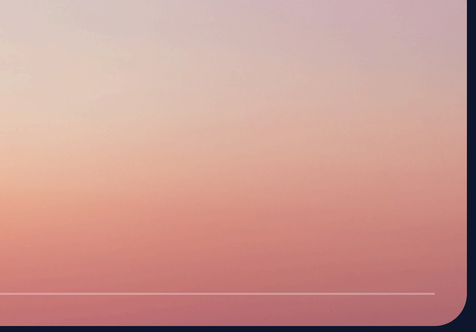






LinkedIn Ads

The LinkedIn Video Playbook

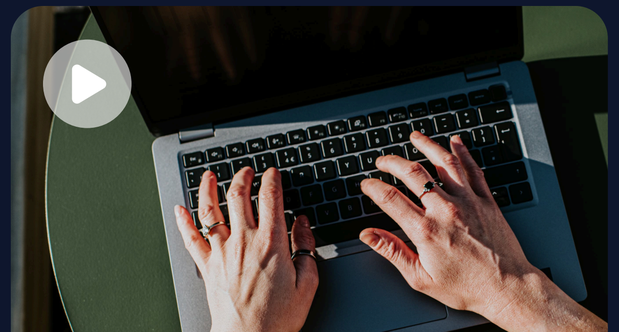






Win the deal, not just the impression.





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This is the video playbook, specifically made for B2B.

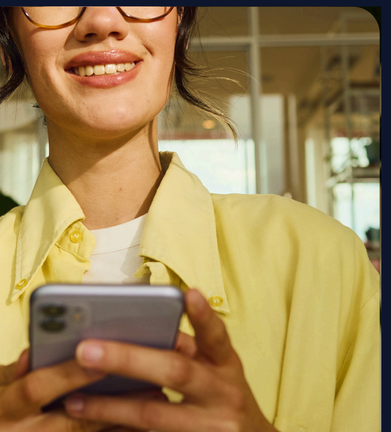
This is the video playbook, built specifically for B2B.

Most video guidance is built for shorter consumer purchase cycles. B2B buying is more complex. Decisions involve multiple stakeholders, competing priorities and a greater pressure to justify the purchase.

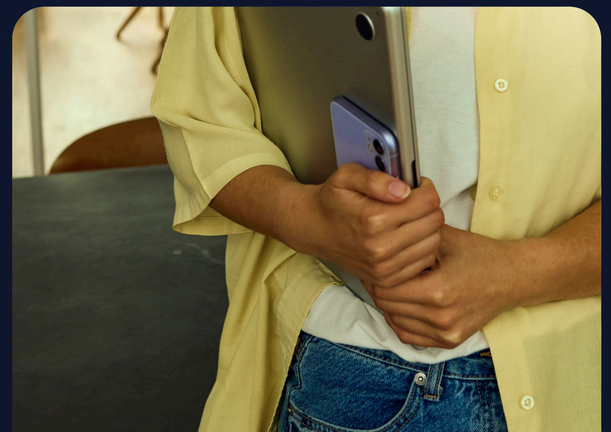
B2B marketers aren't convincing a single consumer to buy. They're building confidence across an entire buying group and ultimately need to move that group toward a decision. That gives video a broader and more distinct job: capturing attention, making value clear, and giving buyers a defensible reason to move forward.

There are three key principles to help B2B video do just that:

- Create a distinctive moment.
- Make the value undeniable.
- Build buyer confidence.



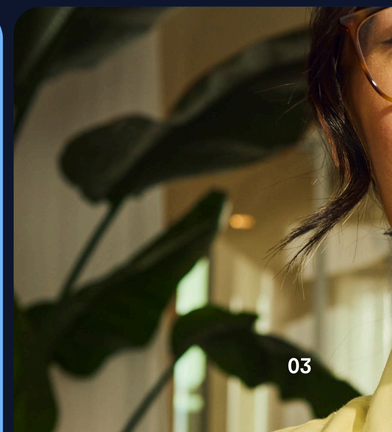




80%

80% of B2B CMOs agree that video is the most effective format for engaging B2B decision-makers.[1]

[1] Global B2B Marketing Outlook by YouGov, 2026



Video moves pipeline. Not just impressions.

