



Digital
Marketing
Institute

LINKEDIN

Transcript

LinkedIn

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LESSON 1: INTRODUCING LINKEDIN FOR MARKETERS

LinkedIn Concepts

Let's look at the concept of LinkedIn. Representing the digitalization of professional networking, LinkedIn is a business-to-business focused platform that allows professionals to connect in a professional context and build and develop their connections, including the mission and vision of their company. LinkedIn member profiles represent an individual's professional identity and who they are in the corporate world.

LinkedIn enables users to establish their professional profile, build and maintain their professional network, as well as find and reconnect with colleagues and classmates. Furthermore, LinkedIn allows you to connect and engage with other professionals and communicate with people in your industry. It also provides information and news about companies and industry insights. You can tap into the knowledge of your network and uncover new opportunities as well.

LinkedIn's mission is to connect the world's professionals to make them more productive and successful. LinkedIn's members can get access to people, jobs, news, updates, and insights that help you to be great at what you do. The most important word in the mission is professional. It is the key differentiator between it and other social media platforms. LinkedIn portrays individuals as who they are as professionals.

There are many reasons why marketers use LinkedIn. LinkedIn enables marketers to market to decision-makers when they are making business decisions. Unlike other social media platforms, LinkedIn represents a professional context, and when LinkedIn's users are online, they are invested. They are investing time into their professional brand and enter an aspirational mindset.

LinkedIn can be utilized as part of an overall social media marketing strategy, and it can help you achieve your overall marketing goals.

So, we've discussed the concept of LinkedIn and its business mission. But what is the value proposition of LinkedIn? Firstly, LinkedIn is one of the world's largest professional platforms, with over 400 million members globally, and it's growing every day. With 200,000 members joining LinkedIn daily, it's clear that LinkedIn has a large base of members that marketers can access and communicate to. Compared to other social networks where users spend time, LinkedIn members invest time when they are on a professional network and enter an aspirational mindset. For marketers, they can communicate to users when they are making business decisions or decisions related to who they are as a professional.

For businesses offering products or services to other businesses, LinkedIn is a great platform for advertising. It allows marketers to target on a very granular level to reach their precise audience. The user data on LinkedIn is relevant and up to date, and with the ability to understand who the decision makers are in a company, it can be a very powerful asset for marketers.

Being able to target exactly the right person in a company is a strong asset for marketers using LinkedIn. LinkedIn is a hub for business news, updates, and insights. Users are engaging on the platform, reading about their industry, and network with businesses, even incorporating their perspective and opinion as well. LinkedIn is a prime location for businesses to position themselves as thought leaders in their industry through the distribution of content, insights, and news.

In short, marketers can market to a very large pool of professionals, focus their efforts on exactly the right audience, and capture them when they are making business decisions. A benefit for LinkedIn is that it enables you to practice social selling. Social selling introduces a new era of selling and it incorporates social networking.

Social selling is the process of building and maintaining relationships through social networks and utilizing these relationships in the entire sales process, from finding new prospects to reaching sales goals. LinkedIn enables users to social sell, gather insights, and get an understanding of their prospects.

Furthermore, LinkedIn can help users understand more about their companies, the decision makers within the companies, and insights. This can help with knowing when it's the right time to approach a prospect.

There are many benefits to social selling. Social selling enables users to build and develop relationships with leads via social insights. Social selling enables users to gather insights and an understanding of your prospects, and can help with shaping your approach and conversation. Furthermore, with these insights, you can intelligently approach prospects in a timely manner when there is a potential opportunity. Social selling involves leveraging your existing network of contacts by establishing mutual connections between you and your prospects.

The idea is that your mutual connection will provide you with an introduction, the mutual connection is a trusted source to the prospect, and therefore, the lead is more open to conversation. Social selling can help yield better results compared to cold calling and other sales methods, where there are no mutual connections or insights. By leveraging connections and insights from social selling, you can create a sense of trust with prospects by showing a genuine interest and understanding of the company.

LinkedIn's marketing model is based on full-funnel marketing. Full-funnel marketing is an online marketing technique that truly focuses a business's marketing efforts, spending your budget in a smart, focused, and calculated way.

There are three areas to consider when you look at a funnel marketing strategy. As you can see in the image, the first area is reach. This involves finding the right audience that will be interested in your products or services. While many will market to you as many people as possible, this strategy focuses on a core audience interested in your services. Once the target audience is defined, you can boost the visibility of your company presence to your likely audience with ads and content. This is known as nurturing your audience.

Once those likely customers are located, they are nurtured through the funnel. Companies will present ads and content that will encourage engagement with the target audience. The ads will continue to keep popping up in likely places until some form of action has been taken. This makes it so your business is always at the forefront of your audience's mind.

Once the action has been taken by your target audience, they are an acquired lead for marketing. Lead nurturing is the process of developing relationships with buyers at every stage of the sales funnel and buyer's journey by listening to a prospect's needs and providing answers and information that they require.

This means that there can be touchpoints with the buyers where there is no mention of product or selling. Content plays an integral role in lead nurturing. Consumers can download several pieces of

content before they make a decision to purchase. Content can help with moving leads further down the buyer journey by getting their attention and interest.

Consumers can consume up to 10 pieces of content before they make a decision about a purchase. Furthermore, customers will have gone through 90% of the customer journey before they directly reach out to a company. Therefore, content plays an integral role in nurturing leads.

Making the Most of LinkedIn

So how do we build our personal brand on LinkedIn? We've identified three steps here. So, step one is to share updates. To help build out your professional profile, it's important to be an engaged user. One way to boost your visibility and invite discussion with your network is by sharing updates and news. You can publish your company's news and stories, your own opinion pieces, and other articles and contents.

Step two, join discussion groups. Joining groups can be a great way to connect and engage with connections from your industry. You can engage in discussions and posts, start your own discussions, and connect with fellow members. You can also make your own group of your own topic choice.

Step three, used LinkedIn Elevate. LinkedIn Elevate combines algorithmic recommendations from LinkedIn posts, newsfeed and human creation, to equip employees with a ready stream of content from their company that is ready to share. Sharing is simple with the LinkedIn Elevate iOS, Android and desktop apps. Employees can easily share content on LinkedIn and Twitter, and take advantage of LinkedIn's Elevate intelligent scheduling capabilities to ensure their content gets shared when their networks are most active.

Adobe, Quintiles, Unilever and several other companies piloted LinkedIn Elevate in Q1 of 2015. Employees who participated in the pilot shared six times more often than in the months leading up to the pilot. As a result, Quintiles employees who participated in the pilot received four times more profile views and made two times more connections.

Unilever employees drove four times more company page views, two times more company page follows, and six times more job views.

Features and Functions

LinkedIn is a unique social channel for marketers, with many features to aid you in your role, including premium accounts, Viewed Your Profile, jobs, API, SlideShare, education, and InMail. So let's start with premium accounts. LinkedIn offer a wide range of freemium accounts for job seekers, sales, and talent professionals, as well as the general professional who wants to get more out of LinkedIn.

Education. LinkedIn has a tool called LinkedIn Learning. This is an online learning platform utilizing the content from Lynda.com and LinkedIn's professional data and network. It allows individuals and organizations to discover and develop the skills they need through expert-led courses.

SlideShare is an extremely popular platform for sharing presentations and other knowledge online, and it's not just a knowledge base. It's a great marketing tool for companies with interesting information to share or individuals who want to connect to industry influencers.

InMail messages are private messages that allow you to contact anyone on LinkedIn without an introduction or contact information. An InMail can be sent directly from a member's profile page. They can have up to 200 characters in the subject line and up to 2,000 characters in the body.

