

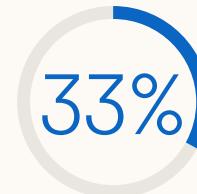
Read me  
if you want to  
**build your brand**  
on LinkedIn

An essential guide in the ‘Read Me’ trilogy

 Marketing Solutions

A strong brand is a powerful business asset. In good times, it contributes to greater market share and enviable pricing power; in difficult times, its resilience can help cushion impact on the business. Brand marketing is an investment in long-term business growth, so unless survival is at immediate risk, it should never be put on the backburner.

When you build your brand on LinkedIn, you're engaging decision-makers in the mindset to do business. We're here to help you connect with professional audiences at scale and drive meaningful engagements in environments that yield results.



Brands have seen a 33% increase in purchase intent resulting from ad exposure on LinkedIn

6X

Audiences exposed to both brand and acquisition messages on LinkedIn are 6x more likely to convert



Compared to other social channels, 82% of B2B marketers realise their greatest success with LinkedIn



Source:

*Advertising in Recession — Long, Short or Dark?, 2020, LinkedIn Mindset research, LinkedIn Marketing Solutions Research, Content Marketing Institute*

Read me if you want to build your brand on LinkedIn

This essential guide has been specifically developed for you, by LinkedIn, to share insider insights about our platform, its features and functionalities. In the guide, we cover the end-to-end fundamentals of effective brand marketing on LinkedIn and how you can best leverage the platform to build a powerful brand presence. Master these and you'll be on your way to achieving the results you want.



Read from cover to cover, or pick a step and click to jump right in.

## Step 1. Define your objectives

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## Step 2. Build a compelling organic presence

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## Step 3. Target with precision

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## Step 4. Choose your format mix

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## Step 5. Monitor KPIs and measure ROI

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## Step 1

# Define your objectives

The ultimate aim of brand marketing is to build relationships with more customers than you already have. By achieving brand awareness at scale, particularly among your non-customer segment, you're seizing the biggest growth opportunity in B2B.



## Define your objectives

Defining your objectives is the first, most important step in effective marketing. It provides clarity of purpose and direction, and determines the strategies, tactics, and key performance indicators for your campaign. While this is true for any marketing campaign, it is vital on LinkedIn because our platform is optimised for objective-based advertising.

Pay close attention to your brand marketing objectives on LinkedIn because each campaign objective optimises towards members most likely to take your desired action based on past and predicted platform data.

Budget Investment	Buyer Stage	Objectives	Optimisation
<b>46% in Brand</b>  Since B2B sales is tougher and sales cycles are longer, it's fair to reserve 54% of your budget for short-term activation efforts.	Awareness	Brand awareness	Impressions
	Consideration & Engagement	Video views	Video views*
		Engagement	Clicks to landing page, LinkedIn Page, social pill, LinkedIn Page followers, social actions
		Website visitors	Landing page clicks
	Conversion	Lead generation	Lead gen form submissions
		Website conversions	Conversions

\* For video views, bidding by impressions optimises for impressions (number of times people have seen your ad) whereas bidding by video views optimises for video views (number of +2 continuous second-views at 50% on screen or a click on CTA, whichever comes first).

Source: *Brand and Demand: The Key Principles of Marketing Growth*, LinkedIn, 2020



Explore objectives  
in Campaign Manager



Read me if you want to build your brand on LinkedIn

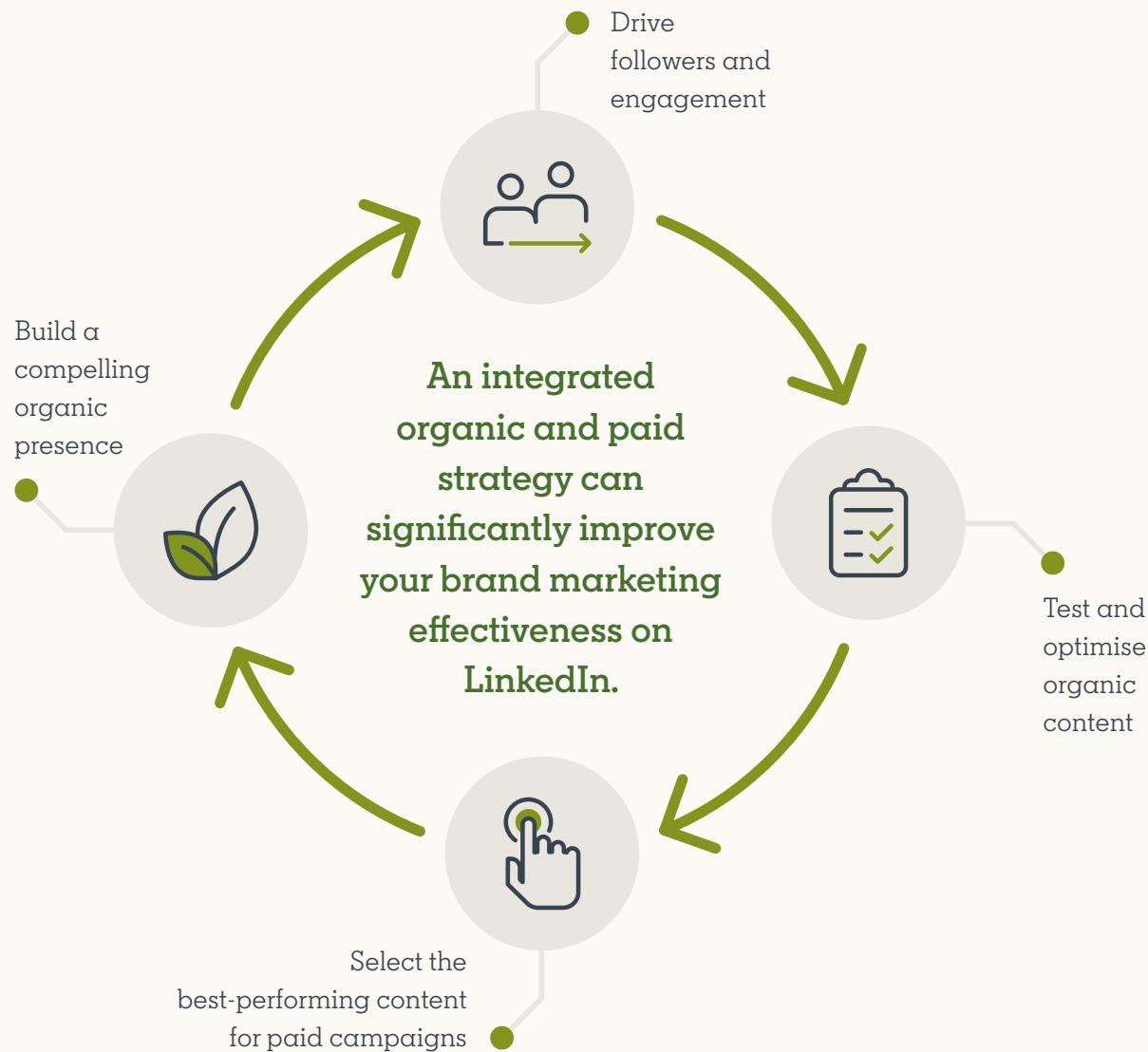
## Step 2

# Build a compelling organic presence

The greater your organic reach, the more it can amplify your brand marketing efforts on LinkedIn. Do this by optimising your LinkedIn Page and adopting an always-on approach to sharing great content.