Most video guidance begins and ends with attention. B2B marketers are accountable for more: creating demand, building confidence and influencing revenue. The right video can help buyers move through the buying process, understand the value, and move closer to a purchase decision.

Members warmed by in-feed video ads convert at an average of 21% cheaper cost per lead.[2]

B2B campaigns with video as the lead or in the mix are 1.7x more likely to report an increase in ROI.[3]

B2B campaigns with video in the mix are 2x more likely to grow market share. Make video the lead and that becomes 3.2x.[4]

81% of B2B CMOs believe video accelerates sales cycles versus other formats.[5]

[2] LinkedIn Internal Data, 2025. [3] WARC x LinkedIn, Unlocking the Value of B2B Video, 2026. [4] WARC x LinkedIn, Unlocking the Value of B2B Video, 2026. [5] LinkedIn x YouGov, Global B2B Marketing Outlook, 2026.

Create B2B video that works

Create a distinctive moment



Capture attention in a crowded feed.

Use distinctive creative choices to stand out and create a moment worth remembering.

Make the value undeniable



Simplify complex products to make their value clear.

Show how the product creates value and why it should matter to the buyer.

Build buyer confidence



Provide evidence that makes a purchase decision easier to defend.

Use credible voices, product demonstrations, proof and real-world context to give buyers confidence to move forward.

Creative elements

To include across your video content strategy

Human Presence	Give the story a memorable, credible face.
Product Visibility	Show how value is created.
Humor & Emotion	Make the message relevant and memorable.

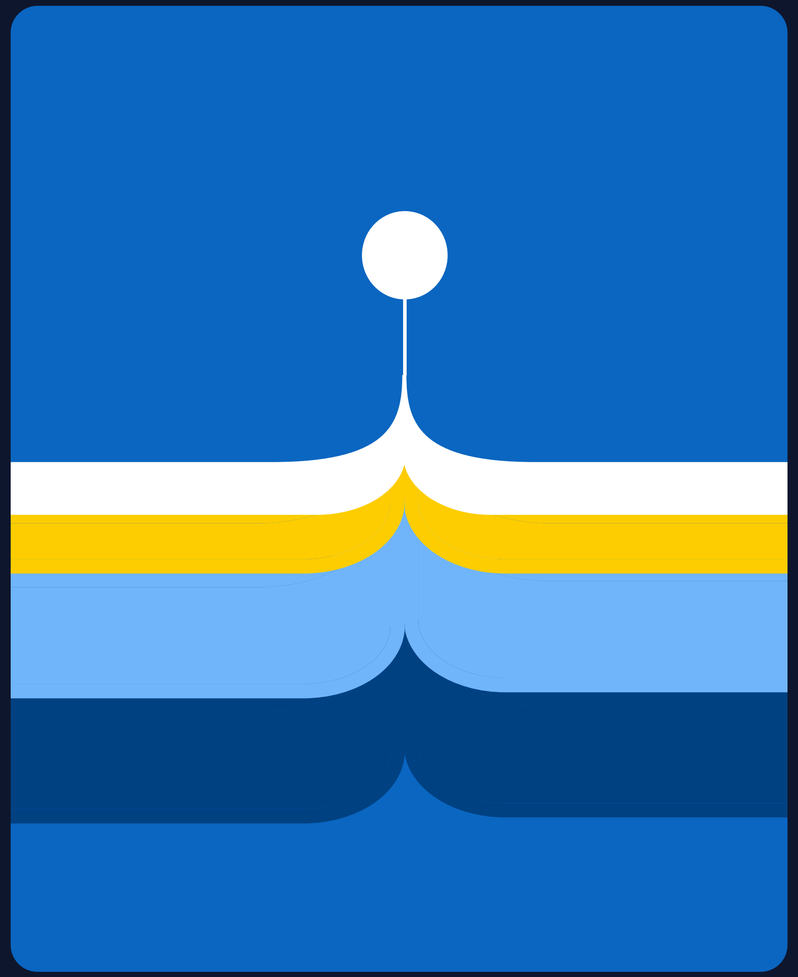
Create a distinctive moment.