LinkedIn jobs. LinkedIn offers the ability to create online job postings to advertise open positions at your company. These can be searched by job seekers throughout the LinkedIn network and will be recommended to potential candidates through the Jobs You May Be Interested In feature.

The Viewed Your Profile feature shows you who has looked at your profile in the last 90 days and can provide additional trends and insights about the viewers. APIs. LinkedIn offers four types of marketing APIs to help developers build their business through the platform and reach more of the audiences that matter. These APIs help customers build better ad campaign management technology, integrate powerful marketing insights into their own applications, target more effectively on LinkedIn, and build better community and broad management technology.

Premium Accounts

There are four different types of premium accounts that can facilitate increased reach potential, more powerful search filters, and increased visibility. They are Job Seeker, Recruiter Lite, Sales Navigator, and Business Plus. The pricing for each type of account varies and can be found on LinkedIn.

LESSON 2: LINKEDIN PLATFORM FEATURES

Company Page

A company page is a web page that any business can set up to help promote their brand, products, services, and job opportunities. Any LinkedIn member can follow a company page. It is a central hub where millions of members can stay up-to-date on your company news, products, services, and job openings. For a business, a company page gives the opportunity to tell your company's story, engage with followers, share career opportunities, and drive word-of-mouth at scale.

For professionals, a company page is a place to explore companies of interest, get the latest company updates and industry news, and learn about job opportunities. On the Home tab, members will see a high level overview of the business, company updates, friends and colleagues who are connected to the business, showcase pages, and affiliated pages.

The About Us section of the page provides a friendly introduction to your business. It's a place where companies can start spreading their message and engaging with members. Under See Jobs, this button is a way for companies to interact with millions of passive and active job seekers on LinkedIn. The Careers tab requires a paid subscription by the company.

Analytics provides metrics and trends about the company page. Data is consolidated into specific sections, updates, followers, and visitors. Under premium insights, premium members can see further insights about a company. This includes analytics such as total employee count data, employee distribution by function, notable alumni, total job openings, and new hires.

Click the work icon in the top right corner of your LinkedIn homepage, then click Create company page. Enter your company name and choose a URL. Then click the verification box to confirm you have the right to act on behalf of that company in the creation of the page.

And then finally, click the Create Page button. Click Get started on the welcome screen to begin editing your company page. Now, you've created your LinkedIn company page.

LinkedIn allows you to edit your page and make it personal to your brand. You have the option to insert your company logo, you can edit your company name, and you can then go on and fill out the company's description.

You can then go on and add any specialties of your company. In this case, we'll use digital marketing as an example. In this section, you can fill out your website URL, your company size, industry, and the year the company was founded.

Once that's complete, you can also add in your company location. When you're done with all that, you can now publish your page. If there are any errors LinkedIn will prompt you with a red banner on the bottom left-hand side of the page.

The company page is customizable from the company overview section on an administrator's account. You can add other administrators from this section, but you must be connected. In this section, you can easily add a profile picture, cover image, company summary, products and services, specialties, websites, industry headquarters, and company size.

Affiliated company pages may be necessary when there are distinct recruiting needs from the parent company page, or a team needs separate page analytics, admins, a distinct hero image like a header image at the top of the company page, distinct followers and/or distinct showcase pages. If you

would like to set up an affiliated company page, or request to have an existing acquired company page be affiliated to your page, contact LinkedIn directly.

You must be an admin of the acquired company page to request affiliation, and all company page features are available to an affiliate page. Even if an acquired company's brand no longer exists, LinkedIn won't remove the acquired company's company page. It's not possible to move followers from the company page of an acquired company page to another company page.

You can request a notification be placed on the company page of the acquired company. Using affiliated company pages can make coordination between teams more challenging. It can also be more challenging for members to discover your page. We strongly recommend trying one or more of the following options before creating an affiliated page. The advantages of showcase and affiliate pages to consolidate brand communications on LinkedIn are as follows.

Main company page to be used for company brand news and thought leadership content, for example. Showcase pages should be used for multiple products selling, affiliate pages should be used for connecting parent and child brands, and career pages should be used for attracting candidates and building employer brand pages.

Showcase pages are an extension of your company page designed for spotlighting a brand, business unit, or initiative with their own dedicated messages and audience segments. As with the company page, you can share company updates and sponsored content with LinkedIn members who can now follow the aspects of your business that they are interested in.

Companies have unique aspects of their business or multiple products with their own message to share and a unique audience to share it with. Showcase pages allow you to extend your company page presence by creating a dedicated child page for those aspects of your business. Interested members can then follow your showcase page as they follow any company page.

It makes sense to create a showcase page when you want to represent a brand, business unit, or company initiative. These pages are intended to develop a long-term relationship with a specific audience and do not make sense for short-term marketing campaigns. If you have a major recurring event that has a unique following, then a showcase page could make sense for that.

If you're an admin of the parent company page, here's how you can create a showcase page. First of all, click the Me icon at the top of your LinkedIn homepage. Below manage, select the company page you want associated to the new showcase page. If you're not taken to the Admin Center automatically, then click Admin Tools button in the top right corner of the page.

Select Create a showcase page from the drop down menu. Enter the name of your showcase page and the page URL. You'll be taken to the showcase page Admin Center to edit your new page. Information that you're going to need. The showcase page name, showcase page description, the industry, the name of at least one showcase page administrator, and then a hero image.

LinkedIn career pages or LCPs are a great way to reach millions of professionals who use LinkedIn to research and discover career opportunities. Career pages allow you to easily showcase your employment brand, and put your best foot forward to potential candidates, create a personalized candidate experience with targeted recommendations and content, and then help candidates connect with your company by following, applying or finding more information.

LCPs are a premium corporate solution, only available through internal sales teams. So you will need to contact LinkedIn directly to set one up. Upgrading to a career page gives you access to a full suite

of features for promoting careers at your company, including clickable banners, customizable modules, analytics on who is viewing the page, direct links to recruiters, and video content.

You can use Company, Showcase, Affiliate and Career pages to consolidate brand communications on LinkedIn. Company pages allow users to see news on interested companies, industry news, and learn about job opportunities. It can cover a wide range of issues relating to the company, including announcements, recruitment, updates, and events.

Showcase pages are designed for spotlighting a brand, business unit, or initiative. Users can create showcase pages for aspects of their business with their own messages and audience segments to share with. Showcase pages can also be for multiple products selling.

Affiliate pages, an affiliate company, or university page is linked to another company or university page by the LinkedIn support team and represents a related or subsidiary company or university. These are useful for when a company acquires another, but wishes to retain the visible independence of that company. Alternatively, affiliated pages allows subsidiary or affiliate entities to harness the reach of their parent to promote initiatives or acquire maximum impact with their content.

LinkedIn career pages is a powerful employer branding tool that raises awareness, drives interest in your company, and builds a pipeline of candidates for your open roles. It is a tool designed to attract candidates and expand upon your brand. After setting up a company page, you can begin building high value relationships by attracting LinkedIn members as followers.

A follower is a LinkedIn member who has opted in to hear more from your company. Followers can be current or potential customers that have opted in to hear more about your business and should be valued very highly. They help build your online community, allow you to interact with them as potential customers, and can help your company page posts go viral.

It is of vital importance that you appreciate that a follower has opted in to hear more of what you have to say. It's an opportunity to build a community and to drive engagement. Show that appreciation by providing them with the content that is relevant to them, interesting, and attractive.

You can turn these followers into social advocates through the viral effect of having them engage with your content by liking, commenting, and/or sharing it. Follow these steps that don't require any monetary investment to build your follower base.