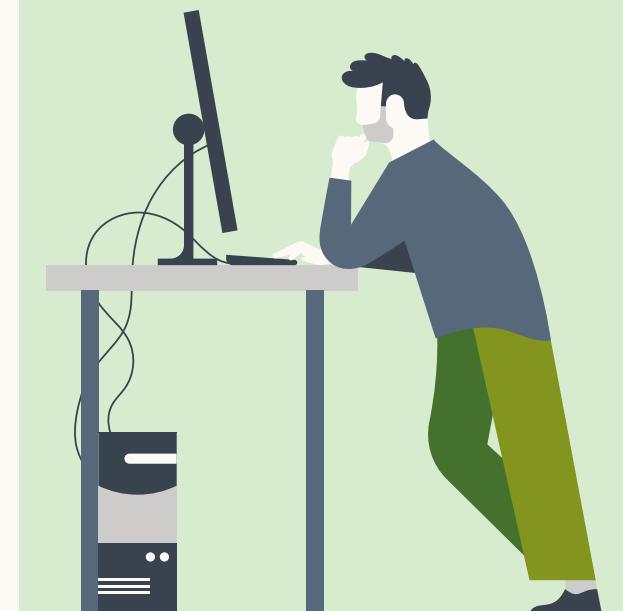


## Build a compelling organic presence

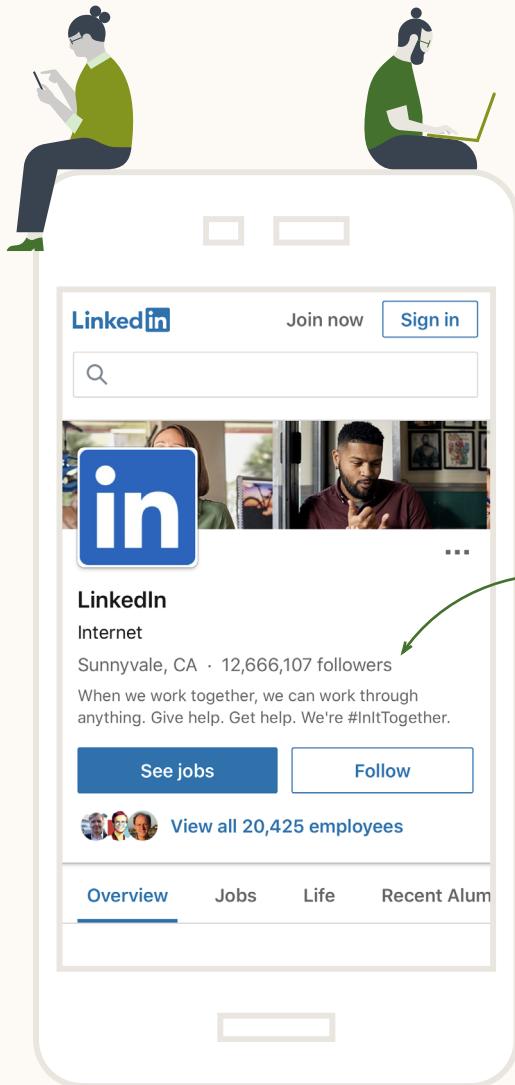


These are the solutions at your disposal:

- LinkedIn Pages
- LinkedIn Live
- LinkedIn Events



## Build a compelling organic presence



### LinkedIn Page

It all starts with your **LinkedIn Page** — your brand's professional home on LinkedIn. This is where you can:

- **Build thought leadership** and use **storytelling** to share inspiring content with your community
- **Showcase your corporate culture**, strengthen your employer brand and engage your employees as integral members of your online community
- **Promote your work** by sharing updates that your community can immediately act on

### Make it work

- **Complete your Page** because Pages with complete information get 30% more weekly views and are more likely to be found when members search on LinkedIn
- **Tap on the Content Suggestions feature** to discover the trending topics and articles that you can reshare or leverage for your own content strategy
- **Follow and associate up to 3 hashtags** with your Page to expose your brand to a wider audience
- **Engage and re-engage** your community with ongoing conversations



- Companies with completed and active Pages are more successful at achieving growth objectives, including:
  - 5x lift in Page views
  - 7x lift in average impressions per follower
  - 11x lift in clicks per follower
- Companies that post weekly see a 2x lift in engagement with their content.
  - Images typically get a 2x higher engagement rate
  - Custom collages of 3-4 images perform especially well for organisations
- Once your Page reaches 150 followers, the opportunity for growth is exponential.
  - Add the LinkedIn 'Follow' button to your website to drive relevant followers to your Page
  - Engage your employees to share Page posts to boost your organic reach



Your deep-dive resource:  
[LinkedIn Pages Best Practices](#)

## Pages Checklist

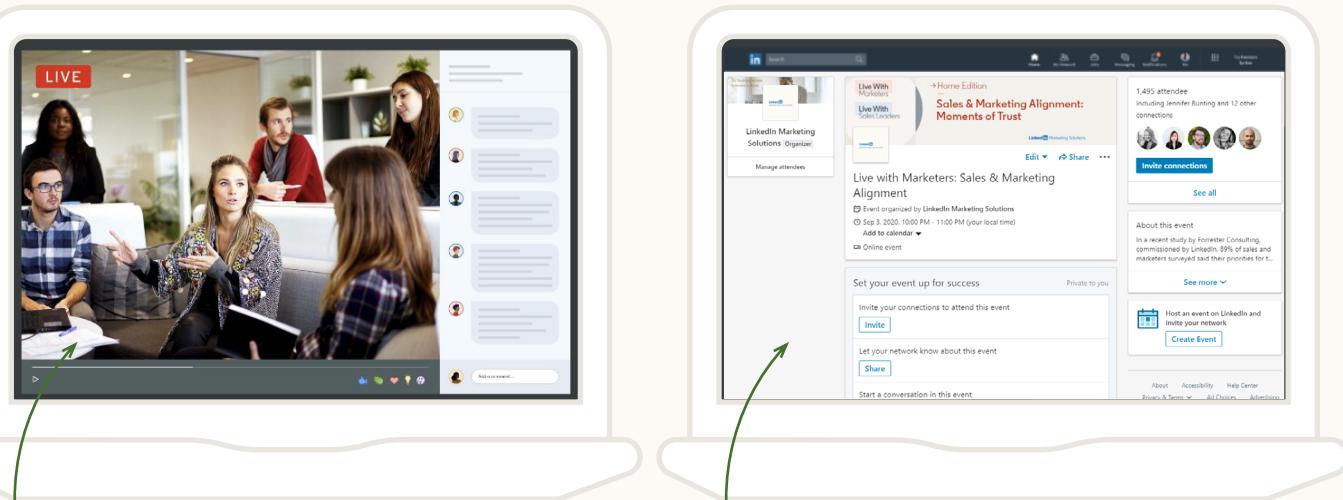
As a Page administrator, here's how you can set your Page up for success:

Organise internally	Strategise your content	Manage Showcase Pages	Dial up employee advocacy
<ul style="list-style-type: none"><li><input type="checkbox"/> <b>Decide who requires admin access.</b> Is it 1-2 reps from your corporate brand, talent brand, analytics team, external agency and key regions, perhaps?</li><li><input type="checkbox"/> <b>Train your Page Admins.</b> Create an internal playbook with examples of best-in-class posts.</li><li><input type="checkbox"/> <b>Set up a centralised communication channel.</b> Slack, Teams and SharePoint all work well.</li><li><input type="checkbox"/> <b>Sync regularly.</b> Align monthly with different teams (ex. regional teams on localisation) and weekly with your social leads on cross-platform social strategy.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> <b>Aim to post to your Page daily</b> to establish a trusted voice.</li><li><input type="checkbox"/> <b>Plan a week in advance, but aim to schedule your posts 24-48 hours before launch.</b> Central posting platforms like Hootsuite or Sprinklr can be helpful.</li><li><input type="checkbox"/> <b>Use Content Suggestions</b> to understand what's trending with your target audience.</li><li><input type="checkbox"/> <b>Share your brand's best @mentions.</b> You can find these under the Activity tab.</li><li><input type="checkbox"/> <b>Leverage your Communities panel hashtags.</b> Update these weekly and interact with the feeds.</li><li><input type="checkbox"/> <b>Respond to member comments in a timely manner</b> using mobile admin.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> <b>Create Showcase Pages around major product categories.</b> Don't make one for each of your products, services or regions.</li><li><input type="checkbox"/> <b>Grant access to your Showcase Pages</b>, typically to corporate social teams or product marketing managers.</li><li><input type="checkbox"/> <b>Create a social media intake form</b> to streamline content requests for all Pages.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> <b>Encourage employees to re-share your posts</b> using a feature to prompt them to like, comment, or re-share on your behalf.</li><li><input type="checkbox"/> <b>Promote your employees' best LinkedIn articles.</b> Use Content Suggestions to find and share the best articles authored by your employees.</li><li><input type="checkbox"/> <b>Ask your execs to @mention your Page</b> as this offers critical exposure for your Page.</li><li><input type="checkbox"/> <b>Leverage My Company on Pages</b> (previously LinkedIn Elevate) to create an employee-only community experience where they can connect, engage and grow their internal network via your Page.</li></ul>

## LinkedIn Live & LinkedIn Events

With LinkedIn Live, you can stream live video content to build deeper connections and record engagement with your audience. This is your opportunity to engage your wider audience and do so in real time. You're also giving your community a platform to interact while consuming your content live!