Attention is fleeting and fragmented, and in B2B, a purchase decision may happen months after the first exposure. The immediate creative job is not always to generate action. It is to create a clear memory buyers can retrieve when a need emerges.

1. **Open with a person**
2. **Make every placement easy to watch**
3. **Show your brand in the right moment**

B2B video-led campaigns are 1.3x more likely to increase awareness and 2.2x more likely to increase search performance.[6]

Buyers pay attention to an ad for only 3.7 seconds on average.[7]



[6] WARC x LinkedIn, Unlocking the Value of B2B Video, 2026. [7] LinkedIn B2B Institute, Better, Bolder B2B Branding, 2025.

Open with a person.

Human presence gives the audience an immediate focal point and can strengthen attention, brand recognition and continued viewing. In B2B, a person also gives the message human and professional context, making the story easier to enter and follow.

1. **Give the audience someone to connect with.**
2. **Human presence can strengthen attention and recognition.**
3. **Human presence has the greatest impact on attention of any creative element.**



Human presence drives brand recognition up 15% and causes users to watch 6.5 seconds longer.[8]

68% of users unmute videos when a person speaks passionately or an exciting visual hook appears.[9]

[8] LinkedIn Creative Labs, The Art & Science of Video, 2025. [9] Media Science x LinkedIn, The First Three Seconds, Limited Study, July 2026.

Design for how people watch.

Feed and CTV create different viewing experiences. The same creative idea can travel across placements, but its length, orientation and sound design should reflect where and how the video will be watched.

1. **Cut once. Edit for placement.**
2. **Vertical and square in feed. 16:9 for CTV.**
3. **Design for the viewing experience: formatted for the feed, sound off, subtitles.**

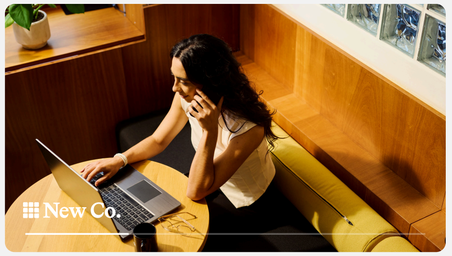
Native aspect ratios for the Feed and CTV



9:16
Vertical + Feed



1:1
Square + Feed



16:9
Landscape
+ CTV

Platform-native content formats increase % time spent looking at ads (Vertical +9%, Square +7%) compared to non-native aspect ratios.[10]

Subtitles improve brand recognition by more than 15%.[11]

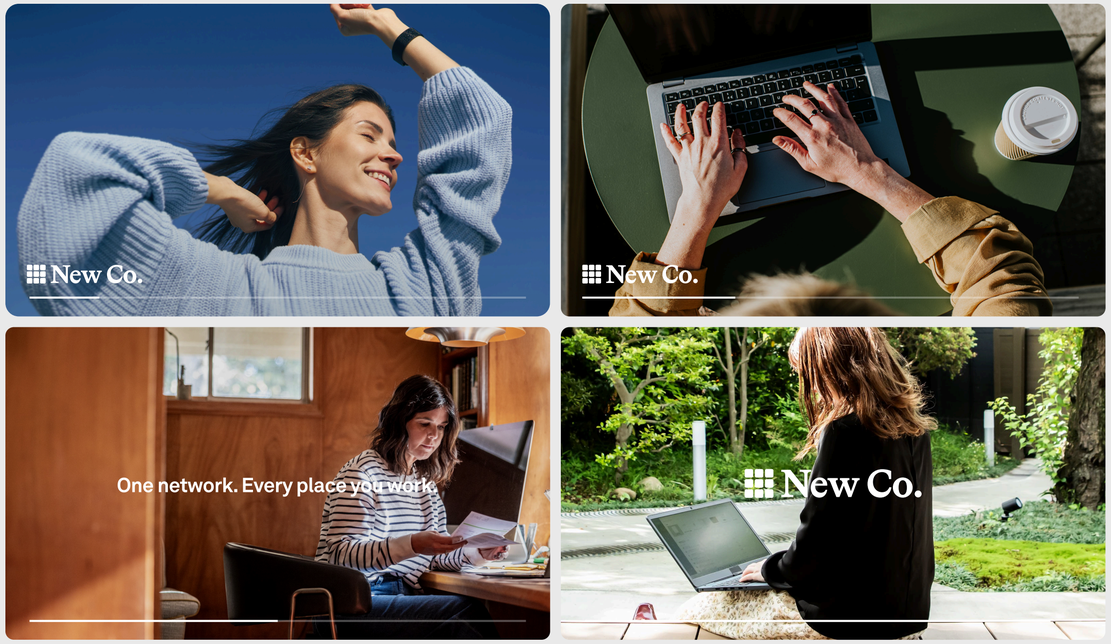
Creative tip: Design for sound off.