Step one, engage your employees. Your own workforce is the best place to start adding followers. After all, they're your biggest advocates. Encourage them to create complete LinkedIn profiles. Once they include your company's name, they automatically become followers of your company's page. Ask them to include a link to the company page in their email signatures.

Step two, promote the page outside of the company. Link the company page in all of your marketing communications, like your emails, newsletters, and blogs. Invite customers, partners, and other key audiences to become followers of the page.

Step three, add a Follow button on your website. Convert visitors who may come to your site by making it easy for them to simply click on a button and follow your company page.

Step Four, take part in LinkedIn groups. Groups are hugely popular, with more than 1 million established on LinkedIn. They're an effective way to highlight your company page and attract more followers. You can launch your own discussions, or you can contribute to popular discussions that

other members have created. Also, if you manage LinkedIn groups that focus on your company or industry, or participate in other groups, you can feature these groups on your company page.

Step five, post engaging content regularly. Providing valuable content to your current followers is essential to encouraging their engagement. If they act on any social actions, the update will then appear organically in their connection's news feeds. This can greatly increase the virality of the post and will hopefully pique the interest of a wider audience encouraging them to follow your company page.

To customize your company page, you will need a profile picture, a cover image, a company summary, list of your company's specialties, your company's website URL, your company's job listings, the address of your company, the size of your company, and then finally, the year your company was founded.

Google previews up to 156 characters of your page text. So be sure that your company summary leads with powerful keyword rich copy. LinkedIn members can also search for your companies by keyword. So include words and phrases that describes your business, expertise, and industry focus. This will benefit the SEO of the page and ensure your company page appears in the top search results.

So what does an optimized LinkedIn post look like? In terms of a schedule, posting daily company updates is the most effective way to start a conversation, drive word of mouth, and directly engage with your target audience. But posts published in the morning usually earn the highest engagement, with a slight bump occurring again after business hours.

Every target audience is different and are active at different times of day. Track your posts and identify the optimum time of day to post for your brand. Short, snappy headlines with thoughtful questions and clear call to actions achieve higher engagements. Posts with images or rich media achieve a higher comment rate. Video allows you to use sight, sound, and motion to tell more compelling stories and drive deeper engagement through your LinkedIn posts.

These could, in fact, boost the interactivity on your page.

LinkedIn Groups

A LinkedIn group is a page that supports discussions which are moderated by group owners and managers. You can find groups to join by using the search feature at the top of your home page or viewing suggestions of groups you may like. You can also create a new group focused on a particular topic or industry. LinkedIn groups also keep their members informed through emails with updates to the group including most talked about discussions within your professional circles.

The value of LinkedIn groups is in increasing brand visibility, thought leadership, building a community, and being a source of insight into your target audience. You can start a new group by filling out the fields on the Create a group page. You will be the owner of any group you create but you can also assign other members to be administrators who can help moderate conversations.

To create a group, firstly, move your cursor over the work at the top of your home page and select groups from the drop-down. Then click My groups. Then click the Create group button on the left side of the page. Fill in the requested information.

A red asterisk means that it's required. Click the save changes button to create your group. Once you create your group you can customize different aspects of the group as the group administrator. These customizations can include logo, group name, group type, summary, and including your website URL.

LinkedIn doesn't allow excessive changes to a group's identity because it affects members' confidence in your group in the LinkedIn groups product. You can add or remove a group manager from the member section of the Manage tab by following the following steps. To add a group manager, select the Member tab under the Manage members heading. Then search for the member you want to give permissions to by using the find a member function.

Then, thirdly, beside the member's details, you will see permissions tab where you can set the team member's permission to either a manager or a moderator. To remove a group manager, select the Admin tab under the Manage members heading then select the manager you would like to remove permissions from. Then beside the manager's details, you will see a permissions tab where you can demote the manager to a team member.

If you create a group, you are the group owner unless you have transferred ownership of the group to someone else. As the owner, you can change the role of a member to be a manager or moderator to help share in the management duties of the group. All three roles can manage the group moderation queries, monitor and delete group conversations and comments, and add featured conversations.

All groups on LinkedIn are private by default. However, when you create a group you can choose a visibility level from the group creation page. Standard groups appear in LinkedIn search results and allow members to invite their connections to join the group.

Unlisted groups don't appear in LinkedIn search results and don't allow members to invite their connections to join the group. Standard groups can be used to increase engagement and for marketing. In this case, it is crucial to engage and share good quality content in order to meet fellow group members and develop meaningful discussions.

The unlisted category is ideal for internal groups within your company. Your content will be completely private since there's no chance for outsiders to gain access. There are plenty of reasons to start an unlisted group. For example, you can create user groups to beta test new products and concepts and use groups as a customer service support for clients or start internal groups for employees.

Remember that unlisted groups are strictly for content, not marketing. So they're valuable for communicating with designated people. To keep your LinkedIn group engaged, check at least once or twice a week for requests to join, submissions to approve, and flagged posts to moderate.

If possible, check daily to encourage group growth and always listen to your group members' feedback. Remember to keep it professional and polite and post regular questions and debates. Because spam is the top reason people leave a group it is extremely important and your responsibility to keep your group spam free. By reporting spam and reviewing flagged content in your moderation queue.

Use manager choice to highlight important conversations and information. Manager's choice is a setting that allows managers to organize the content on the page. Encourage engagement with

high-quality conversations by closing announcements, answered questions, and other content that no longer needs comments or likes.

Celebrate milestones. For example, you could send an announcement when your group reaches a certain number of members. If you need help managing or moderating, ask one of your top contributors for assistance. You can also add managers and assign moderators to your group.

If you're an owner or a manager you can remove, block, or block and delete any member of your group. Remove takes the member out of the group but doesn't delete the member's past contributions. They can request to join the group again. Block takes the member out of the group and places them on a blocked tab, which prevents them from requesting to join again. It doesn't delete the member's past contributions either. Block and Delete takes the member out of the group and places them on the blocked tab, which prevents them from requesting to join again, and it also deletes all of their past contributions.

Unblock and Remove can be found within the blocked tab. It takes the member out of the group without deleting their past contributions and they can request to join the group again. You can also remove a group manager from the member section of the manage tab. This may be necessary if the group manager is no longer following the guidelines of the group and managing it ineffectively.

LinkedIn Social Plugins

Social plugins are a quick way to drop LinkedIn functionality into your website. Social plugins that can be created include share, Follow Company, Member Profile, Company Profile, Company Insider, Jobs You Might Be Interested In, Alumni Tool, and LinkedIn Autofill. Now let's look at each plugin and their individual benefits in more detail.

The Share plugin. This allows your site visitors to click the button and share the related content via LinkedIn. They shall be placed on your site next to white papers, technical product guides, and articles throughout your blog and on any other page that features content of a professional or business nature.

Follow Company. You should always make it easy for prospective customers, job seekers, and business partners to engage with your company. The Follow Company plugin gives companies a way to grow their LinkedIn company page directly from their websites. Adding a Follow Company button to your website lets you quickly and easily grow your LinkedIn company page or showcase page community.

When a user clicks the Follow Company button, they'll automatically become a follower of your page and start seeing your updates on their LinkedIn home page. Encourage your followers to like, share, and comment on your posts to help spread the word to their networks.

Member Profile. The Member Profile plugin serves as an individual's business card on LinkedIn. It displays information such as name, profile picture, current employment, and location. It is also possible to choose between various display modes and the option to show or hide connections and similar profiles. This plugin is most commonly found on personal blogs and on the websites of smaller startups.

Company Profile. Enrich your site content by showing the summary, location, logo, and number of employees for companies featured on your site. They also help users discover who they know at a company and enable them to track news and insights by using the follow button.

