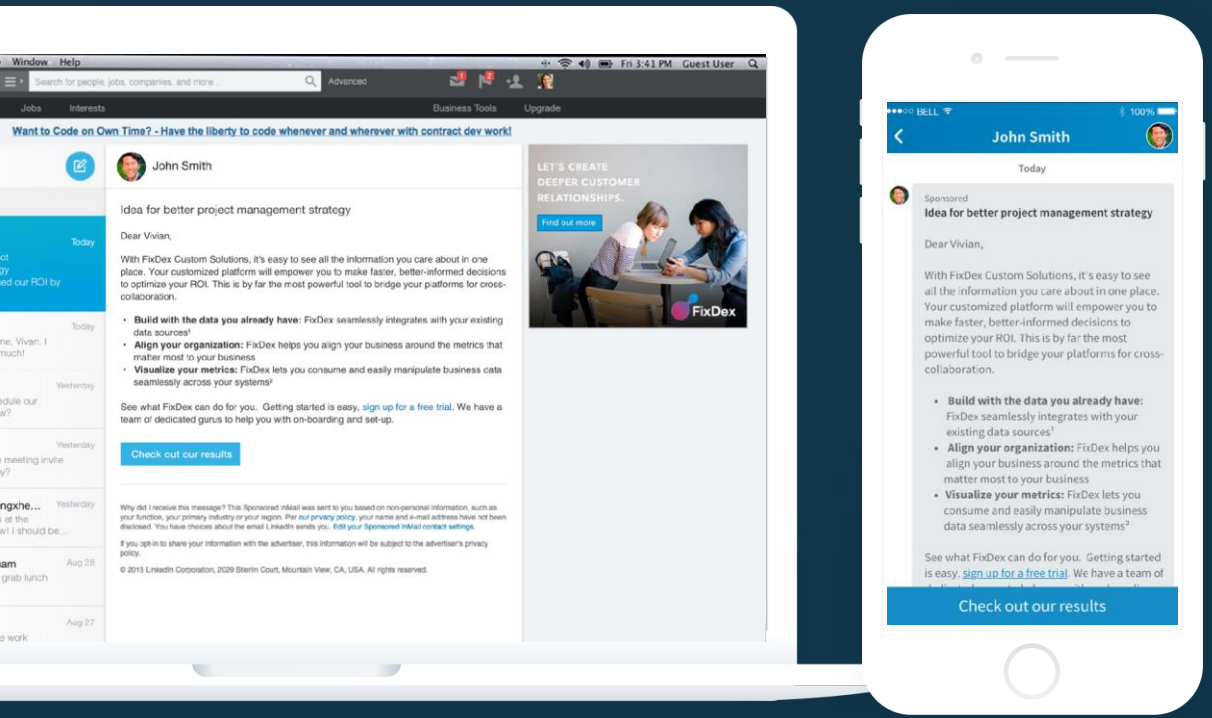
Inspire professional interaction with your brand through an image showcase



- Use eye-catching images to distribute valuable, relevant and above all else, harmonious content
- Pique your audiences' interests with brand awareness, or drive them to action through LinkedIn Lead Gen Forms
- Breakdown complex subject matter into digestible portions

2 LinkedIn Sponsored InMail

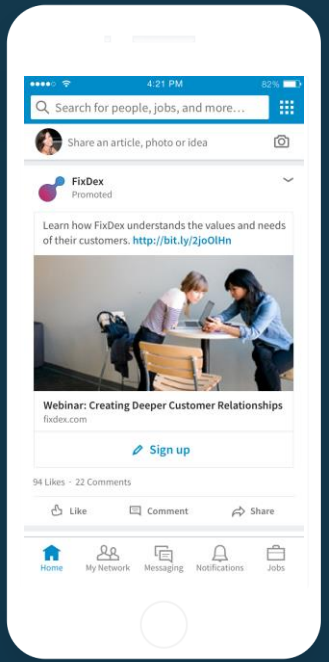
Send timely, convenient, and relevant private messages to the people that matter most to your business

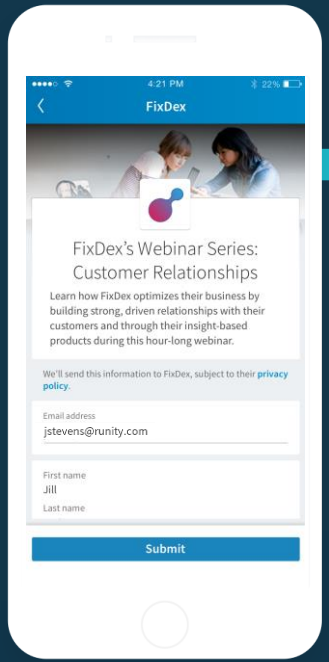


- Share a personal moment with your ideal professional, away from other advertisers
- Leverage real-time delivery to ensure timely reach
- Tailor your moment with flexible content, driving your marketing goals across desktop and mobile
- Own your audiences' inbox for 45 days

3 LinkedIn Lead Gen Forms

Capture quality leads using forms that are pre-filled with LinkedIn profile data





A member clicks the call-to-action button to engage with your content — for example, an eBook download, or an event or webinar signup

Generate high-quality leads at scale

Drive a high volume of qualified leads at a conversion rate that outperforms standard campaigns

Prove the ROI of your lead gen campaigns

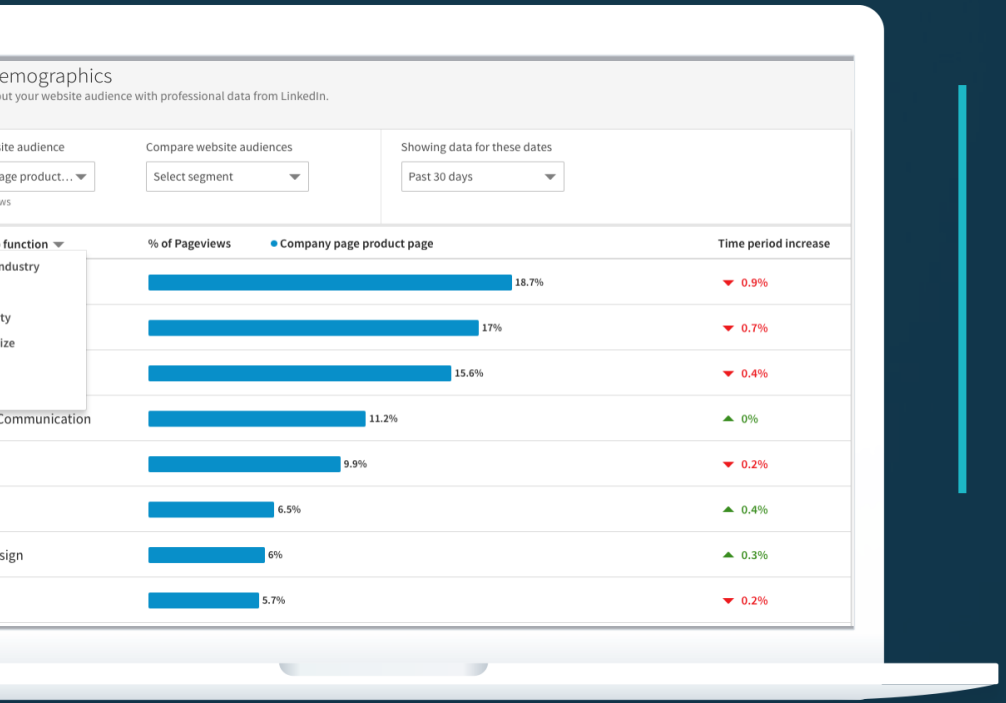
Track cost-per-lead, lead conversion rate, and the types of professionals you're converting into leads