[10] Media Science x LinkedIn, The First Three Seconds, Limited Study, July 2026. [11] Media Science x LinkedIn, The First Three Seconds, Limited Study, July 2026.

Show your brand in the right moment

Branding is more than a logo placed at the end. When you brand matters, and opening with a humorous or big moment will let your brand shine after the 3s mark. Once you introduce your brand, ensure it is consistent across each exposure.

1. **Branding is more than just a logo.**
2. **Build a creative set, not a single asset.**
3. **Every exposure should strengthen the next.**



Viewers keep ads on screen 6.3 seconds longer when humor was used within the first 3 seconds.[12]

3x+ logo mentions lift correct brand identification to 52%, vs. 33% at a single mention.[13]

[12] Media Science x LinkedIn, The First Three Seconds, Limited Study, July 2026. [13] LinkedIn B2B Institute, Better, Bolder B2B Branding, 2025.

Make the value undeniable.

B2B products are often complex and intangible. Buyers need to understand the value before they can prefer the solution. Effective video makes that value clearer, more concrete and more relevant to a problem the audience recognizes.

1. **Show the product in use, say one thing**
2. **Put credentialed experts on camera**

85% of Gen Z LinkedIn users use video to evaluate B2B products, vs. 62% of Gen Z non-LinkedIn users.[14]

Utilizing an expert or spokesperson delivers a lift to Unaided Recall (+28%) and Aided Recall (+26%) in the first three seconds.[15]



[14] LinkedIn Next Gen Research, 2026. [15] The First Three Seconds, Media Science x LinkedIn, Limited Study, July 2026.

Show the product in use. Say one thing.

Show someone getting value from the product instead of describing that value in isolation. Then keep the execution focused. One clear message gives the audience a better chance of connecting the problem, product and outcome within limited attention.

1. **Show the value.**
2. **One message. One takeaway. One call to action.**
3. **Problem → Product in use → Outcome.**



Showing the product within the first three seconds leads to 2.9s longer ad watch times.[16]

Showing the product within the first three seconds increases ad memorability by 14% and increases purchase likelihood within a 12 month timeframe.[17]

[16] The First Three Seconds, Media Science x LinkedIn, Limited Study, July 2026. [17] The First Three Seconds, Media Science x LinkedIn, Limited Study, July 2026.

Put credentialed experts on camera.

Professional buyers want useful information from people with direct experience. On LinkedIn, a relevant expert, practitioner or executive can carry the story through a useful point of view rather than a conventional brand message.

1. **Lead with a useful point of view.**
2. **Let expertise carry the story.**
3. **Credibility can come from the messenger as well as the message.**

Check out Thought Leader Ads as a format designed for this exact use case.

Explore →



Utilizing video with a brand spokesperson or direct-facing human improves positive feelings towards the ad by 64%.[18]

Executives in video drive a 150% increase in engagement, +45% demo requests, 23% lower CPL.[19]

[18] The First Three Seconds, Media Science x LinkedIn, Limited Study, July 2026. [19] LinkedIn Creative Labs, The Art and Science of Video, 2025.

