

LINKEDIN ADS: PART 1

We already know that LinkedIn is a very powerful tool for every business. What you might not know is that you can make the most of it by using ads. Ads are everywhere and are part of our daily lives, so it is important to learn how to master them.

In this second episode of our series focussed on the best way to use LinkedIn, I'll show you how to set up the LinkedIn Campaign manager and give you a few tips on LinkedIn ads. It's easier than it sounds so give it a try!

You can check out episode one (5 Top Tips on using LinkedIn) [here](#) if you missed it.



WHERE TO START?

The first thing to do is to **create a LinkedIn Campaign** manager. You can do so [here](#). Make sure you connect your company page. Next, you will see your dashboard: you will need to enter your payment info (don't worry, you will be charged only when your campaign starts!)

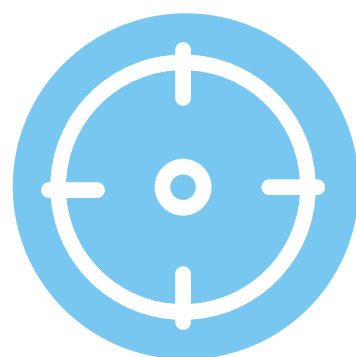
Now **create a campaign**: on the dashboard (or Campaign Manager) click "Create a Campaign". You can create campaign groups to keep everything organised. Choose an informative campaign name as these are visible only internally and will help you recognise the campaign straight away. It's very important especially if you plan on having multiple campaigns! For example "Dog Food Campaign 1 - UK - Female 35 to 55" is a good campaign name as you will be able to know what the target is without opening the details

OBJECTIVE & AUDIENCE

What is your objective? **What do you want people to do** when they see your ads? This could be increasing your website visits, generating leads, increasing engagement or video views.

Who will help you achieve the objective? That is, **who is the target audience** for the campaign? You can set up your parameters: the more specific, the better. Start with the basics: language, location (it can be very broad, like UK, or very specific, like Liverpool) and demographics. But you can also target industry sectors, education levels, roles, job experiences and interests.

Always think of your **buyer persona**, that is, a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals.



FORMAT & PLACEMENT

What format? There are **8 types of ads**: text, single image, carousel, video, follower, spotlight, job and message. While choosing, you will see the forecasted results on the right. Keep playing around until you decide what's right for your campaign. There are different costs, so keep your budget in mind.

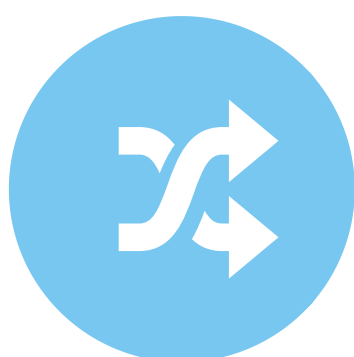
The next step is deciding **where your ad will be**, that is, the ad placement. Keep in mind that this option is not available for every ad type.

BUDGET & SCHEDULE

Set a daily budget. **Start low** so you can test which campaigns work and which don't, and you won't end up losing money and time. You can also choose a date for your campaign to start and end. You can choose between these types of bids:

Automated bid: LinkedIn determines what amount will maximize your campaign objective
Maximum cost-per-click (CPC) bid: you'll be charged each time someone clicks on your ad
Maximum pay-per-1,000 Impressions (CPM) bid: you'll be charged a certain amount each time your ad is viewed by every 1,000 people on LinkedIn.

Think of the objective. Usually, if you're looking to use your ads to drive traffic to your website or generate leads, you should go for CPC, whereas CPM is good if you're trying to get lots of people to see your ad to help with a branding campaign, for example. LinkedIn will give you a suggested bid but you need some trial and error to become a pro.



CONVERSION TRACKING

This will **measure the actions people take** after clicking your ad. This is optional but very valuable. Click on "Add conversions" and a new window will open with all the info you need. With conversion tracking you can see how your ads led to valuable actions, such as **downloads, purchases and sign-ups**. You can also track conversions from people who simply viewed your ad and did not necessarily click!

Another good way of tracking is using a **tracking pixel**: a HTML code snippet which is loaded when a user visits a website. It is useful for tracking user behaviour and conversions. Find out more [here](#). As part of the LinkedIn Campaign, **LinkedIn will provide you with the pixel** and provide instructions on how to place it properly into your landing page.

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