The Company Profile plugin is essentially a virtual business card but for your whole company. As you can see from Apple's company profile, the plugin features their company logo, a follow button, a summary of the company and the number of employees at that company who are on LinkedIn. You can place this plugin on your home page except for the largest version which should be featured lower on the page. The smaller versions of the plugin can be added wherever you list other social networks on your home page.

Lastly, placing the Company Profile plugin on the about, contact, blog, or career pages of your website is a good idea. They can also be placed on the header or footer of your website or in your email signatures. Company Insider. The Company Insider plugin can be a great way to showcase insights from a company directly related to the member reading it. This personalizes the company page experience within an external website and shows mutual connections that are currently employed at the company.

Jobs You May Be Interested In. Jobs You May Be Interested In is a plugin often used for employer branding and to showcase jobs available at the company. It is a great way of boosting applications to a company and can be often featured on a company's careers website as an additional tool for people to apply to a job post.

Alumni Tool. The Alumni Tool is used to showcase where students and alumni of a university are now working either during their course or after obtaining their qualification.

Autofill. The Autofill plugin can be a great way to promote lead generation by reducing the steps to downloading a white paper. It allows the user to use their LinkedIn details to fill a lead capture form which encourages a faster lead generation process. This can be very helpful in increasing the number of lead capture forms fill out in a lead generation campaign.

Sign In. This plugin reduces friction and gets more signups by allowing users to sign in with LinkedIn instead of creating a new account. It minimizes the cost and time associated with implementing your own login, profile management, password change, and recovery workflows. It allows you personalize your sites and apps with up to date membership profile data.

The Sign in with LinkedIn function allows people to sign in or register with your site using their LinkedIn credentials. This is a particularly beneficial addition for your customers because it allows them to quickly identify themselves when they attempt to leave a comment on your blog or forum. Your company benefits because it receives insightful information from the people who register. This knowledge can be used to make more informed decisions concerning the ebb and flow of web traffic for example.

There are many different plugins available to an organization as mentioned previously, but it's very important to choose the right ones appropriate to your needs.

Share. The Share plugin supports the distribution and exposure of content.

Follow Company. The Follow Company plugin is more effective for building community and encouraging engagement on the LinkedIn page.

Member Profile. The Member Profile plugin is effective as a display of an individual's competencies and current employment.

Company Profile. The Company Profile can be helpful to increasing exposure to the company's LinkedIn presence on multiple channels and consolidating the communication strategy.

Company Insider. The Company Insider plugin can be a great way to showcase insights from a company directly related to the member reading is and it helps showcase the content strategy of a company.

Jobs You Might Be Interested In. Jobs You May Be Interested In helps companies promote the open roles that they have.

Alumni Tool. The Alumni Tool is used to showcase the current alumni work and is often used to promote universities on the university's websites.

Autofill. The Autofill plugin is used to increase the number of lead capture forms filled out in a lead generation campaign by making the process easier for the user.

Sign In. The Sign In plugin can be used on websites that require a log in and can make the process a more seamless experience for the user.

LinkedIn Influencers

What are LinkedIn influencers? LinkedIn influencers are the world's foremost thinkers, leaders, and innovators in their industries who share their thoughts on professional topics and news. LinkedIn influencers are selected by invitation only. As leaders in their industries and geographies, they discuss news and trending topics, such as the future of higher education, the workplace culture at Amazon, the plunge in oil prices, and the missteps of policymakers.

LinkedIn's list of influencers includes Richard Branson, Bill Gates, Arianna Huffington, and Mary Barra. A team of editors works with influencers to create content in the form of posts and updates that make LinkedIn's members more informed professionals and spark thoughtful conversations.

LinkedIn invites all members to join the conversation, and share their own perspectives via comments, updates, and long-form posts. The list of influencers changes throughout the year. LinkedIn's internal teams regularly evaluate existing influencers to include only the most engaged, prolific, and thoughtful contributors and to ensure that their expertise matches the members' interests.

LinkedIn chooses industry influencers, and you cannot apply to become one. So how can you leverage video and influencers for personal gain? LinkedIn influencers can use LinkedIn's native video platform to share their views on trending topics in 30-second videos. This type of posting on LinkedIn is beneficial for influencers as this 30-second format is easy to consume and share, and can help them gain more followers than regular video publishing.

This creates an opportunity for unique career and productivity-focused content that may not be found on other platforms. As influencers are a great source of industry-relevant content, which is timely and relevant, it is recommended to engage and build relationships with influencers who align with your brands for the purpose of organically reaching your target audience. This can also be used to learn inside knowledge on any specific areas you need to upscale on, or to inspire you in specific areas of interest.

It's great to stay on top of relevant trends, topics, and information. And influencers are a powerful resource to do this.

LESSON 3: ADVERTISING WITH LINKEDIN

Campaign Manager

Campaign Manager is the tool that allows you to create LinkedIn ad accounts and campaigns. You can also manage your campaigns, gather reporting on campaign performance and more. So, let's take a look at Campaign Manager within LinkedIn, and its primary uses.

So, the primary uses for Campaign Manager are to create, manage and edit ads and campaigns. You're also able to track the ad's performance, so look at the ad's impressions, its clicks, its CTR, its CPC, its CPM and its total spend. You're also able to track social actions on ads, like likes, comments, shares, follows and other clicks. It also allows you to track your ad budget. The daily budgets, the total budgets, the bids and the duration of the campaign.

It also lets you analyze advertising demographics. There are five ad formats available on LinkedIn to nurture and acquire a specific target audience. The first one is text ads. Direct response focus advertisements that help generate new leads or potential customers for your company. The second one is sponsored content ads. This is an ad type that increases the reach of company posts from beyond the organic following of the company. The third one are sponsored InMail. So, this allows a company to send, on a mass scale, personalized messages directly to the inbox of their target audience.

The fourth one are programmatic display ads. These are banner ads that sit on the right-hand side of the homepage, allowing rich media, such as videos, images and slides to be placed in this space, presented in an uncluttered environment. The fifth one then are dynamic ads. So, these allow you to precisely target decision makers and influencers with highly relevant and customizable creative.

You can craft your ad copy, choose your CTA, and leverage dynamically-generated images from LinkedIn member profiles. You should note that only text ads, sponsored content ads, sponsored InMails and display ads can be created and managed through Campaign Manager.

When marketing on LinkedIn, it's best to use the reach, nurture, and acquire concept. This means leveraging LinkedIn to reach a specific target audience, then using the different communication tools available to nurture that audience and build out a relationship. And finally, use it to acquire the audience as customers to your product or service.

To reach your audience, you will need to specify who that audience is. As previously discussed, LinkedIn can target with precision and accuracy. As people identify as professionals on LinkedIn, we can very easily find the decision makers within organizations. LinkedIn is the largest professional network in the world, with more than 433 million professionals for marketers to target.

The target criteria available to reach a specific target audience includes their location, the company they work in, the industry they work in, their job title, their seniority level, member groups, school, skills, gender and finally, their age.

Once your target audience has been identified, the next step is to nurture this audience with communication. The first step would be to make the audience aware of who you are. Typically, this initial step will be done via onsite display ads. A key metric around awareness would be CPM. That's cost per thousand impressions.

Once the audience is familiar with who you are, the next stage would be to build a stronger connection with this audience. As previously discussed, content can play a key role with this. By

providing the target audience with content, advice, and free information, you are helping this target audience with ideas and tasks in their role.

