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A Step-by-Step Guide to Using Twitter Ads for Lead Gen



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Many businesses aren't quite sure how to tackle marketing on Twitter from a paid perspective. It's certainly not a one-size-fits-all endeavor, and if you don't quite know what you're doing, you could wind up wasting a ton of money.



It may seem like common sense, but when you're outlining the strategy for your Twitter ads, you should always have your goals in mind. It's tempting to think that your Twitter presence has to be comparable to that of a needy teenager, desperately asking strangers to "Retweet this!" or "Follow us!" or "Please for the love of god give me attention so that this seems like a worthwhile investment!" You're probably just wondering, "Where's the ROI?"

In this post I'll show you how to see a direct return on your Twitter ads investment.

Leads vs. Engagement

Using [Twitter](#) ads for lead generation is all about strategy. Those "needy teenager" ads you see are based on the metric of high engagement. They're asking for attention because the more attention they get, the more successful they are considered. These ads could drive tons of user interaction and be a great tool for solidifying brand awareness.

The only problem is they don't directly connect you with the people who may be interested in what you have to offer as a business. These tweets don't immediately add names to your database, and they don't give you a "direct" return on investment. If you want to skip the strategy for increasing traffic and brand engagement and go straight for the throat, I'll show you how to use Twitter for direct response purposes. (By the way, just because it's for lead gen doesn't mean it won't drive engagement and brand awareness, because it absolutely will.)



How Twitter Ads Work

In order to better explain the strategies I'm going to recommend, I'll briefly cover how Twitter's ad platform works.

If you're just getting started, you'll want to select "Create new campaign." Twitter will then give you a variety of campaign types to choose from:

Keeping the focus on strategy, I won't go into detail about all the various types of campaigns – only the ones that you can use for lead generation.

I recommend Promoted Tweets and Video views (unless you have an app, in which case you'll want to select that option). Promoted Tweets are like the Coca-Cola Classic of Twitter ads; they allow you to promote tweets that will be judged (and priced) based on user engagement, including:

- Follows
- Favorites
- Clicks
- Retweets
- Replies

The video ads are different in that they allow you to promote a video and will only be charged via video “plays.” I’ll further discuss this advantage a little later on.

Twitter Ads for Lead Gen: Targeting and Pricing

In order to implement a successful lead gen campaign on Twitter, the two key elements you will want to put a great deal of focus on are the targeting and subsequent pricing.

Twitter ads are great when it comes to targeting and really drilling down into your desired segment of users. Once location and language options have been confirmed, you have a choice to add keywords, handles, and interests.

If you're involved in an industry that has a lot of "buzz" on social media, where your target customer will be discussing certain topics related to your products or services, use **keyword targeting**. Say there's an upcoming event or convention for your industry, and people who could potentially be your customers are talking about it on Twitter. This is when keyword targeting would be ideal. The rest of the time, I'd highly recommend **targeting handles**. Handles are the "@username" identification for users on Twitter. With this targeting option, you select specific Twitter handles and your promoted tweets will be shown to the followers of those handles.

How Engagement Relates to Cost

If you are new to this process, you might be thinking, "Why don't I just select as many handles related to my audience as possible?" Here's why: That's a very easy way to burn through your budget really quickly and have very few conversions.

Twitter's ad format for promoted tweets works by taking the audience you have selected to target, gauging the size and the make-up of that

audience, before generating data on what it believes other advertisers are bidding on to reach the same individuals.

This is where a little bit of complexity comes into the mix. **There's a direct correlation to the amount of engagement your ads are receiving and the cost per engagement you're paying for.** If your tweet reaches a high enough level of engagement, you could substantially lower your bid *and* pay significantly less than your competition. That being said, you want to target the people you are MOST CERTAIN will engage with your offer.

Keep in mind that engagement rate (engagements/impressions) dictates how well your tweet performs. This is why you see those “needy teenager” ads. If your engagement rate is fairly low (anything under around 0.60%), your ad will eventually stop receiving impressions. Twitter will see it as not being relevant to its audience and will pull the plug on it – think of engagement rate as the Quality Score of Twitter.

Also keep in mind that when you’re managing your ads, your tweets should be refreshed every 2-3 days. This ensures that Twitter continues to show your ads, because after a certain period of time they will stop showing them regardless of engagement.

Twitter Ads for Lead Gen: Choosing the Right Format

You have a few creative options when it comes to generating leads on Twitter. These include:

- Website Cards

- Lead Gen Cards
- Promoted Video ads
- Promoted Tweets with a link and image

Two of the most frequently asked questions about Twitter cards are, “What is the difference between website cards and lead gen cards?” and “What the hell are they?”

They’re called “Cards” because they offer a visual element that will make them stand out in a targeted user’s Twitter feed. The visuals makes these ads somewhat of a hybrid between a text ad and a banner ad.

There are a few key differences between Twitter Lead Generation Cards and Website Cards that you should be aware of. The first difference is the image dimension requirements. With Lead Gen Cards, you have an image that is 800 X 200 pixels, whereas Website Card images measure 800 X 320:



WordStream

@WordStream

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013

FREE Copywriting Toolkit



An example of a Twitter Lead Generation Card

An example of a Twitter Website Card

Another difference comes from the call to action. Lead Gen Cards have a customizable [call to action](#) that allows you to draw in potential prospects with a custom message.

Unfortunately, Website Cards don't offer you the same creative freedom. The Website Card only allows you to choose from a predefined selection of CTAs:

Appearances aside, the biggest difference between the two formats has to do with functionality and how individuals interact with the ad.

Lead Gen Cards allow you to describe your offer and, once the CTA is clicked, Twitter will ask the user if it's okay to give you their handle, name, and email address. Once the individual agrees, the data is stored and they are sent to a subsequent landing page of your choice.

With Website Cards, the user only has to click on the CTA and they are immediately brought to a landing page. Although Website Cards don't record any information from the action, that certainly doesn't mean it's a less effective option.

If your goal is to gather names and email addresses only, like an [opt-in newsletter](#) for example, then the Lead Gen Card route would most likely be the better option. If you want to know more about the prospect, I recommend using the Website Card.

Are Twitter Lead Generation Cards More Effective Than Website Cards?

I've experienced moderate success using both Website Cards and Twitter Lead Generation Cards, but actually found other options to be a lot more efficient *and* cost-effective.

Using a simple 440 x 227 image for creative and a quick, actionable message followed by a link to the landing page, **I was able to create ads that generated consistently high engagement and more conversions.**

Here are the new (and far more successful) ads:

Using this type of Promoted Tweet has worked wonders for us in the past month. Engagement rates have never dipped below 1.00%, and they offer significantly lower costs. I'm sure the adorable children dressed like adults play a factor, but it just goes to show how important the creative aspect is. I'm not telling you to use puppies in your ads.... I'm telling you to use puppies dressed as people in your ads.

(I'd click on it)

In all seriousness, the only downside to simply using images and links is that they take up a lot of the 140-character limit for tweets, forcing you to be even more brief with your message.

Promoted Video Campaigns for Twitter Advertising

Another tactic I highly recommend is the use of Promoted Video campaigns.

This relatively new option allows you to use a video to promote just about anything you like. From the perspective of [lead gen](#), this format is a phenomenal way to quickly engage with your customers and encourage them to take further actions.

Twitter allows you to include a CTA with an embedded URL of your choice. The Achilles heel of this ad format is that, like Website Cards, the CTA is not customizable. You're left with two options:

Pretty lame I know, but it's better than nothing so take advantage of it. You should also include an additional link in the tweet copy or description. Remember, these are free clicks!

I touched on how Twitter ads are priced earlier, but let's go into a little more depth. Promoted tweets, and Lead Gen and Website cards are charged *per engagement*. This means you pay regardless of what the engagement is (i.e. a follow, click, retweet, favorite, or reply).

However, Video campaigns are only charged for video “plays.” This offers a ton of free engagement. I used a Promoted Video for WordStream and saw consistently high engagement rates. The campaign generated favorites, follows, clicks, replies, and retweets, all without depleting any of my daily budget for the ad. Users were watching my video (charging me a cost-per-view) and either retweeting it, favoriting it, or following us *for no additional charge*. This free engagement also includes the CTA and additional URLs that I suggest you include. Take advantage of the freedom!

It's a best practice to keep the video between 35-45 seconds in duration. However, I've promoted a minute-long video that really couldn't be edited down. It was informative and engaging, and because of that, it was successful anyway, even though it was a little longer. With a great video, you'll get free engagement and that means free brand awareness, not to mention the ability to capture leads. These ads have the potential to deliver great results for your business.

Tracking Twitter Ads for Lead Gen

Before you get all excited and start firing off tweets and campaigns like Russell Wilson on the one-yard line, you should probably ensure your conversions are being tracked.

If you've opted to use Lead Gen cards, this isn't as important. Twitter will store data on all of the users who engaged with the card and notify you within the campaign that it's active in.

To get the leads that were collected from your Lead Gen card, you'll want to go into the "Creatives" section of your Twitter Ads dashboard and select "Cards":

Here you can see how many leads your cards have collected and download the list of names:

For the other options, you'll need to insert a Twitter tracking pixel on your destination landing page – NOT the landing page you're originally directing them to, the one that they are directed to *once they take the desired action*.