Access and manage your leads with ease

Manage and access your leads using your preferred tools

4 LinkedIn Insights Tag

Leverage your website visitors, understanding who they are through the LinkedIn lens



Improve targeting using website demographics and retargeting members who visit your site

Activate conversion tracking on your LinkedIn campaigns

Track on-click events on buttons or links

Introducing...
4
Campaign Manager
Reporting Design

New Campaign Manager Reporting Design

1. Why we're transforming our reporting platform
2. Navigating the new design
3. Search functionality
4. Charting your campaign performance
5. How to edit your campaigns
6. Upcoming features

1

Why We're Transforming Our Reporting Platform

Improve the marketer experience on LinkedIn

Simpler Navigation

- Tabbed navigation
- Expanded date filters
- Pre-selected views

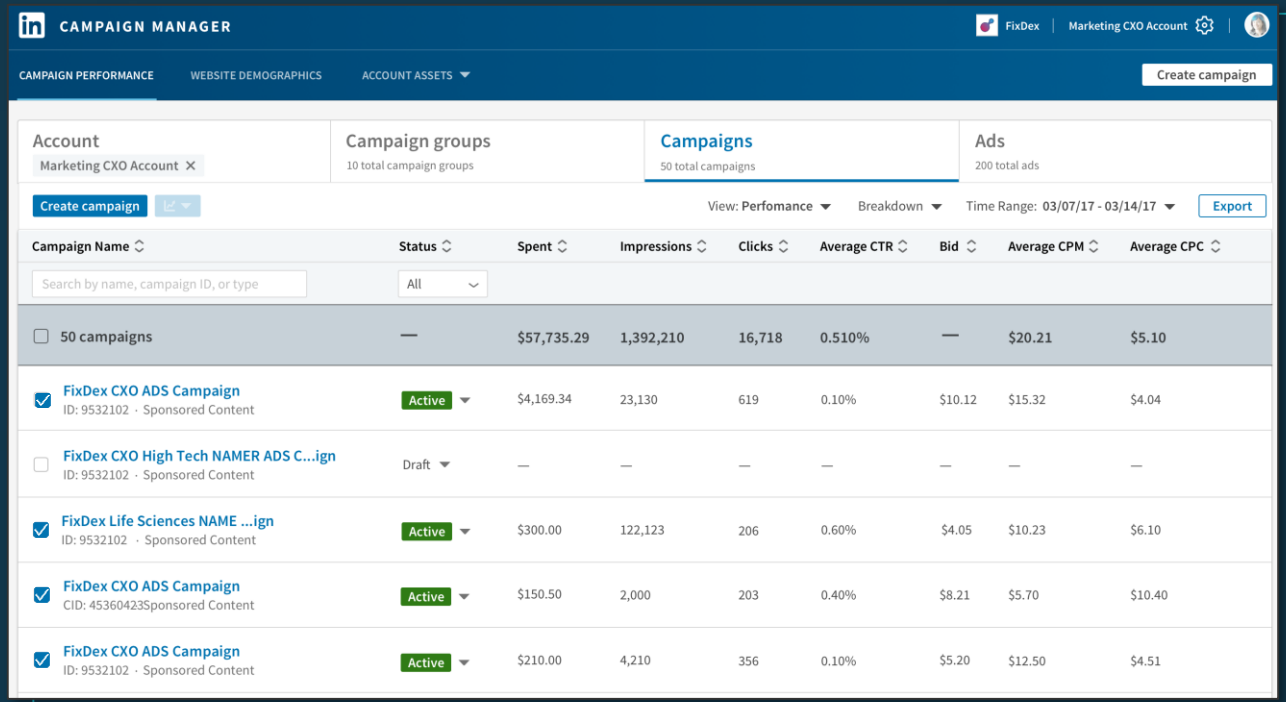
Search Functionality

- Search based on product, name, creative and more
- Sort by metrics

Stronger Analytics

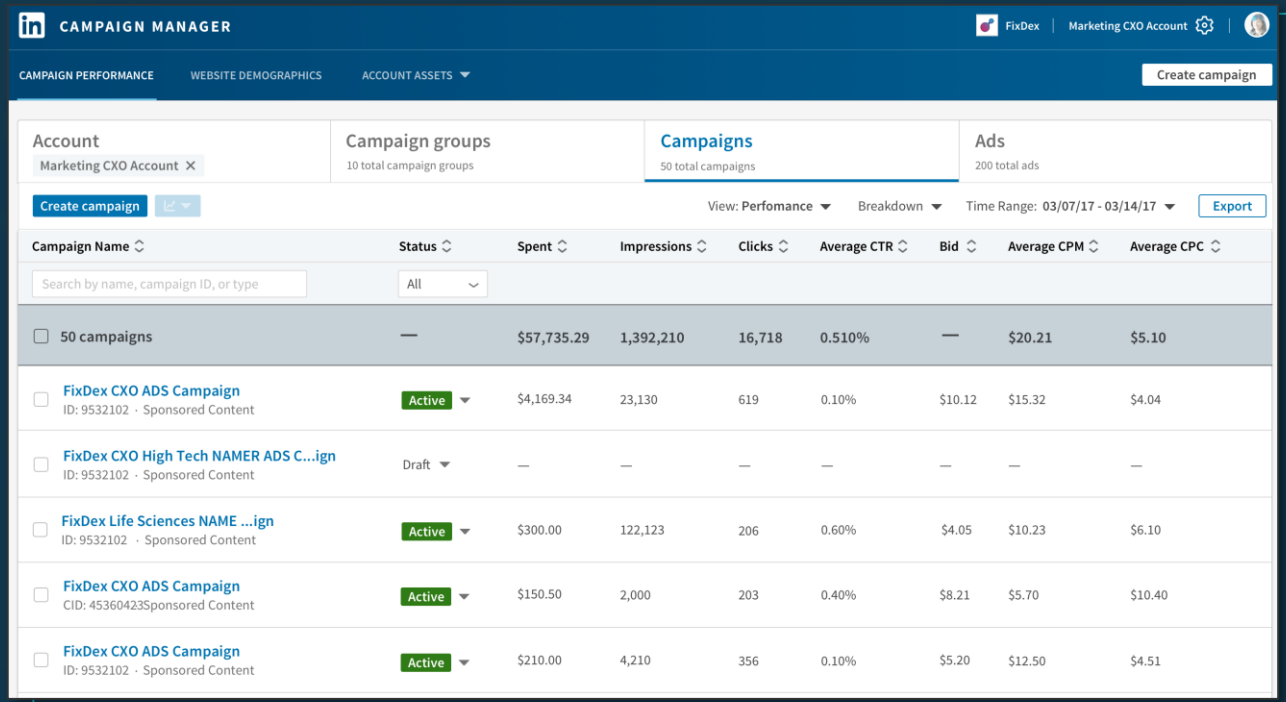
- Enhanced charting
- Pacing and Bidding indicators
- Campaign recommendations