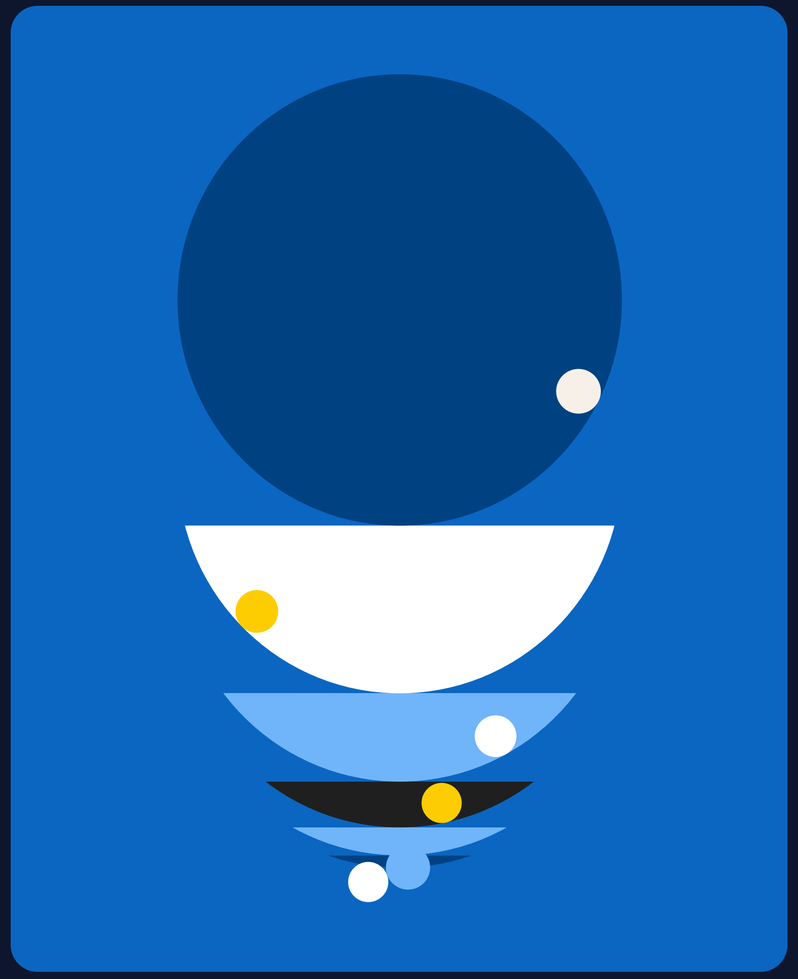
Build buyer confidence

Buyers can understand the value of a solution and still hesitate because the risk feels personal. At this point, the role of video shifts from explanation toward reassurance, helping stakeholders feel more confident supporting the decision.

1. **Show it working in their world**
2. **Speak to the group not the buyer**
3. **Earn attention before you ask for action**

2.3x increase in conversion rate among audiences first exposed to brand messaging versus conversion-only campaigns.[20]

63% of B2B buyers say social video content helps inform buying decisions.[21]



[20] LinkedIn B2B Institute, Better, Bolder B2B Branding (2025). [21] Global Web Index Power of Influence Survey for LinkedIn, 2024.

Show it working in their world.

A product demonstration shows how the solution functions. A recognizable, real-world situation helps buyers picture that solution working inside their own team or organization and makes the outcome feel more tangible.

1. **Show a situation, not just a demo.**
2. **Make the outcome tangible.**
3. **Help buyers picture success.**