To get the tracking pixel, go the top of Twitter ads and under “Tools,” select “Conversion tracking”:

Then, select “Create new website tag”:

Name your website tag based on the promotion or offer, then select the type of conversion that would accurately describe the action:

Also, it's very important to make sure that "Create a tailored audience" is checked:

This will create a custom audience that, if large enough, can be used as a segment you can exclude from future targeting because they've already converted. Now save and generate the code:

Once it's generated, copy and paste the code:

Insert this code in the HTML of your destination landing page, just before the closing </body> tag.

There are some clever things you can do with this code to track anyone from Twitter who lands on a page with one of these tracking pixels on it. If you have a larger budget and have campaigns that are driving traffic to certain parts of your website, generate a code specific to the topic of that page. Label it as a “site visit”:

Place it on the page you're driving traffic to. If it's hundreds of visitors from your engagement or blog-related campaigns, BOOM! A custom audience is built for you that you can use to [remarket](#) your direct response ads – a list of people who are already kind of interested in you.

A Little Bird Told Me...

Promoting anything on Twitter is a balancing act. You have the bid, the engagement, the copy, the creative – there are a lot of factors at play. I've made the recommendations above based on what has worked for WordStream's direct response campaigns. Feel free to adapt your ads to the audience and the offer that you are presenting them. There's a lot you can accomplish in 140 characters or less!

Need more inspiration? Check out these [30 examples of Twitter ads](#)



Meet The Author

Brett McHale

Brett McHale is the founder of Empiric Marketing, a digital marketing agency dedicated to scaling startups through paid search and social.

160
Shares



Recommended for you



Strategy

The Complete Guide to LinkedIn Ads in 2024

Want to reach an engaged professional audience? You can use LinkedIn ads to promote your brand, increase traffic, find new leads and more.

Leah Golob, Sam Lauron

November 8, 2023



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Without careful planning, advertising on social media can sometimes feel like shouting into the void (or throwing money directly into a shredder). With a bit of foresight, though, using LinkedIn ads can guarantee your brand's voice makes its way to the right audience—an audience of influential decision-makers, at that.

Among LinkedIn's [875 million+ members](#), your ads have the potential to [reach an audience of 808 million](#). Even more impactful, [four out of five members](#) have the power to influence business decisions. These movers and shakers also have [2x the buying power](#) of typical online audiences.

Follow along with our guide to LinkedIn ads to discover the types of ads available and the kinds of goals they can help you achieve. We'll also walk you through creating an ad on LinkedIn and share some of our best tips and tricks to boost your conversion rates.

Bonus: Get the LinkedIn advertising cheat sheet for 2022. The free resource includes key audience insights, recommended ad types, and tips for success.

Types of LinkedIn ads

Advertising is one of the best ways to use [LinkedIn for business](#). Choosing the right type of ad for your goal is an important first step.

Here are the types of LinkedIn ads you can choose from when setting up your paid content.

Sponsored Content

Sponsored Content, also known as native ads, shows up in your audiences' LinkedIn feed, regardless of whether they're scrolling on mobile or their desktop. LinkedIn labels these ads as "promoted" to distinguish them from regular content.

When advertising with Sponsored Content, you have the following ad format options:

- Single image ads
- Video ads
- Carousel ads
- Event ads
- Document ads
- Thought leader ads

Here's an example of a single-image sponsored content ad as it appears in the desktop feed:



MailerLite

Promoted

...

Learn why users worldwide trust MailerLite! Recognized as "Best in email deliverability" by Email Tool Tester. Backed by stellar customer supp ...see more



“

We switched from MailChimp to MailerLite and never looked back. Thanks to the improved deliverability, our open rates increased by at least 50%, and our click-through rates by 800%.

Charmaine Lee, Chief Digital Marketing Officer Sky Digital Agency

mailerlite.com



The world has spoken and they love MailerLite!



12

1 comment



Like



Comment



Repost



Send

Source

Sponsored Messaging

Sponsored Messaging (previously known as Sponsored InMail) lets you directly advertise to LinkedIn members in their inboxes.

While 89% of consumers prefer that businesses stay in touch via messaging, only 48% of companies currently interact with customers and prospects this way. If you want to take advantage of this untapped opportunity, take note of the recent changes to Sponsored Messaging.

For starters, members now have a two-tabbed inbox. One tab is for “Focused” conversations, while the second tab is called “Other.”

Secondly, LinkedIn is slowly converting all message ads into conversation ads. This means the older version of Message ads will no longer be available in your Campaign Manager. With conversation ads, you can increase your engagement by adding multiple CTA buttons to your message.

Here's how a sponsored conversation ad would appear in a member's inbox (note the CTA buttons at the end of the message):

Sponsored

Aug 17

**USC MS in Digital Media Management** · 10:41 AM

Hi Samantha,

Your profile caught our eye, and we think our program could be a good opportunity for you.

USC Annenberg's online Master of Science in Digital Media Management program prepares professionals to lead and transform the evolving media landscape, to make data-driven and ethical decisions, and to lead diverse teams. Our graduates have the skills and confidence to lead a variety of digital media functions, including analytics, branding, marketing, and content development and distribution.

Our program encompasses the creative, technological, and business practices of digital content production, distribution, and innovation. Are you ready to advance your career?

[Discover the program](#)[Tell me more](#)[Source](#)

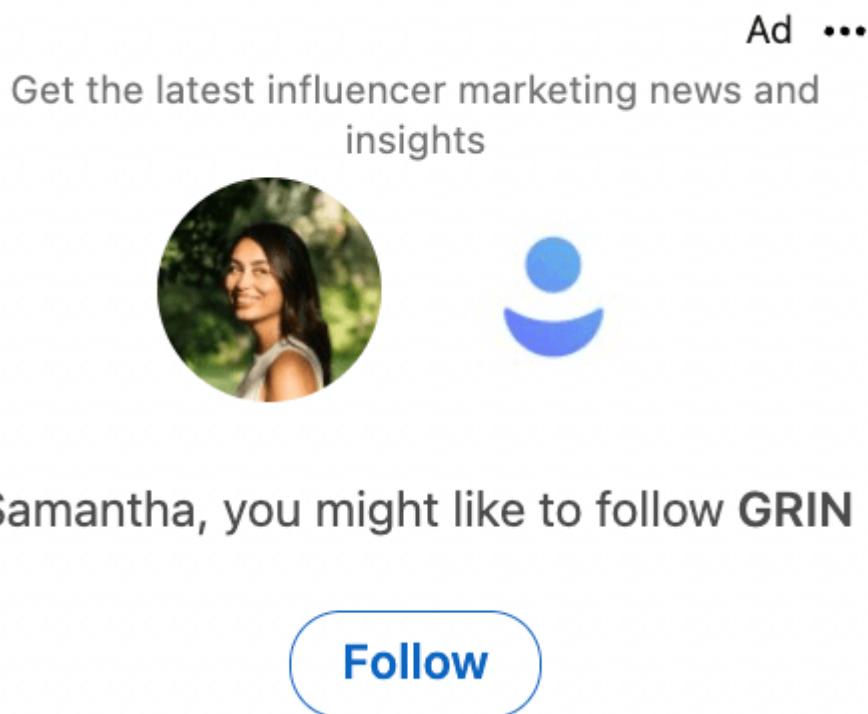
Another thing to note: LinkedIn has a cap on how many members will receive a Sponsored Message ad per month. For instance, a member of your target audience won't receive one of your ads more than twice within a short timeframe.

Dynamic Ads

Dynamic Ads run on the right rail of LinkedIn and are personalized to speak to audiences directly. When a Dynamic Ad pops up in a member's feed, personal details, such as their photo, employer's name and job title, are reflected to them.

(Sound a little startling? Don't worry: if members find these ads too personal, they can change their settings to hide these details.)

Follower Ads, Spotlight Ads, and Sponsored Ads are a few types of dynamic ads. Below is an example of a Spotlight Ad as it appears on the right side of the feed.



[Source](#)

Text Ads

Text ads are a form of PPC (pay-per-click) advertising on LinkedIn. Text ads appear along the top and right-hand side of LinkedIn's desktop feed. They're a

good option if you're looking to build strong leads with a professional demographic.

Considering that [58% of marketers](#) say that improving lead generation is one of their top digital marketing goals, LinkedIn Text Ads can be a way to cast a wide net on a budget.

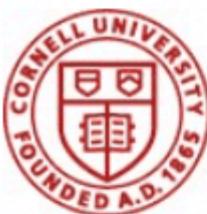
Promoted

...



Speed up content creation

Mailchimp lets you use GPT AI to generate quick ideas for your email copy.



Cornell MBA in Two-Years

Prepare for a future of business leadership with classes in NYC and Ithaca.



