

LINKEDIN ADS: PART 2

In this document I will explain the main types of LinkedIn ads and what advantages they bring. Using ads on LinkedIn is easy but you need to choose the correct one for your campaign!

If you are unsure how to set up a LinkedIn Campaign Manager account, don't worry: there is a guide for that too! You'll find the previous episodes on our website.

SPONSORED/DIRECT SPONSORED CONTENT

You should use Sponsored/Direct sponsored content when you need more text and large images, videos or a carousel which attract clicks. You can use it to **personalize and test** content in the news feed without having to create a post on your page. This type of ad leads to **more engagement as it is placed in the user's news feed**. For example, use it if you want to drive content to a blog post. You can choose a CPC model or cost per thousand impressions model.

SPONSORED INMAIL

You can deliver **personalized private messages** directly to your target audience's LinkedIn inbox. These messages consist of a **custom greeting, body text, a CTA button** and you can also add a link. The messages work on a "cost per send" basis. This type of ad can help you generate lots of leads and it is **effective** because LinkedIn sends it only when the user is online, placing the message at the top of the inbox.

TEXT ADS

These ads only run on desktop; they're shown on the right rail of the news feed. You can use a CPC or Cost per thousand model. Text ads are **easier and faster to set up and manage** than sponsored content ads, so they work well to run a quick campaign. They are also good for **brand awareness** as they have a lower CPM compared to other formats. They're similar to Google search ads and you can create multiple variations per campaign.

DYNAMIC ADS

These too are only for desktop and they appear on the right rail of the news feed. They are **highly engaging and effective**; you can use them to **drive traffic** to a landing page or company page. For example, you could use them to advertise a job opening. They're personalized ads and users can **download content** directly from them..

LEAD GEN FORMS

They look similar to sponsored content when you see them on the news feed. They are **available on mobile** too. These forms are great because users don't have to leave LinkedIn in order to fill out a form. You can create up to 3 **custom fields** and collect lots of quality leads.

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