2 Simpler Navigator



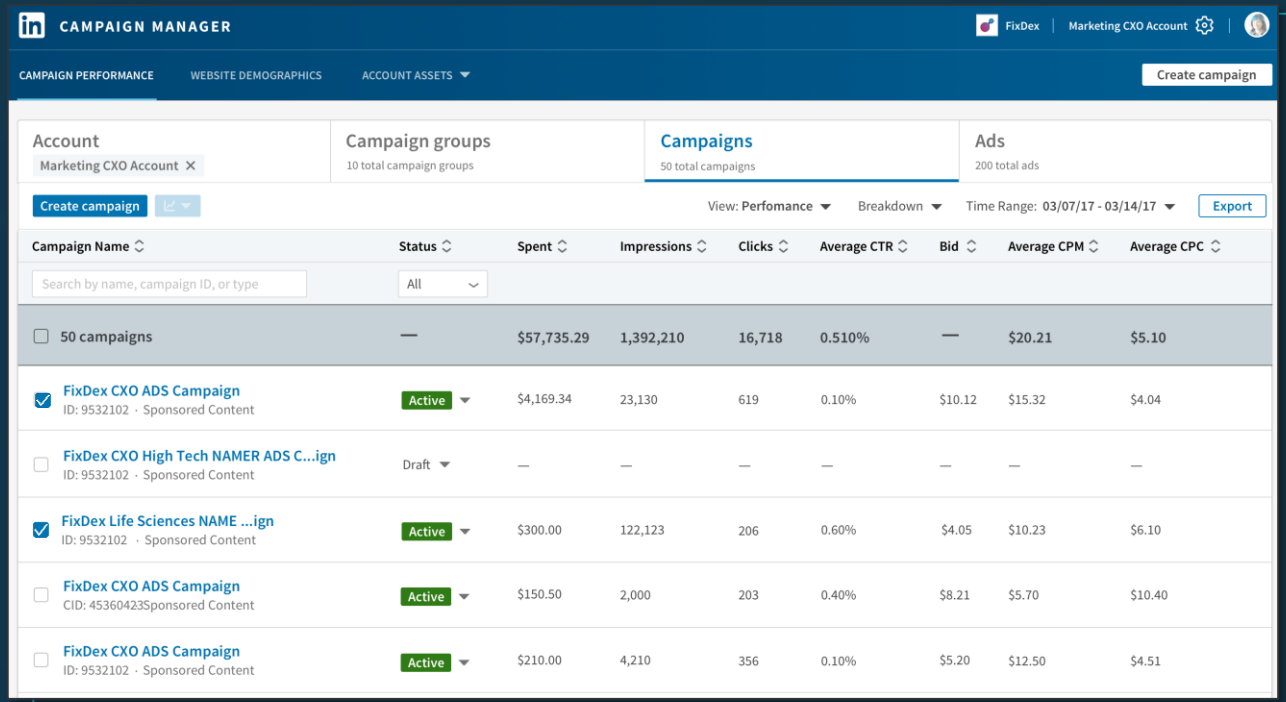
- **Tabbed structure** allows navigation between *Accounts*, *Campaigns* and *Ads* quickly
- **Expanded date filters** give flexibility on how your view performance data
- **Pre-selected views** to show the metrics that matter to you
- **Concise aggregation** of *Campaigns* and *Ads* data through user selection

3 Search Functionality



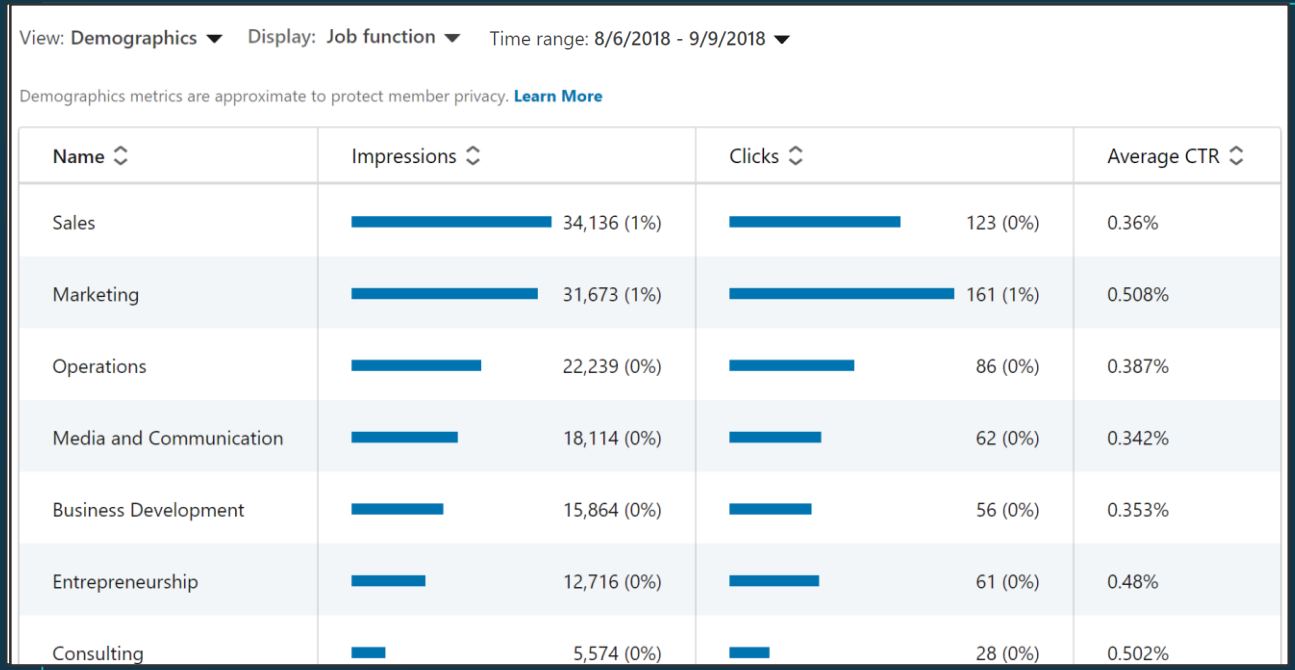
- **Explore** *Accounts, Campaigns* and *Ads*
- **Query** your LinkedIn marketing by unique line ID, product type, campaign name and even copy within the ad
- **Searches** at the higher level filter through to lower levels
- **Sort metrics** in ascending or descending order – this will also work for results across multiple pages