Creative Writing MFA

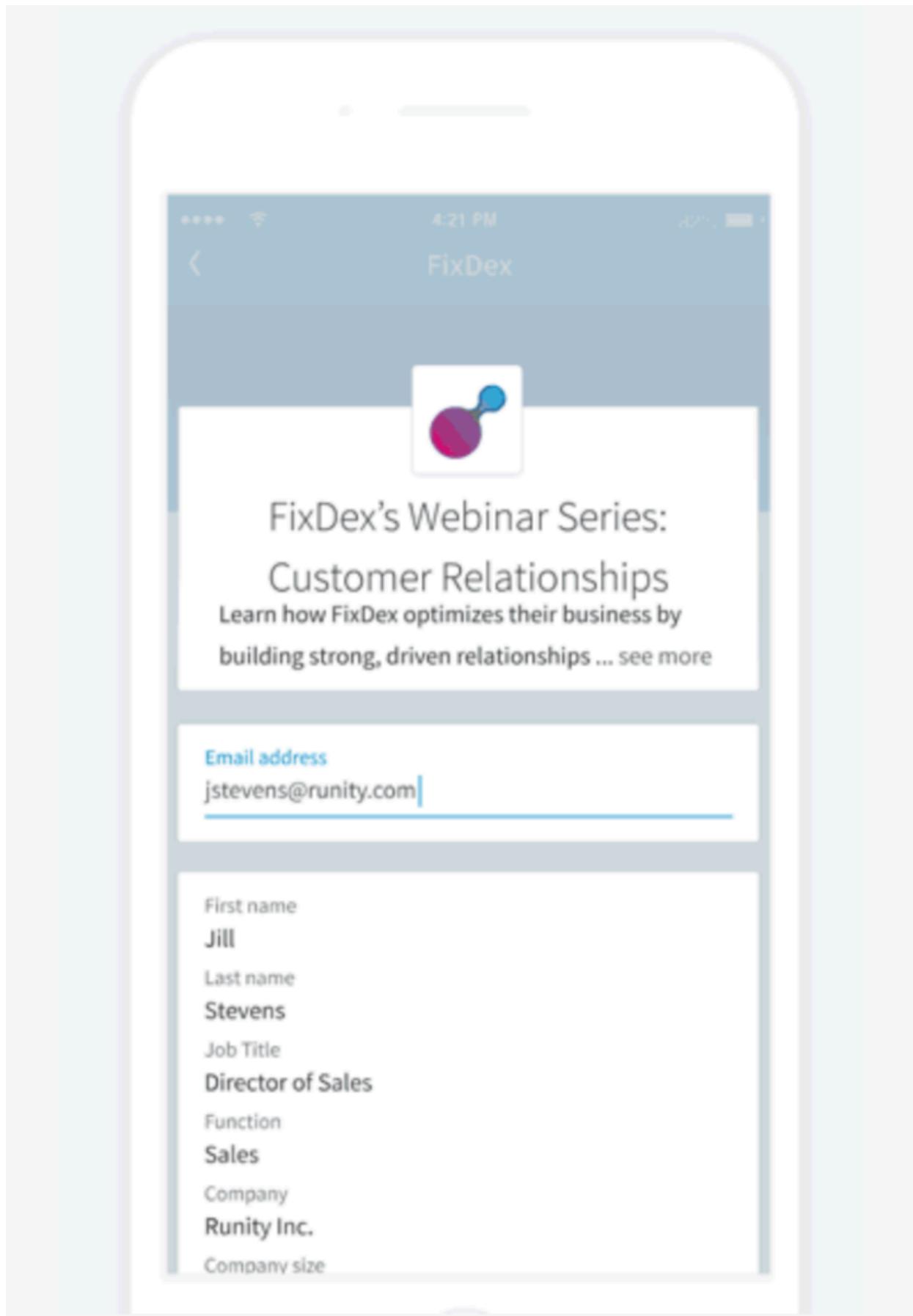
Learn from award-winning writers such as Sadeqa Johnson at Drexel.



Lead Gen Forms

Lead gen forms are another type of advertising on LinkedIn that businesses can use to collect information from potential leads.

LinkedIn's lead gen forms option allows you to gather information from members using pre-filled forms. You can add these forms to sponsored messaging or sponsored content campaigns.



Source

LinkedIn ad objectives

LinkedIn uses **objective-based advertising**, which helps advertisers build ad campaigns around specific business goals.

Businesses can place ads for all three stages of a sales funnel, from awareness to conversion.

Let's break down the three main types of objectives below.

Awareness

Want to get your name out there without necessarily making a direct sale?

Start with an awareness ad to get your brand on the tip of people's tongues.

These top-of-funnel campaigns help get audiences talking about your products, services and brand.

You can also use these impression-based campaigns to gain more followers, increase views, and spark greater engagement.

Most of LinkedIn's available ad formats can successfully generate awareness, but the types that are best to use if you want to achieve this objective are:

- Single image ads
- Carousel ads
- Follower ads
- Event ads
- Spotlight ads

Consideration

If your audience is already somewhat familiar with your brand, opt for a consideration ad.

Consideration ads are optimized to help advertisers meet the following goals:

- **Website visits:** Get more eyeballs on your website and landing pages.
- **Engagement:** Encourage likes, comments and shares, as well as visits to other social media platforms and websites.
- **Video views:** Share your business story, your latest product, or a day-in-the-life via video.

To nurture these mid-funnel leads, consider using the following LinkedIn ad formats:

- Video ads
- Carousel ads
- Conversation ads
- Text ads

Conversion

If your audience is already familiar with your brand and ready to make a decision, it's time to pull out the big guns. When you want to generate leads, drive home a sale, or reach job applicants, consider a conversion ad.

They can help meet these three objectives:

- **Lead generation:** Gain leads on LinkedIn by using forms pre-filled with LinkedIn profile data.
- **Website conversions:** Inspire more website visitors to download an ebook, sign up for a newsletter, or purchase a product.
- **Job applicants:** Spread the word about your company's latest job opening with a job post.

The best ad formats to use if you want to achieve these objectives are:

- Conversation ads
- Lead gen forms
- Carousel ads
- Job ads

- Text ads

11 LinkedIn ad formats

LinkedIn has 11 different ad formats to help you meet your ad objectives.

This section will break down each ad format and explain which goals each ad can help you achieve. We'll also share ad examples and specs so you can nail your LinkedIn advertising planning.

[Single image ads](#)

[Carousel ads](#)

[Conversation ads](#)

[Document ads](#)

[Video ads](#)

[Event ads](#)

[Follower ads](#)

[Lead generation forms](#)

[Spotlight ads](#)

[Single job ads](#)

[Thought leader ads](#)

Single image ads

Single image ads appear on LinkedIn's home page and *mostly* look like regular content on the platform. However, these paid ads are marked as "promoted" to distinguish them from other unpaid content.

(Perhaps unsurprisingly, single image ads only include one image.)



Western Governors University

393,619 followers

Promoted

• • •

A respected degree is a key that unlocks your potential and propels you towards a successful and fulfilling career.



ACCREDITED DEGREES THAT EMPLOYERS RESPECT



Source

Goals: Brand awareness, website visits, engagement, website conversions, lead generation and job applicants

LinkedIn single image ad specs:

Name of ad (optional): Up to 255 characters

Introductory text: Up to 150 characters to avoid shortening (this includes spaces, punctuation, and emojis. If you really need the space, you can use up to 600 characters)

Destination URL: Up to 2,000 characters

Ad image: A JPG, GIF or PNG file 5MB or smaller; the maximum image size is 7680 x 4320 pixels. (Note: If you use an animated GIF, images must be shorter than 300 frames)

Headline: Up to 70 characters to avoid shortening (but can use up to 200 characters)

Description: Up to 100 characters to avoid shortening (but can use up to 300 characters)

Find more details about LinkedIn single image ad specs [here](#).

Carousel ads

LinkedIn [carousel](#) ads use a swipeable row of cards to tell your brand's story, showcase products, or share insights. Carousels are great for increasing engagement, but the key is to use strong visuals to keep your readers swiping.



The Cigna Group

21,964 followers

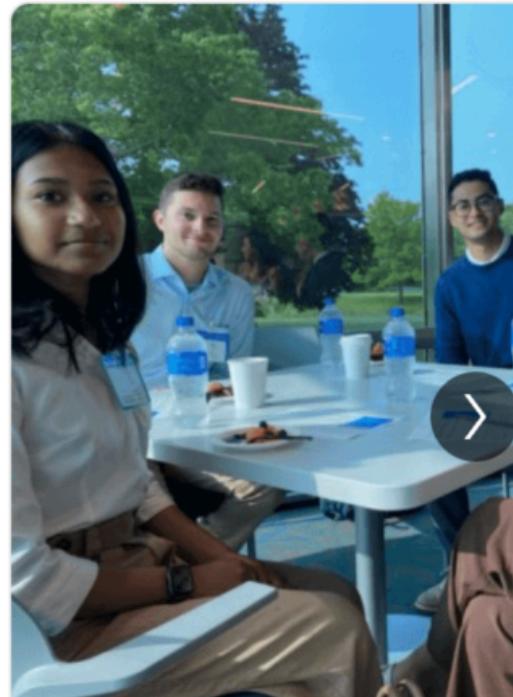
Promoted

+ Follow ...