And lastly, once the relationship is established, the business can acquire the audience as leads. This can be done by utilizing certain content for inbound lead generation. For instance, after a lead downloads an e-book or a white paper, a sales rep may approach the lead to set up a call. Sponsored InMail could also be used as part of the marketing campaign for lead acquisition. Sponsored InMail includes a message with a specific call-to-action, and when the call-to-action is taken, the lead is acquired.

Examples of a call-to-action can be contact us, or get a quote, book an appointment, or download now, in the case of content downloads.

Content Calendar

So why should you develop a content calendar? Content calendars are an essential tool for every digital marketer, particularly for those who use LinkedIn platform to engage with audiences. Here are the top reasons why you should have one.

Number one, it keeps the frequency of posting high and keeps the company brand top of mind with your target audience. Number two, encourages frequent posting, which is often required to achieve results of engagement or lead acquisition, since lead nurturing can require two to eight touchpoints before the lead engages with the brand.

Number three, engages a wider variety of leads by having a range of different topics or content to post as your leads will be at different stages of the buying process.

Number four, helps position the brand as a thought leader using a variety of content that keep the brand relevant in the high consideration of the target audience.

Text Ads

On LinkedIn, text ads can appear on the homepage, profile pages, search results pages, group pages, within the LinkedIn inbox, on the People You May Know page, and the Who's Viewed My Profile page. With text ads, the objective is to generate leads with results focused mainly on the click-through rate or the CTR and conversion.

When you go to Campaign Manager, select Text Ads, then create one by completing these four key elements. Number one, the link. You can choose your landing page and destination URL. Some options to link to are your pages on LinkedIn, like your company page or a career page, or your website outside of LinkedIn.

Number two is the headline. You can have up to 25 characters and they should be short and snappy. An attention-grabbing headline entices a reader to read further. Here are some headline styles you could use. Ask a question that sparks thoughts, for example, "Want to go ahead?" Be direct, for example, "Get 30% off today." How to, for example, "How to write a great ad." Commands, for example, "Go ahead with an MBA."

Number three is the description. So these can be up to 75 characters long. Descriptions should give your reader a compelling reason to click your ad with a strong CTA. Examples include, "Sign up to learn more," "Download our eBook today," and "Send me the video."

Number four is image. So these are optional, but text ads with images get up to 20% more clicks. If you choose to use one, image dimensions must be 50 by 50. To get the best results out of your text ads, make sure that you create focus targeting criteria using LinkedIn's targeting options like geography, industry, seniority, and so on. Get as specific and as close to your audience as possible. Number two, set an aggressive maximum bid. Ensure your campaigns stay ahead of the competition and have a higher chance of success by using a competitive base. Number three, always include an image. As mentioned in the previous slide, text ads with images get up to 20% more clicks.

Number four, have a clear and strong call to action. Make it easy for your audience to understand what it is you want them to do, whether it's to sign up now or download brochure.

Number five, if possible, address your audience directly. For example, if you are targeting an IT director, use their job title in the ad, for example "Are you an IT director? This could be for you."

Number six, create multiple ad variations for testing. Use two to three active ad variations per campaign to show variety to your audience, while also allowing you to see which strategy is most successful. This is known as A/B testing.

Number seven, turn off low-performing ads. Active ads with a low CT rate can weigh down a campaign and lead to a drop in impressions. Turn these low-performing ads off to optimize the success of your campaigns. Number eight, keep changes simple. Even simple changes such as adjusting targeting, raising bids, and refreshing or creating ad variations can increase your performance.

Sponsored Content Ads

There are two formats in which you can display sponsored content. These are video. Video is a newer form of sponsored content and drives a stronger engagement rate to article, images, or links. The second format is article, images, or links. These are standard forms of sponsored content that allow a user to post any articles, images, or links.

For example, you could post your own blog content, support it using a vibrant and engaging image, while also providing a link to the blog to allow the user to read more outside of the post. Sponsored Content Ads place a company's post seamlessly into the newsfeed of the target audience refined by the user. They can appear in the homepage feeds of members in your target audience, on desktop, and most mobile and tablet devices.

Here are some of the main benefits of LinkedIn Sponsored Content Ads. Firstly, they support investment put into content creation, by distributing it directly to the audience that it was intended for. They encourage community engagement with prospects on the LinkedIn company page.

Direct sponsored content is an effective distribution of language or region-based content or industry-specific solutions without affecting the brand's overall communications. It allows you to position the company as thought leaders by boosting the reach of high-quality content to prospects. It also increases visibility amongst prospects.

Okay, let's look at how you can run a successful campaign on LinkedIn. So first thing to do is to select your objective. When starting out with a Sponsored Content Ad campaign, you first have to choose an objective.

Second thing you need to do is choose your content. So start by sponsoring an organic update recently published to your LinkedIn company page. The third thing you need to do is target your audience. So you can do this by location, company, industry, title, skills, degree of study, and more.

The next thing you need to do is set your bids and also your campaign budget by CPC or CPM. Then, launch your campaign and start promoting your content right into your targeted audience's LinkedIn feeds.

Next, measure your results. So track key metrics including clicks, impressions, and engagement with your content.

And then finally, optimize your impact. Test variations of your content on target audiences using scalable campaign management tools.

So what are the best practices for video on LinkedIn? Online video will account for 80% of all customer internet traffic by 2020. This is why video is a very important sponsored ad format on LinkedIn. To help you make the most out of using video on LinkedIn, here's some best practices to optimize and understand the impact video can make.

Video ad specs. Familiarize yourself which of the different ad specs work best on LinkedIn. You can find a full breakdown of these on the LinkedIn website.

Ad specs include: the file size must be between 75 megabytes and 200 megabytes, and it must be in an mp4 file format, the layout must be vertical and the frames must be less than 30 frames per second, under 30 seconds. So try and keep your videos under 30 seconds for brand awareness and brand consideration goals. Longer videos are worth testing for product information videos.

First 10 seconds. So show what you want to your audience in the first 10 seconds of the video. Case studies show that after that point, a viewer's attention begins to drop. Try to tell a story. So capture and maintain your audience's attention with visual storytelling using graphics, people, and text to extend the viewer's attention span.

Test and optimize. Test and optimize your videos to find the best formula that suits you. Tests can include testing the same content with different links, testing different content, testing introductory text, whatever will help you understand what works best for your audience. So write ad headlines that are under 150 characters. Concise headlines lead to more engagement. Keep descriptive copy under 70 characters. Note that anything over 100 characters could be truncated on desktop.

Embed larger images instead of standard thumbnails. An image size of 1,200 by 627 pixels is recommended. Content with larger visuals tend to get up to 38% higher CTR.

Feature a clear CTA so your audience knows how to act on their interest. Be specific with ad targeting, but not so specific that you narrow your audience.

Choose location and two other targeting criteria to start and follow ad targeting best practices. Always test your content, whatever the format, and continue to measure and optimize your success.

Display Ads

To avail of LinkedIn's display ads, users must get in touch with their LinkedIn sales representative. LinkedIn also provides the option of purchasing display ads programmatically through either an open auction or private auctions.

There are two types of LinkedIn display ads. LinkedIn onsite display and network display advertising. So LinkedIn onsite display, this accurately targets members on LinkedIn and engages them in a professional context with IAB standard ads plus formats unique to LinkedIn like follow company ads, spotlight ads, join group ads, and more.

Network display advertising. This leverages LinkedIn data to precisely target audiences wherever they travel online, keeping your professional audience engaged, and your brand top of mind. The objectives of display advertising are to increase reach with target audience, effective distribution of rich media, graphic, or video content, and to support brand awareness activity.