4 Stronger Analytics



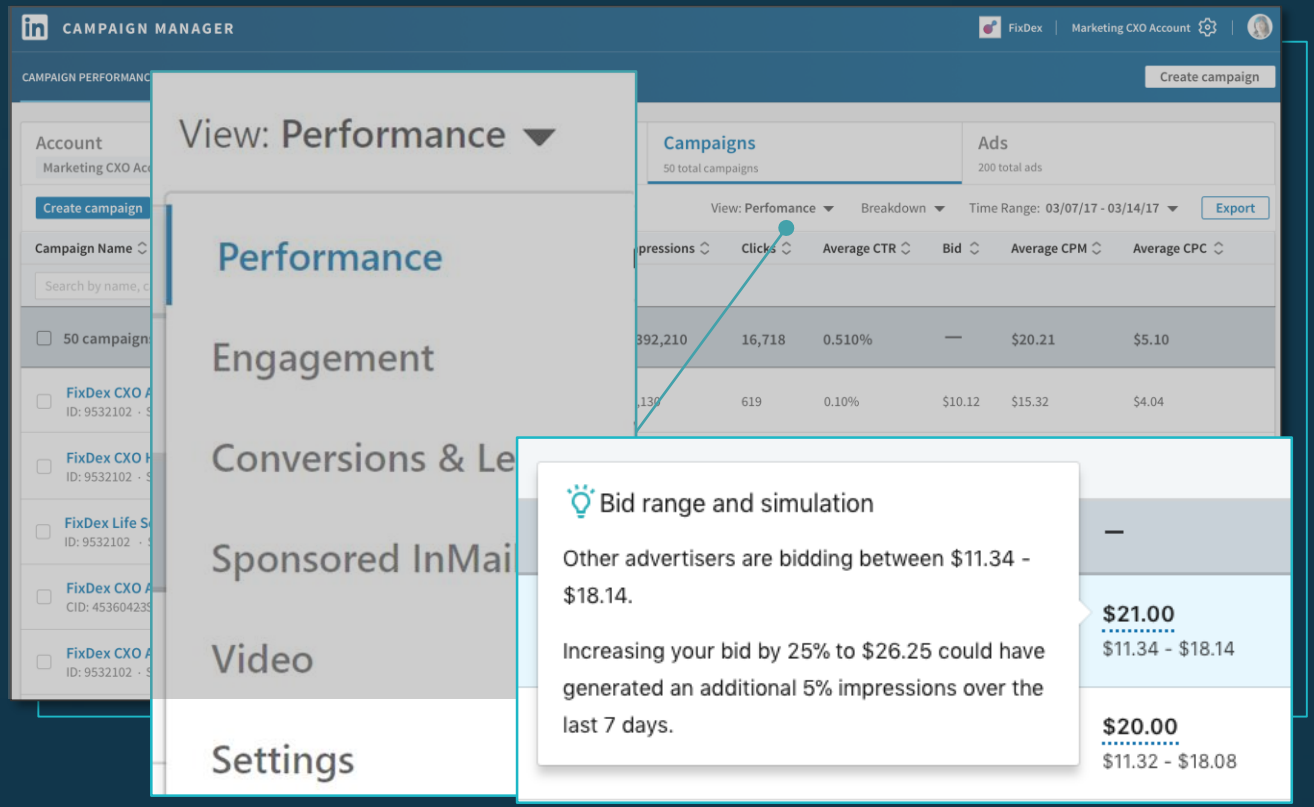
- **Choose** singular or multiple *Accounts, Campaigns or Ads* to chart
- **Chart multiple campaigns** by selecting your campaigns and the *Performance* charting icon
- **Chart singular campaigns** by hovering over the campaign and *Chart* or via the above option

4 Stronger Analytics



- Charts populate in a **separate URL** making it easy to share charts with your team
- See ***Performance*** **to** ***Demographics*** data
- **Explore** a wide range of demographic data

4 Stronger Analytics

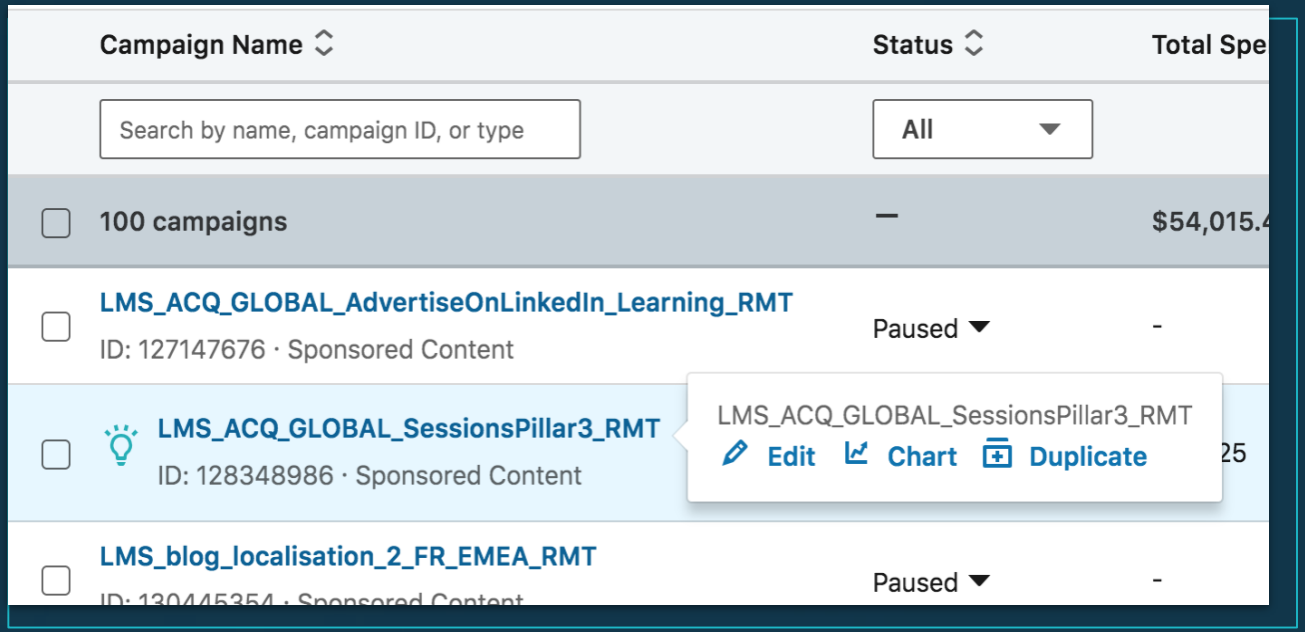


- View ***Pacing*** and ***Bidding*** indicators on daily budget utilization to remain competitive
- Access this view by selecting ***View*** and ***Settings***
- Hover over a campaign's lightbulb to see optimization suggestions
- Pro Tip – These will only generate for "Active" campaigns

5

Editing Your Campaigns

You're part of a bigger transformation



- Editing your campaign will re-navigate you back to the legacy design
- We will be improving and expanding our design changes to wider Campaign Manager in the near future

6

Upcoming Features

You’re part of a bigger transformation

5

Anatomy of a Successful Sponsored Content Campaign

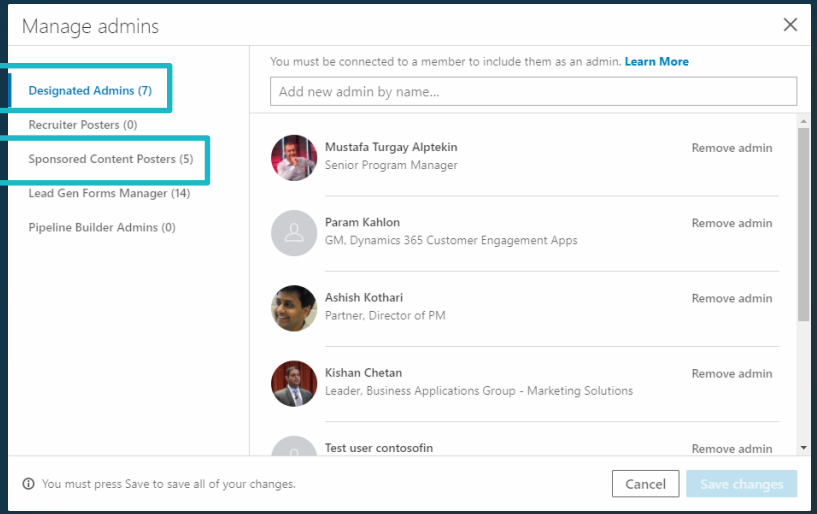
Anatomy of a Successful Sponsored Content Campaign