Unlock your potential and discover a world of possibilities where your ideas take flight. The Cigna Group offers students and graduates opportunities that are designed to give you the tools, guidance, and support you need to grow your career. Learn more.



Unlock Your Potential



Let Your Ideas Take Flight

Source

Goals: Brand awareness, website visits, engagement, website conversions, and lead generation.

LinkedIn carousel ad specs:

Name of ad: Up to 255 characters

Introductory text: Up to 150 characters to avoid shortening on some devices (255 total character limit)

Cards: At least two and up to 10 cards.

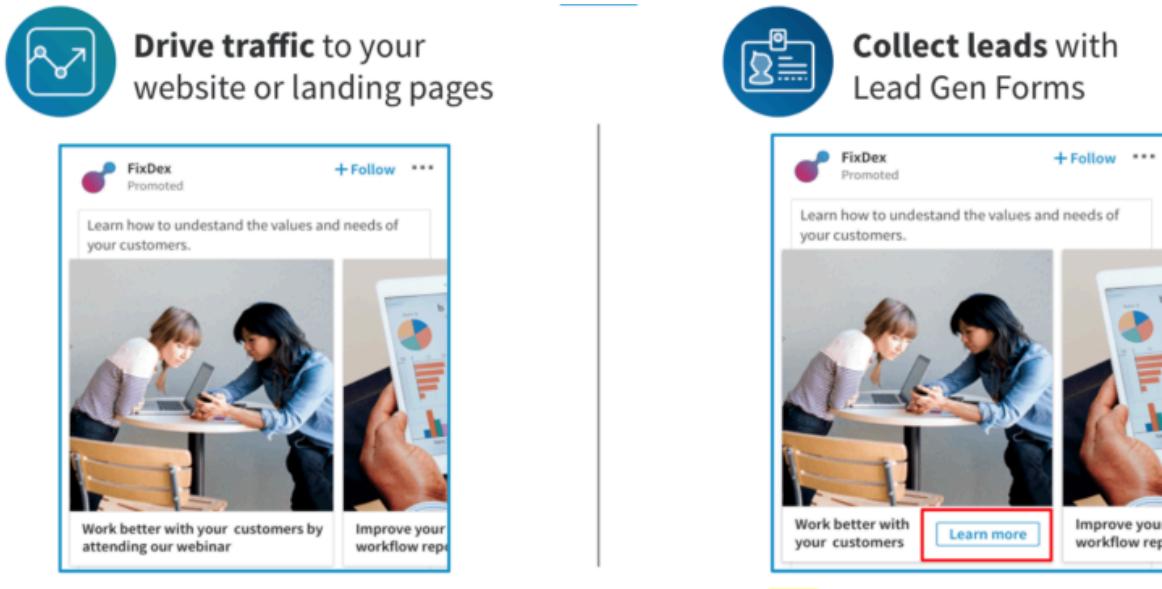
Max file size per card: 10 MB

Max image dimension per card: 4320 x 4320 pixels

Rich media formats: JPG, PNG, GIF (non-animated only)

Headline text per card: No more than two lines

Character limits: 45-character limit on ads leading to a destination URL; 30-character limit on ads with a Lead Gen Form CTA



Note: CTA buttons are **only** available for carousels that use Lead Gen Forms

Source

Find more details about LinkedIn carousel ad specs [here](#).

Conversation ads

Conversation ads on LinkedIn work kind of like flowcharts. They offer a choose-your-own-path experience for audiences (think of those choose-your-own-adventure books but for advertising).

You can set up multiple CTAs within a conversation ad. Once you start a conversation, your audience can select a response that speaks most to them. This type of ad lets you showcase products and services while also encouraging event or webinar sign-ups.



Esther Wong (She/Her) • 6:58 PM

Hi Samantha, my name is Esther, and I'm a Marketing Manager at LinkedIn. Do you want to see even better results for your Demand Gen campaigns? LinkedIn offers unique tools that help attract and retain quality leads for the best results. Interested?

Yes, show me!

Can I have more details?

Source

Goals: Brand awareness, website visits, engagement, website conversions, and lead generation.

LinkedIn conversation ad specs:

Name of ad: Up to 255 characters

Banner creative (optional and for desktop only): Up to 300 x 250 pixels. JPEG or PNG.

Custom footer and terms and conditions (only): Up to 20,000 characters

Introductory message: Up to 8,000 characters

Image (optional): 250 x 250 pixels using either JPEG or PNG

CTA text: Up to 25 characters

CTA buttons per message: Up to five buttons

Message text: Up to 8,000 characters

Find more details about LinkedIn conversation ad specs [here](#).

Document ads

Similar to how you can use content for lead generation on your website, LinkedIn Document Ads allow you to do the same thing on the platform.

With document ads, you can share PDFs, slideshares, presentations, and other long-form documents to collect member information and generate leads.

Types of documents you can share include whitepapers, reports, how-to guides, and more.



Constant Contact

33,219 followers

Promoted

Ever feel so inundated with features for a marketing platform that you don't know what to choose? We get it, and it's why we created a free PDF that gives you the research and data you need to figure it out for yourself.

- 🌟 The top factors that demonstrate a successful marketing tech stack
- ❤️ The main considerations of marketing execs when evaluating new marketing tech
- 😊 The most valuable features of a marketing platform
- ✅ And so much more

Download it for free now.



NEW RESEARCH

How Top Executives Choose the Right Marketing Platform

Constant Contact

Research created in partnership with Ascend2

[Unlock Full Document](#)

Source

Goals: Brand awareness, website visits, engagement, website conversions, and lead generation.

LinkedIn document ad specs:

Name of ad: Up to 255 characters

Headline: Up to 70 characters

Introductory message: Up to 150 characters

File type: PDF, DOC, DOCX, PPT, PPTX

File size: 100 MB

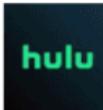
Number of pages: Under 10 pages (300 pages maximum or 1 MM words)

Find more details about LinkedIn document ad specs [here](#).

Video ads

LinkedIn video ads can help you promote thought leadership, highlight your customer experience, reveal new products, offer an insider look at company culture, and anything else you can dream up.

Use video ads on LinkedIn as an opportunity to show, not tell, your brand's story.



Hulu

442,394 followers

Promoted

• • •

Buzzfeed calls ABC's Abbott Elementary "witty and hilarious." Now nominated for 8 Emmy® Awards including Outstanding Comedy Series. Stream on Hulu.

The image is a promotional video thumbnail for the TV show Abbott Elementary. It features the show's title 'Abbott Elementary' in large, stylized yellow letters against a backdrop of a city street at sunset. Below the title, it says 'STREAM ON hulu'. The video shows several cast members walking down a street lined with houses. A progress bar at the bottom indicates the video is 14 seconds long out of 15. The video player includes standard controls like play, pause, and volume.

Abbott Elementary | For Your Emmy® Consideration

[Learn more](#)

Source

Goals: Video views

LinkedIn video ad specs:

Name of ad (optional): Up to 225 characters

Video headline: Up to 70 characters to avoid shortening (200 max characters)

Introductory text (optional): Up to 600 characters

Video length: 3 seconds to 30 minutes (high-performing LinkedIn video ads tend to be 15 seconds or less)

File size: 75KB to 200MB

Frame rate: Less than 30 frames per second

Aspect ratio:

- Horizontal/landscape: 16:9 (1.77)
- Square: 1:1
- Vertical: 4:5 (.80)
- Vertical: 9:16 (0.56)

Find more details about LinkedIn video ad specs [here](#).

Event ads

To make an event ad on LinkedIn, you must first create a LinkedIn event on your page.

This type of ad campaign can help you increase your event's reach and highlight important details.



U.S.-Japan Council

9,389 followers

Promoted

+ Follow ...

Join us in Washington, DC in November for our 2023 Annual Conference! The Public Symposium will take place November 8-9, and our Members ...see more



Wed, Nov 8, 6:30 AM - Fri, Nov 10, 4:00 PM CST

[View event](#)

2023 USJC Annual Conference

Washington, US

20 attendees

Source

Goals: Brand awareness, website or landing page visits, engagement, and event sign-ups.

LinkedIn event ad specs:

Name of ad (optional): Up to 225 characters

Introductory text: Up to 150 characters to avoid shortening (max of 600 characters on desktop).

Image: The image thumbnail you used in your LinkedIn Event will automatically be used for your ad.

Find more details about LinkedIn event ad specs [here](#).

Follower ads

Follower ads are a type of dynamic ad personalized to your audience. These ads promote your LinkedIn Page to others to encourage them to hit that follow button.

Ad ...

Start improving your content with Content
Optimizer today



Get better results with more engaging
emails

Sign Up

[Source](#)

Goals: Brand awareness, website visits, and engagement.

LinkedIn follower ad specs:

Ad description: Up to 70 characters

Ad headline: Choose a pre-set option or write up to 50 characters

Company name: Up to 25 characters

Ad image: Company logo; 100 x 100px for JPG or PNG

Find more details about LinkedIn follower ad specs [here](#).

Lead generation forms

Lead gen forms, short for lead generation forms, are available for message ads and sponsored content. These ads can help you discover more qualified leads.



