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LINKEDIN CONTENT MARKETING

# TACTICAL PLAN



NEW FOR  
2019

A daily playbook for successful  
content marketing on LinkedIn

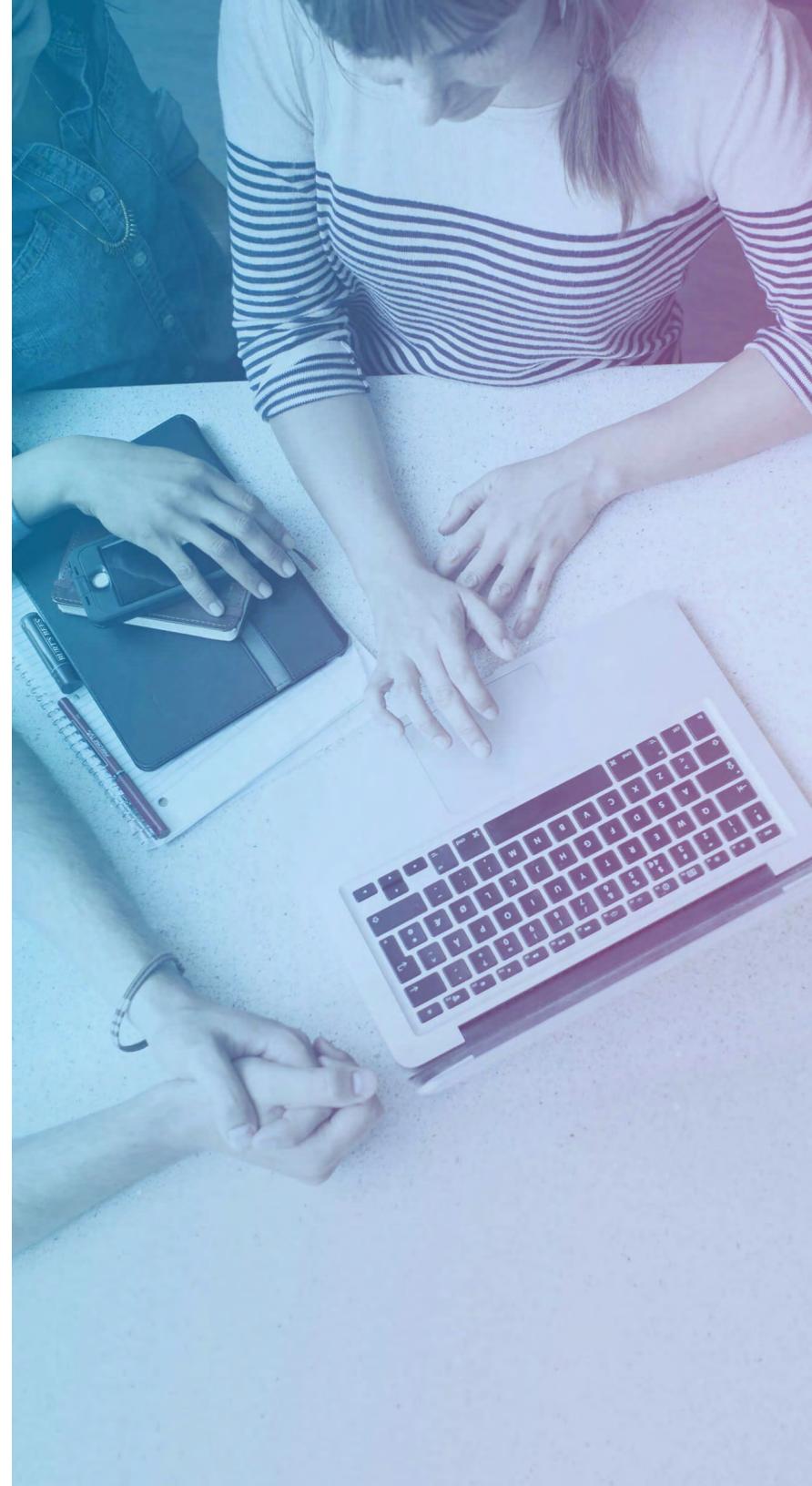
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# LET'S DIVE IN

It's Monday at 9am. Your boss walks into your office and politely inquires about your team's LinkedIn strategy for the quarter. You freeze. Amongst all of the content you are producing and distributing throughout all of your social channels, you might have overlooked **the most powerful platform for B2B and high consideration B2C marketers: LinkedIn.**

Exemplary content creation falls flat without a solid distribution plan — we know this. And **79%<sup>1</sup> of B2B marketers believe social media is an effective marketing channel.** But while people are spending time on other social channels, they're investing time on LinkedIn. Furthermore, a whopping **80%<sup>2</sup> of B2B leads come from LinkedIn.**

In an effort to help you get your content in front of the 590 million professionals on LinkedIn, who represent the largest group of influential, affluent, educational people anywhere (and to let your boss know that you've got this), I have created a quick LinkedIn Content Marketing Tactical Plan

for you to incorporate into your integrated marketing approach. Find out what content to share, which products suit your needs, and how much time you'll spend daily or weekly to ensure your brand stays in front of the people who matter most to your business.

Keep in mind these findings have been compiled as a result of multiple tests conducted by the LinkedIn Marketing Solutions team (including yours truly). Get ready for an inside look into how LinkedIn marketing successfully distributes content on LinkedIn.

No matter what your goals are — brand awareness, thought leadership, or lead generation — this plan will set you down the right path all before lunchtime.

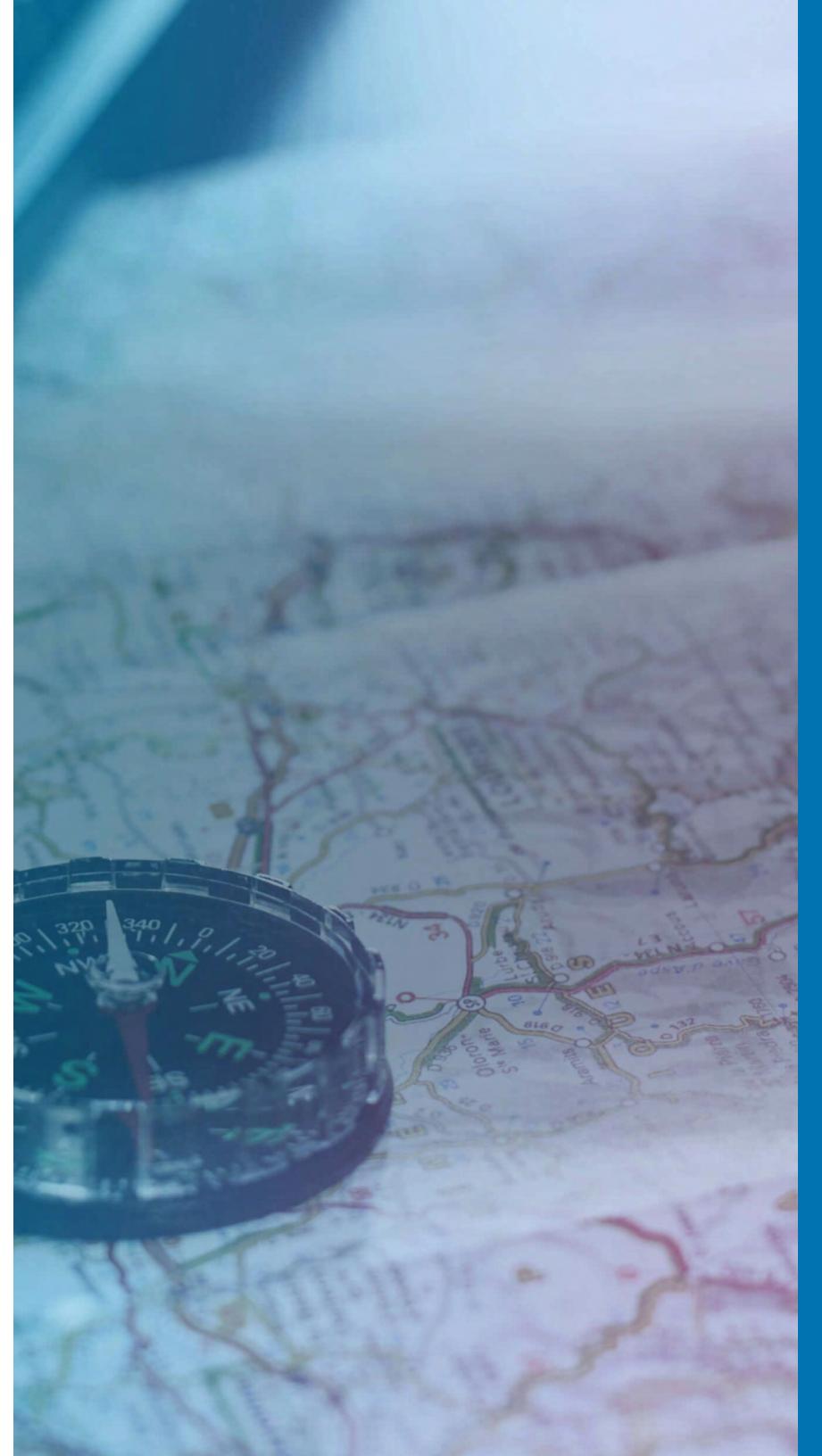
**So grab another cup of coffee and let's dive in, shall we?**