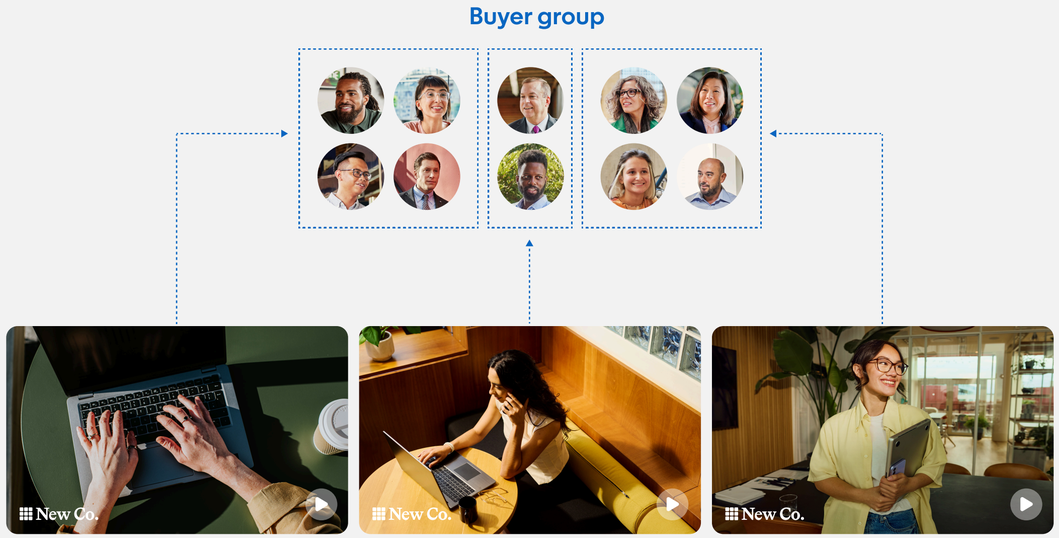
Personal usage scenarios had the greatest impact on purchase intent, information-seeking and purchase likelihood, with a +1.58% lift.[22]

[22] The First Three Seconds, Media Science x LinkedIn, Limited Study, July 2026.

Speak to the group, not just the buyer.

B2B decisions are made by groups. Different stakeholders need different reassurance, and a single video aimed at one persona can leave the rest of the committee without the evidence they need. Build connected messages that help the broader buying group move forward.

1. **Win the group, not just the individual.**
2. **Different roles need different reassurance.**
3. **Build a connected creative system.**



The average buying group includes 22 stakeholders: 13 internal and 9 external participants.[23]

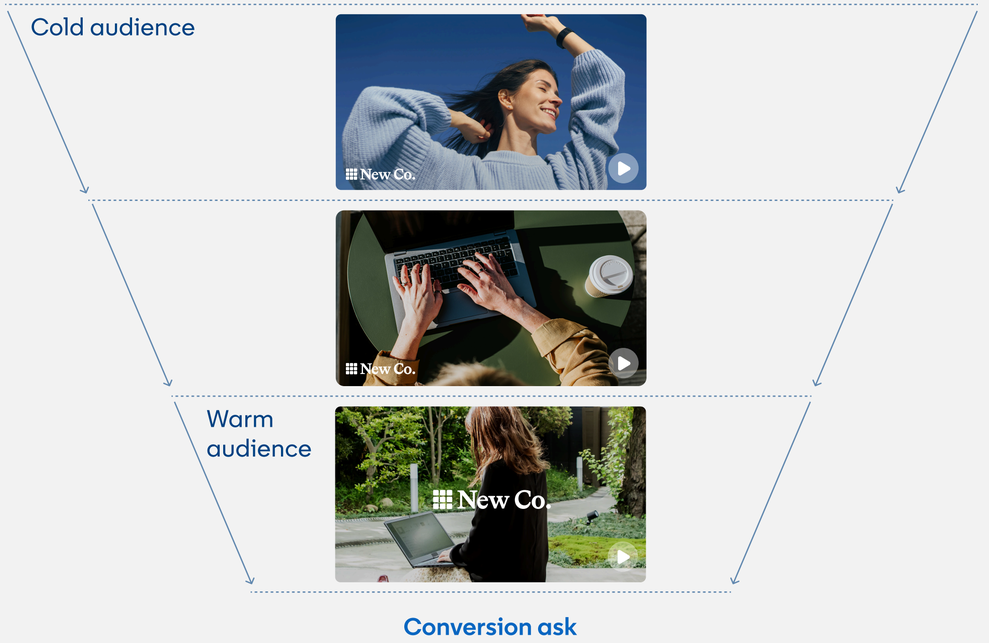
Brands are 20x more likely to be bought when known by the whole buying group compared to when recommended only by experts.[24]

[23] Forrester, The State of Business Buying, 2026. [24] LinkedIn x Bain & Company, Principles of Buyability, 2025.