Display ads are currently available in two formats on LinkedIn. 300 x 250 desktop banner, 160 x 600 desktop banner. There are many options in terms of the creativity of the display advertisement. These include creative rolling display, rich media such as videos and GIFs, SlideShare content such as a presentation or an infographic, spotlight ads that incorporate the target audience member's profile photo into the advertisement.

Ensure your display ads are following the correct size and pixel guides provided by LinkedIn. Have a strong CTA. Make it easy for your audience to understand what it is that you want them to do, whether it's to sign up now or to download brochure. Have a clear message. Too much text can impact the success of your ads. Keep the message clear and concise.

Ensure your brand is visible. Ensure it is clear that this ad is from your brand or it could easily get lost. Keep it simple. Keep your images simple, clear, and to the point in order to really grab the target audience's attention.

Create multiple ad variations for testing. Use two to three active ad variations per campaign to show variety to your audience while also allowing you to see which strategy is more successful.

Sponsored Message Ads/InMails

For marketers, sponsored InMails are great for supporting inbound lead generation goals and sales teams, boosting registrations for events, seminars, webinars, open evenings, content downloads, increasing website traffic, and supporting any other CTA or direct response style marketing. Let's look at how sponsored InMails differ from regular emails.

The CTA button appearing within the InMail, branding or imagery can appear on the right-hand side of the InMail. Real-time deliverability. Sent out only when a user is engaged on LinkedIn. Once every 60 days, exclusive access to target audience not considered as spam. Unlimited InMails per campaign. You will not be restricted to 40 or 50 InMails a month.

Another advantage of using sponsored InMail is that you can achieve direct response from your target audience at scale. Here are the key elements required to run a successful sponsored InMail in campaign planning.

The first one is the Sender. So sponsored InMails should be addressed from a credible person that your target audience will trust. Ensuring your sender has a profile image will set your campaign up for success. It's also important that the sender be contextually relevant to your message. The requested sender must be a first-degree connection. It may take some time for a sender to accept your request. So using yourself as a default sender will enable you to set up the creative and save it as a draft.

The subject line. Subject lines with a clear value or opportunity to connect work best. Consider wording such as exclusive invitation, opportunities, and connect. Custom greeting. To insert a custom greeting, type your salutation like, "Hello" or, "Hi" and add their first name and last name, both bookended by the percentage symbol.

Banner image. A banner image on sponsored InMails provides additional promotional value to your creative. The banner image automatically redirects to your chosen landing page if the recipient clicks on the image. Banner images are optional, but if you don't include one, ads from other advertisers may appear in that slot.

Body. The best sponsored InMails are brief, relevant, and conversational. Keep your message copy under 1,000 characters as your content is now part of the members' messaging experience. Avoid formatting overload. Custom CTA buttons. A clear CTA gets clicks and conversions. Try top performing CTAs like, "try" or "register", "reserve", and "join." Additionally, always make sure to include a 300 by 250 companion banner in your InMail.

When using sponsored InMails, keep subject lines short and impactful. Best-performing subject lines often use some of the following keywords. Thanks, exclusive invitation, connect, job opportunities, join us. Address your target audience directly. To increase relevance, customize the greeting with the member's name.

Refer to their job title. Try using the word "you." Give your message a unique and genuine voice. Use a strong visual. Enhance your message, but do not distract from it. Be concise, personal, and relevant. Keep your copy under 1,000 characters and include a body link.

Use clear call-to-actions. Top InMail keywords are, try, register, join, confirm, and then finally, download.

Select a sender who is credible with your audience. Pick a sender who's relevant to your message. For example, if you have a technical message, the sender should be a director of IT, or a chief technology officer, and not a VP of Marketing.

Targeting. Influence the influencer. Focus on hands-on influencers. Target senior individual contributors as part of your audience, senior ICs, test products, and influence the purchase. Senior ICs represent a much bigger audience than the person that will ultimately sign the contract.

Optimize the content for mobile. For best mobile performance, make sure that the copy is fewer than 1,000 characters, that the CTA is clear, and finally, that the landing page is optimized for the small screen.

Create multiple ad variations for testing. Use two to three active variations per campaign to show variety to your audience, while also allowing you to see which strategy is most successful.

Dynamic Ads

Moving on to Dynamic Ads. So, LinkedIn Dynamic Ads allow you to precisely target decision makers and influencers with highly relevant and customizable creatives on LinkedIn. The objectives of Dynamic Ads are to drive quality engagements, traffic to your website or LinkedIn company page, and leads to deeply differentiated and personalized creative formats.

Build relationships and prompt the right people to engage with your ads through customized call-to-actions. And then finally to reach the right prospects using accurate targeting based on the professional member profile.

Dynamic Ads can only be purchased through a LinkedIn sales representative. There are many specifications for Dynamic Ads, some of which include the company logo needs to be 100 by 100 pixels, the call-to-action must be a maximum of 50 characters, the company name can only be a maximum of 25 characters and the custom background image must be 300 by 250 pixels and 2 megabytes or less.

Lead Generation Forms

Lead generation forms allow you to collect even more quality leads from your ads on LinkedIn with seamless pre-filled forms. When members click on one of your ads, their LinkedIn profile information automatically populates an in-app form that they can then submit instantly without having to type in their info by hand. Once someone submits a lead gen form, you'll get a comprehensive lead record that can include that person's name and contact information, the company name, seniority, job title, location, and more.

Because this lead data comes from the members' up-to-date LinkedIn profile, it is typically more accurate and complete than what you'd get from a traditional website form where people can enter false or partial information. As a result, with lead gen forms, you can generate high-quality leads at higher volumes, you can prove the ROI of your lead generation campaigns, you can access and manage your leads with ease through LinkedIn's platform, and finally, you can add lead gen forms to your sponsored content and sponsored InMail campaigns to maximize their return.

Lead generation forms can be created within the Account Assets tool in your Campaign Manager. There are three parts to creating your lead gen form templates. The first part, describe your offering. When a member taps on the Call to Action button on your sponsored content this form will open. Insert an offer headline and explain the details of your offer.

Number two, select the fields you would like to add to your form template. You can select up to seven fields from a member's profile, and members can edit fields that are missing. Because forms come pre-filled, you can expect quality leads and higher conversion rates.

Number three, create a thank you page. Once a member submits her information, she will see a thank you page. You could also provide additional information here with various thank you page call to actions.

Once you've created your form template, you are ready to add it to your sponsored content and sponsored in-mail campaigns. Simply select the option to Collect Leads Using LinkedIn Lead Generation Forms. Once you create your content or select which content to sponsor, add a Call to Action button and add a Lead Gen Form you just created.

To create a lead gen form template, sign into Campaign Manager, find the Account Assets tab in the top navigation of the accounts detail page and select Lead Generation Forms from the dropdown. Click the create New Form Template button and in the form set up process, complete the fields for form name, language, offer headline, offer detail, and privacy policy URL.

Select the form fields to identify the information you'd like the member to provide. By default, first name, last name, and email are selected on the lead generation form. These fields can be unselected when you create your form.

Next, create a custom thank you message. Please note that this is optional. And enter the website URL that you want people to visit after they complete your form. Select a URL to connect members to your e-book, website, or other destination of your choice.

Select a Call-to-Action button to attach to your thank you message from the dropdown. This CTA drives members to your websites or content of choice. Please note you cannot edit the form once it has been created. In order to change your lead gen form templates, you must create a new form.

Now that you know what lead gen forms are, and how to build them, it's time to learn where you can access your leads form. Please note you must be assigned lead gen manager permission from the company page admin to download the leads.