Adobe Creative Cloud

700,046 followers

Promoted

Join our Adobe experts and learn how to push your illustrations to new levels of creativity with immersive 3D scenes.

Webinar

Add more realism to your vectors with 3D design.



58 submissions

Transform Vectors into 3D Scenes with Illustrator + Substance 3D

[Sign Up](#)

[Source](#)

For instance, if you're hosting a webinar, you can connect a lead gen form to your CTA, which will automatically input your target audiences' profile data.

After, you can download your leads from LinkedIn's ads manager or integrate LinkedIn to work with your own CRM.

Goals: Lead generation

LinkedIn lead gen form specs:

Form name: Up to 256 characters

Headline: Up to 60 characters

Details: Up to 160 characters total

Privacy policy text (optional): Up to 2,000 characters

Call-to-Action: 20 characters

Confirmation message: 300 characters

You can learn more about lead gen forms [here](#).

Spotlight ads

Spotlight ads highlight your products, services, content and more. When members click a spotlight ad, they're immediately directed to your landing page or website.

Ad ...

Start improving your content with Content Optimizer today



Get better results with more engaging emails

[Sign Up](#)

Source

Like follower ads, these dynamic ads use personalization to connect with audiences.

Goals: Brand awareness, website visits, engagement, lead generation, and job applicants.

LinkedIn spotlight ad specs:

Ad description: Up to 70 characters

Ad headline: Up to 50 characters

Company name: Up to 25 characters

Image: Preferred size is 100 x 100px for JPG or PNG

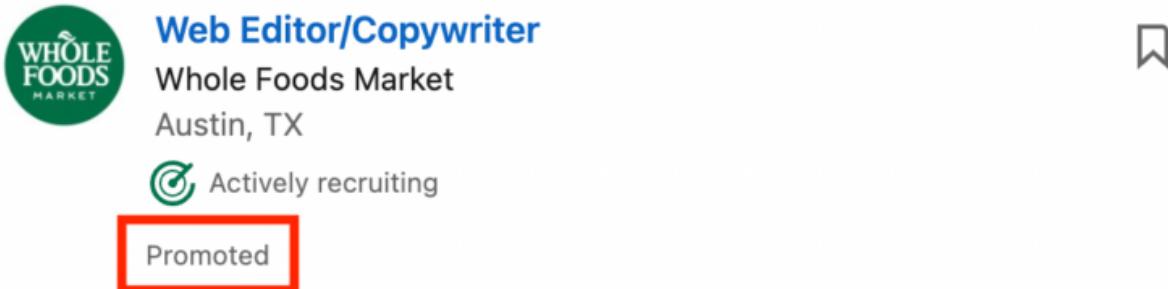
CTA: Up to 18 characters

Custom background (optional): Must be exactly 300 x 250px and 2MB or less

Find more details about LinkedIn spotlight ad specs [here](#).

Single job ads

Single job ads promote opportunities directly in your audience's newsfeeds. If you've been struggling to find that perfect candidate or always seem to be in hiring mode, these ads are the way to go.



Web Editor/Copywriter
Whole Foods Market
Austin, TX
Actively recruiting
Promoted

Source

It also doesn't hurt that LinkedIn internal data shows that [these ads provide a 25% increase in the average click-to-apply rate](#).

Goals: Job applications

LinkedIn job ad specs:

Name of ad: Up to 255 characters

Introductory text: Up to 150 characters to avoid shortening of text (desktop max of 600 characters); any legally required language must go [here](#)

Find more details about LinkedIn single job ad specs [here](#).

Thought leader ads

Thought leader ads are one of the newest ad formats LinkedIn has introduced. These ads are used to promote content from a thought leader, like an executive, within an organization.

When the promoted content shows up in members' feeds, it will have a label that shows which company is promoting it.



Diana Abeleven · 3rd+
Senior Manager, Global
Partnerships | News & Media

+ Follow

...

Promoted by Canva

Next week I'm heading to Philadelphia (home to the 🦅, 🎗️ and 🧀) to attend this year's [Online News](#) ...see more

I'll be speaking at & attending

ONA23

Diana

Get in touch via diana.abeleven@canva.com

180

9 comments • 1 repost

Like

Comment

Repost

Send

[Source](#)

Creating a thought leader ad on LinkedIn is similar to boosting an ad on Instagram. The content must have already been created by the thought leader for the company to promote it.

Unlike other ads, you can't add headlines, explanatory text, or CTAs to thought leader ads.

Goals: Brand awareness and engagement

LinkedIn thought leader ad specs:

Ad format: A thought leader ad must be a single image ad or video ad

Headline: You cannot add a headline (the ad is based on the original post)

Introductory text: You cannot add text (the ad is based on the original post)

CTA: There are no call-to-action buttons on a thought leader ad

Find more details about LinkedIn thought leader ad specs [here](#).

How to get started with advertising on LinkedIn

To create your own LinkedIn ad, either for the first time or to ramp up your existing advertising strategy, follow the steps below:

Step 1: Create a LinkedIn Page (if you don't have one already)

You need a LinkedIn company page in order to create Sponsored Content and ads. If you need help setting one up, read our guide on [LinkedIn for business](#).

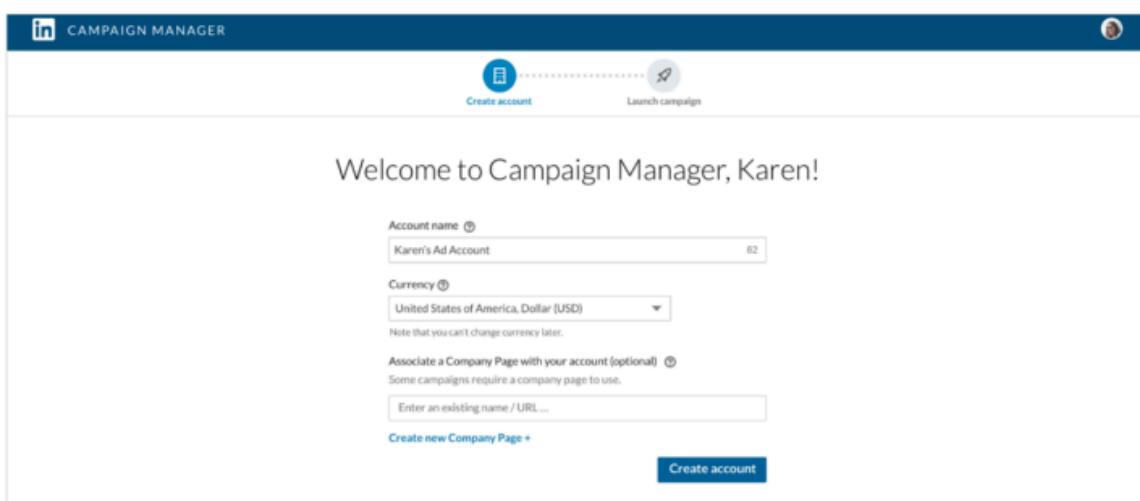
Oh, and if you're a visual learner, check out the short video below:

How to create a LinkedIn Company Page (2022 UPDATE)



Step 2: Log in to Campaign Manager or create an account.

The Campaign Manager platform, also known as LinkedIn's ad manager, will be home to all your advertising activities, such as running campaigns and managing your budget.



[Source](#)

Step 3: Select your ad objective

Think about what type of action you want to inspire among your audience. Your options, as we described above, are awareness, consideration, or conversions.

The screenshot shows the LinkedIn Audience Objectives interface. At the top, it says "Objective" with a help icon. Below that, a message reads "Let's get started! Select the objective that best fits your goals below." There are three main categories: Awareness, Consideration, and Conversions, each with a horizontal bar indicating the selected option. Under Awareness, there is one item: "Brand awareness". Under Consideration, there are three items: "Website visits", "Engagement", and "Video views". Under Conversions, there are four items: "Lead generation", "Talent leads" (with a help icon), "Website conversions", and "Job applicants".

[Source](#)

Step 4: Choose your target audience

First, you must choose a location, and then you have the option of adding a job title, company name, industry type and personal or professional interests.

The screenshot shows the LinkedIn Audience creation interface. At the top, it says "Audience" and "Saved Audiences" with a dropdown arrow. Below that is a button for "Audiences". On the right is a help icon. The main area starts with "Create a new audience". The first section is "Where is your target audience?". It includes a "Locations (Recent or Permanent)" field with "United States" selected, an "Exclude" option for other locations, and a note about profile language set to English. The second section is "Who is your target audience?". It has a note about previously used audiences and a "Reset and start over" link. It includes a "Member Groups" field with "LinkedIn Company Group" selected, and a "Search" field with a "Learn more about matched audiences" link. At the bottom, there is a "List upload" and a "Lookalike" option.