Use it on its own or paired with LinkedIn Events to bring your community together in real time. It enables you to host targeted, engagement-focused virtual events where you can stream live directly into your LinkedIn Event.



### LinkedIn Live

#### Audience

- All Page followers are notified
- Public to all members

#### Best for

Reaching a wider member base

#### Top use cases

- Breaking news
- General discussions and Q&As
- Expert panels

### LinkedIn Events

#### Audience

- All Event attendees are notified
- Private to event attendees

#### Best for

Curated/selected smaller member base

#### Top use cases

- Account-based marketing
- Industry-specific events
- Product demos
- Other educational events



LinkedIn Live Videos receive 7x more reactions and 24x more comments compared to native videos.

Model your campaigns after this winning example



upGrad

Headquarters: Mumbai, India | No. of Employees: 1,095 | Industry: E-Learning



### Challenge

- upGrad is India's largest online higher education company providing programmes to students, working professionals and enterprises.
- They launched a host of additional programs in new areas to attract a broader audience.
- To get good quality enrollments, they needed to build brand awareness while furthering their key proposition of 'lifelong learning'.
- It was important to drive top of mind recall and establish trust amongst relevant audiences.



### Solution

- A sophisticated targeting approach with lead gen campaigns towards oriented towards specific job titles, roles, behaviors and interests.
- Regularly shared organic content, closely monitored engagement and then sponsored high-performing posts.
- The LinkedIn team closely tracked their campaign KPIs and constantly optimized messaging, creative and targeting to find the sweet spot.



### Results

87%  
increase in  
organic following  
in 60 days

2.3x  
lift in brand  
mentions  
on LinkedIn

20%  
decrease in  
cost per lead

2x  
improvement  
in lead-to-  
enrollment  
numbers



"We adopted a two-fold approach on LinkedIn - building the upGrad brand in the market and targeting the right audience in the right mindset. The strategy paid off and we saw a remarkable improvement in the quality of leads, resulting in cost optimisation and better ROI for the business."

Rahul Karthikeyan | Head - Digital Marketing



Inspired?

Start planning your next campaign

Read me if you want to build your brand on LinkedIn

## Step 3

# Target with precision

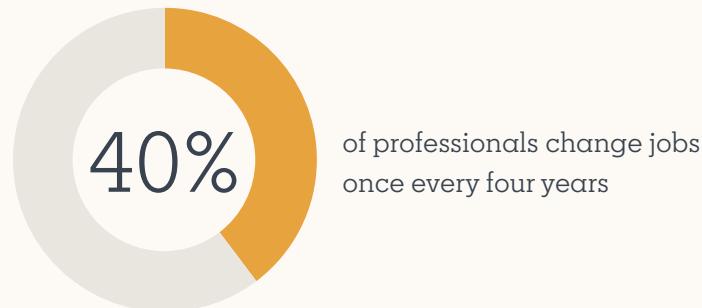
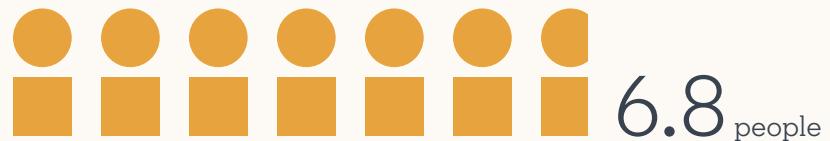
LinkedIn targeting is unique because members are incentivised to keep their profiles accurate and up-to-date for networking, personal branding, and job opportunities. And when they spend time on LinkedIn sharing and consuming content, celebrating moments and posting professional updates, they provide information on their job experiences, skills, interests and more that add behavioural richness to our data set.



## Beware the hyper-targeting trap

Targeting is all about delivering relevant, resonant content to the right audiences. With 69% of marketers believing that hyper-targeting is more effective than a broad approach, and there being so many targeting filters available on LinkedIn, you may be tempted to use them all. But beware! Hyper-targeting limits your reach. Consider:

The B2B buying decision involves an average



When you target too narrowly, you may not capture the full buying circle and future buyers. To grow the business and maximise advertising effectiveness, you want to reach as many people as possible because:



when Share  
of Voice



Share of Market,  
**brands grow**

when Share  
of Voice



Share of Market,  
**brands shrink**

LinkedIn is built to reach  
**a precise audience at scale**,  
so make full use it!

## Profile-based targeting

On LinkedIn, you can reach members using a host of profile-based attributes. We find that, in most cases, using professional targeting options such as interests, member traits, skills, or functions, instead of age or gender, leads to much stronger results. Remember to sidestep the hyper-targeting trap by limiting yourself to two or three most relevant targeting options.



**Job experience**  
Job Function,  
Job Seniority,  
Job Title,  
Member Skills,  
Years of Experience



**Company**  
Company Name,  
Company Industry,  
Company Size,  
Company Followers,  
Company Growth Rate,  
Company Category,  
Company Connections



**Education**  
Degree,  
Field of Study,  
Member School



**Interests**  
Member Interests,  
Member Groups,  
Member Traits



**Demographics**  
Age,  
Gender



**Company Growth** targets companies by their rate of growth year over year, determined by factors such as employee growth or inferred data from other similar companies within the same location and industry.



**Company Category** targets a curated list from well-recognised publications and thought leaders like *Forbes*, *Fortune* and *LinkedIn News Editors*. Using this option, you can effectively identify the world's largest, most innovative or fastest-growing companies. You can also use Company Category in combination with Job Seniority and Job Function to reach your precise buying committee.



**Member Traits** reach members based on distinguishing characteristics such as frequent traveller, job seeker, open to education or the types of device they may use when spending time on LinkedIn. This typically represents a narrower audience and may not need additional targeting criteria applied.



Your deep-dive resource:  
[Targeting on LinkedIn](#)

## Reach a wider audience

Increase the scale and reach of your campaign quickly and easily with these LinkedIn features.

Before your campaign	During your campaign	After your campaign
<p>Use <b>Matched Audiences</b> to create a wider target audience with similar demographics and interests for:</p> <ul style="list-style-type: none"><li>• Website retargeting</li><li>• Contact targeting</li><li>• Account targeting</li><li>• Engagement retargeting</li></ul>	<p>As you identify high-performing segments from your campaign, use <b>Audience Expansion</b> to build new, similar audiences in real time.</p>	<p>Identify high-performing audience segments and use <b>Lookalike Audiences</b> to find professionals with similar attributes.</p>

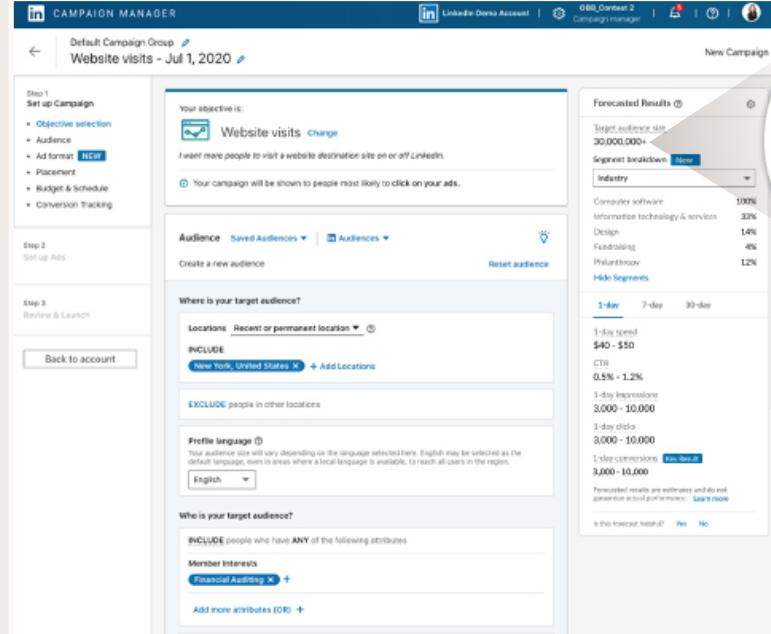


## Target

with precision

## Forecast your results

As you set up targeting for your campaigns, you can discover more about your audiences using Forecasted Results.



