

LinkedIn Advertising Overview

Research supporting paid B2B and recruiting social promotion

April 2016

Benefits of LinkedIn Advertising For CareFirst

Why use LinkedIn Advertising?

- **Various Advertising Options** – LinkedIn offers a variety of advertising options to help fit your budget and campaign goals (Sponsored Content, InMail, etc.).
- **Precise Targeting Options** – Ensures campaigns reach appropriate audiences and decision makers with its wide variety of targeting criteria.
- **Native Advertising** - Sponsored Updates appear unobtrusively in feeds like ordinary posts and offers the ability to test content and messaging.
- **Self Service** – The tool allows for multiple versions of an ad in one campaign. Also, you can decrease costs by manually turning off campaigns for when your audience is less likely to be online.
- **Improved brand perception** - Ads increase your visibility, and therefore improve the “know, like and trust” factor.



347+M **28%**
Members US Internet Users



Core Users: 30-49
Well Educated



39•M Students
& Recent Grads
(Fastest Growing)

44,000
daily mobile
job applications



“Hands down LinkedIn
has the most accurate
targeting of any ad
platform.”

While LinkedIn ads tend to be more expensive than other platforms, they can be worth the money if you use their specific targeting options

Types of LinkedIn Advertising For CareFirst

Self-Serve PPC Advertising

- Reach a highly targeted audience for as little as \$10 per day.
- Targeting criteria includes the ability to segment by: company, job title, job function, seniority, school, skills, groups, age, gender and more.
- Types of ads include:
 - Display & Text Ads
 - Sponsored Content

LinkedIn Advertising Partner Solutions

- Targeting criteria is the same as self-serve ads.
- These ads vary in both placement and size.
- There are four different display ad formats available.



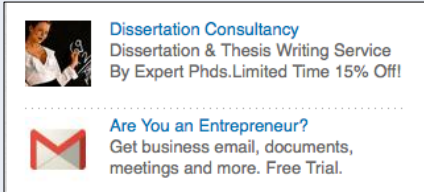
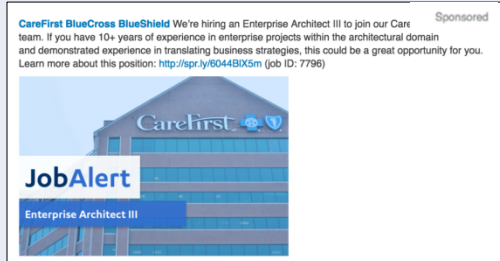
Sponsored InMail & Follow Company Ads

- Sponsored InMail gives advertisers the ability to send a form of email message highly targeted group of LinkedIn users.
- Follow Company Ads appear on a user's page in order to encourage them to follow your company.

Note: Other advertising options include recommendation ads and join group ads, which at the time are not appropriate for CareFirst at this time as they promote specific products and LinkedIn groups – both of which we are not utilizing via LinkedIn.

Self-Serve PPC Advertising

Display & Text Ads vs. Sponsored Content

Display & Text Ads	vs.	Sponsored Content
These ads appear in a number of places, such as the user's inbox and on the side and bottom of the homepage.		Sponsoring content is paying to have an update posed on your company page distributed to a larger audience on the LinkedIn network.
Gives the ability to include an image or video, as well as ad copy.		Sponsored content appears right in the user's news stream.
Image should be square with a maximum size of 50 by 50 pixels.		Sponsored content runs on either a CPC or CPM bid.
Images of people, their product or their logo are the most used in display and text ads.		CPM = brand campaigns (pay when update is shown). CPC = performance advertising (pay for clicks).
Ad headline can be 25 characters and ad copy can be 75 characters and should include a call to action.		Whether your Sponsored Update shows in the LinkedIn feed is a function of both your bid and Relevance Score ¹ . LinkedIn only shows content that they're confident will be good for members.
Example: 		Example: 

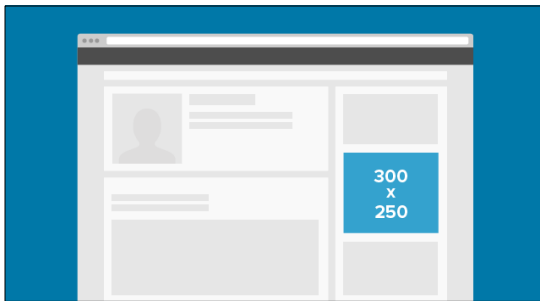
¹ Relevance Score: calculated using various factors including click-through rate, comments, likes, shares, and feedback we get from LinkedIn members about your content.

LinkedIn Advertising Partner Solutions

Premium Display Advertising Types*

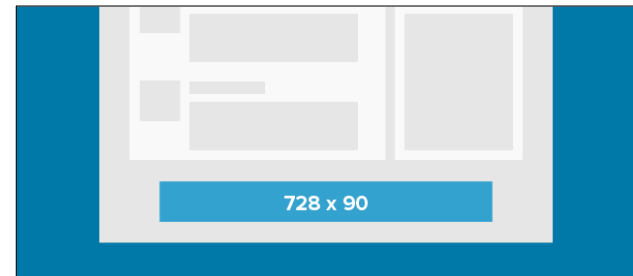
Medium Rectangle

Appears above the fold on the right hand side of pages. The Medium Rectangle ad appears on the home, profile, company, and group pages, as well as LinkedIn Today.