Warm the audience before asking them to convert.

Conversion creative works harder when buyers already recognize the brand and understand the value. Use video to warm the audience before running the conversion ask, and plan the sequence so every exposure prepares the audience for the next interaction.

1. **Warm audiences outperform cold audiences.**
2. **Every exposure should prepare the next.**
3. **Demand is built before it's captured.**



Members warmed by in-feed video ads convert at an average of 21% cheaper cost per lead.[25]

Video-warmed members are 1.6x more likely to open a lead gen form within a 30-day nurture window.[26]

[25] LinkedIn Internal Data, 2025. [26] LinkedIn Internal Data, 2025.

Activation Companion: Format Planning

Choose the format that fits the viewing experience.

In-Feed Video gives brands room to build scalable, placement-native stories across the Buyability framework. Thought Leader Ads put a credible person and point of view at the center of the message.

Choose the format based on what the creative needs to achieve, then build specifically for that experience.

Premium video formats create different storytelling opportunities.

CTV supports a story-led, sound-on experience on the largest screen. BrandLink places video alongside premium publisher and creator content. Premiere Video Ads give a brand prominent placement within a curated professional viewing environment.

Build the creative for the environment where it will appear rather than distributing the same asset everywhere.

	In-feed video	Thought leader ads	CTV	BrandLink	Premiere Video Ads
Best for	Scalable storytelling across a range of campaign objectives	Credibility through a trusted professional voice	Big-screen storytelling and broad off-platform reach	Premium contextual alignment with publisher and creator content	High-impact video placement in a curated professional environment
Build	Vertical or square; sound-off ready; captions; early branding	A focused, person-led message from a practitioner, executive or expert; natural delivery; substance over polish	A complete 16:9 story; sound-on; intentional pacing; multiple variations	Creative that works with the surrounding context; make the opening message immediately clear	Premium, attention-led creative with immediate branding, a clear message and strong visual craft
Evaluate with	The KPI that reflects the video's intended outcome	Engagement, CTR and lead form completion where appropriate	Reach, completion and brand outcomes	Completion, recall and lead outcomes	VTR, dwell time, reach and brand lift

Activation Companion: Creative Planning Check List

Use these principles to pressure-test the creative before production and again before launch.

Effective video comes from connected creative decisions that help the audience notice the brand, understand the value and feel confident moving forward.

Strong video campaigns begin with the buyer and the creative job, not an existing asset.

Before production, align the audience, objective, message, format and measurement plan. Every decision should support the same buyer outcome and prepare the audience for what comes next.

Great video does not just generate attention. It helps buyers move toward a decision.

Creative foundations

- ☐ A person appears early when a human voice strengthens the story
- ☐ The product is visible doing meaningful work
- ☐ Humor or emotion has a clear purpose

Capture attention

- ☐ One distinctive idea
- ☐ Brand introduced early
- ☐ Creative built for the placement

Before you shoot

- ☐ Define the primary campaign objective
- ☐ Identify the buying group and the concern the video must address
- ☐ Define the one message the audience should retain
- ☐ Decide how human presence, product visibility and humor or emotion support the message
- ☐ Select the format that fits the objective
- ☐ Plan the variations you will need

Build confidence

- ☐ One clear message
- ☐ Product solves a recognizable problem
- ☐ Messenger is qualified to deliver the message

Inspire action

- ☐ Success shown in a realistic context
- ☐ Buying-group concern addressed
- ☐ Next step matches audience readiness

Before you launch

- ☐ Adapt the creative for each placement
- ☐ Define the sequence and retargeting plan
- ☐ Match the call to action to audience readiness
- ☐ Confirm the measurement plan

Before you report

- ☐ Measure against the intended campaign objective
- ☐ Separate creative performance from delivery performance
- ☐ Use the results to shape the next variation