The screenshot shows the LinkedIn Campaign Manager interface. On the left, there's a sidebar with steps: Step 1 (Set up Campaign), Step 2 (Set up Ads), and Step 3 (Review & Launch). The main area shows targeting options like Audience, Locations, Profile language, and Member interests. A circular callout highlights the 'Forecasted Results' section, which displays the 'Target audience size' as '30,000,000+' and a 'Segment breakdown' chart. The chart shows the distribution of the target audience by industry: Computer software (100%), Information technology & services (33%), Design (14%), Fundraising (4%), and Philanthropy (12%). Below this, there are sections for 'Target audience size' (30,000,000+), 'Segment breakdown' (Industry), 'Target audience size' (30,000,000+), and 'Segment breakdown' (Industry). To the right, a separate panel titled 'Forecasted Results' provides detailed metrics: 1-day spend (\$40 - \$50), CTR (0.5% - 1.2%), 1-day impressions (3,000 - 10,000), 1-day clicks (3,000 - 10,000), and 1-day conversions (3,000 - 10,000). It also includes a note about estimated results and a question about forecast helpfulness.

**Forecasted Results**

Target audience size  
**30,000,000+**

Segment breakdown

Industry

**Target audience size:**  
Displays the total number of LinkedIn members that fit your targeting options.

**Segment breakdown:**  
A dropdown list of professional attributes like job function, years of experience, company size, industries and interest based on information that members provide in their profiles.



300 members is the minimum target audience size for a campaign. If your audience size is too small, you will be notified with an “Audience Too Narrow” message which prevents you from saving your targeting and moving to the next step. To achieve optimal scale for your campaign, aim for:

**50,000+** members for  
Single Image, Carousel, Video and Text Ads

**15,000+** members for  
Message and Conversation Ads



Take a closer look  
in Campaign Manager

## Account-based marketing

An account-based marketing (ABM) strategy allows you to be laser-focused in your efforts by engaging accounts with a high degree of buying intention. A LinkedIn survey found that, globally, 54% of marketers already use ABM and 80% plan to increase their budget investment in this area. To achieve their ABM goals, marketers need to overcome unreliable data, personalise content at scale and show the results of their programme and campaigns. That's where LinkedIn can come into play.

The member-generated, first-party data on LinkedIn is more accurate and highly differentiated in the market noise of audience data. Plus, LinkedIn's innovative products help you navigate the complex B2B buying process, where multiple touchpoints influence every sale.



Source: *A B2B Marketing Jumpstart to Account-Based Marketing*, LinkedIn



You can target up to 200 different organisations using the Company Name option. To target an even larger list, use Matched Audiences to upload a list of up to 300,000 companies.

**Whether your campaign objective is awareness or conversion, you can use company targeting to focus your ABM campaign on high-value companies and reach decision makers across an organisation. Here's how:**

1. Use Company Name targeting to precisely define the accounts you want to nurture
2. Upload your list of target companies and use Matched Audiences to expand your reach to similar companies across 8+ million LinkedIn Pages
3. Identify the people who make and influence buying decisions at your highest value accounts
4. Define and create targeted campaigns for these accounts
5. Deliver tailored content and nurture audiences along the buyer journey

Model your campaigns after this winning example



## Jabra

**Location:** Copenhagen, Denmark | **No. of Employees:** 1,500+ | **Industry:** Consumer Electronics



### Challenge

- Jabra is a global leader in audio-equipment that powers the ways businesses communicate and get work done.
- With remote work on the rise, Jabra needed a way to build a B2B pipeline of companies searching for the equipment to make this shift to a digital and distributed workforce.



### Solution

- Turning to LinkedIn for lead generation, Jabra leveraged LinkedIn's retargeting and Company Targeting to reach key accounts, while segmenting based on website activity, job functions and member interests.
- Video Ads allowed Jabra to tell a visual story of how it was helping retailers make the shift to a digital workforce powered by its technology.
- It used Single Image Ads with a Lead Gen Form to push that audience further down the funnel.



### Results

- By retargeting prospective buyers based on those who opened a Lead Gen Form but didn't submit, Jabra beat its benchmarks for engagement while increasing conversion rates at the bottom of the funnel.



"We tested retargeting by Lead Gen Forms against our normal targeting tactics and found the CTR to be 2-3 times higher. Although still early in the process, we find that leads generated from retargeting have a higher qualification rate from MQL to SQL."

**Morten Jensen** | Senior Marketing Manager



Inspired?

[Start planning your next campaign](#)

Read me if you want to build your brand on LinkedIn

Budget Investment	Buyer Stage	Objectives	Targeting Attributes & Matched Audiences
 <p>46% in Brand</p>	Awareness	Brand awareness	<b>Job Function + Seniority</b> Skills or Job Titles Interest Targeting Lookalike Audiences
	Consideration & Engagement	Video views Engagement Website visitors	<b>Job Titles + Member Traits</b> Uploaded Lists Website Retargeting Retargeting by Engagement



[Explore targeting options  
in Campaign Manager](#)

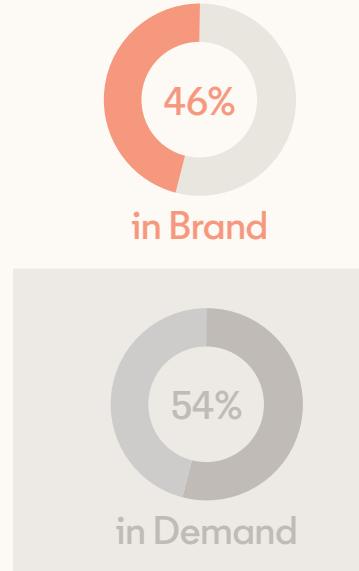
## Step 4

# Choose your format mix

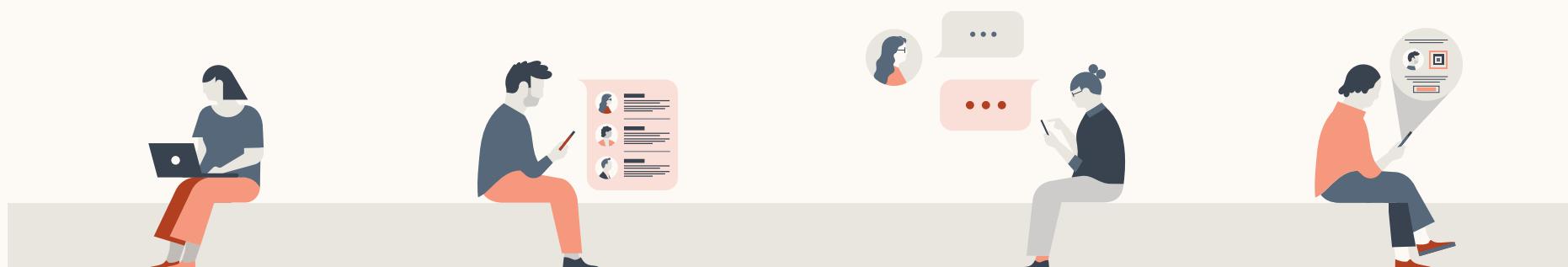
You're now ready to develop a format mix. Your choice of LinkedIn advertising formats will depend on the role you want the ads to play. Start by understanding your choices and how they can serve your objectives.