**Alex Rynne**  
Content Marketing Manager  
LinkedIn Marketing Solutions

<sup>1</sup> Omobono

<sup>2</sup> Oktopost

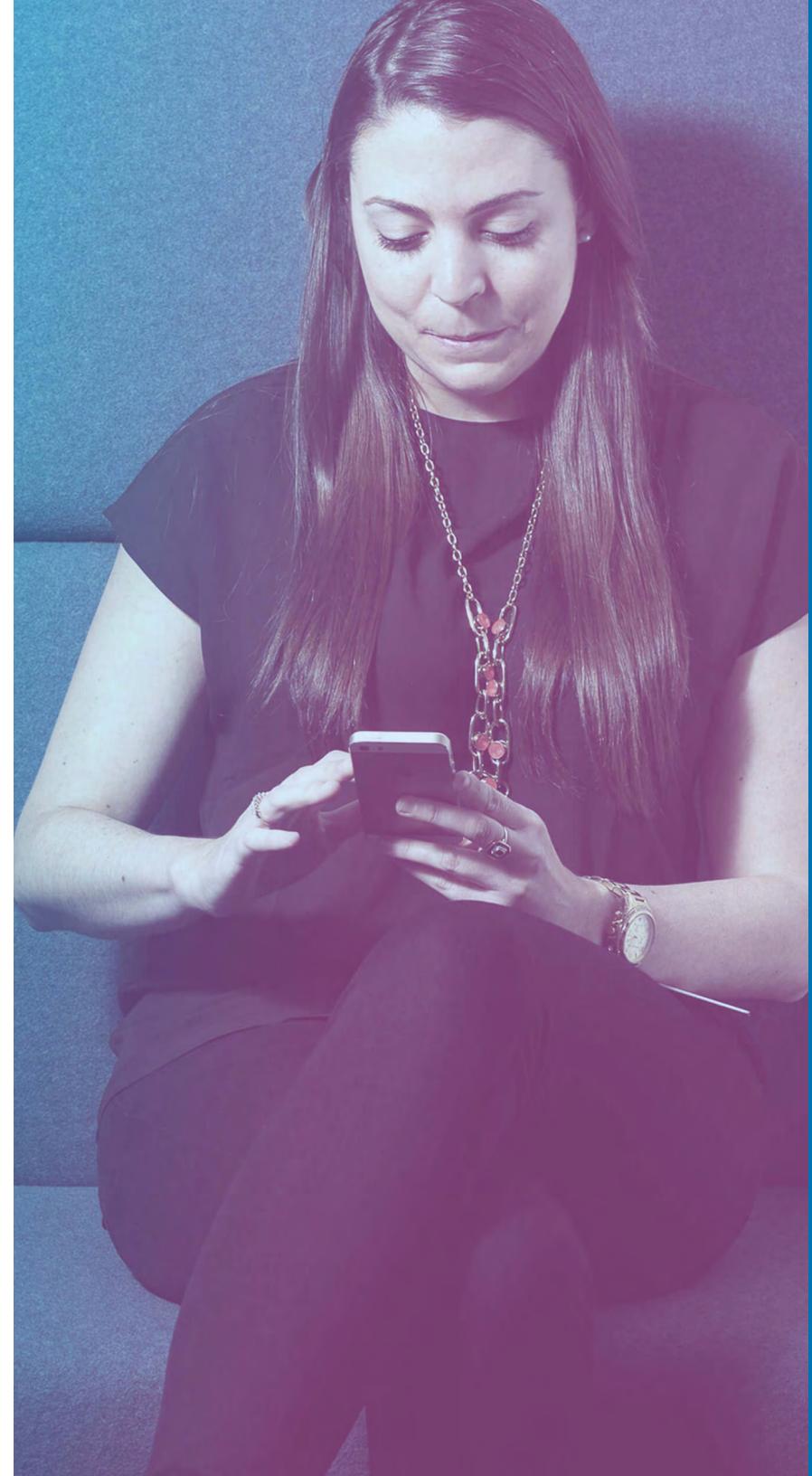


# LINKEDIN CONTENT MARKETING SUCCESS

## 7 OPPORTUNITIES FOR THE TAKING

Each of the following 7 features play a pivotal role in how we're meeting your specific content marketing objectives on LinkedIn — from brand awareness and relationship building to generating higher quality leads. Take a quick deep dive into each and learn how we've invested in these to drive optimal results for our business.

-  LinkedIn Pages
-  LinkedIn SlideShare
-  LinkedIn Groups
-  Publishing on LinkedIn
-  LinkedIn Sponsored Content & Direct Sponsored Content
-  LinkedIn Sponsored InMail
-  LinkedIn Text Ads



## LINKEDIN CONTENT MARKETING

# TACTICAL PLAN

Your printable plan for killing it with content marketing on LinkedIn

OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS	
 1 HR. DAILY	 Pages	<ul style="list-style-type: none"> <li>• Company news</li> <li>• Blog content</li> <li>• Industry news and research</li> <li>• Case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Lead generation</li> <li>• Thought leadership</li> <li>• Event registration</li> </ul>	<ul style="list-style-type: none"> <li>• Page followers</li> <li>• Post clicks</li> <li>• Engagement</li> <li>• Inquiries and leads</li> <li>• Event registrants</li> </ul>	<ul style="list-style-type: none"> <li>• Post 3-4X a day</li> <li>• Engage with followers via post comments</li> <li>• Change header image every 6 mos</li> </ul>
 30 MIN. DAILY	 LinkedIn SlideShare	<ul style="list-style-type: none"> <li>• Company videos and presentations</li> <li>• Infographics</li> <li>• Webinar decks</li> </ul>	<ul style="list-style-type: none"> <li>• Lead generation</li> <li>• Brand awareness</li> <li>• Thought leadership</li> <li>• SEO</li> </ul>	<ul style="list-style-type: none"> <li>• Views</li> <li>• Leads and inquiries</li> <li>• Linkbacks and embeds</li> </ul>	<ul style="list-style-type: none"> <li>• Upload new content weekly</li> <li>• Highlight decks on profile page</li> <li>• Group content into playlists</li> <li>• Add lead forms</li> </ul>
 20 MIN. DAILY	 LinkedIn Groups	<ul style="list-style-type: none"> <li>• Avoid self-promotion</li> <li>• Use as a catalyst for thought leadership and community</li> <li>• Spark conversations about industry trends and challenges</li> <li>• Ask questions to crowdsource sentiment</li> </ul>	<ul style="list-style-type: none"> <li>• Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new contributors</li> <li>• Number of discussions</li> <li>• Quality of conversions</li> <li>• Number of profile views</li> <li>• Number of new connections</li> </ul>	<ul style="list-style-type: none"> <li>• Create a group for your company</li> <li>• Ask for opinions and provide insights</li> <li>• Monitor submissions daily</li> <li>• Thank other contributors with a like or a comment</li> <li>• Promote group on social media</li> </ul>
 1 HR. WEEKLY	 Publishing on LinkedIn	<ul style="list-style-type: none"> <li>• Professional expertise and experiences</li> <li>• Industry trends</li> <li>• Lessons learned</li> </ul>	<ul style="list-style-type: none"> <li>• Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Post views (and demographics of your readers)</li> <li>• Post likes, comments, and shares</li> <li>• Profile views</li> </ul>	<ul style="list-style-type: none"> <li>• Publish whenever you feel passionate</li> <li>• Recommended: bi-weekly or once a month</li> </ul>
 30 MIN. DAILY	 LinkedIn Sponsored Content & Direct Sponsored Content	<ul style="list-style-type: none"> <li>• eBooks</li> <li>• Case studies</li> <li>• Industry articles</li> <li>• Helpful how-to content</li> </ul>	<ul style="list-style-type: none"> <li>• Lead generation</li> <li>• Brand awareness</li> <li>• Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement rate</li> <li>• Impressions</li> <li>• Inquiries or leads</li> <li>• LinkedIn Page followers</li> </ul>	<ul style="list-style-type: none"> <li>• Run for 3 weeks</li> <li>• Share links to lead forms, and add URL tracking code</li> </ul>
 1 HR. WEEKLY	 LinkedIn Sponsored InMail	<ul style="list-style-type: none"> <li>• Webinar and event invitations</li> <li>• eBook launches</li> <li>• Program demos</li> <li>• Blog subscription campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Lead generation</li> <li>• Event registration</li> <li>• Program enrollments</li> </ul>	<ul style="list-style-type: none"> <li>• Open rate/click-through rate</li> <li>• Inquiries, leads, and conversions</li> <li>• Event registrants</li> <li>• Program applications</li> </ul>	<ul style="list-style-type: none"> <li>• Keep copy &lt;1,000 characters</li> <li>• Use a clear call to action with a 300x250 pixel banner</li> <li>• Use first name personalization</li> <li>• Bid competitively, especially if your audience is narrow</li> </ul>
 30 MIN. WEEKLY	 LinkedIn Text Ads	<ul style="list-style-type: none"> <li>• eBook launches</li> <li>• Product one-sheets</li> <li>• Webinar and event invitations</li> <li>• Program demos</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>• Website traffic</li> <li>• Inquiries, leads, and conversions</li> </ul>	<ul style="list-style-type: none"> <li>• Include an image: 50x50 pixels</li> <li>• Use a strong call to action</li> <li>• Use 2-3 active ad variations per campaign to compare success</li> </ul>

# “FAIL TO PLAN, PLAN TO FAIL”

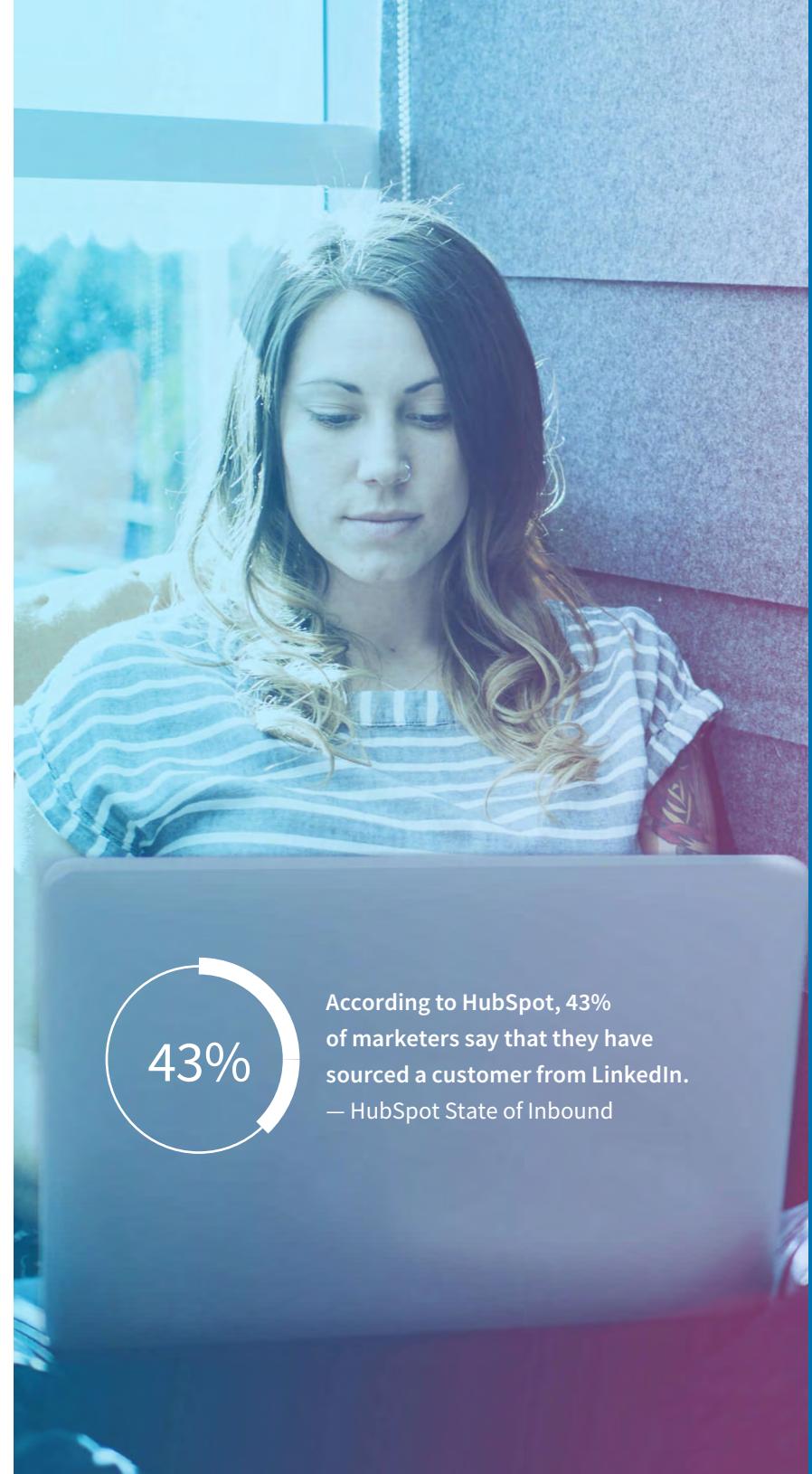


Benjamin Franklin made a great point, which was reinforced by Content Marketing Institute's Joe Pulizzi, who recently revealed that marketers with a documented strategy report higher levels of overall content marketing success compared with those who have a verbal strategy only, or no strategy at all. And yet only 37% of marketers have a documented content marketing strategy. With numbers like that, it's no wonder that only 20% of marketers rate their content marketing efforts as 'very successful'.<sup>3</sup> #MissedOpportunity

## LET'S START WITH 4 PLANNING BASICS TO SET YOU UP FOR CONTENT MARKETING SUCCESS:

1. **Delegate.** Ensure you have someone (or a group of people) dedicated and held responsible for each of your channels.
2. **Follow brand guidelines.** Maintain open lines of communication with your brand team to ensure your content reflects a consistent look, voice, and tone. Consider creating content guidelines which your team and other regional and vertical teams can follow.
3. **Look beyond your team to source content.** Everyone loves a solid cross-functional partner. Encourage a steady stream of content from all regions and verticals. Also — going back to delegating above — assign someone as the gatekeeper of content across channels.
4. **Build an editorial calendar.** Based on your objectives, fill your calendar with a variety of top, mid, and lower funnel content to help you engage your audience and achieve your goals.