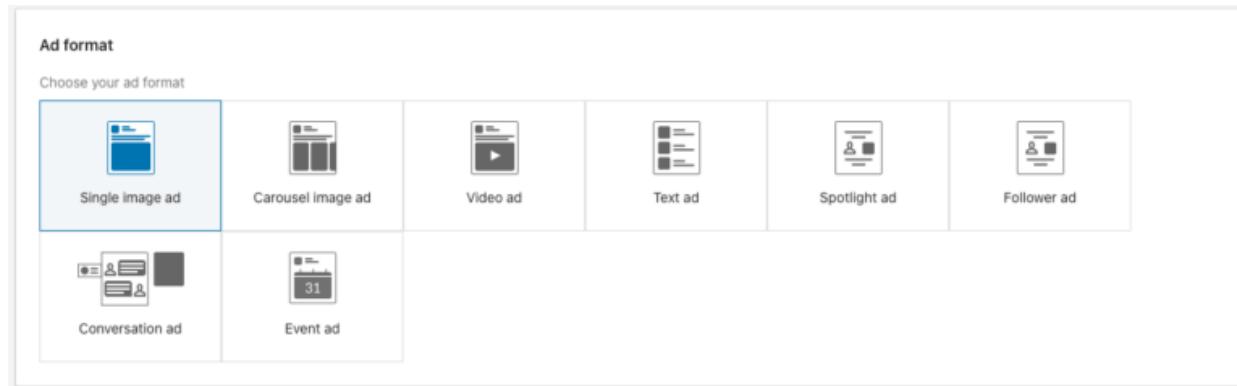
[Source](#)

You can also choose to connect with people you already know through Matched Audiences. You can do this by retargeting people who've visited your website or uploading a list of email contacts.

Psstt: Need help creating a Matched Audience? LinkedIn's got a [handy video tutorial](#) on just that.

Step 5: Select an ad format

Depending on your chosen objective, you can pick from Sponsored Content options (single-image, carousel or video ads), Event Ads, Text Ads, or Conversation Ads.



[Source](#)

Step 6: Create your budget and schedule

Campaign Manager will provide a budget range based on other competing bids for your ideal audience.

The initial 2-4 weeks are typically considered a learning experience to determine what works (or doesn't). For testing, LinkedIn recommends a daily budget of at least \$100 or a monthly budget of \$5,000. For new advertisers, LinkedIn recommends \$25 for the minimum spend.

Budget & Schedule

① Your Campaign Group total budget is \$100.00
② Your Campaign Group is scheduled to run from 7/26/2022 to 8/31/2022

Budget

Set a daily budget ▾

Daily Budget

\$100.00 Actual amount spent daily may vary ⓘ

Schedule

Run campaign continuously

Start date
8/9/2022

Your campaign will run continuously starting from August 9, 2022. Your campaign will spend no more than \$600.00 this week. From next week, your campaign will spend no more than \$700.00 in a week.

Set a start and end date

Bidding

Optimization goal ⓘ

Reach [Change](#)

Bidding strategy ⓘ

Maximum delivery - Get the most results possible with your full budget

Source

Step 7: Start building your ad

If you opt for Sponsored Content or Text Ads, the Campaign Manager will share previews so you can get a sense of the final look of your ad. In the case of Message Ads, you'll be able to send yourself a test message.

Ads in this campaign ⓘ

Create new ad Browse existing content



To add ads to this campaign, browse your existing content or create a new ad.

Previous Save and exit Next

Source

Step 8: Provide payment information

Before you can debut your ad to the world, you must provide payment information. Once that's done, you're ready to launch!

The screenshot shows the LinkedIn Campaign Manager interface. At the top, it says "Brand awareness - Aug 9, 2022". Below that, it shows the campaign group "Test Campaign Group" with an ID of 1010101010101010. The budget is set at \$100.00, and the start date is 3/31/2021, with an end date of 12/31/2022. The allowed campaign types are listed as Sponsored Content.

The main area is divided into sections: "Review & Launch", "Set up Campaign", "Set up Ads", and "Review & Launch". The "Review & Launch" section contains fields for "OBJECTIVE" (Brand awareness), "AUDIENCE" (Audience Expansion is enabled, targeting English speakers in the United States), "AD FORMAT" (Single image ad), and "PLACEMENT".

On the right side, there is a "Payment method: None" section with a note about agreeing to the LinkedIn Ads Agreement and Advertising Guidelines. Below that is a "Forecasted Results" section showing target audience size (190,000,000+), 30-day spend (\$1,800.00 - \$3,000.00), 30-day reach (110,000 - 480,000), and 30-day average frequency (1.6 - 2.5). A "Launch Campaign" button is located at the bottom of this section.

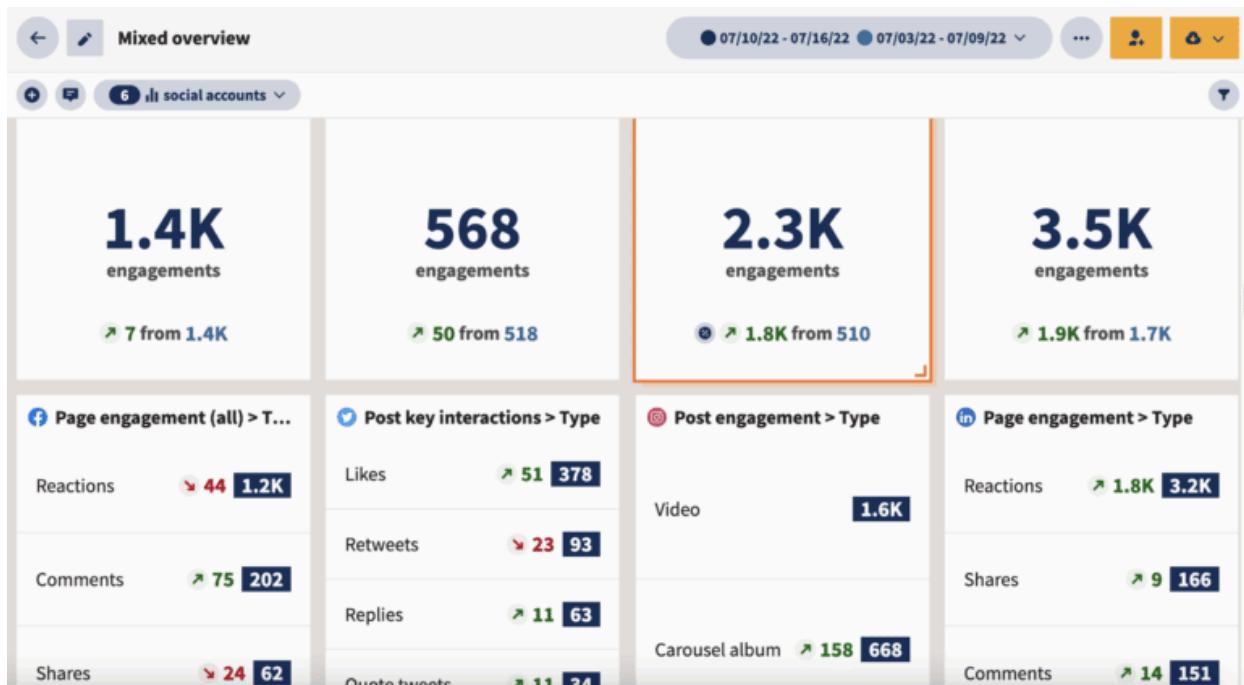
[Source](#)

Step 9: Measure performance

When you sign in to Campaign Manager, the first thing you'll see is the reporting dashboard for your LinkedIn ads. From here, you can review performance metrics, access charts and demographics, or export a CSV report. This is also where you'd go for conversion tracking.

If you're only running ads on LinkedIn, the platform's native tool might be enough.

But if you want to **create, publish, and monitor ad performance across multiple platforms**, an all-in-one tool like Hootsuite is your best option.



[Book a free Hootsuite demo today](#)

LinkedIn ads best practices

Last but certainly not least, here are the criteria LinkedIn itself says are vital to crafting a successful ad campaign on the platform.

Figure out your target audience

On LinkedIn, defining where in the world you want your ads to be seen is mandatory. Your desired location is actually the only field that's mandatory when setting up your ad campaign. You can go broad by only designating the country, state or province, or you can go granular and target audiences by city or metropolitan area.

You can further refine your target audience with company details (e.g., industry or company size), demographics, education, job experience and interests.

One word of caution: Like other advertising platforms, LinkedIn advises against getting over-specific with ad targeting. If you're new to LinkedIn ads, you might want to try casting a wider net initially and sticking to three targeting facets.

You can also A/B test campaigns with different targeting criteria, such as skills versus job titles, to learn which audiences connect better with your brand.

Craft your ad copy around a clear call to action

LinkedIn ads should have a concise headline, descriptive copy, and end with a clear CTA, often in the form of a text button.

Your readers are busy. They need someone to spell out exactly what they should do next. Otherwise, they might miss out on signing up for that career-boosting webinar or purchasing a new product that could simplify their life. Just make sure that your CTA matches the objective you initially selected.

Some effective CTAs include “Register Now” or “Sign Up Today!”

Read Hootsuite’s blog to learn more tips about [creating captivating CTAs](#).

Choose the right content

LinkedIn can boost your content so it finds the right audience, but that won’t keep people glued to the screen. If you really want to connect, your ad needs to stand out.

Try the techniques below to keep audiences hanging onto every word you say.