Choose your  
format mix

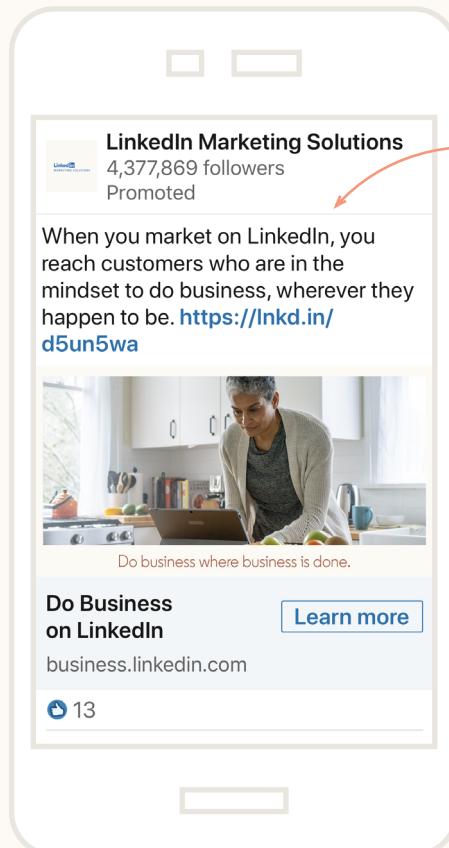
Budget Investment	Objective	Ad Placement		
		Feed	Messaging	Right-Rail
 <p>46% in Brand</p> <p>54% in Demand</p>	Awareness	Video Ads* Single Image Ads* Carousel Ads	Conversation Ads	Spotlight Ads
	Consideration & Engagement	Single Image Ads* Carousel Ads	Conversation Ads	Spotlight Ads, Follower Ads, Text Ads
	Conversion	Single Image Ads* Carousel Ads	Message Ads	Spotlight Ads, Follower Ads, Text Ads

\* Reach your target audience off LinkedIn too through premium publishers, like Business Insider, with **LinkedIn Audience Network**. LinkedIn Audience Network is currently only available for Sponsored Content single image and video ads.



Read me if you want to build your brand on LinkedIn

**Single Image Ads** are a Sponsored Content ad format. These ads feature one image and appear directly in the LinkedIn feed of your target audience.



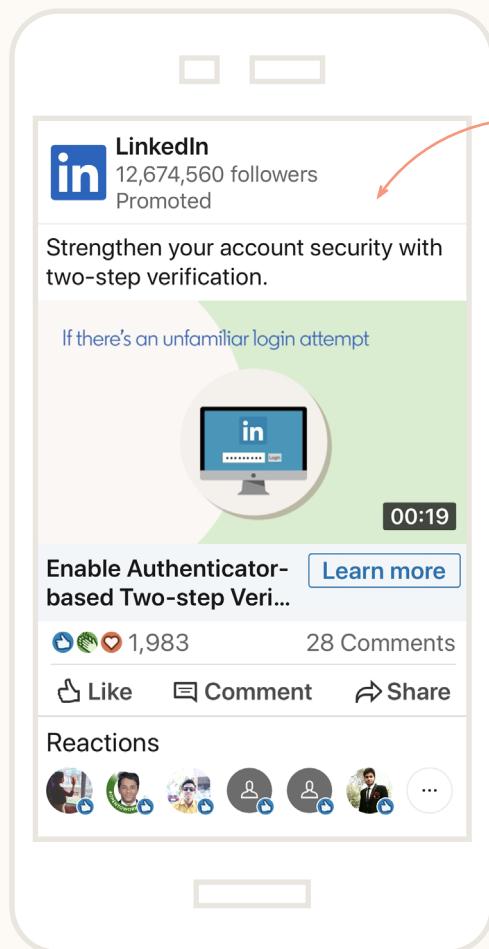
### Make it work

- Keep your ad copy concise for greater engagement. Aim for under 150 characters for headlines and 70 characters for descriptive copy.
- Use larger images for up to 38% higher click-through rates. An image size of 1200x627 pixels is recommended.
- Feature a clear call-to-action so your audience knows how to act on their interest.

### Make it work

- Tell your brand story
- Provide insights to establish your thought leadership position
- Share customer successes

**Video Ads** are a compelling way to engage your audience on LinkedIn, especially since people engage with video ads almost 3x longer than a static ad.



#### Make it work

- Include captions to attract and engage your audience, particularly those who watch videos on mute
- Treasure the first 10 seconds. Show your audience what you want them to see before viewer attention drops



#### Short videos (5-15s)



Try looped videos similar to animated gifs or adopt a teaser approach to encourage your audience to learn more

#### Mid-length videos (30s)



Establish your point in the first 5 seconds, then drive it home with quick product overviews or 'talking head' interviews

#### Long videos (1min+)

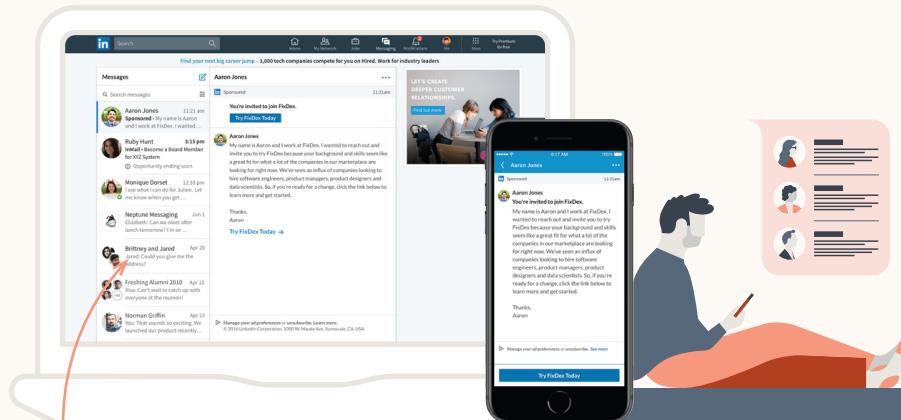


Weave a richer story that makes an emotional connection or imparts knowledge



## Choose your format mix

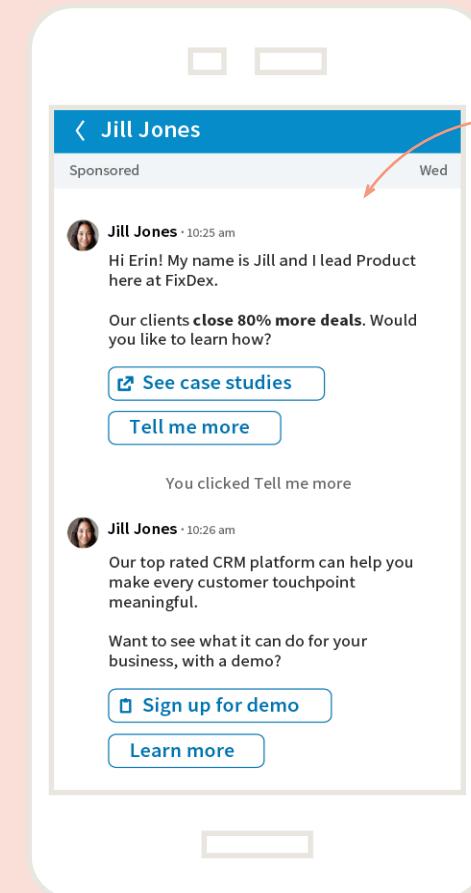
**Message Ads** allows you to send targeted messages directly to your audience in an uncluttered environment. Messages are delivered in real time, only when your audience is active on LinkedIn, to increase the likelihood of engagement.



### Make it work

- Write an engaging subject line to entice audiences to read on
- Always introduce yourself and make your purpose clear
- Limit messages to under 500 characters
- Add hyperlinks to make it easier for the prospect to engage with the ad
- Focus on one call-to-action
- Add a Lead Gen Form to drive up to 4X more leads

**Conversation Ads** are the next generation of Message Ads. Use this format to engage your audience in a personalised manner as they control the conversation path with their responses.