<sup>3</sup> B2B Content Marketing: 2018 Benchmarks, Budgets and Trends – North America, Content Marketing Institute.



According to HubSpot, 43% of marketers say that they have sourced a customer from LinkedIn.  
— HubSpot State of Inbound

# LINKEDIN PAGES

**Time Investment: 1 hr daily / 4 hrs weekly / 10 hrs monthly**

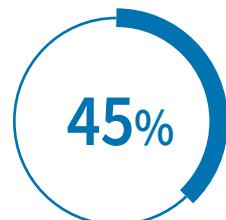
Join the conversations that matter most, know and grow your audience and engage your people with Pages.

## FIRST, WHAT'S THE DIFFERENCE?

Pages are where you can catch the eye of prospective customers and build relationships with existing customers by featuring relevant content. Showcase Pages serve that same purpose for specific business lines, products, or initiatives within your company.

## OVERVIEW OF WHAT TO SHARE

- Company news
- Videos
- Blog content
- Industry news and research
- Case studies
- Webinars and content produced by business leaders (both within and outside of your company)
- Eye-catching visuals and statistics (1200x627 pixel images are optimal)



Page updates containing links can have up to 45% higher follower engagement than updates without links.



# LINKEDIN PAGES

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Build relationships with your prospects by getting your brand's word out and actively engaging with and replying to followers' comments.

#### Key Metrics

- Page followers
- Post clicks
- Engagement
- Comments

### Lead Generation

According to Google, prospects engage with 8 pieces of content before making a purchase decision. Drive higher quality leads by featuring a good mix of upper funnel and lower funnel content, including whitepapers, eBooks, and case studies.

#### Key Metric

- Inquiries and leads (Ensure you're including tracking codes within links.)

### Thought Leadership

74%<sup>4</sup> of prospects choose the company that was first to help them along their buyer's journey. Share perspectives on industry news and trends, helpful product how-to's, and articles which reflect your company's vision.

#### Key Metrics

- Page followers
- Post clicks
- Engagement
- Comments

### Event Registration

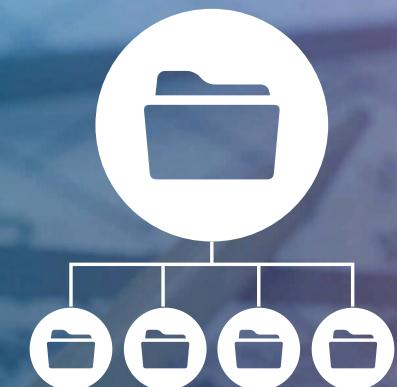
Promote upcoming webinars and events your company is attending and/or sponsoring.

#### Key Metric

- Event registrants driven directly from your LinkedIn Page

## ACTION ITEMS

- Post 3-4X a day
- Engage with and respond to followers' comments
- Change header image every 6 months
- Learn more about your content performance, followers and visitors within the Analytics dashboard.



For every self-serving post,  
you should share four pieces of  
relevant content written by others.

Four types of content to consider:  
text, link, video, and image.

# LINKEDIN SLIDEShare

**Time Investment: 30 mins daily / 2 hrs weekly / 6 hrs monthly**

More than 70 million monthly unique visitors use LinkedIn SlideShare. With 400,000 new presentations uploaded each month, SlideShare is now the world's largest professional content-sharing community. And that's something you can't afford to overlook.

## OVERVIEW OF WHAT TO SHARE

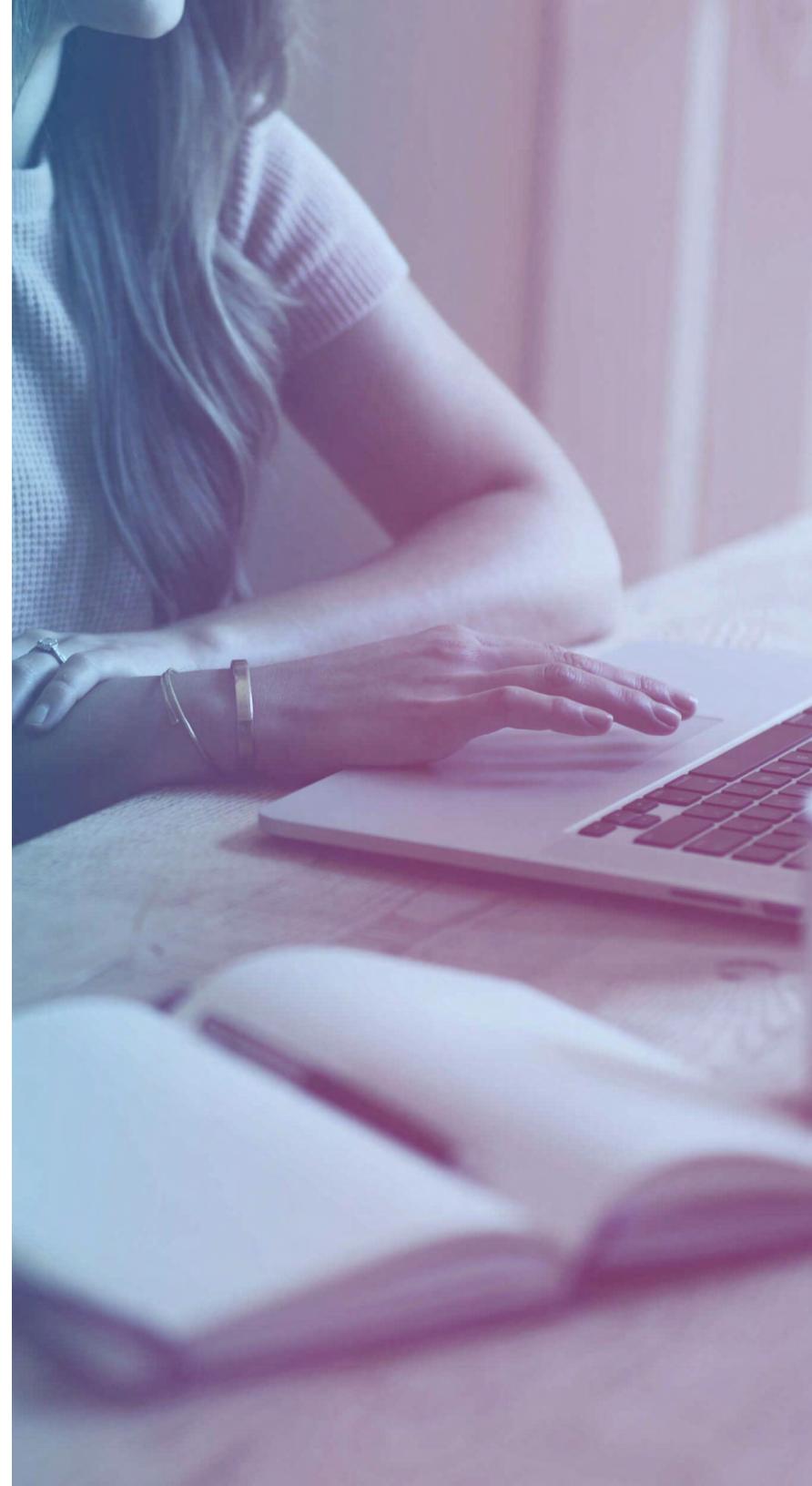
- Company videos
- Webinar and conference recordings
- Influencer videos
- Product how-to's and tips
- Company presentations
- Webinar decks
- Infographics
- Nicely designed, short and informative content



Link your SlideShare presentation  
to your website to gain a quality  
inbound link.



More than 20 million pieces of  
content uploaded to SlideShare



# LINKEDIN SLIDEShare

## HOW TO MEET YOUR OBJECTIVES

### Lead Generation

With the right tags, you can easily attract the customers you are seeking. Users can also subscribe to your LinkedIn SlideShare Profile Page. These are people who are interested in your content who can easily convert to customers.

#### Key Metrics

- Inquiries and leads
- Demographics of your readers and followers

### SEO

Include keyword-rich titles, descriptions, and tags in order to give your presentations a fighting chance in the world of search engines as well as inside the LinkedIn SlideShare search result.

#### Key Metrics

- Linkbacks
- Keyword rankings



Leverage the [Clipping tool](#) to highlight and share some of the most valuable content you've produced with your networks.

### Brand Awareness and Thought Leadership

Build authority by developing LinkedIn SlideShares that present a unique point of view on industry news, insights, or your company culture.

#### Key Metrics

- Views
- Actions (downloads, likes, and embeds)

### ACTION ITEMS

- Upload new content weekly
- Highlight decks on profile page
- Group content into playlists



# LINKEDIN GROUPS

**Time Investment: 20 mins daily / 2 hrs weekly / 4 hrs monthly**

Groups build and foster a community where your company can generate and contribute to conversations around timely industry topics.

## OVERVIEW OF WHAT TO SHARE

- Use as a forum for discussion (avoid self-promotion)
- Use as a catalyst for thought leadership and community
- Spark conversations about industry trends and challenges
- Ask questions to crowdsource sentiment



If you're not putting much into LinkedIn Groups, then you can't expect much in return.



# LINKEDIN GROUPS

## HOW TO MEET YOUR OBJECTIVES

### Thought Leadership

Weigh in on active discussions and point fellow group members to additional information of value, whether that's content published by your company or another organization. The key is to position yourself as a trusted and helpful peer rather than as a marketer focused on reeling in the next customer. You can also build your personal connections with the increased visibility that engaging in Groups provides.

### Key Metrics

- Number of new contributors
- Number of discussions
- Quality of conversations
- Number of profile views
- Number of new connections

### ACTION ITEMS

- Identify the industry topic(s) in which your company can have a unique, valuable, and long-term impact
- Create a group powered by your company and build a team of admins to distribute responsibilities
- Use a conversation starter even when sharing your own content
- Ask for opinions and provide unique insights
- Keep your content focused. Like Joe Pulizzi once wrote “If your content marketing is for everybody, it’s for nobody.”
- Manage and monitor post submissions daily
- Thank other contributors with a like or a comment and encourage others to do the same
- Promote your group to the right audiences who care about the industry topic
- Join other relevant industry groups
- Initiate and participate in group discussions daily



Looking for a great example of a LinkedIn Group? Check out [HubSpot's Inbound Marketers Group](#).



# PUBLISHING ON LINKEDIN

**Time Investment: 1 hr weekly / 3 hrs monthly**

Available in 20 languages, LinkedIn has become known as the definitive professional publishing platform around the world.

## OVERVIEW OF WHAT TO SHARE

- Professional expertise and experiences
- Industry trends
- Lessons learned



Our over 1 million unique publishers publish more than 130,000 posts a week on LinkedIn. About 45% of readers are in the upper ranks of their industries: managers, VPs, CEOs, etc.



Millennials represent nearly 30% of all long-form publishers on LinkedIn.



# PUBLISHING ON LINKEDIN

## HOW TO MEET YOUR OBJECTIVES

### Thought Leadership

Publishing long-form content on LinkedIn is a great way to reach and build an engaged audience and build your personal brand. The more long-form posts you publish, the more credibility you will build, and the stronger your professional profile will become. Furthermore, encouraging executives to publish content is a great way to ensure your message reaches a broader audience.