Targeting

So to begin with, definition of targeting. So targeting allows you to place your ad in front of the right people and the right websites. That's essentially it, we are targeting people and websites because they might have an interest in us or there might be an alignment between the website and our brand itself. A very useful tool on the Google Display Network, to get targeting ideas, we'll be using a tool called the Google Display Planner.

So the Google Display Planner allows you to enter either your website or a number of keywords and it will present back to you the impressions available, associated targeting methods, placements, the ideal topics, the ideal audiences, and the ideal keywords that you may want to include as part of your Google Display Network plan.

There are two types of targeting, and these are key differences. So one is audience targeting. This is targeting people because they fit a certain profile. That can be they have a certain interest in things or they're in the market for something or they're being retargeted. We are targeting people in this instance. That's the first type of targeting.

The second type of targeting is contextual targeting. This is based on the keywords that are included in the site or indeed the type of site that we'd like to target. So that's what's called topic targeting. So if a website's sole focus is cars we might find that under the automobile section of topics, or if a website's sole focus is health we might find it under the health and lifestyle topics options.

So, again, we're not targeting people in this instance, we're targeting the type of sites and that content that is on those sites. So very important to distinguish between audience and contextual targeting.

Advertising Strategy

Now let's discuss the process of formulating a LinkedIn marketing strategy. When you are setting up a linked in marketing strategy before you do anything you need to look at the following components. Setting objectives. What you are aiming towards. What you expect to achieve from the campaign. Audience Targeting Type. What audience are you going to target? Will you use the standard demographic targeting or mass audiences?

Setting relevant KPIs. These are indicators that will benchmark the performance of the campaign. Resourcing. Materials and supporting content needed for the campaign. For example, content and graphics. Budgeting. What is your allocated spend for the duration of the campaign?

Ad Copy. This is the presentation of the campaign. Scheduling. This is a defined timeline for the campaign. Measurement. This is a review of the campaign's performance.

Maintenance. Making the necessary adjustments to improve and optimize the campaign. Depending on the objectives, different KPIs will be applied to measure the performance of the campaign. KPIs should be applied to campaigns to track your progress and benchmark your success to ensure that goals are on track to hit targets. For example, if you are working towards awareness based campaigns the KPIs set might be impressions or views gained. If the campaign is Lead Generation focus, the KPIs set might be leads acquired a click-through rates. Accurate targeting based on authentic data is the foundation of the LinkedIn platform.

LinkedIn gives brands a proven way to directly target from within the most affluent influential and educated audience on the social web. LinkedIn's targeting is highly accurate because it draws from actual profile data provided and is continually updated by its members themselves. You are able to target the first-degree connections of specific members and also their behavior on LinkedIn.

For example, you can see what groups they join and how much they share and comment, which can be used to inform your targeting. This is why audience segmentation for targeting is so important. You should be taking all of the following into account when devising your own LinkedIn advertising strategy: skills, industry, age, gender, company size, job title, seniority, function, discussion groups, company name, education, and then finally, geographical location.

The KPIs and objectives that you will set will determine the cost structure of your LinkedIn campaign. Depending on what you want the audiences to do a CPC, which is Cost per Click, or CPM, which is Cost per Impression, cost model can be applied. If the audience is encouraged to take an action in the advert it will most likely be CPC cost structure. If there is no call-to-action in the ad it is likely that a CPM cost model will be applied.

Let's now look at some of LinkedIn's marketing solutions. Displaying ads with the purpose of increasing awareness will often take a CPM cost structure as there is no call-to-action and the aim is to boost visibility. Marketeers want as many views as possible.

If you take Sponsored InMail as an example, this would take a CPC cost structure as there is a clear call to action with every InMail. The action is taken as complete when the call-to-action button in the InMail is clicked on. You'll notice that the Sponsored Updates has both CPC and CPM as options. This is because Sponsored Updates caters to both. The marketer can decide how they pay for Sponsored Updates as each sponsor's post may serve a different purpose.

Depending on the post, it may be a simple update but no call to action or hyperlink. In this case, CPM will be more appropriate. If a post contains a redirect link or a call to action, then CPC would be more appropriate. The ad copy represents the presentation of the ads. The elements of a well-written ad copy include a sufficient body of text that doesn't overload the user with information and detail.

Use text sparingly to allow the user capture your message quickly. LinkedIn lets you create up to 15 ads per campaign and multiple ads increase your chances of getting multiple responses. It's important to make a variety of ads with different headlines, descriptions, and images.

Multiple ads allow you to experiment with various copy and keywords to see which ones work best for your target audience. The call-to-action within the copy needs to be explicit and easy for the user to understand. It should highlight benefits, special offers, or product features. Furthermore, a good ad copy will have simple eye-catching imagery but will not distract from the call to action.

LinkedIn Ad Campaigns

In order to help meet your campaign objectives on LinkedIn, take note of the following best practices.

Number one, determine exactly who you want to target. If you have multiple target audiences, separate them into different groups, and create campaigns tailored to reach each specific audience.

Number two, create focused targeting criteria. When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60,000 and 400,000.

Number three, set an aggressive maximum bid. Give your campaigns a higher chance of success by ensuring that you have a competitive bid.

Number four, always use an image. Clear, bright images of business professionals make your ads more personal and appealing to potential clients.

Number five, use a strong CTA. Ads with a strong CTA, such as "Register now" or "Sign up today" perform much better.

Number six, create multiple ad variations for each campaign. Use two to three active ad variations per campaign to show variety to your audience, while also allowing you to see which strategy is most successful.

Number seven, address your target audience directly. Grab your audience's attention by calling out to your audience in the headline. For example, "Attention high tech managers" or "Are you an IT director?"

Number eight, keep ads and targeting relevant. The LinkedIn system serves relevant ads more often and limits ads that rarely get clicks.

Number nine, turn off low-performing ads. Active ads with a low CTA can weigh down a campaign and lead to a drop in impressions.

And finally, number ten, recognize the impact of small changes. Even simple changes, such as adjusting targeting, raising bids, and refreshing or creating ad variations, can improve your performance.

LESSON 4: LINKEDIN CAMPAIGN ANALYTICS

LinkedIn Analytics

LinkedIn Analytics is the platform's native reporting tool that can be used to measure the performance of LinkedIn marketing campaigns. It can also be used to generate reports measuring a variety of metrics including connections, search result appearances, number of comments, number of page follows, number of discussions, clicks, site visits, profile views, number of likes, number of shares, number of group members, number of impressions, and finally leads.

Company page analytics is particularly useful for marketers because it helps evaluate engagement of your individual posts, identify trends across key metrics, understand more about your follower demographics and sources, and finally understand more about your page traffic and its activity. There are three main sections within this tool visitors, updates, and followers. And each can be accessed by clicking the analytics dropdown at the top of your LinkedIn page.

Let's start by looking at the visitors' section. Here you can control the time period the data covers by selecting the timeframe dropdown next to visitors in the upper left corner of the page. There are two types of visitor analytics you can track in the Admin Center. The first is traffic metrics. So this displays key metrics based on traffic to your company page. You can view metrics for unique visitors or page views over time by clicking the page views dropdown in the upper left corner of the page.

The second is Visitor Demographic. So this displays a breakdown of who is following your company using five types of demographic data. Use the drop-down menu to the right of Visitor Demographics to filter by job function, country, region, seniority, industry, and company size. This section can help you identify audiences you want to grow with demographic information to more effectively target company updates.

In the Update section of the company page analytics, there are three different types of data you can track. Number one are the engagement highlights. So this displays the number of total likes, comments, shares, and new follows in the last 30 days. It also indicates the percentage change from the previous 30 days.