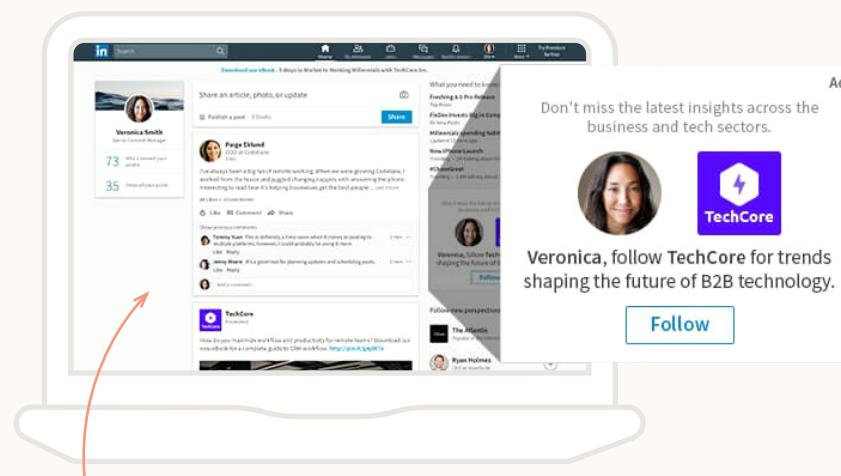


### Make it work

- Choose an appropriate sender — product demos could come from your Director of Sales, while event invitations could come from your CEO.
- Make your first sentence count. There's no subject line in a Conversation Ad so the first line can determine your open rate.
- Use 2-3 call-to-action opportunities to guide audiences into learning more.
- Drive higher quality leads by asking qualifying questions and including a Lead Gen Form for easy lead collection.

## Choose your format mix

Right-Rail Ads are displayed on the side rail of the LinkedIn homepage and include:



- **Spotlight Ads** where your ads are visually personalised to your target audience. Capture attention by selecting the option to have their profile photo appear in the ad.
- **Follower Ads** encourage audiences to follow your Page or Showcase Page and feature their photo and your company logo.
- **Text Ads** are simple but versatile ads. Make them stand out by addressing your audience directly in your ad copy or adding an optional image.

## Make your content work too

Content matters in brand marketing. Your content marketing strategy can boost your paid advertising efforts significantly, especially when you use it to build trust in the business. Adopt a full-funnel content marketing strategy to guide your content creation in a way that anticipates and solves your audience's needs at every stage of the buyer journey.



Your deep-dive resource:  
Content marketing in times of uncertainty



Inspired?

Start planning your next campaign

## Choose your format mix

Because LinkedIn ad formats are designed to work in harmony to help you achieve your objectives, you can amplify your advertising effectiveness by combining them in a variety of ways. The right mix for your campaign would necessarily depend on a host of factors, such as the nature of your business, but these tried-and-tested combinations offer an excellent starting point.

### Awareness

Video Ads, Single Image Ads,  
Conversation Ads

### Consideration

Single Image Ads, Carousel Ads,  
Conversation Ads

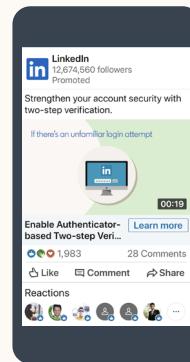
### Conversion

Single Image Ads, Carousel Ads,  
Message Ads, Lead Gen Forms

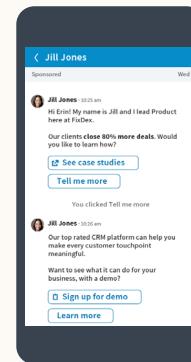
### Single Image Ads



### Video Ads



### Conversation Ads



Use these in parallel to highlight interactive and engaging customer stories in testimonial videos while promoting case study examples with Single Image Ads.

Retarget those who **watched 25% or more** of your Video Ad with another Video Ad or a Single Image Ad to **deepen engagement** and provide them with the information they need at this early stage.

Deliver **personalised stories at scale** and allow your audiences to guide the conversation flow with multiple call-to-action buttons.



## Choose your format mix

### Awareness

Video Ads, Single Image Ads,  
Conversation Ads



### Consideration

Single Image Ads, Carousel Ads,  
Conversation Ads



### Conversion

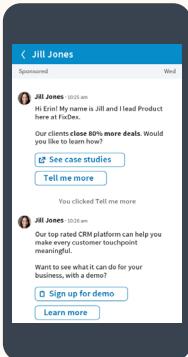
Single Image Ads, Carousel Ads,  
Message Ads, Lead Gen Forms

To drive website visits

#### Single Image Ads



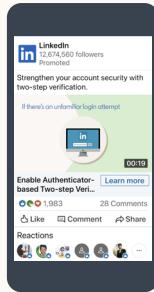
#### Conversation Ads



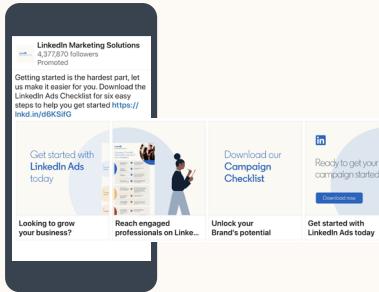
Use this combination to provide audiences with **multiple entry points** for taking the next action in the buyer journey.

To drive engagement

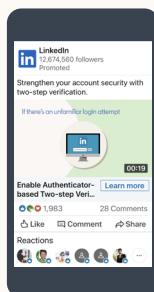
#### Video Ads



#### Carousel Ads



To drive video views



#### Video Ads of varying lengths

Increase your **reach and engagement** with a visual story told through video ads of varying lengths. For audiences who **watched less than 50%** of your video, retarget them with a shorter video on a different topic.

For audiences who **watched more than 50%** of your video ad, deepen engagement with another video of about the same length that focuses on a middle-funnel topic.

Deepen engagement by incorporating **more visual components**, whether to enable deeper storytelling or show product capabilities. This combination is great to show a video preview of an upcoming event you're **driving registrations** for, with Carousel Ads displaying a few keynote or featured speakers.

Model your campaigns after this winning example



## Johnson & Johnson

Location: New Brunswick, USA | No. of Employees: 10,001+ | Industry: Hospital & Healthcare



### Challenge

- As the world's largest and most broadly based healthcare company, Johnson & Johnson is committed to using its reach and size for good. With its position in the global healthcare ecosystem, Johnson & Johnson searched for a way to address the COVID-19 crisis.
- Their goal was to generate awareness of their pursuit of producing 1 billion doses of a vaccine while keeping audiences informed about the company's journey in an engaging and compelling way.



### Solution

- Johnson & Johnson created the "Road to a Vaccine" series to showcase Johnson & Johnson's, and the entire global scientific community's, work towards developing a vaccine.
- It took advantage of LinkedIn's targeting tools to deliver the 8-part series to the right audience, focusing on company names, job titles, member interests, and geography.
- It used Single Image and Video Ads in the LinkedIn feed to drive overall awareness of each episode, and Message Ads to engage members in 1:1 conversations on why they should watch.



### Results

1+ million views

**Surpassed best-in-class benchmarks**  
for LinkedIn's Message Ad format



"It's important for us to be able to hone in and target global advocates, politicians, doctors and nurses. When we say we want to reach people at the NIH, LinkedIn's quality audience gives us the ability to do just that."

**Lauren Ruotolo** | Director of Creative Partnerships



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Model your campaigns after this winning example



## Morris Garages India

Location: Gurugram, India | No. of Employees: 1,001-5,000 | Industry: Automotive



### Challenge

- Morris Garages (MG) India brings one of the most celebrated automobile brands to one of the world's fastest-growing automotive markets. It successfully launched MG Hector, its first product for India, in June 2019.
- The brand was keen to accelerate results in the post-launch phase of an already-successful marketing campaign for MG Hector.
- It sought to reach and engage a new, untapped segment of high-value customers with the means and interest to purchase a luxury vehicle.