### Key Metrics

- Post views and profile views
- Demographics of your readers (industries, job titles, locations, and traffic sources)
- Likes, comments, and shares

## ACTION ITEMS

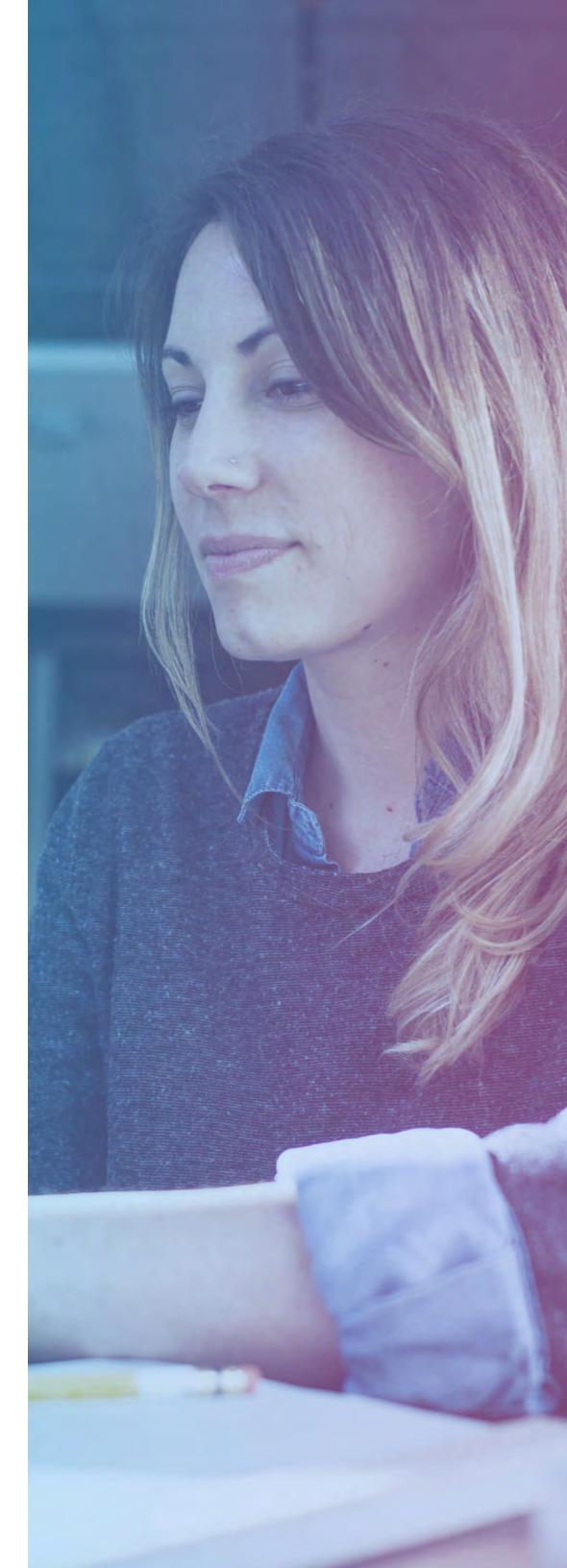
- Publish whenever you feel passionate
- Recommended: Bi-weekly or once a month



**Power Publisher Tip:** Link images and keywords back to your company blog or eBooks for increased traffic, and link referral traffic back to your site.



The average post now reaches professionals in 21 industries and 9 countries.



# LINKEDIN SPONSORED CONTENT & DIRECT SPONSORED CONTENT

**Time Investment:** 30 mins daily / 4 hrs weekly / 10 hrs monthly

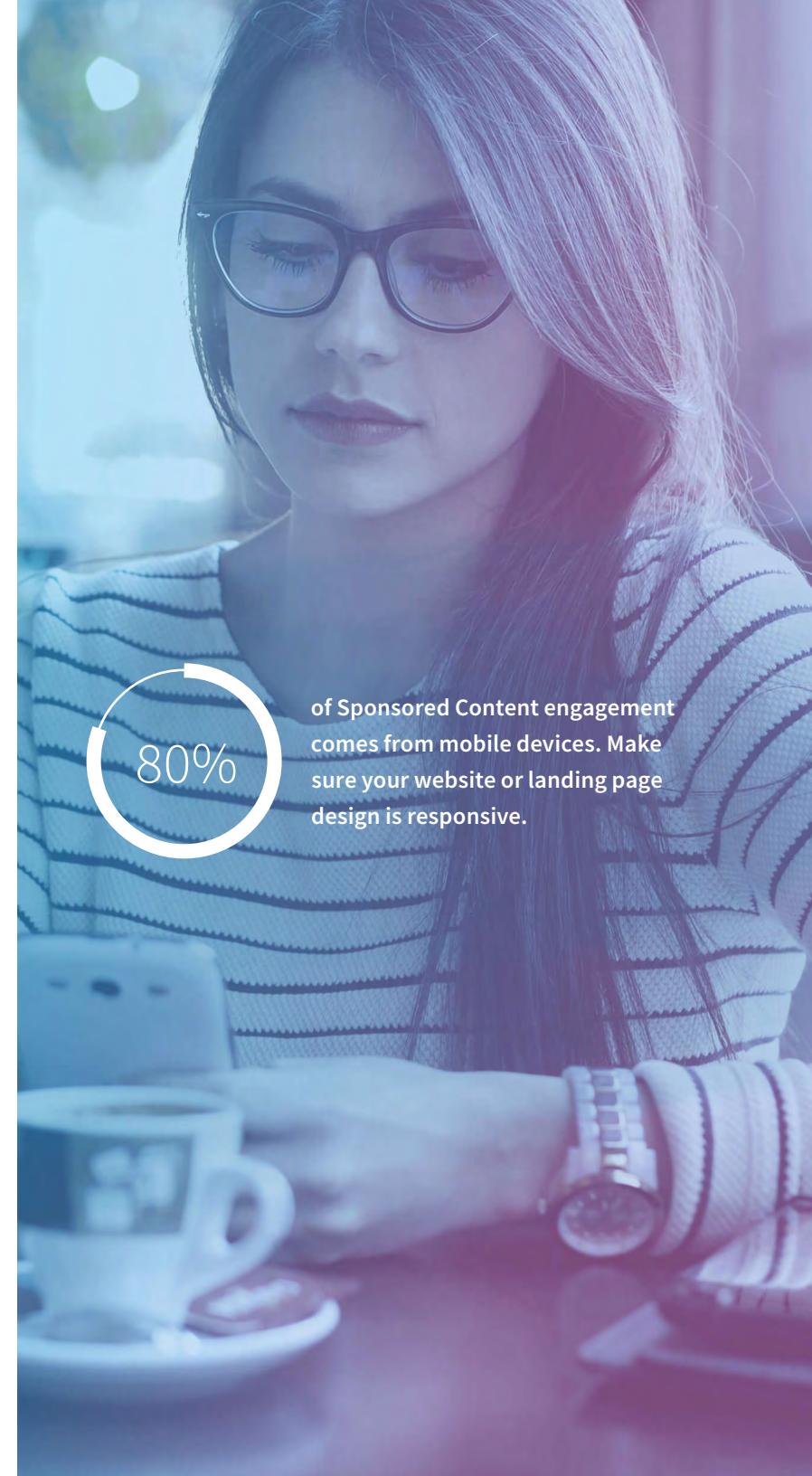
## FIRST, WHAT'S THE DIFFERENCE?

LinkedIn Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Page followers.

Direct Sponsored Content is a feature which allows you to share content directly in the feed, giving you the ability to personalize and test content without having to originate posts on your LinkedIn Page. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real-time to optimize performance.

## OVERVIEW OF WHAT TO SHARE

- Links to your latest and greatest whitepapers
- eBooks
- Case studies
- Industry articles
- Helpful how-to content
- Bright visuals (visual is the new headline!)



of Sponsored Content engagement comes from mobile devices. Make sure your website or landing page design is responsive.

# LINKEDIN SPONSORED CONTENT & DIRECT SPONSORED CONTENT

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Shape perception amongst your target audience to increase awareness of your brand, products, and services.

#### Key Metrics

- Engagement rate
- Impressions
- LinkedIn Page or Showcase Page followers

### Thought Leadership

Build relationships with the world's professionals by creating value and establishing trust that sparks ongoing conversations and deeper customer relationships.

#### Key Metrics

- Engagement rate
- Impressions
- LinkedIn Page or Showcase Page followers



For optimal engagement, keep the text accompanying your Sponsored Content under 150 characters.

### Lead Generation

Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn. You'll also want to make sure you're sharing links to gated content or a landing page with a lead form. You can also take advantage of [LinkedIn Lead Gen forms](#).

#### Key Metrics

- Inquiries or marketing qualified leads generated from the content (include a tracking code)

## ACTION ITEMS

- Select a compelling visual (1200x627 pixel image)
- Have 3-5 active Sponsored Content campaigns at any given time to maximize engagement
- Run for 3 weeks, then test and iterate
- Add URL tracking codes to measure post-click actions like site visits or conversions
- Set up campaigns by audience
- Shift budget to the audience with the highest engagement rate
- Use [LinkedIn Audience Network](#) to maximize reach.

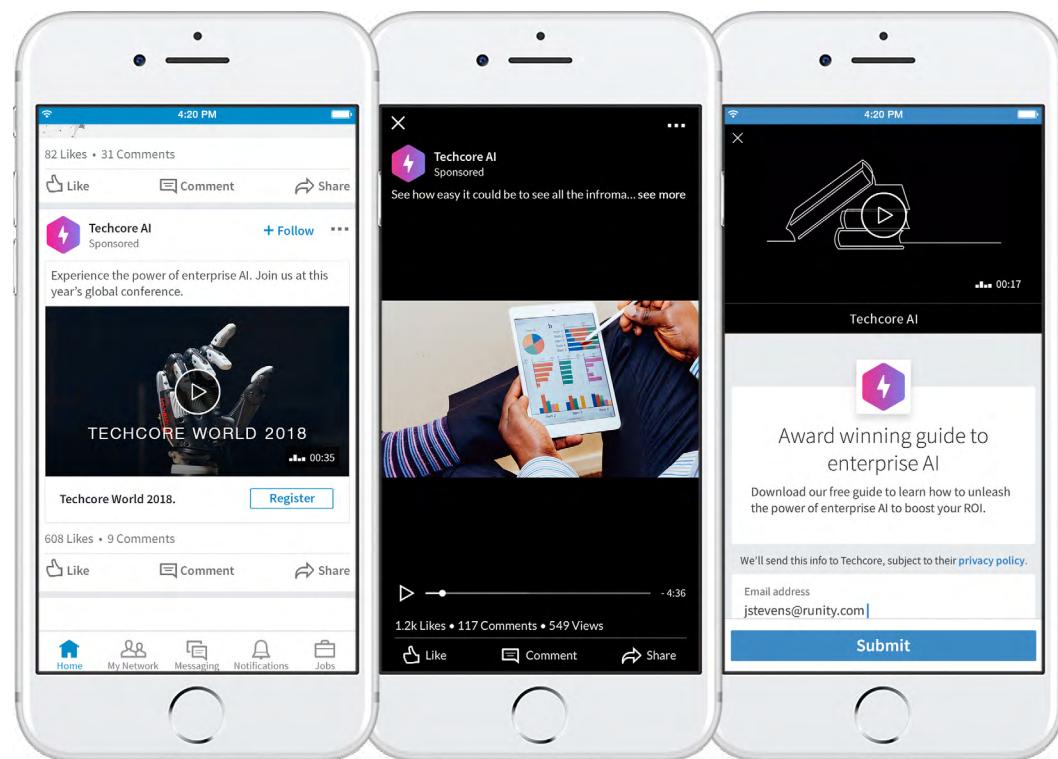


# LINKEDIN VIDEO FOR SPONSORED CONTENT

Captivate a professional audience with native video at every stage of the buyer's journey.

## With LinkedIn Video Ads, you can:

- Build brand awareness by telling rich, visual stories in the premium context of LinkedIn
- Drive qualified traffic to your desktop or mobile website, and
- Collect high-quality leads with a persistent “call to action” button or through our integrated [Lead Gen Forms](#) product.