1. Setting up an advertiser account
2. Targeting
3. Bids & budget
4. Content best practice

Direct Sponsored Content

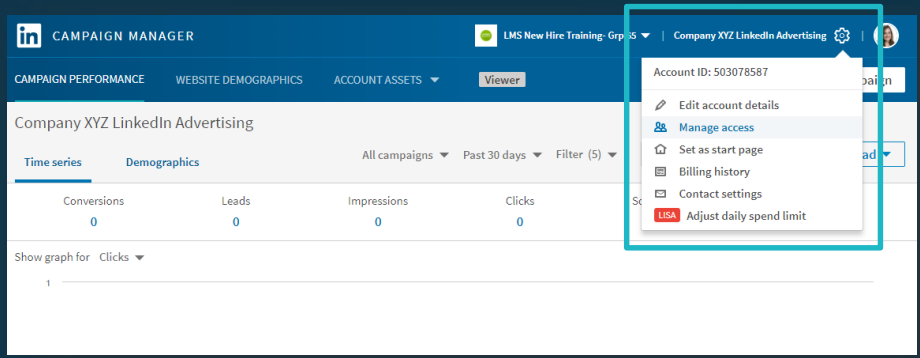
What you need to be able to sponsor content

1. Company page Admin Access OR Sponsored Content Posting Access



- Designated Admin can edit and access the entirety of the Company Page
- Sponsored Content Poster can build Direct Sponsored Content on behalf of the Company Page, but can't edit anything else.

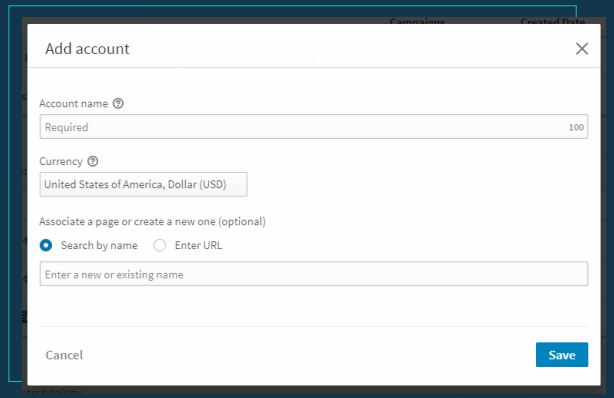
2. Access to the Business Account



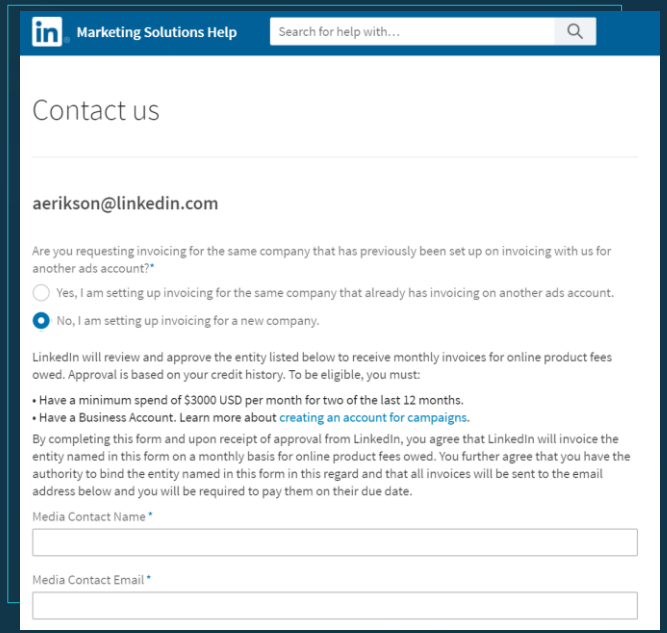
- For Non-IO accounts, the Billing Admin (usually the person who created the account) will need to add new people.
- For IO based accounts, your Account Team will need to add you.