The second one are engagement metrics. These display key metrics for your organic and sponsored content over time. Use the drop-down menu on the right of engagement metrics to filter by impressions, unique impressions, clicks, likes, comments, shares, followers acquired, and social engagement percentage.

The third one is updates engagement. So this displays engagement updates by individual updates. You can view the following metrics for each update posted to your company page, name, days, target audience, sponsorship, followers acquired, impressions, clicks, city or social actions, and finally engagement.

And finally the follower section. Here there are four main types of data that can be tracked. The first one is follower highlights. So this displays the number of total organic and acquired followers in the last 30 days. It also indicates the percentage change from the previous 30 days for organic and acquired followers.

Number two is follower gains. So this displays how your number of followers has changed over time. You can view different date ranges and control the time period this data covers by selecting the timeframe drop-down next to follower gains on the upper left of the corner page.

The third one is follower demographics. This includes a breakdown of who's following your company using seven types of demographic data. They are country, job, region, seniority, industry, company size, unemployment status. You can filter by each type of data by selecting the dropdown next to the follower demographics.

And the final one is companies to track. So this lets you see how your followers compare to other similar companies. You can view the following metrics for the companies, their total followers, their follower growth, their number of updates, and finally their social engagements.

Campaign Manager provides performance metrics to help you measure the effectiveness of your ad campaign. These metrics can be seen in Campaign Manager when viewing your campaign. They can also be downloaded as performance reports.

Some metrics will not be shown if you are not running that particular ad format or do not have that particular feature enabled. For example, if you're running sponsored content ads you will be able to see social action data. If you are running sponsored InMail ads you will be able to see sends, opens, and others InMail metrics. If you have LinkedIn conversion tracking setup, then you will see conversion metrics.

To download a performance report, select one of the options from the export button in the top right of the page. You can filter performance by date ranges or choose a custom date. This report provides campaign performance. These are daily metrics for all campaigns in the account. Ad performance. These are daily metrics for each creative across all campaigns in the account. And Click Intelligence. This is a summary of who's clicked on your campaigns. Data in this summary is based on your targeting filters.

Conversion Tracking

LinkedIn conversion tracking is an analytical function powered by the LinkedIn insight Tag. Conversions are actions a member makes that are valuable to your business. Conversion tracking gathers insights into post-click and view-through conversions of your LinkedIn ad campaigns, giving you the ability to measure the impact and ROI of your ads.

The LinkedIn Insight Tag is lightweight JavaScript code that you place across your website. This tag drops a cookie on visitors' web browsers when they visit your website, which can help you capture conversions. The event-specific image pixel will enable you to track conversions like on-click events, and will require you to install code for each individual conversion action event that you would like to track.

Conversions are events such as white paper downloads, or event registrations. You can select specific conversions that you have created to be added to your LinkedIn campaigns, which will measure the impact of advertising on LinkedIn. You will use conversion names to define which key conversion behaviors you'll be tracking, like filling out a lead form or downloading a piece of white paper.

Use naming conventions that will easily keep track of different conversion events. When you view the conversion number in campaign manager, this includes the total post-click and view-through conversions generated. From the account level view and Campaign Manager, click the Account Assets tab and select Insights Tag from the dropdown.

Next, copy the LinkedIn Insights Tag provided for the website associated with your advocates. And place the code on every page of your website where you want to track conversions. Best practice is to place the tag on the Thank You pages that a member sees after submitting a form on your landing page. Type every page on your site which you can do at once, by adding the tag to your site's global footer. You should only implement one tag per web page. Once you've added the tag, click on Account Assets and go to Conversion Tracking.

First, give your conversion a clear descriptive name. Next, choose a conversion type. Next, choose a value for your conversion. Select Conversion windows for your clicks and views. Click Select campaigns below Applied campaigns to select the campaigns where you would like to apply your conversion.

Finally, enter the URL of the website where you want to track your conversions. When entering your URL, you can use one of the following rules: exact, starts with, or contains. Then click Save. Now, you're ready to add the conversion action to a campaign.

Please note, when you create a new campaign, you'll now see the option to select conversions. Once you have the conversion Insight Tag set up, and assigned to your campaigns, you can now measure the success of your campaigns through the following metrics. Keep in mind that metrics in the conversion tab can take up to 24 hours to update, but in most cases will update within four hours.

Total conversions. This is the total number of actions visitors to your website took such as download or sign up. Post-click conversions. This is the number of times that a conversion was fired after the user clicked on an ad.

View-through conversions. This is the number of times that a conversion was fired after the user viewed an ad and then visited your website later on. For example, sometimes the user will view your ad, visit your website later, and then convert, even though this user might not have clicked on the ad. Using the tag, LinkedIn will attribute these types of conversions to your campaign if the user converts up to 30 days after the ad impression.

Conversion rate. This is the percentage of times that a conversion was fired after the user clicked or viewed your ad.

Cost-per-conversion. This is the average amount you spend on each conversion, total spend divided by conversions.

Conversion value. This is the total dollar value of all conversions.

Value multiplied by conversions. This value can be defined when creating conversion actions, which is how much you consider each conversion is worth to you.

Return on Ad Spend. This is the percentage of revenue generated for every dollar spent. This is total conversion value divided by the spend.

Campaign Performance

When in Campaign Manager, there are six different tabs you can use to view your campaign performance, depending on the objective of your campaign: Overview, Performance, Leads, Conversions, Social Actions, and Video. Let's start with Overview.

The Overview gives you a bird's-eye view of your campaign. Here you can see the campaign, the status, the active creative, the daily budget, the total budget, the bids, the start dates, and the end dates.

The second area is Performance. These stats track how well your ad is going. Use these metrics to compare your ad success with other ads. We can see the status, the impressions, the clicks, the average click-through rate, the total engagements, the average engagements, the average cost per click, the average CPM, and then the total spend.

We can also see the leads section. This allows you to view leads that are collected from LinkedIn members submitting their information. We can see the status, the number of leads, the lead form opens, the lead form completion rates, the cost per leads, and then the total spend. We can also see the conversions.

We can see the status, the number of conversions, the post-click conversions, the view-through conversions, conversion rate, cost per conversion, total conversion value, return on ad spend, and then the total spend.

We can also have a look at the Social Actions. So these are the social gestures initiated by LinkedIn members. We can see the status, the likes, the comments, the shares, the follows, any other clicks, like comments or see more descriptions, and then total social actions.

And then finally, we can see the Video stats. So we can see the status, the amount of views, the percentage view rate, the eCPV, views to 25%, 50%, 75%, and then complete video views.

Then we can see a breakdown of the completion rate, as well as full-screen plays. LinkedIn also allows you to view your key metrics within a graphical format. The following metric options are available for you to view in this format.

Impressions, the number of times people saw your ad.

Average CPC. This is the total you spent on your ad divided by total clicks to your website.

Average CTR. This percentage shows how often people go to your website because they saw your ads.

Average CPM. This is the total you spent on your ad per 1,000 impressions.

Conversions, the total number of times people took a desired action after clicking on or seeing your ad.

Average cost per conversion, the average amount you spent on each conversion. This is calculated by the total spend divided by conversions.

Leads, the number of leads generated from your Lead Gen Form campaigns.

And finally, total spend. This is the amount you spent on clicks and impressions for your ads.

LinkedIn Website Demographics is a free reporting tool in Campaign Manager that is available for LinkedIn ad accounts that have the LinkedIn Insight Tag added to their website and have website audiences created. This tool allows you to gain valuable audience insights like job titles, company names and industries, using the most accurate professional data only on LinkedIn.

You will be able to compare different pages to learn which kinds of content resonate with different audiences. Customize content to your strongest prospects and learn what personas are more likely to become qualified leads.