Sponsored Content:

- Repurpose content from your blog, website and social media channels.
- Include 4-5 ads in each campaign
- Use video, audio or other rich media elements.

- Develop an **emotional connection** by sharing human interest stories.
- Do more than just share trending news. Add your **insights** into the mix to show off your brand's thought leadership.

Sponsored Messaging:

- If encouraging **brand consideration**, share blog posts, webinars, or industry trends and analysis.
- When developing leads and trying to convert customers, promote product demos, tutorials and success stories or advertise an upcoming webinar or event.

Text Ads:

- Despite the name of these ads, **don't skip the visuals**. Images may be optional but they land better results.
- Instead of including an object or logo, opt for a **profile image** when possible.

Video Ads:

- According to LinkedIn, **videos under 30 seconds saw a 200% lift in view completion rates**, so keep them short and sweet.
- Design videos for sound-off viewing and **add subtitles**.
- A **good hook** is critical — viewers drop off fast after the first 10 seconds.

Carousel Ads:

- Use **3-5 cards** to start, and test adding more cards later.
- Create a carousel of content that speaks to a **similar theme** or break down a **large piece of content** into carousel cards.
- Use **visual storytelling** to pique your audience's interest.
- Each carousel card description should include a **CTA** and clear, direct messaging.

Dynamic Ads:

- Be as **descriptive** as possible in the main ad headline and text.

- Test image layouts in advance of posting.
- Include one clear message and CTA in each ad.

Promote organic posts as sponsored content

When time is of the essence, hop on Hootsuite to [promote organic posts as sponsored content](#). You can target audiences based on location, interests, or professional information.

After you've published your ads, make sure you analyze their performance.

Watch the video below to learn more about LinkedIn analytics:

LinkedIn Analytics DEEP DIVE (tutorial for beginners!)



Frequently asked questions about LinkedIn ads

How much does it cost to put an ad on LinkedIn?

The cost to put an ad on LinkedIn varies. LinkedIn uses an online auction system that allows you to place competitive bids for your ads to win

placement.

Are ads worth it on LinkedIn?

Running ads on LinkedIn is worth it if you want to reach an engaged audience of business professionals. LinkedIn ads are a smart way to promote a job listing, company page, online event like a webinar, or a lead generation document like a whitepaper.

What are the ad options for LinkedIn?

The different ad options for LinkedIn include the following formats:

- Single image ads
- Carousel ads
- Conversation ads
- Document ads
- Video ads
- Event ads
- Follower ads
- Lead gen forms
- Spotlight ads
- Single job ads

What is the minimum spend on LinkedIn ads?

LinkedIn recommends \$25 for the minimum spend for new advertisers and anywhere from \$50-\$100 for existing advertisers.

Easily manage your LinkedIn Page alongside your other social channels using Hootsuite. From a single platform you can schedule and share content

—including video—engage your network, and boost top-performing content.

[Get Started](#)

Social media advertising



Become a better social marketer.

Get expert social media advice delivered straight to your inbox.

Email address

[Sign up](#)

By Leah Golob

Leah Golob is a Toronto-based freelance journalist, content marketing writer and editor. Learn more about her work at LeahGolob.com.



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By Sam Lauron

Sam Lauron is a freelance writer who works with B2B and SaaS companies in marketing, ecommerce, business, and related tech. With a background in editorial writing and content marketing, she uses her communications and research skills to produce helpful content that inspires and informs readers.

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Strategy

51 LinkedIn Statistics You Need to Know in 2024

There's no better place to connect with business professionals than on LinkedIn. Here are the most up-to-date LinkedIn statistics to help you shape your strategy.

February 15, 2024

LinkedIn Ads: A Complete Guide For Beginners

When it comes to B2B marketing, there's nothing quite like LinkedIn Ads. Here's everything you need to know to get started with them.



VIP CONTRIBUTOR

Ashley Segura (Ward)

February 22, 2023 · 9 min read

812
SHARES

23K
READS

Designed to facilitate professional connections, LinkedIn Ads can be one of the best platforms in your marketing arsenal – if you know how to use it.

Why should you advertise on LinkedIn? The platform boasts 850+ million members, with 40% of visitors engaging with a page every week. [Check out](#) this article for more data from LinkedIn, including paid engagement stats.

Ready to get learn how to advertise on LinkedIn? Let's go.

LinkedIn Advertising Options: An Overview

LinkedIn used to be extremely limited with its advertising options, which didn't give marketers many options for achieving their goals.

But that has changed. LinkedIn appears committed to providing advertisers with the freedom they need to create ads based on their specific objectives, namely one of the following:

- Brand awareness.
- Website visits.
- Engagement.

- Video views.
- Lead generation.
- Website conversions.
- Job applicants.

The most commonly used objectives with LinkedIn advertising are lead generation, job applications, video views, and website visits, but you can successfully use the platform for any of these.

Why Advertise On LinkedIn?

Billing itself as “the world’s largest professional network,” LinkedIn has more than 875 million members in more than 200 countries and territories.

And, as the only social platform focused solely on business-to-business connections, it’s the ideal place for B2B marketing.

No matter what industry you’re targeting, you’re going to find the majority of the major players on LinkedIn.

Even more importantly, LinkedIn is a platform where you’re most likely to find the actual decision-makers you’re looking for. Need to identify the C-suite executives of a manufacturing firm? LinkedIn is the place to look.

Trying to go after mortgage brokers at small- to mid-sized firms? LinkedIn lets you do that.

Hiring for a new sales role and want only candidates with 5+ years of experience? You guessed it, LinkedIn is the place to search.

According to the platform’s own research, 80% of LinkedIn members influence their organization’s buying decisions, they have twice the buying power of an

average web audience, and they are a whopping SIX times more likely to convert.

So again, if you're not using them already, you need to get on the LinkedIn Ads train right away.

How Do LinkedIn Ads Work?

Using LinkedIn Ads is a fairly easy process, particularly if you have experience in pay-per-click (PPC) advertising already.

To get started, sign up for LinkedIn Business Manager. This gives you a single place from which you can manage all your ad accounts and pages.

In this step, you can invite team members and partners, set permissions, and add assets.

From there, you just need to choose an objective (awareness, consideration, or conversions), choose your targeting options (location, attributes, etc.), pick your ad's format, and set your budget.

Types Of LinkedIn Ads

Based on the objective you choose, you'll be given four different ad types you can use:

Sponsored Content

Think of this as a promoted post. You're promoting an article or post from your company page that appears in the LinkedIn feed.



Fisher Investments

187,130 followers

Promoted

Download The Definitive Guide to Retirement Income to learn ways to grow your wealth and generate income from your portfolio. <https://lnkd>. ...see more

FISHER INVESTMENTS®

7 RETIREMENT INCOME STRATEGIES

Once Your Portfolio Reaches \$500,000



7 Retirement Income Strategies [Free Guide]

fisherinvestments.com

[Download](#)

Screenshot from LinkedIn, January 2023

These ads do have the highest CPC on average, so proceed with caution and make sure the content you're promoting is well thought out.

Text Ads

These are the tiny little ads you may or may not notice on the right side rail of a LinkedIn feed. Think Facebook Ads circa 2010.

Ads You May Be Interested In

 **Propel Your Job Search – Fast!**
On the job hunt? Get your work in front of the right people and let top tier companies compete for you.

 **Simple Prototyping**
Create realistic animations and bring your designs to life as interactive prototypes. No code required.

 **Deeper Customer Relationships**
Take connections with customers to the next level with FixDex. Call today for a free trial!

Screenshot from LinkedIn, January 2023

Aside from the right column, these ads may appear underneath the “People You May Know” section. This is where text content can really make or break your ad conversions.

Test a few different strategies but really get to the point with these ads.

Sponsored InMail

This is a super fun way to spam someone’s LinkedIn inbox. But, when done properly, it can actually convert higher than any of the other LinkedIn ad options.

Because these ads need to come from a personal profile versus a branded business page, people feel less like they are being sold and more as they can actually communicate with a representative of the business.

Messaging	...	Emporia State University	...
<input type="text" value="Search messages"/>		Sponsored	Dec 27, 2022
Carolin Jauss Dec 30, 2022 You: Hello Brian, Yes, I freelance quite a bit. I...		DEC 27, 2022	
Violin Tavari Dec 27, 2022 You: Hi Brian, I don't have anything at the moment i...		Emporia State University • 7:53 AM	
Violin Tavari Dec 27, 2022 Hi Brian, I hope you are doing well! And would...		Hi Brian, you probably realize you need an MBA to qualify for senior business roles. Keep working as you earn an online MBA quickly and affordably. ESU is top-rated for quality, value, and low student debt. Our AACSB-accredited MBA is career-relevant and designed with your busy schedule in mind.	
Emporia State... Dec 27, 2022 Sponsored Hi Brian, you probably realize you need...		Tuition is under \$12K. Choose from a general MBA or concentrations in accounting, information systems, or marketing.	
Michael R... Dec 20, 2022		Are you interested in earning an MBA in as few as 12 months?	
		Yes. Tell me more.	
		What topics will I study?	