What you need to set up an online business account

1 Company page name and URL

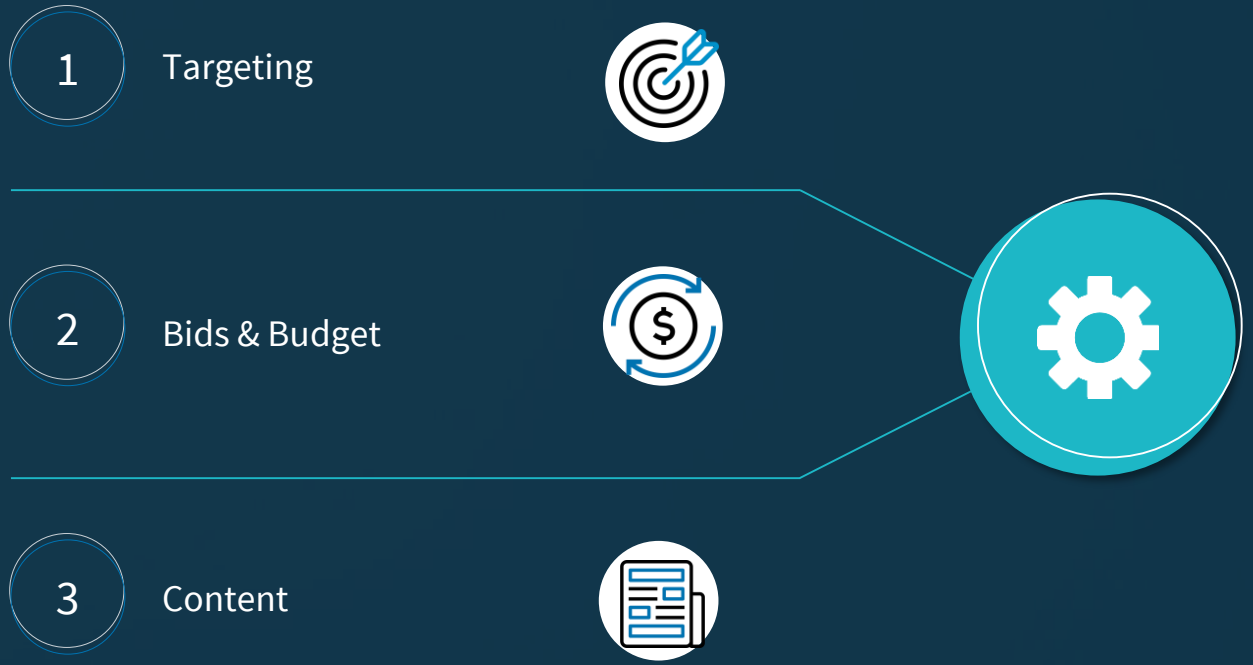


2 Input your credit card details or request monthly invoicing

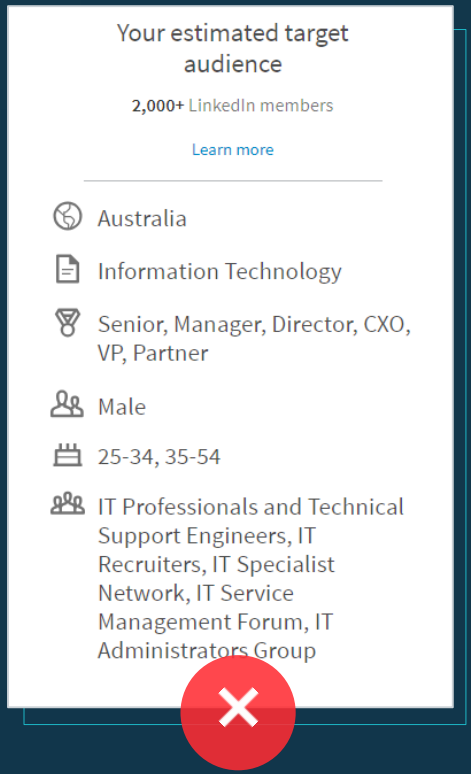


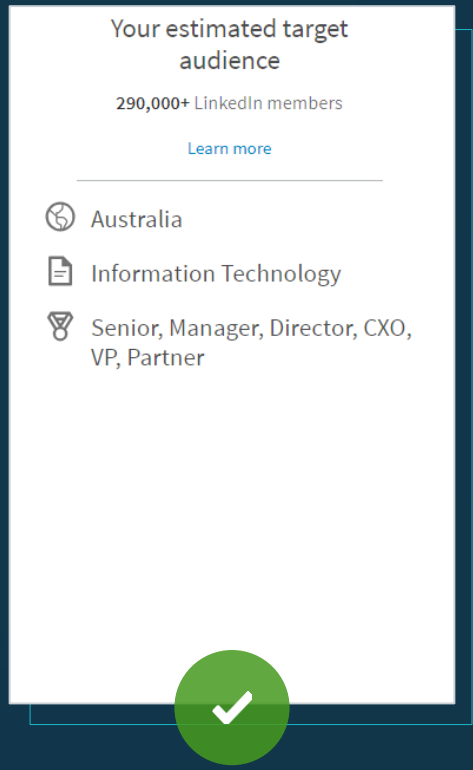
3 Main Levers for Optimization

1. Targeting
2. Bids & Budget
3. Content



1 Targeting





- If your campaign is under pacing you should review your targeting
- Is the audience size large enough to fulfill the campaign budget?
- Avoid hyper targeting as this can exclude valuable audiences with interest in your content
- Audiences smaller than 50,000 members are considered niche and can prevent your daily budget being reached
- Best practice is to set a broad audience of 100,000+, then optimize based on performance

1 Targeting

View: **Demographics** Display: **Job function** Time range: **8/6/2018 - 9/9/2018**

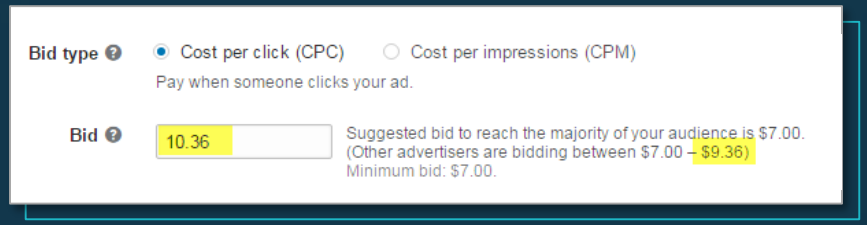
Demographics metrics are approximate to protect member privacy. **Learn More**

Name	Impressions	Clicks	Average CTR
Sales	34,136 (1%)	123 (0%)	0.36%
Marketing	31,673 (1%)	161 (1%)	0.508%
Operations	22,239 (0%)	86 (0%)	0.387%
Media and Communication	18,114 (0%)	62 (0%)	0.342%
Business Development	15,864 (0%)	56 (0%)	0.353%
Entrepreneurship	12,716 (0%)	61 (0%)	0.48%
Consulting	5,574 (0%)	28 (0%)	0.502%

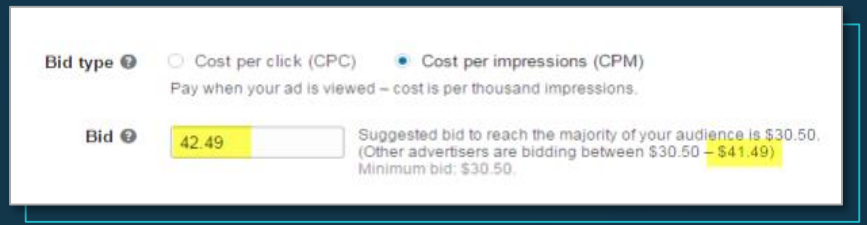
- After your campaign has run for about a week, use the Click Demographics to understand which audiences are **most engaged**
- You can use the Click Demographics data to optimize your campaign targeting

2 Bids & Budgets

CPC



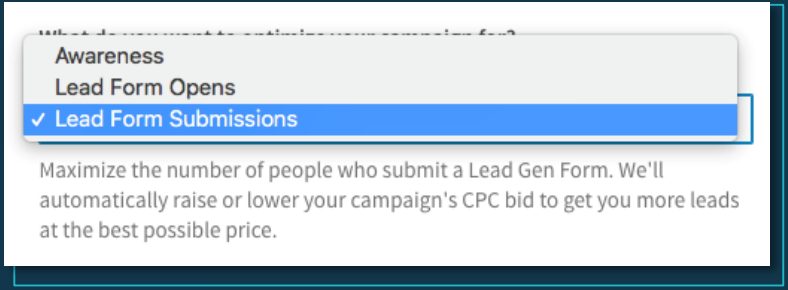
CPM



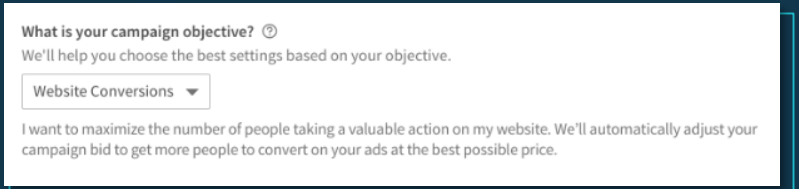
- If your campaign is **under pacing** you should review your bid to confirm if it has been set high enough to be competitive in the auction
- Best practice is to set your bid rate **$1 above the top bid range**. Bid prices can fluctuate several times throughout the day so this will enable you to consistently stay competitive
- Remember the bid you enter is not always the price you pay – **2nd price auction**
- If you find your average CPC or CPM is too high you can always go back & reduce your bid

2 Bid Optimization

Lead Gen Form Bid Optimization



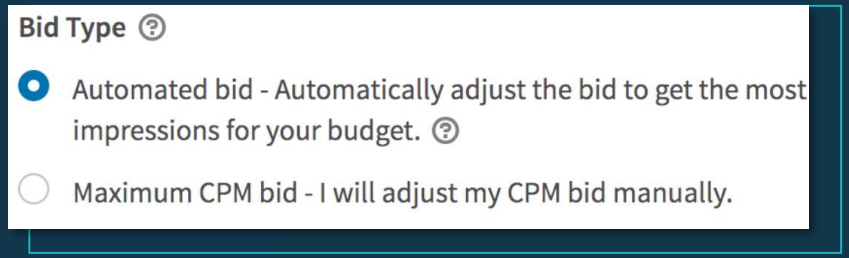
Conversion Bid Optimization



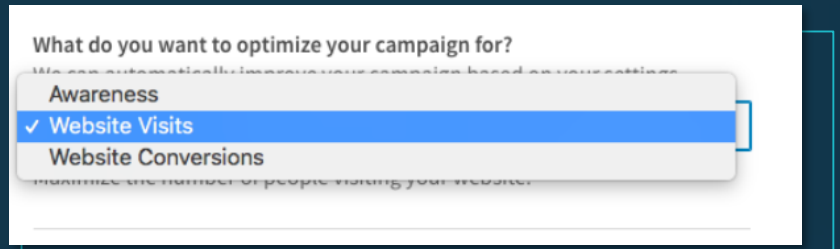
- Automatically optimize your bid to get you more leads or conversions for a better price
- Bidding model will adjust within a maximum bid set by you
- Available for Sponsored Content, Carousel Ads and Video Ads