5X

Video is 5x more likely than other types  
of content to start a conversation  
among LinkedIn members.

# LINKEDIN VIDEO FOR SPONSORED CONTENT

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Engage business decision makers, tell your brand story and share customer success stories.

#### Key Metrics

- Impressions
- Views
- View rates
- Completion rates by quartile
- Clicks
- Full-screen plays

### Thought Leadership

Feature your company's leadership for an inside look into your company's mission and vision. Take a stance on timely topics to position yourself as a thought leader in your industry.

#### Key Metrics

- Impressions
- Views
- View rates



**Consider adding subtitles.**  
A large portion of LinkedIn members will watch your ad with the sound off.

### Lead Generation

Tell people why they need your products or services. Show a demo of your product, give a sneak peek of your webinar or preview an event.

#### Key Metrics

- Conversion rates
- Leads
- Cost per conversion

## ACTION ITEMS

- Show what you want your audience to see in the first 10 seconds
- Deliver your message with graphics, people, and text that extend viewer attention span
- Refer to [LinkedIn video ad specs](#)
- Optimize your video length based on your objective
- A/B test with different length, introductory text and content
- Use demographic reporting to understand which audience segments have the highest video view rates



# LINKEDIN CAROUSEL ADS FOR SPONSORED CONTENT

Add texture to your stories by featuring multiple visuals that people can horizontally swipe through while on the LinkedIn feed.

## With LinkedIn carousel ads, you can:

- Tell a complete brand story. Feature a swipeable series in a single ad to tell a deeper story, showcase multiple offerings or provide insights for your audience.
- Command the attention of a professional audience. Draw in the decision-makers that matter to your business with eye-catching visuals that invite interaction on desktop and mobile.
- Drive results for all your business goals. Raise brand awareness and consideration, send traffic to your landing pages, and acquire quality leads with [LinkedIn Lead Gen Forms](#).

The image shows a white smartphone displaying a LinkedIn carousel ad. The ad is for 'B2B Treats' and is labeled as 'Promoted'. The main headline reads: 'Let us help you engage your customers with delicious content.' Below the headline are seven cards, each containing an image and a caption:

- B2B TREATS**  
ENTICE YOUR AUDIENCE WITH BITE-SIZE CONTENT  
Make your content delectable
- Ingredients to formulate your social strategy
- Craft new content to drive your online sales
- Fuel your team with inspiration
- Helpful tips and tricks for trackable results
- Sign up for more tips

At the bottom of the ad, there is a yellow 'Get Started' button. At the very bottom of the phone screen, there are standard LinkedIn interaction buttons: 'Like', 'Comment', and 'Share'. The background of the slide features a blue-to-purple gradient with faint, overlapping maps.

**“From an engagement standpoint the LinkedIn carousel ads are a great step forward for the platform. Any time you can entice a user to stop scrolling, focus on and engage with a piece of your content, your brand stands to benefit. Carousel ads encourage this exact behavior without users even leaving the platform.”**

— GREG OOSTEROM  
Senior Manager, Social Media  
RBC Wealth Management

# LINKEDIN CAROUSEL ADS FOR SPONSORED CONTENT

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Tell your brand story, provide insights to position yourself as a thought leader and share stories of customer success.

#### Key Metrics

- Impressions
- Clicks
- Engagement rate

### Website Traffic

Tell people where they can see more.

#### Key Metrics

- Click-through rates



**75% of beta advertisers said they will use carousel ads in their next Sponsored Content campaign, largely due to seeing increased engagement and click-through rates.**

### Lead Generation

Showcase multiple products or services, feature a single product or service in depth or highlight various opportunities, like events or helpful resources.

#### Key Metrics

- Conversion rate
- Leads
- Cost per conversion

## ACTION ITEMS

- Feature graphics, people, and dynamic text to draw your audience in
- Start with 3-5 cards in your carousel, and test adding more cards from there
- Leverage existing content by packaging together content with a similar theme, or deconstruct a large piece of content into carousel cards
- Try slotting your carousel cards in different orders, and optimize based on performance
- Include clear messages and calls-to-action on each carousel card description
- Place the main value add or call-to-action in the final card to encourage your audience to swipe through the whole carousel
- Refer to [LinkedIn carousel ad specs](#) while planning to make sure that your content is formatted properly



# LINKEDIN SPONSORED INMAIL

Send personalized messages to the people who matter most to your business.

**Time Investment: 1 hr weekly / 4 hrs monthly**

## OVERVIEW OF WHAT TO SHARE

- Webinar and industry event invitations
- eBook launches
- Product one-sheets
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns

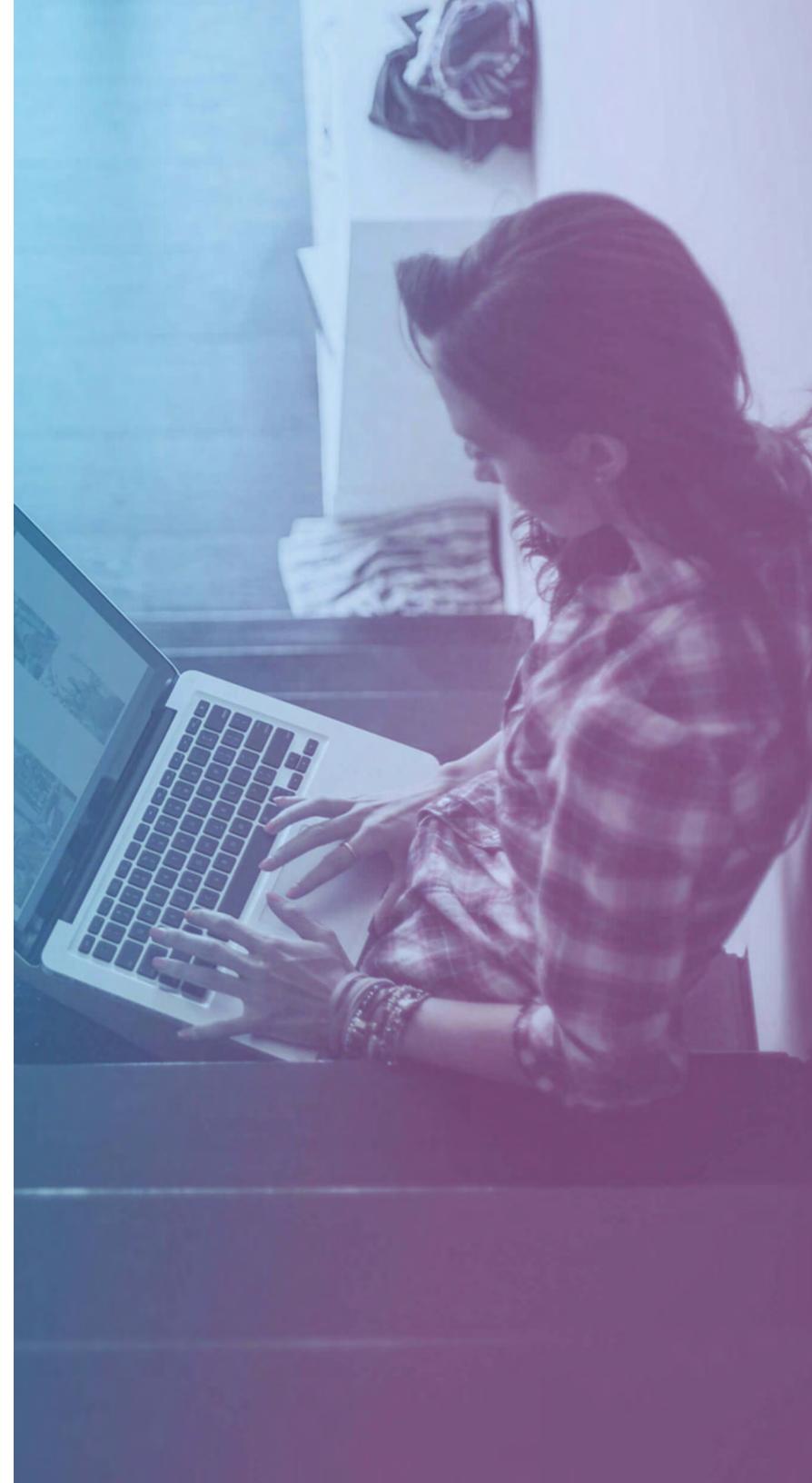
Customers who use multiple LinkedIn ad formats see improved performance. When we launched Sponsored Content and Sponsored InMail together for the same marketing campaign, we saw a 43% lift in CTR and a 40% increase in engagement.



lift in LinkedIn  
Sponsored Content CTR



increase in  
engagement



# LINKEDIN SPONSORED INMAIL

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Drive conversions with targeted product and service promotions.

#### Key Metrics

- Open rate
- Click-through rate

### Thought Leadership

Promote content downloads of gated assets such as infographics, whitepapers, eBooks, and more.

#### Key Metric

- Inquiries and leads (Ensure you're including tracking codes within links.)

### Event Registration

Boost registrations with personalized invitations to webinars or in-person events.

#### Key Metric

- Event registrants driven directly from your Sponsored InMail

### Program & Certification Enrollments

Drive enrollments with messages that resonate with members' interests and career aspirations.

#### Key Metric

- Program applications and brochure downloads

## ACTION ITEMS

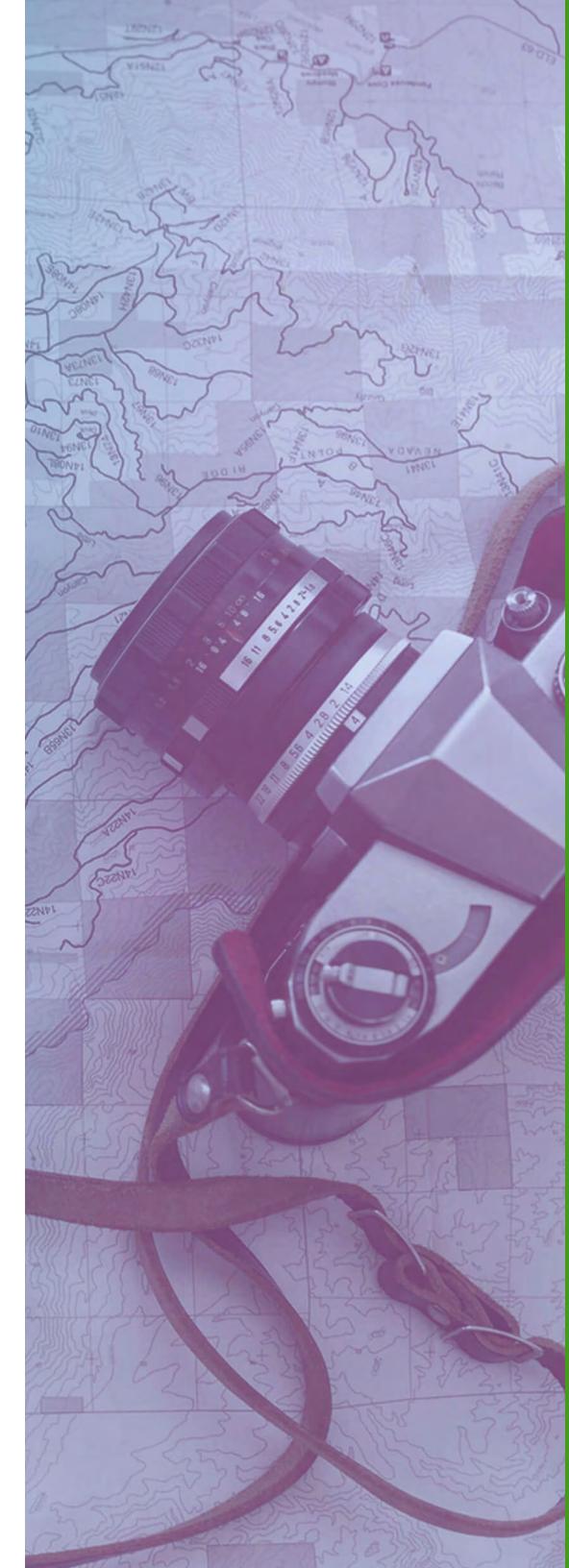
- Keep copy under 1,000 characters
- Use a clear call to action accompanied by a 300x250 pixel banner
- Choose a sender that's relevant and credible to your target audience
- Include member's name in the greeting
- Include a body hyperlink early in the message to boost click performance
- Set up A/B tests to learn what resonates
- Select a concise subject line that demonstrates clear value. (Ex: Consider including wording such as 'Exclusive invitation', 'opportunities', and 'connect')
- Bid competitively, especially if your audience is narrow



Sponsored InMail messages are only delivered when members are active on LinkedIn. Strict delivery frequency caps protect the member experience by limiting the number of sponsored messages in their inbox.