### Solution

- Layered targeting filters to pinpoint potential buyers and buying occasions — top-level executives, automobile enthusiasts, and newly promoted senior executives
- Used Sponsored Content, Video Ads and Dynamic Ads to drive traffic to MG India's website
- Installed LinkedIn Insight Tag on the website to unlock valuable insights into visitor behaviour



### Results

11%	#1
bounce rate, its lowest ever	digital attribution of engaged website visitors
96% positive sentiment on paid and organic content	3X higher CTR and Engagement Rate vis-a-vis industry benchmarks



"At the core of the MG brand is a promise of exciting experiences every day. It guides not only what we sell, but also how we sell it. Having ran marketing campaigns on other digital platforms, we were keen to find out how LinkedIn could help us reach an affluent and engaged audience in a more targeted way. It was a remarkably successful experiment."

**Udit Malhotra** | Head of Marketing



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Model your campaigns after this winning example



## SMEC

**Location:** North Sydney, Australia | **No. of Employees:** 5,001-10,000 | **Industry:** Civil Engineering



### Challenge

- Engage and strengthen relationships with key clients and measure the progress through event participation and a targeted 2% increase in Net Promoter Score (NPS)
- Generate pride and empower SMEC employees to be brand advocates. This was to be measured by engagement on the internal global social network and an increase in employee shares on LinkedIn
- Generate wider brand awareness in the engineering and infrastructure industries
- Track the target audience's engagement rate with campaign content, across channels including LinkedIn and local media



### Solution

- A significant portion of SMEC's limited budget was allocated to Sponsored Content; leveraged video and single image ads to effectively craft and communicate the brand story and captivate the key audience
- Refined the audience segment using LinkedIn's precision targeting capabilities to amplify global reach for the 70 Years of Impact campaign within limited resources
- Employed both organic and paid methods with LinkedIn's support to help build quality engagement
- Increased LinkedIn activity improved SMEC's employee engagement. Employees were confidently interacting with their posts and sharing the content online, effectively profiling SMEC specialists and circulating thought leadership



### Results

**90%**  
increase in  
employee shares  
during the  
campaign

**5%**  
engagement  
rate compared  
to the industry  
benchmark of 1%

**2 million**  
impressions  
and 756,000+  
LinkedIn  
members reached

**3.3%**  
increase in  
Net Promoter  
Score,  
exceeding  
target of +2%



"During the COVID-19 pandemic, when most of our conferences, event and industry forums are cancelled, we are relying even more on LinkedIn as one of the means by which we can engage with our clients."

**Liz Shi** | Corporate Communications and Marketing Manager



Inspired?

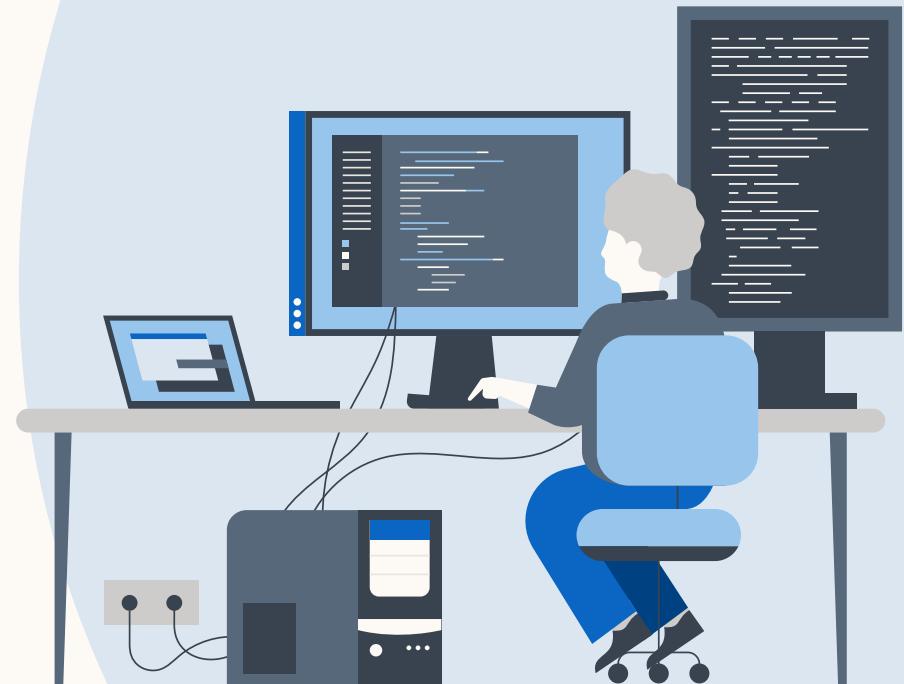
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## Step 5

# Monitor KPIs and measure ROI

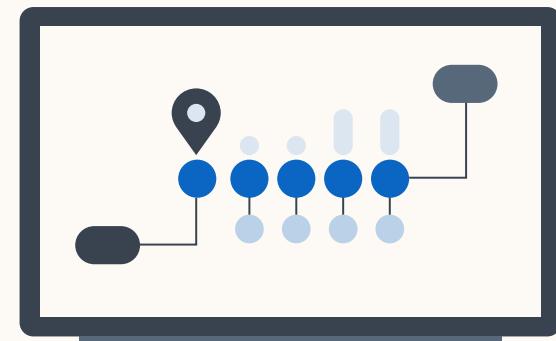
While brand marketing can deliver tremendous value to the business, proving this value isn't always easy. Here are some recommendations that could help.



## Know the difference between KPI and ROI

The average B2B sales cycle is more than six months, but 77% of marketers try to prove ROI within a month. When you do this, you're not really measuring ROI — you're reporting KPIs, and that doesn't fully capture the impact of your work.

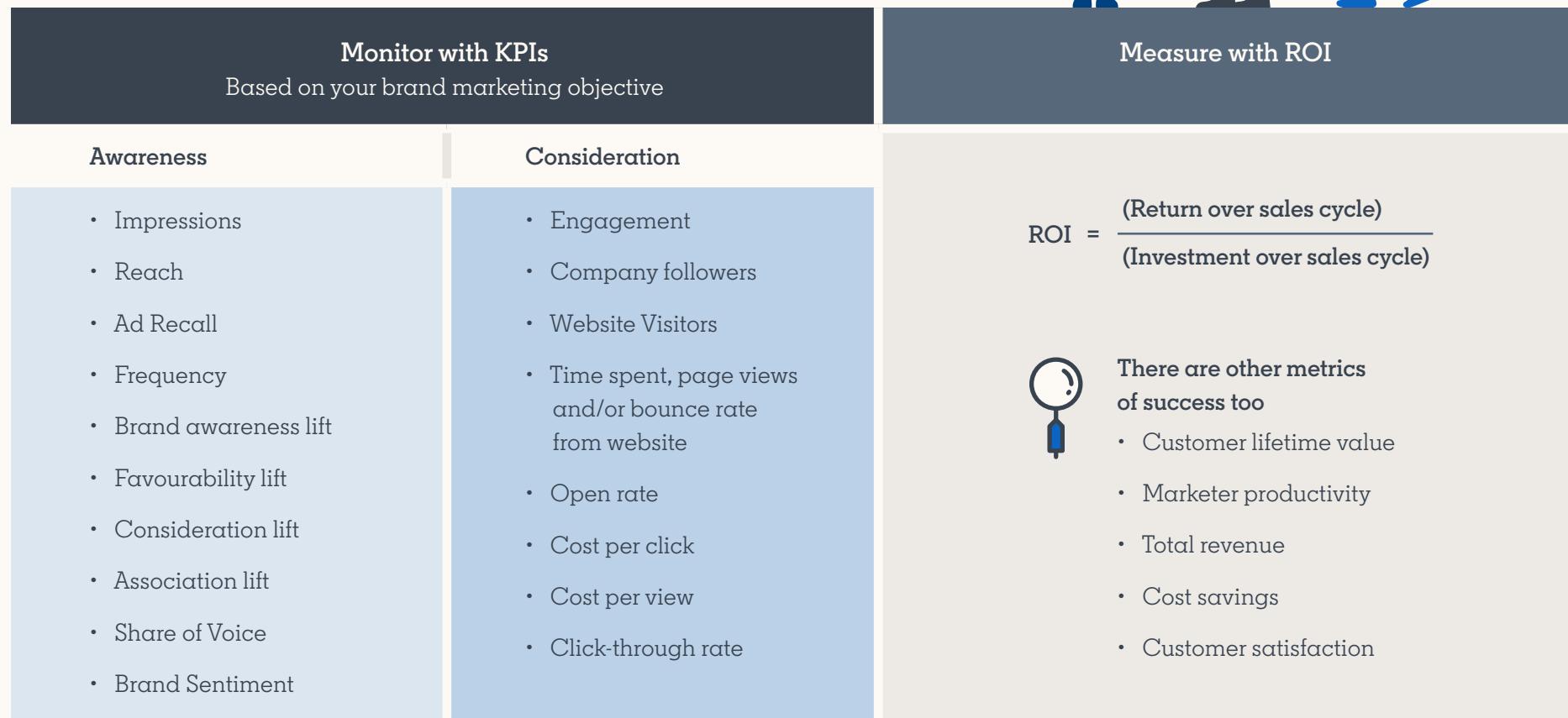
	Key Performance Indicators (KPI)	Return on Investment (ROI)
What does it tell us?	Short-term impact of campaigns	Long-term impact of campaigns
What's its purpose?	Forward-looking predictor of end performance	Backward-looking informer of future budget allocation decisions