2 Automated Bidding

Automated Bidding



Automated Bidding Options

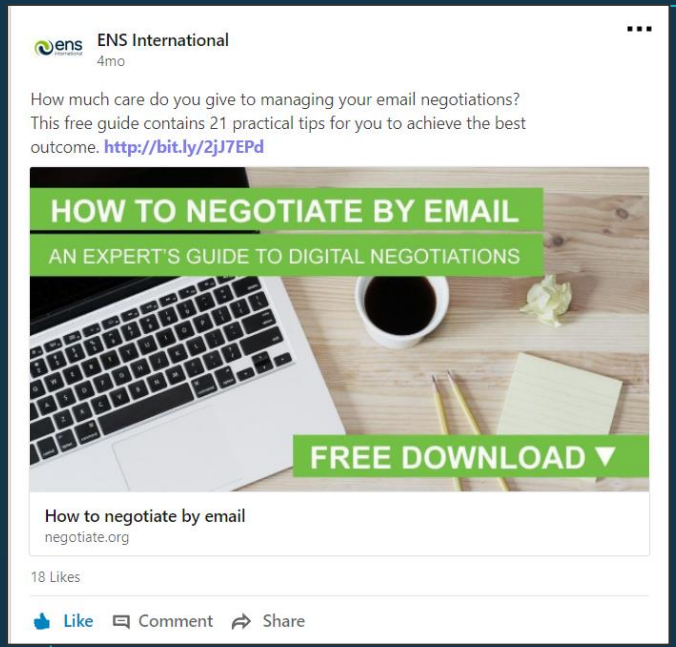


- Campaign Manager automatically sets and optimizes your bid to get more results
- Only available for regular Sponsored Content campaigns – Video, Lead Gen Forms to follow in the near future
- Available for Awareness, Website Visits – Conversions to follow in the near future

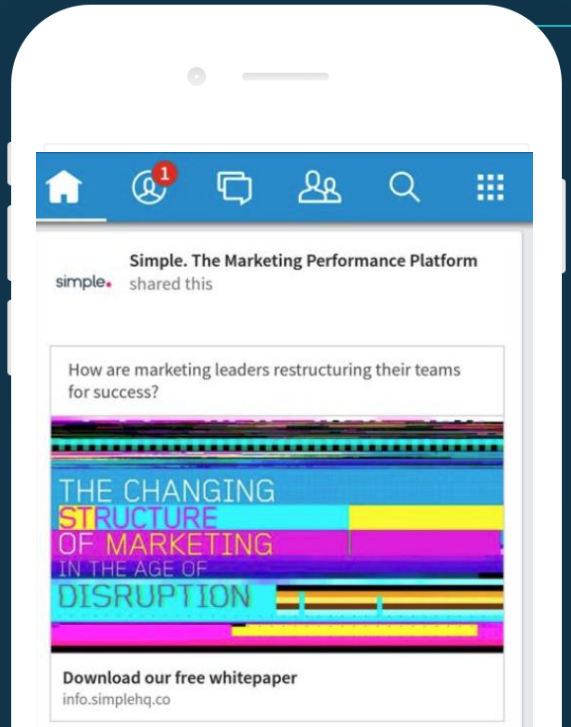
3

Make your posts audience centric

✓ Lead with your pain point



✓ Address your target audience



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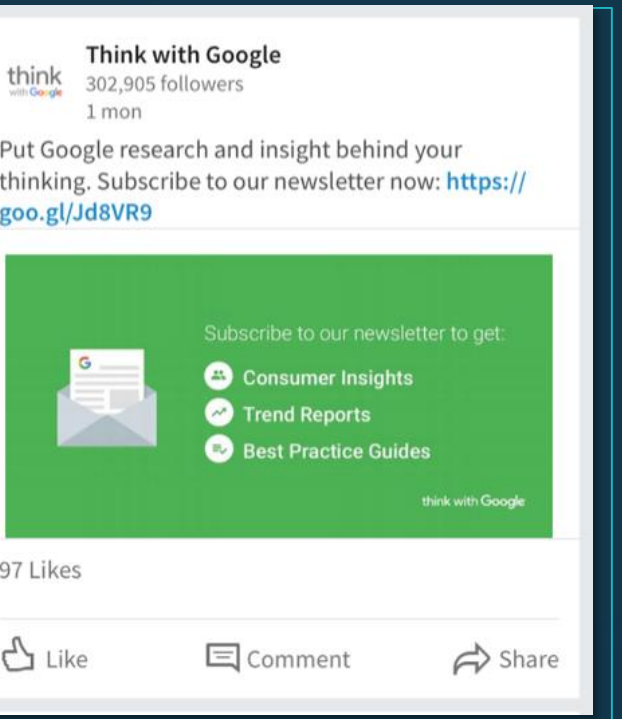
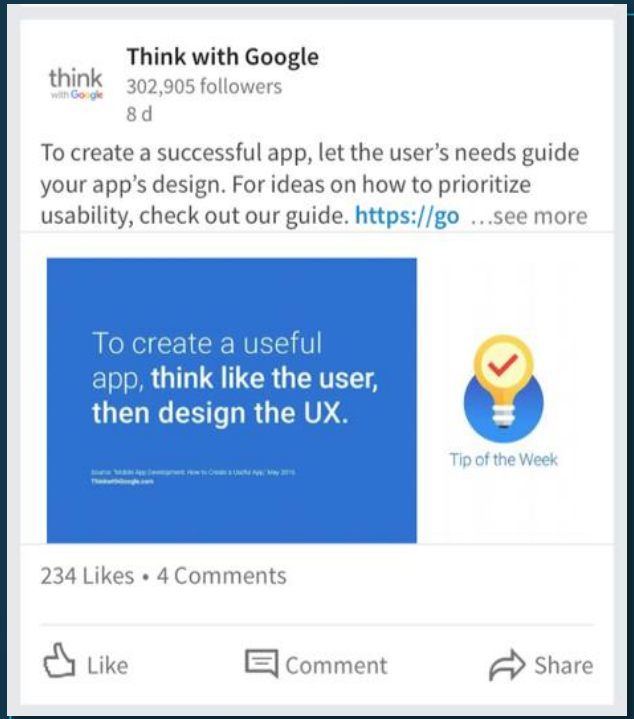
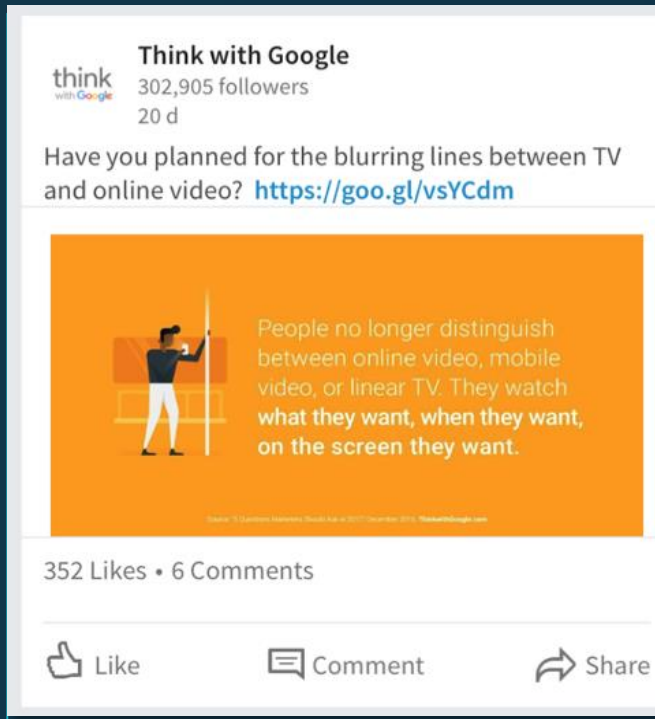
Bring insights and key messages into the feed