Get started with Sponsored InMail with this [handy dandy checklist](#).  
Check out our [Sponsored InMail best practices and gallery of examples](#).



# LINKEDIN TEXT ADS

LinkedIn Text Ads are intuitive, self-service ad formats that enable you to easily create, manage, and optimize customized campaigns in a matter of minutes. With Text Ads, you can target a premium professional audience on a budget that works for you.

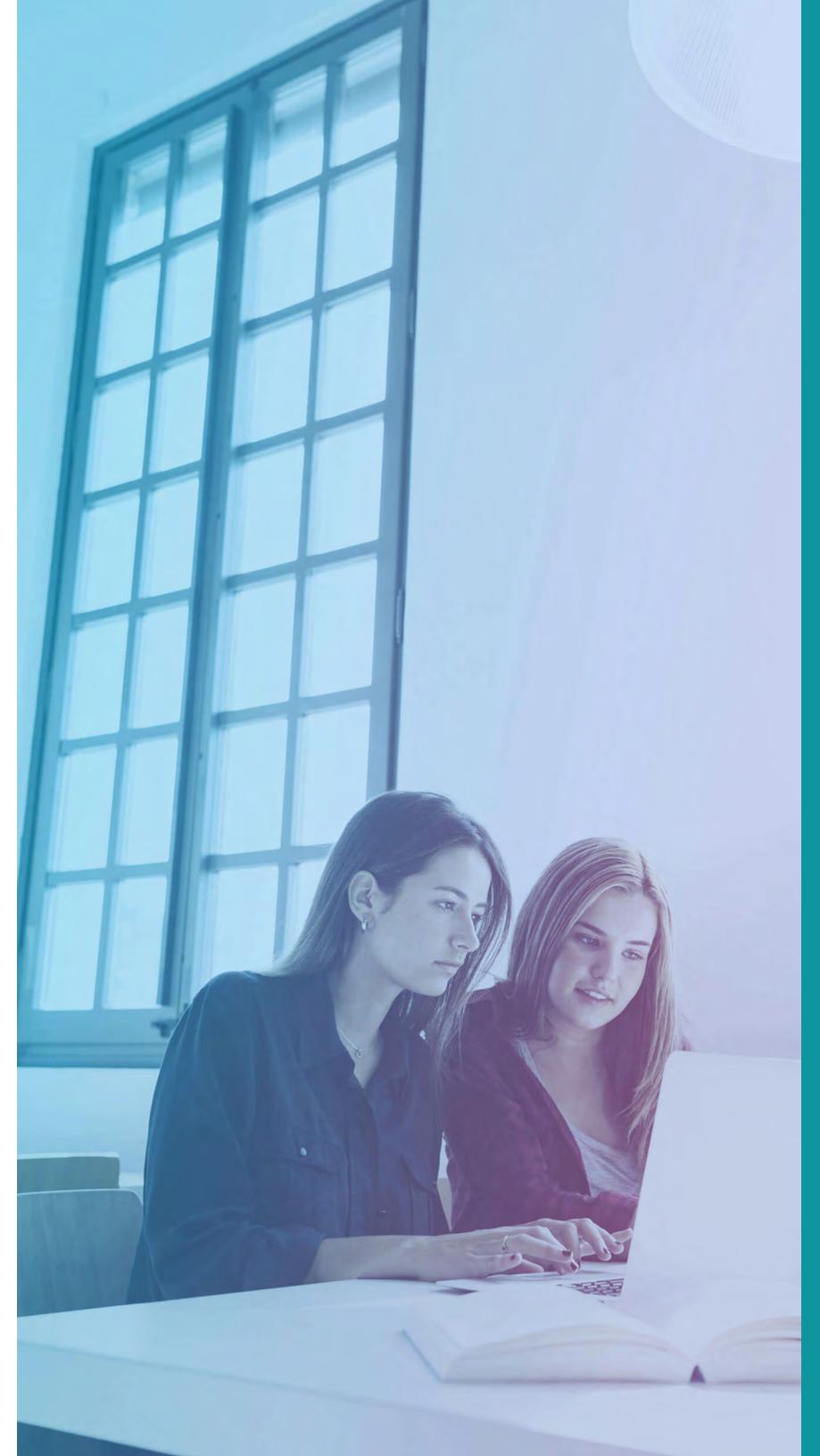
**Time Investment: 30 mins weekly / 2 hrs monthly**

## OVERVIEW OF WHAT TO SHARE

- eBook launches
- Product one-sheets
- Webinar and industry event invitations
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns



**When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K – 400K.**



# LINKEDIN TEXT ADS

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Get your business in front of the audiences who matter most — and drive them to your website or landing pages.

#### Key Metrics

- Website traffic

### Lead Generation

Fine tune your targeting options to reach just the right people and drive high-quality leads.

#### Key Metric

- Leads/conversions (Ensure you're including tracking codes within links.)



Grab your audience's attention by calling out to them in the headline. For example, "Attn: High-Tech Managers" or "Are You an IT Director?".



Pay per click or per impression: Set your own budget and control costs with pay per click (PPC) or cost per impression (CPM) pricing options.

## ACTION ITEMS

- Include an image: 50x50 pixels
- Use a strong call to action. (Ex: 'Register now' or 'Sign up today')
- Use 2-3 active ad variations per campaign to see which is most successful
- Keep your ads and targeting relevant
- Turn off low performing ads
- Speak directly to your audience in the ad copy
- Refresh ad copy every 1-3 months
- Link to a customized landing page for your audience



# OPTIMIZE CAMPAIGN PERFORMANCE

## 5 TOOLS TO UTILIZE

Now that you've privy to the opportunities to promote brand awareness, build thought leadership and drive higher quality leads on LinkedIn, let's dive into the helpful tools to help you get even more (!) value from the platform. These tools will allow you to better target and understand your audience. You'll also be able to better measure your LinkedIn ROI.



Lead Gen Forms



Matched Audiences



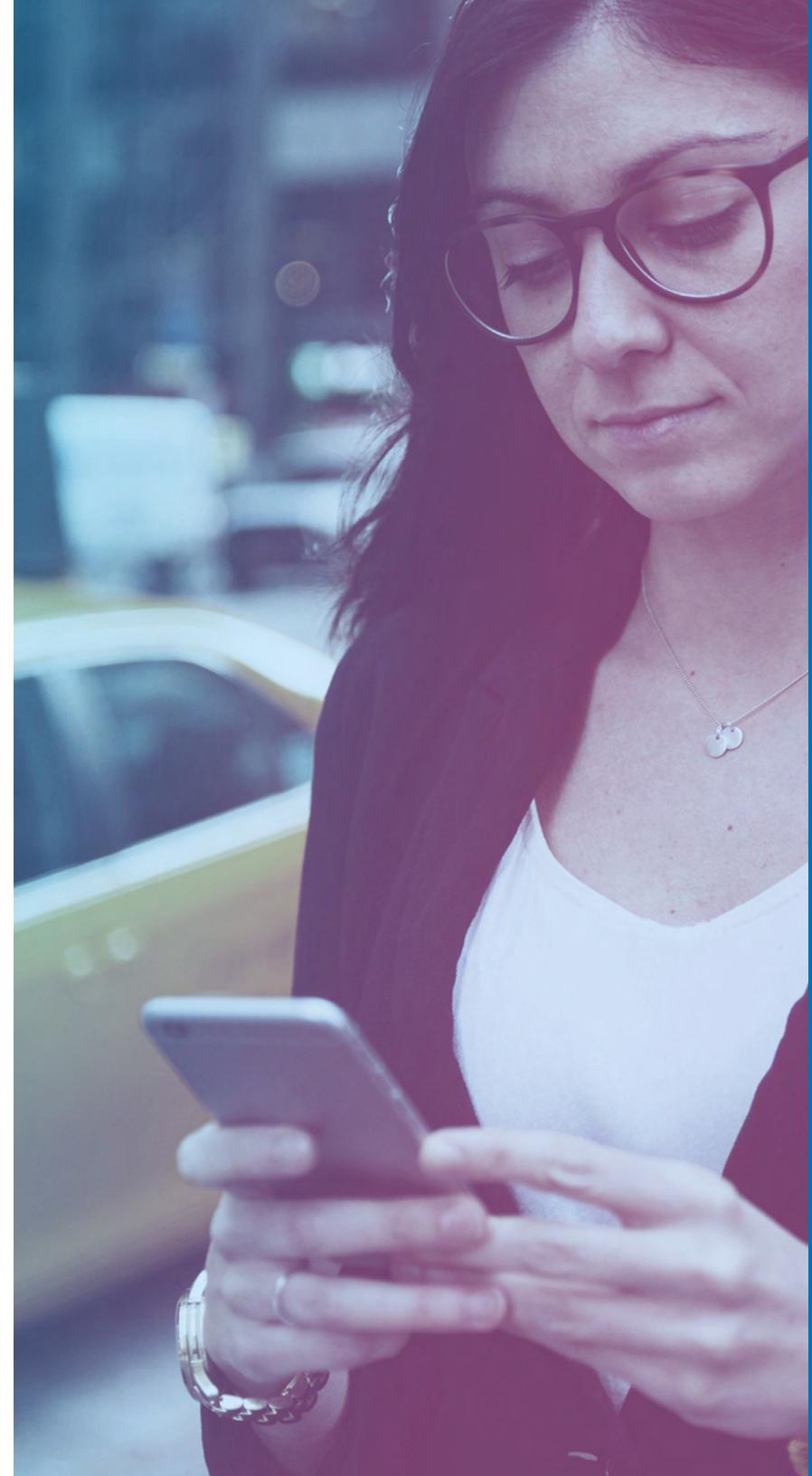
Website Demographics



Audience Network



Conversion Tracking



# LINKEDIN LEAD GEN FORMS

Collect even more quality leads from your ads on LinkedIn with seamless pre-filled forms.

Available for: LinkedIn Sponsored Content and Sponsored InMail.

## WITH LINKEDIN LEAD GEN FORMS, YOU CAN:

- **Generate high-quality leads at scale.** Lead Gen Forms come pre-filled with accurate LinkedIn profile data, letting members send you their professional info with just a couple of clicks.
- **Prove the ROI of your lead gen campaigns.** Track your campaigns' cost per lead, lead form fill rate, and the number of leads you're getting from specific professional audience segments.
- **Access and manage your leads with ease.** Download your leads from Campaign Manager or integrate with your preferred marketing automation or CRM tool. [Learn more about Lead Gen Form integrations.](#)

## HOW IT WORKS:

1. Add a call-to-action to your Sponsored Content or InMail
2. Instantly collect complete and accurate leads
3. Automatically connect members with your offers and content
4. Measure the impact of your lead gen campaigns
5. Access your leads in Campaign Manager or your preferred third-party tools

**"Traditional landing pages take people away from the LinkedIn platform. Having members stay in-app with Lead Gen Forms is a seamless user experience."**

– NIK LOVE, Global Digital Manager, IR



# LINKEDIN LEAD GEN FORMS

## ACTION ITEMS

- Choose 3-4 fields to use on your Lead Gen Form. Including fewer than the maximum of 7 fields will likely improve conversion rates.
- If you have high form opens but low lead volume, consider decreasing the number of fields on your Lead Gen Form template or consider revising the verbiage in your creative.
- Bid competitively and choose the right target audience.
- Follow up with your leads when you say you will. Include details like how and when you'll contact them in your thank you message.