Screenshot from LinkedIn, January 2023

Just *please* don't copy and paste templates to any of your demographics. Make sure and make each InMail personal.

Video Ads

A bit self-explanatory here, but LinkedIn's video ads help promote your videos to your ideal target market. You should be creating a ton of video content.



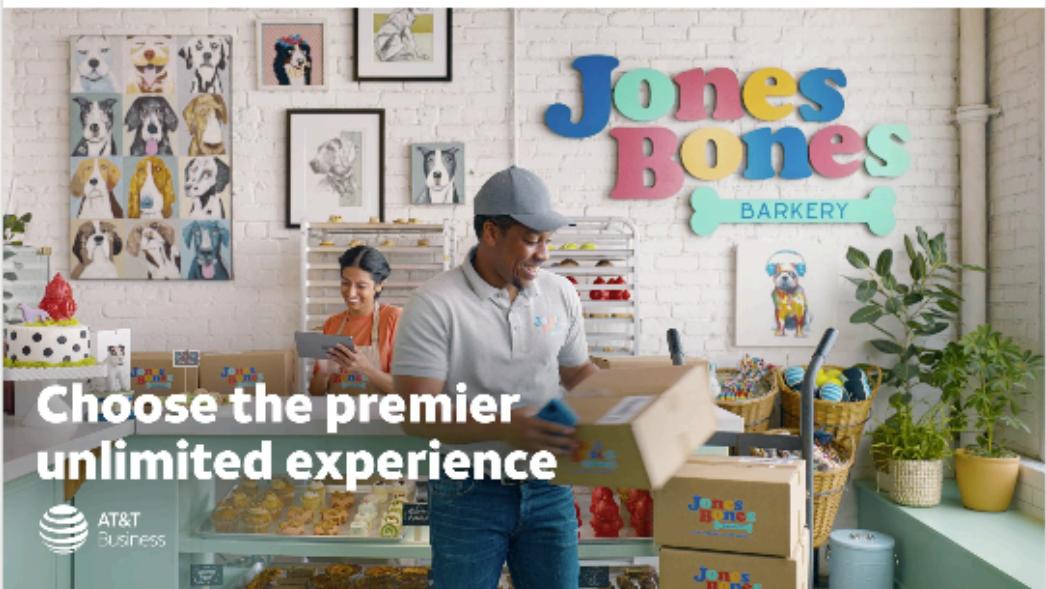
AT&T Business

194,422 followers

Promoted

...

Offer your employees the features they need when you pick the premier unlimited experience for your business.



AT&T Business Mobility

[Learn more](#)

8

1 comment

Like

Comment

Repost

Send

Screenshot from LinkedIn, January 2023

Test various videos to see which type of video (topic, length, real life/animation) gives you the most conversions.

Need help with the ad dimensions and specs? Here's all of the info you'll need for each ad type and objective as you begin creating ads for LinkedIn:

- [Advertising Guidelines.](#)
- [Advertising Specifications for Dynamic Ads.](#)
- [Advertising Specifications for Sponsored Content.](#)
- [Advertising Specifications for Sponsored InMail.](#)
- [Advertising Specifications for Dynamic Job Ads for Talent Media.](#)

- Advertising Specifications for Text Ads.
- Advertising Specifications for LinkedIn Display Ads.

How To Track LinkedIn Ad Conversions

Site-Wide Insight Tag

This tag gives you the 411 on what actions are happening on your website, thanks to your LinkedIn ad.

Like the Facebook pixel, you can install this tag once and watch the data come in.

It won't mess up the speed of your site either, but it will allow you to track what's happening on your website as a result of your LinkedIn ad.

BONUS: You can also set up LinkedIn retargeting ads once you have the Insight tag installed and a steady amount of site visitors.

Event-Specific Pixel

This type of tracking pixel is created more for the lead-gen type of objective.

Say you have a form you want someone to fill out from your LinkedIn ad, but you don't have a thank you page set up or connected.

You can install this code and still have a "conversion event" tracked each time the form is completed.

You can also add conversion tracking to existing campaigns – so fear not those who haven't set up conversion tracking.

LinkedIn Ads Best Practices

Now that you know how you can use LinkedIn Ads, let's dive into the nuts and bolts of how you should be using LinkedIn and discuss some best practices to help you get the best results.

Pinpoint Your Target Audience

To help you identify and go after the targets who are most likely to act, you need to ask some questions like:

- Who is your demographic, more than just male/female, age/location?
- Have they worked in the same industry their whole lives?
- Are they generally lower management or upper management?
- Do they hold onto their job for two to four years for each position?
- Do they follow Richard Branson on LinkedIn?

You should already know the answers to all these questions, and if, for some terrible reason, you don't, find out the answers.

LinkedIn gives B2B marketers amazing targeting options, but it can only help your ads convert if you truly know the professional side of your demographic.

Knowing how they take their coffee is great for Facebook, but on LinkedIn today, you need to know what they studied in college, if they even went to college, and select those relevant factors as targeting options.

INCLUDE Argentina

+ Add Locations

EXCLUDE Bahamas

+ Add Locations

INCLUDE people who meet one or more of these criteria[Remove all Member Gender](#)**Member Gender** Female

+ Add Member Gender

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on gender or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

AND people who meet one or more of these criteria**Fields of Study** Social Work Social Sciences Social Psychology Clinical/Medical Social Work Social and Philosophical Foundations of Education Business and Social Skills

+ Add Fields of Study

AND people who meet one or more of these criteria**Job Seniorities** VP Director

+ Add Job Seniorities

AND people who meet one or more of these criteria**Member Interests** Arts and Entertainment Finance and Economy Global Economy

+ Add Member Interests

Note: You can attract a whole lot more than just CEOs with advertising on LinkedIn. Many businesses assume LinkedIn ad targeting is only great for targeting the big player, but it isn't.

Those looking for jobs or in lower-level positions with less experience, even those who just graduated from high school or college, are perfect targeting options for LinkedIn ads.

Use LinkedIn's Content Suggestions

LinkedIn offers Content Suggestions for business pages to help guide them on what they should write about.

Think outside of the box on this one and use trending topic ideas for ad headlines and descriptions.

The Content Suggestions are super easy to use, and you can even target those directors and CEOs you've been eyeballing.

Simply choose the industry, location, and seniority you're targeting, and LinkedIn will generate the latest trending topics for those designated filters.

Welcome to Content Suggestions!

X



Discover topics and articles that your audience is engaging with on LinkedIn

Add one or more filters to get started

Industry

Add an industry

Marketing and Advertising

Internet

Information Technology & Services

Staffing & Recruiting

Location

Add a location

United States

Greater San Diego Area

India

United Kingdom

Seniority

CXO

Director

Entry

Manager

Owner

Audience size 50,000+

View content suggestions

Results in:

The screenshot shows the LinkedIn Ads search interface. On the left, there are filters for Audience size (50,000+), Filter by (All LinkedIn members selected), Industry (Marketing and Advertising selected), and Location. On the right, the results for 'Trending content for last 15 days' are displayed under 'Marketing and Advertising'. The first result is an article titled 'Layoffs suck. Be less of a jerk.' by TheRodinhoods, with a 23% engagement rate. The second result is an article titled 'Mark Ritson, maybe you're wrong, wrong, wrong?' by Mumbrella.

If we even take just the first article that populated in this test search, “Layoffs suck. Be less of a jerk,” we can easily snag a few different ad headline ideas:

- Sick of dealing with layoffs? So Were We Until We Tried This.
- Done Being the Jerk? Over Laying People Off? Click Here.
- What We Found From Layoffs – Click Here

If an article is trending, it’s because people have liked it and engaged with it.

Don’t you want those same people to like and engage with your ad, too? Of course, you do.

Create Lead Gen Forms

One of the best reasons to use LinkedIn Ads is that it allows you to generate high-quality leads with proven return on investment (ROI).

And the best way to do that is by using the platform’s built-in Lead Gen Forms.

Available for both message ads and sponsored content, they’re easy to set up and can be directed to just by adding a call to action (CTA) to your ad. Once a user clicks on the ad, they’ll see a pre-filled form that already includes their name and relevant info.

Submitting the form, LinkedIn members can be directed to specific “Thank You!” pages that connect to your website, ebook download site, or any other destination.

And because marketers love numbers, Lead Gen Forms make it really simple to measure the impact of campaigns.

Via either your Campaign Manager or the third-party platform of your choice, you can generate reports on important metrics like cost per lead, form fill rate, and audience information.

If You’re In B2B, You Should Be Using LinkedIn Ads

For professional or business-to-business marketing, there really is nothing quite like LinkedIn.

By offering the flexibility you want in social media advertising, combined with a good ROI, it can help you reach decision-makers like never before.

But, like most things marketing-related, you can’t expect miracles to happen overnight. It will likely take some experimentation and fine-tuning before you settle on the best approach for your organization’s needs.

Just have some patience and a clear strategy, and you’ll have this powerful social platform reaping the rewards for you before you know it.

Featured Image: ZacoDot/Shutterstock

15 Ways to Boost Your
Personal Brand on
LinkedIn

12 Strategies to Boost
Growth on Pinterest