3

Consistent, distinct branding







3

A/B test

Version A: Image featuring device

Version B: Image featuring person

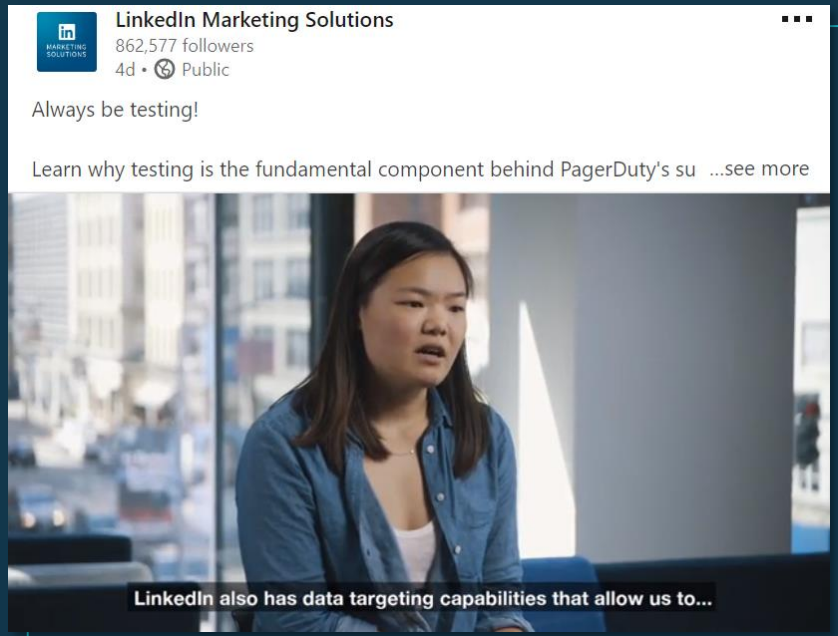
160% Higher CTR

289% Higher CR

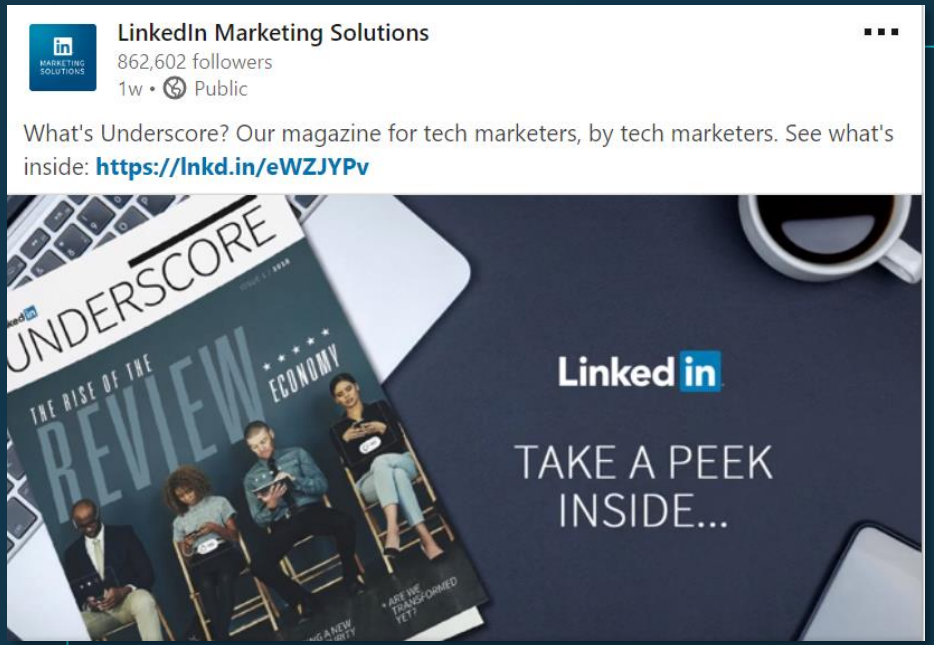
3

Make video for your audience, not your brand

Captions allow audiences to view your content on their terms

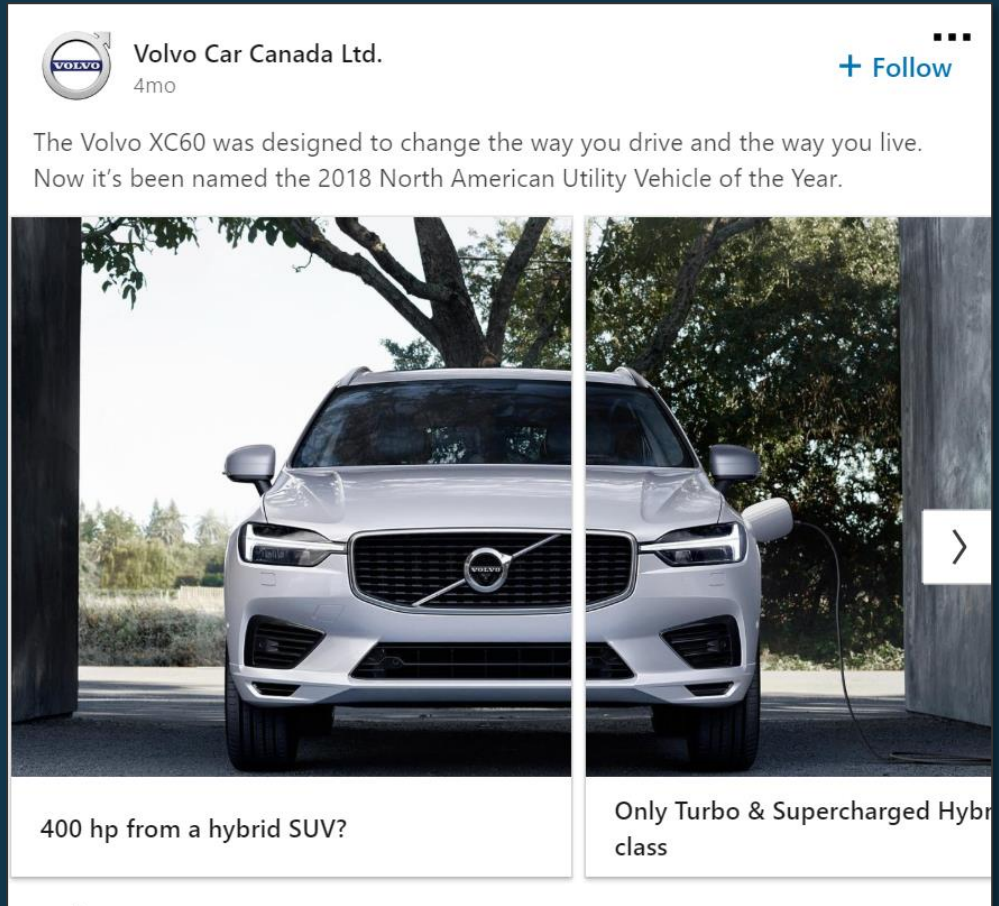


Capture attention immediately by telling a compelling story



3 Take advantage of expanded visuals in Carousel Ads

- Tell a story with your cards
- Focus on specific features on each card
- Color coordinate
- Explain a complex concept
- Showcase a landscape image



Thank You

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