**90% of pilot customers beat their cost-per-lead (CPL) goals, with lower CPLs compared with their standard Sponsored Content campaigns.**



# LINKEDIN MATCHED AUDIENCES

Engage key accounts, prospects, and audiences that matter most to your business with three capabilities: Website Retargeting, Account Targeting, and Contact Targeting. Matched Audiences helps increase ROI by enabling you to focus your efforts on the audiences and accounts that are most likely to drive revenue.

*Available for: all LinkedIn advertising products, including LinkedIn Sponsored Content & LinkedIn Sponsored InMail.*

## WEBSITE RETARGETING

Re-engage your website visitors using the LinkedIn Insight Tag. Website retargeting lets you market to LinkedIn members who have visited your website. You can easily define target audiences and deliver relevant ad content based on the pages people visited on your site.

## ACCOUNT TARGETING

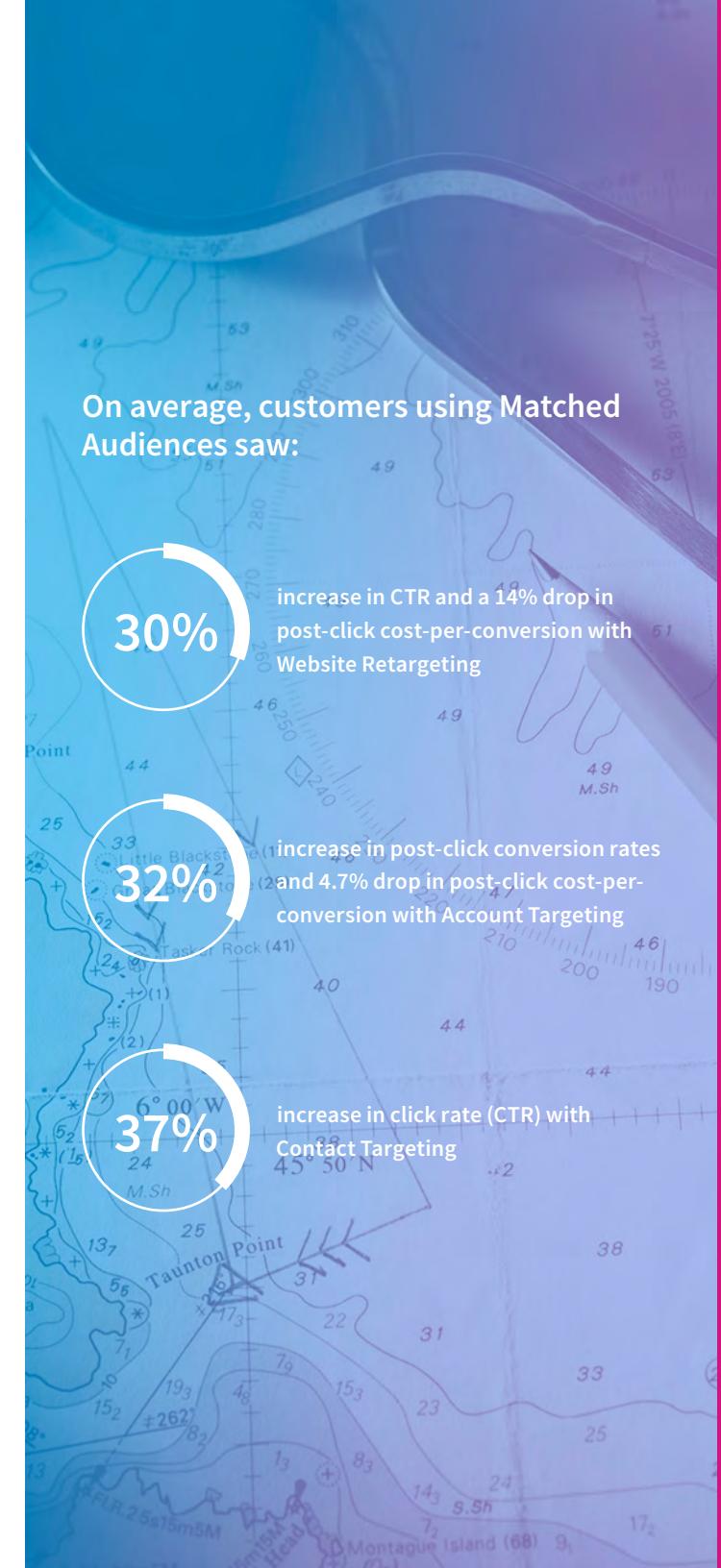
Market to influencers and decision makers at your target accounts. Account targeting helps you reach decision-makers within your target accounts. Run account-based marketing campaigns (powered by LinkedIn data) and then upload a list of target companies to match against the 30 million LinkedIn Pages on the platform.

**TIP:** You can include filters for Company Industry or Company Size in order to segment your account list.

## CONTACT TARGETING

Engage prospects and contacts on LinkedIn. Contact targeting allows you to securely upload or integrate your contact lists directly from Marketo, Oracle Eloqua, or Acxiom/LiveRamp. Build a customized audience by uploading your email address lists or connecting your contact management platform.

**TIP:** You can deliver ads to a list of leads based on their stage in your sales funnel. You can also exclude a list of current customers from your prospecting campaigns.



# LINKEDIN MATCHED AUDIENCES

## ACTION ITEMS

- Install your LinkedIn Insight Tag
- Determine what portions of your website you want to retarget
- Upload a CSV file of up to 30,000 companies and match that list against companies on LinkedIn



The LinkedIn Insight Tag is a lightweight piece of JavaScript code that you need to place on your website to enable Website Retargeting and Conversion Tracking.



# WEBSITE DEMOGRAPHICS

A free reporting tool that lets you discover the professional traits of your website visitors.

Website Demographics lets you filter your website audience by 8 individual professional dimensions, including:

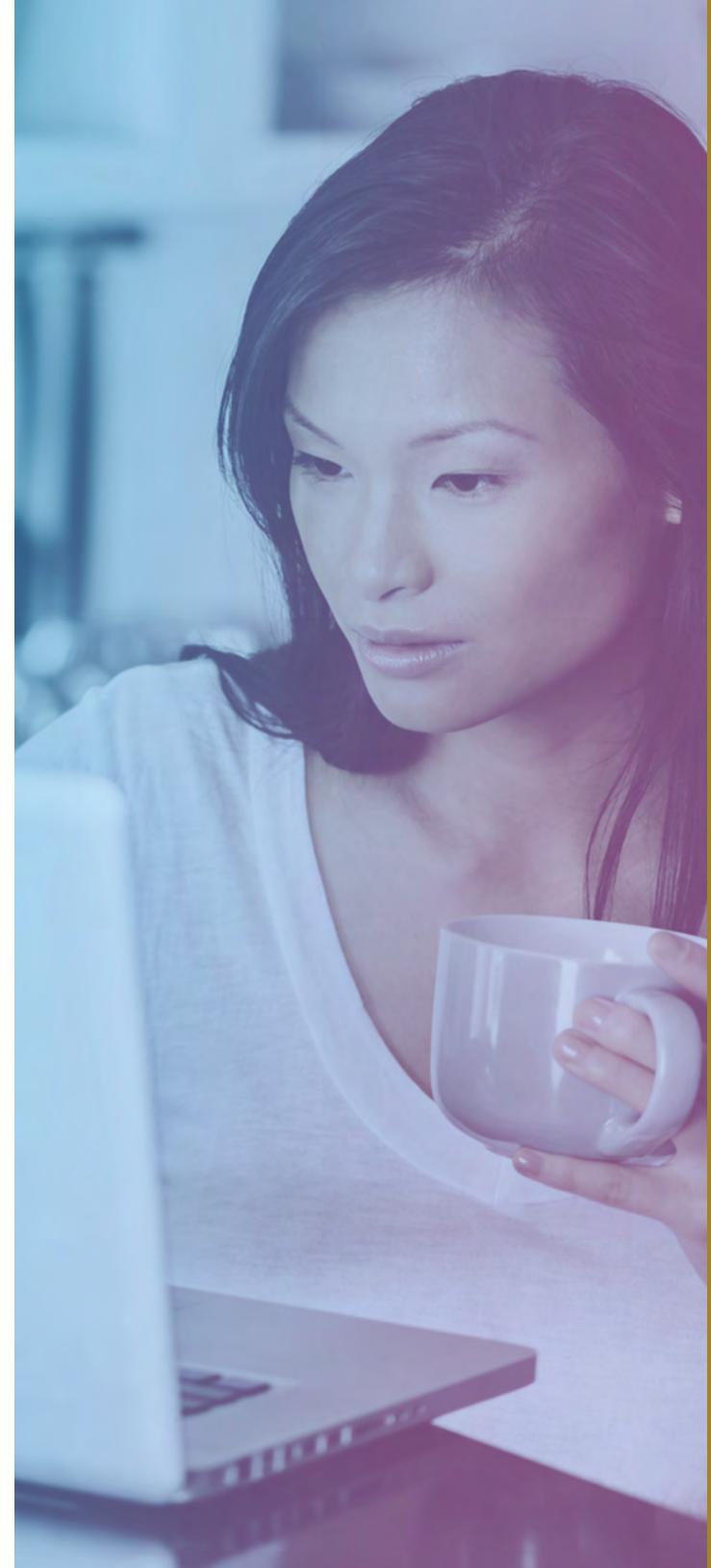
- Job title
- Industry
- Job seniority
- Job function
- Company
- Company size
- Location
- Country

## WITH LINKEDIN WEBSITE DEMOGRAPHICS, YOU CAN:

- **Understand your audience better.** Gain valuable audience insights—like job titles, company names, and industries—using the most accurate professional data, only on LinkedIn.
- **Create tailored content.** Compare different pages to learn which kinds of content resonate with different audiences. Customize content to your strongest prospects.
- **Reach your ideal prospects.** Use what you learn about your website visitors to target the people who are most likely to become qualified leads and customers.