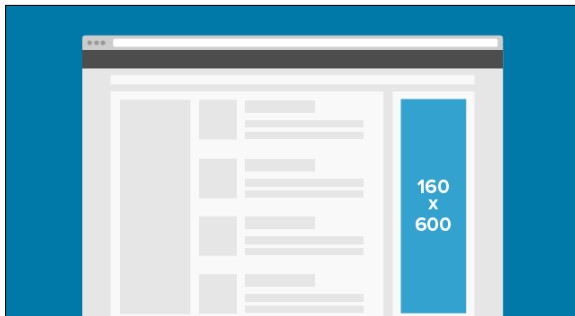
Leaderboard

This landscape style image appears at the bottom of certain feeds, making it one of the last things users see before leaving the site.



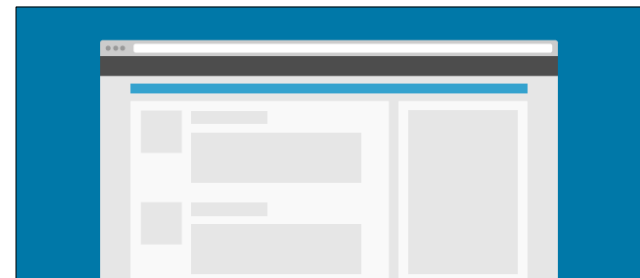
Wide Skyscraper

The tall ad that appears on a user's inbox and message pages.



Textlink

This option is a line of text that appears on the home, profile, company, group, and message pages..

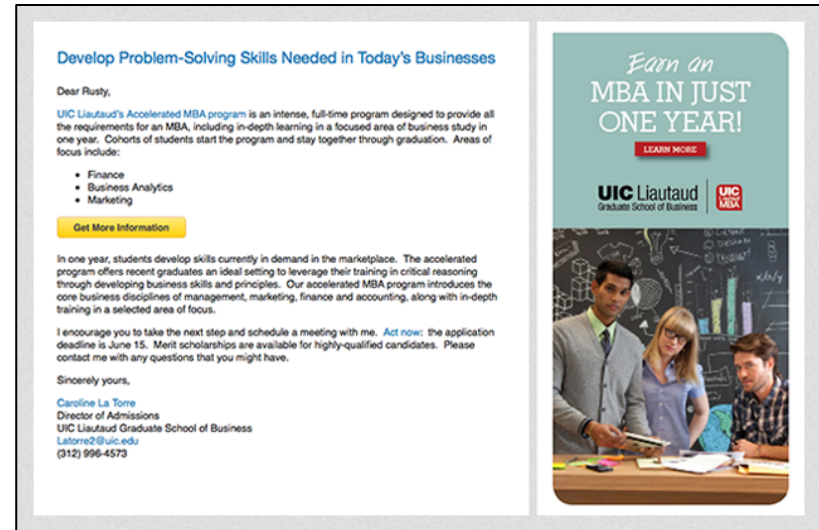


**Requires a minimum 25K budget per quarter.*

LinkedIn Advertising Partner Solutions Cont.

Sponsored InMail*

- The InMail feature uses LinkedIn's robust segmenting features to choose a highly targeted group of users to send your message to. This is a great opportunity to send a detailed message to a specific set of users.
- Each LinkedIn user is only able to receive one InMail every 60 days. This helps guarantee that your messages won't get lost in all of the noise.



Follow Company Ads*

- Follow Company Ads help grow your company following.
- The two main reasons for using these ads are:
 - Increase your brand's credibility on the social network.
 - Because once someone is following you, you can use a Company Update to promote content to them for free.



*Requires a minimum 25K budget per quarter.

Costs of LinkedIn Advertising For CareFirst

Control your campaign's cost in 2 ways:

- Setting budgets *(the max amount you want to spend /day)*.
- Setting bids 0 There are 2 bidding options: *(the max amount you want to pay/click or 1,000 impressions)*.
 - Pay-per-click (CPC): You specify the maximum amount you're willing to pay per click.
 - Pay-per-1,000 impressions (CPM): You specify a set cost for each 1,000 times your ad is shown, no matter how many clicks you receive.
- Minimum costs to advertise in Campaign Manager:
 - \$10 daily budget: Per campaign.
 - \$10 total budget: Per campaign (an optional feature for Sponsored Updates).
 - \$2 minimum bid: For CPC or CPM.
- Display ads, Follow Company Ads and InMail Ads are “Marketing Solutions” and require a minimum 25K budget per quarter.
- Sponsored Updated through the self service platform are the recommended method for introduction into paid content. Plan on \$6 - \$8 per click to start.
- What determines how often your ads display:
 - Your CPC or CPM bid.
 - Performance history of your campaign (CTR).

in LinkedIn	f Facebook
PAID ADVERTISING	
Cost per 1,000 Impressions  Approximately \$2	Cost per 1,000 Impressions  Approximately \$3
Click Through Rates  1 / 1,000	Click Through Rates  1.5 / 1,000
Click Through Rates  15 / 100	Click Through Rates  12 / 100

“I recommend starting with a very targeted audience (between 20k-50k). Think sniper rifle instead of shotgun.”

Resources

¹ https://smallbusiness.linkedin.com/content/dam/business/marketing-solutions/global/en_US/site/subsites/content-marketing/pdf/Sponsored-Updates-User-Guide-July-2013.pdf

<http://sproutsocial.com/insights/linkedin-ads-guide/>

https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/site/pdf/product-sheets/LinkedInDisplayAdsProductSheet6-10-13.pdf

<https://www.linkedin.com/help/linkedin/answer/7431?lang=en>