## ACTION ITEMS

- Create audiences by relevant themes
- Filter by date range after you run a marketing campaign
- Review a snapshot of prospects in your marketing funnel
- Validate audiences from different ad channels



# LINKEDIN AUDIENCE NETWORK

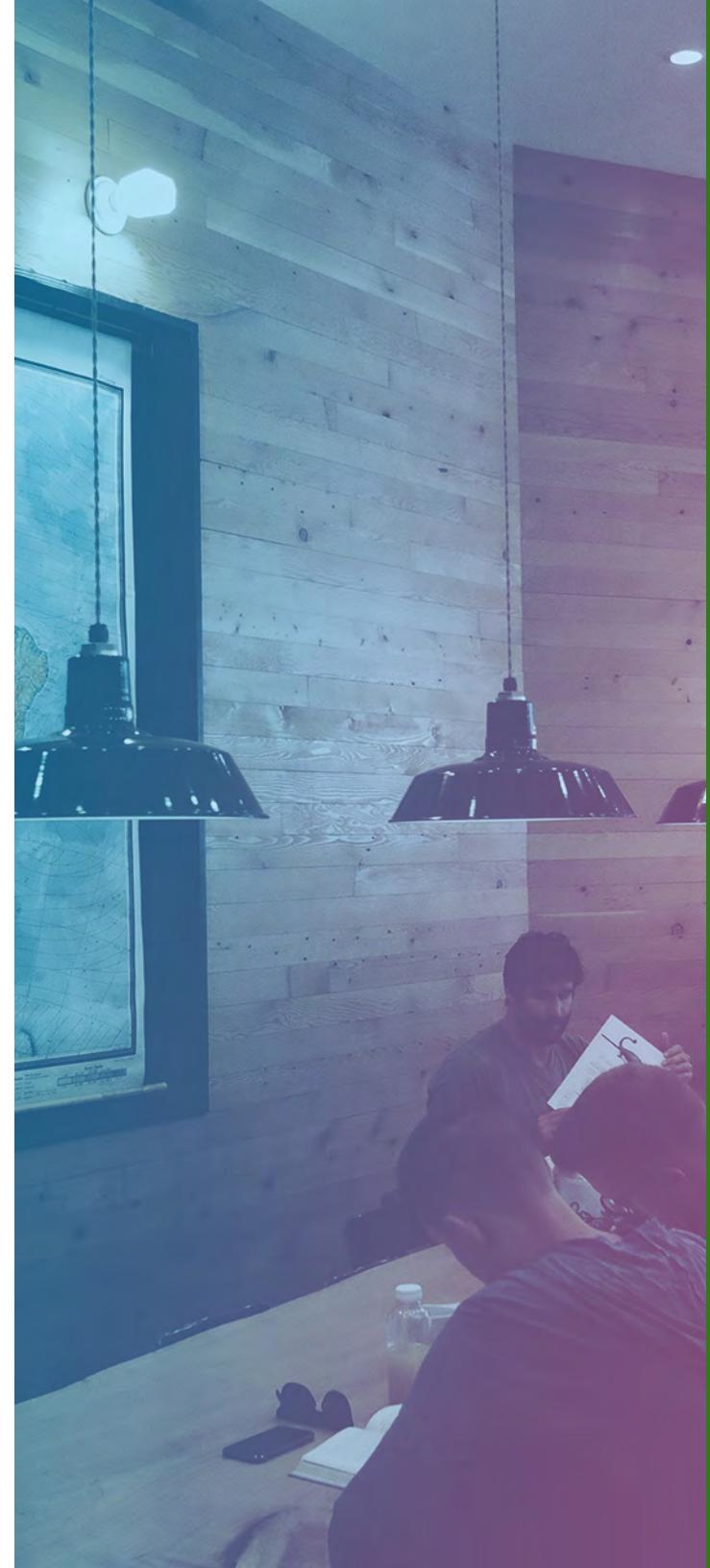
Reach your audience wherever they are, on a premium network of publishers.

## WITH LINKEDIN AUDIENCE NETWORK, YOU CAN:

- **Reach more professionals.** Get your Sponsored Content in front of more people, on LinkedIn and across the web.
- **Deliver your budget.** Accelerate campaign pacing and drive more engagement with your ads.
- **Advertise with confidence.** Control ad placement with block lists and measure Audience Network performance.

## ACTION ITEMS

- Make sure you leave the Audience Network option on. (LAN is enabled by default.) You should see the checkbox enabled, right below all the demographic targeting criteria.
- Review categories you want to exclude. ([You can select categories](#) of mobile apps and sites where you do not want to appear.)
- [Build out a custom block list](#) of sites and apps. (You can build out, upload, and apply a block list to your campaign.)



# LINKEDIN CONVERSION TRACKING

Easily measure and optimize the business impact of your LinkedIn Sponsored Content and Text Ads

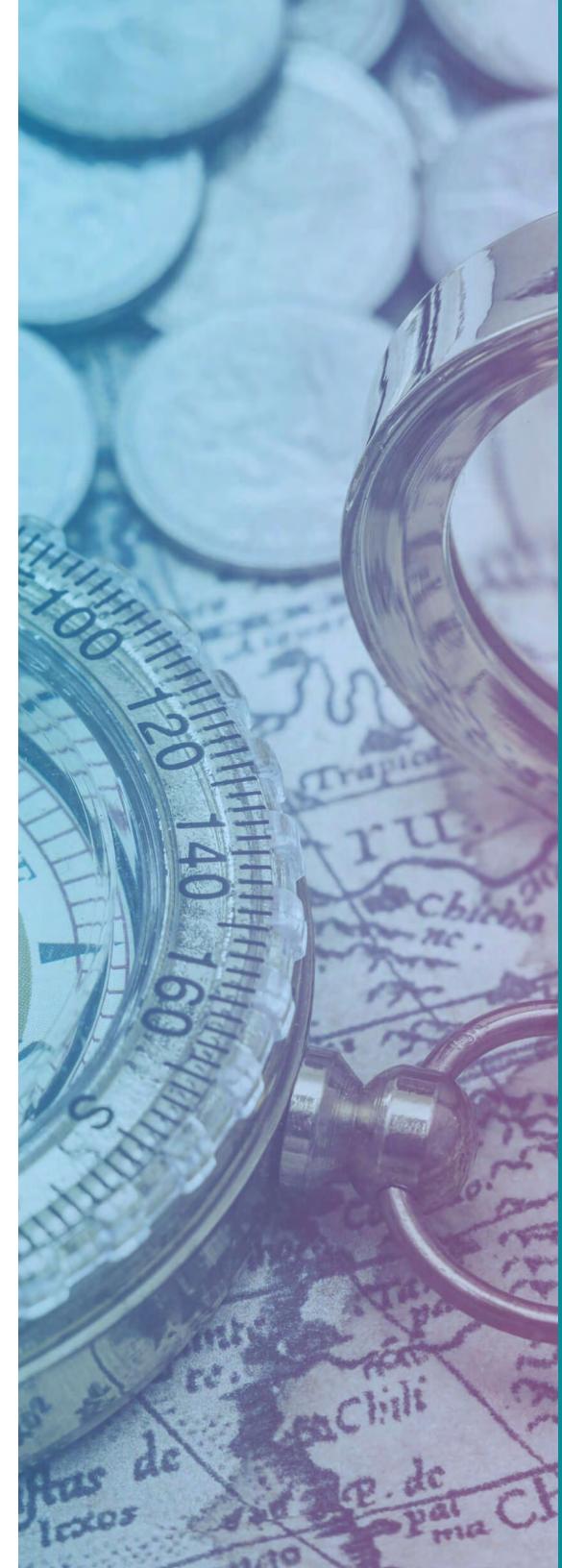
[LinkedIn Conversion Tracking](#), which is built directly into Campaign Manager, enables you to measure:

- Leads
- Sign-ups
- Add to cart
- Installs
- Content downloads
- Purchases
- Page views

LinkedIn Conversion Tracking also allows you to identify the seniority, industry, job function, location, and company size of the people who are becoming leads.

## WITH CONVERSION TRACKING, YOU CAN:

1. Record every conversion on your website or landing page
2. Understand the ROI of your spend
3. Optimize your campaigns to drive even better performance



# READY TO DRIVE MORE REVENUE ON LINKEDIN?

So, there you have it. Feel free to [adapt this plan to your business](#) and present it to your boss with pride. You're on your way to delivering the right content to the right people, which will help you build your brand, generate leads, and ultimately drive more revenue.

## FOR THE OVERACHIEVER IN YOU

Additional resources to help you make the most of your content marketing strategy on LinkedIn:

[LinkedIn Pages Playbook](#)

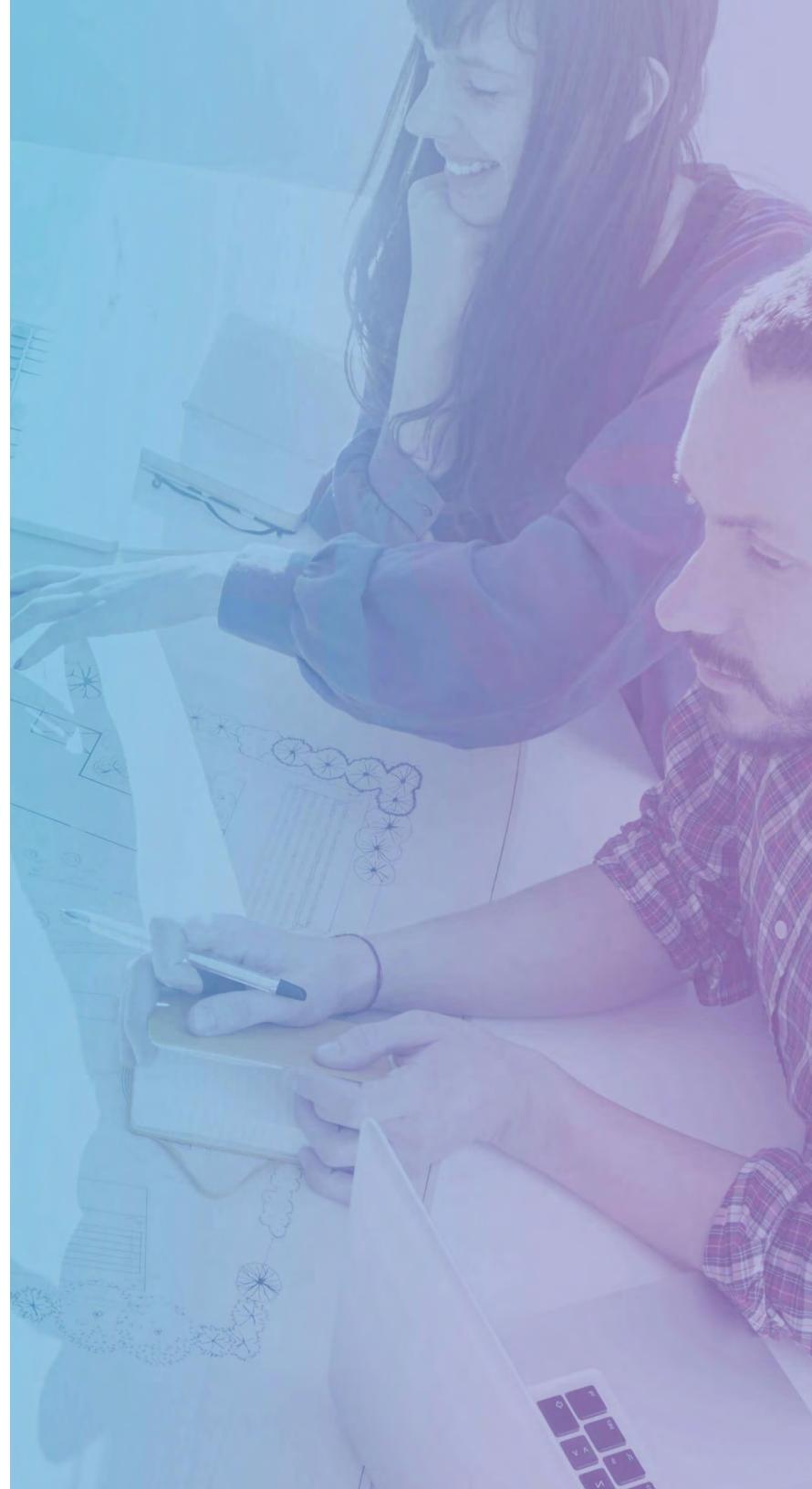
[Top 5 Publishing Tips](#)

[Laser Focus: 10 Ways to Optimize Your LinkedIn Sponsored Content](#)

[LinkedIn Video Ads: How-To Guide for Captivating a Professional Audience](#)

[LinkedIn Marketing Resources Hub](#)

[LinkedIn Text Ads Playbook](#)





For the first time in the history of media, you can reach the world's professionals — all in one place. More than 590M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow — precisely the people you want to target.

For more information, visit [marketing.linkedin.com](http://marketing.linkedin.com)