Your deep-dive resource:  
[The Long and Short of ROI](#)

## What's needed is a long-term measurement mindset

- Define and measure ROI over the length of your sales cycle
- Define the differences between KPIs and ROI
- Educate and share with partners and stakeholders



## Monitor KPIs and measure ROI

Campaign Manager, the advertising platform on LinkedIn, reports a wide range of metrics for every campaign you run. By tracking and comparing your key metrics based on your objectives, you can learn which campaigns and ad creatives are most effective.

Use these 3 tips to enhance the way Campaign Manager works for you.

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there are tabs for 'CAMPAIN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below these are sections for 'Campaign groups' (10 total), 'Campaigns' (50 total), and 'Ads' (200 total). A search bar at the top left allows filtering by 'Search by name, campaign ID, or type'. The main area displays a table of campaigns with columns for Name, Status, Spent, Impressions, Clicks, Average CTR, Bid, Average CPM, and Average CPC. Each row includes a checkbox and a link to the campaign details page. The first few rows are highlighted with blue boxes: '50 campaigns' (Total Spent: \$57,735.29, Total Impressions: 1,392,210, Total Clicks: 16,718, Average CTR: 0.510%, Bid: \$20.21, Average CPM: \$5.10), 'FixDex CXO ADS Campaign' (Status: Active, Spent: \$4,169.34, Impressions: 23,130, Clicks: 619, Average CTR: 0.10%, Bid: \$10.12, Average CPM: \$15.32, Average CPC: \$4.04), and 'FixDex CXO High Tech NAMER ADS Campaign' (Status: Draft, Spent: \$0, Impressions: 0, Clicks: 0, Average CTR: 0.00%, Bid: \$0, Average CPM: \$0, Average CPC: \$0).



**Personalise it**  
Use pre-selected views to tailor your metrics that matter to you

### Work faster

The search function lets you pull out relevant campaigns and ads based on entered keywords

### Analyse quicker

Do analysis in seconds with 1-click breakdowns, quick totals and hover-overs



Take a closer look  
in Campaign Manager

Measuring your ad performance — and therefore the impact of your advertising investment — is critical. On LinkedIn, you can do this in seven easy steps:

1. Identify your key metrics based on your objectives.

Advertising objectives by stage	Measurement metrics
Awareness	<ul style="list-style-type: none"><li>Impressions</li><li>Clicks</li><li>Click-through rate</li></ul>
Consideration	<ul style="list-style-type: none"><li>Website visits</li><li>Clicks</li><li>Click-through rate</li></ul>
Conversion	<ul style="list-style-type: none"><li>Conversion rate</li><li>Cost per conversion</li><li>Cost per lead</li></ul>

2. Set up the LinkedIn Insight Tag to leverage Conversion Tracking.

3. Put Lead Gen Forms to work.

Lead Gen Forms allow you to measure bottom-of-funnel metrics like Number of Leads and Cost per Lead. You will also get deeper insights into the demographics of leads that you have successfully converted.

4. Let your campaigns run for at least 7 days before checking your campaign performance.

It takes at least 7 days for the LinkedIn algorithm to learn about your campaign, so give it some time to work before you start optimising towards your campaign objectives.

5. Use Campaign Demographics to analyse which audiences respond best to your ads.

Based on these insights, you can create new target audiences or direct your ad spend to better-performing areas.

6. Use Performance Insights for recommendations on improving your bids and budgets.

Campaign Manager offers insights into your total budget, daily budget and bids to help you increase the competitiveness of your ads.

7. Try A/B testing to identify your best-performing creative, copy and targeting options.

By testing two similar campaigns with one small variation in creative, copy or targeting options, you can find out which combination is more effective.



### Discover the LinkedIn Insight Tag

The LinkedIn Insight Tag is a snippet of code for your website. It enables you to see how your ads are driving valuable actions, including content downloads, sign-ups, purchases, and more. With it, you can track website conversions tied to all your LinkedIn ads, then let LinkedIn automatically optimise your campaigns for even more conversions. It also unlocks demographic insights about your website visitors and allows you to re-engage them by retargeting them with LinkedIn ads.

Read me if you want to build your brand on LinkedIn

## Demonstrate marketing value with LinkedIn

Analytic Partners, an industry-leading measurement and optimisation solution provider, assessed the performance of LinkedIn across three verticals: Technology, Financial Services and Education. Media Mix Modelling (MMM) and Multi-Touch Attribution (MTA) modelling takes into account the full sales cycle and determines drivers of business performance across traditional and digital media. This long-term view of ROI highlighted the value of LinkedIn:

2-5x

In technology,  
LinkedIn generated  
2-5x higher ROAS  
(Return on Ad Spend)  
than other social  
media platforms

7x

In financial  
services, LinkedIn  
generated 7x  
more incremental  
customer sign-ups  
than Display

2-4x

In education,  
LinkedIn was  
2-4x as effective  
as other display  
media\*

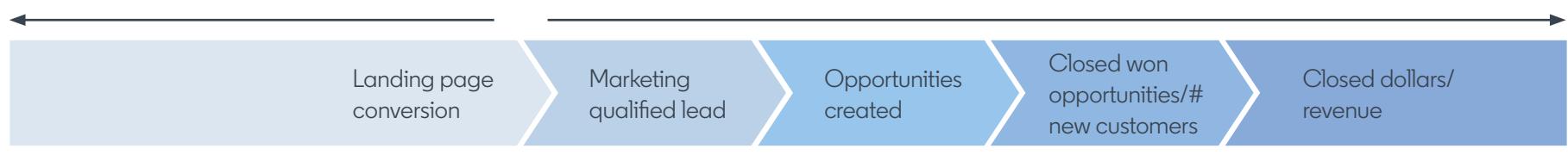
To achieve true measurement nirvana, however, you need to track your marketing campaigns through the sales funnel.

### Use leading metrics

to measure initial impact, such as CTR, website traffic and engagement, for an early read on advertising effectiveness.

### Use lagging metrics

as revenue-focused, long-term indicators of success, such as how many opportunities came from advertising.



To support you, LinkedIn continues to invest in measurement across brand, performance and business outcomes through partnerships with leading providers, such as:



\*Source: Bachmann, Kathy. Menkes, Mike. Future-Proof Your Market Position: Rethinking Marketing Strategy in Turbulent Times. Analytic Partners. Apr 2020. Webinar



Learn about LinkedIn's  
partnerships

In a nutshell, to build your brand on LinkedIn, you need to:

Step 1. **Define your objectives** for brand marketing

Step 2. **Build a compelling organic presence** to amplify your paid efforts

Step 3. **Target with precision** with profile-based targeting, company name targeting, contact targeting or website retargeting

Step 4. **Choose your format mix** using powerful combinations to achieve your objectives

Step 5. **Monitor KPIs and measure ROI** to prove the long-term value of your brand marketing efforts



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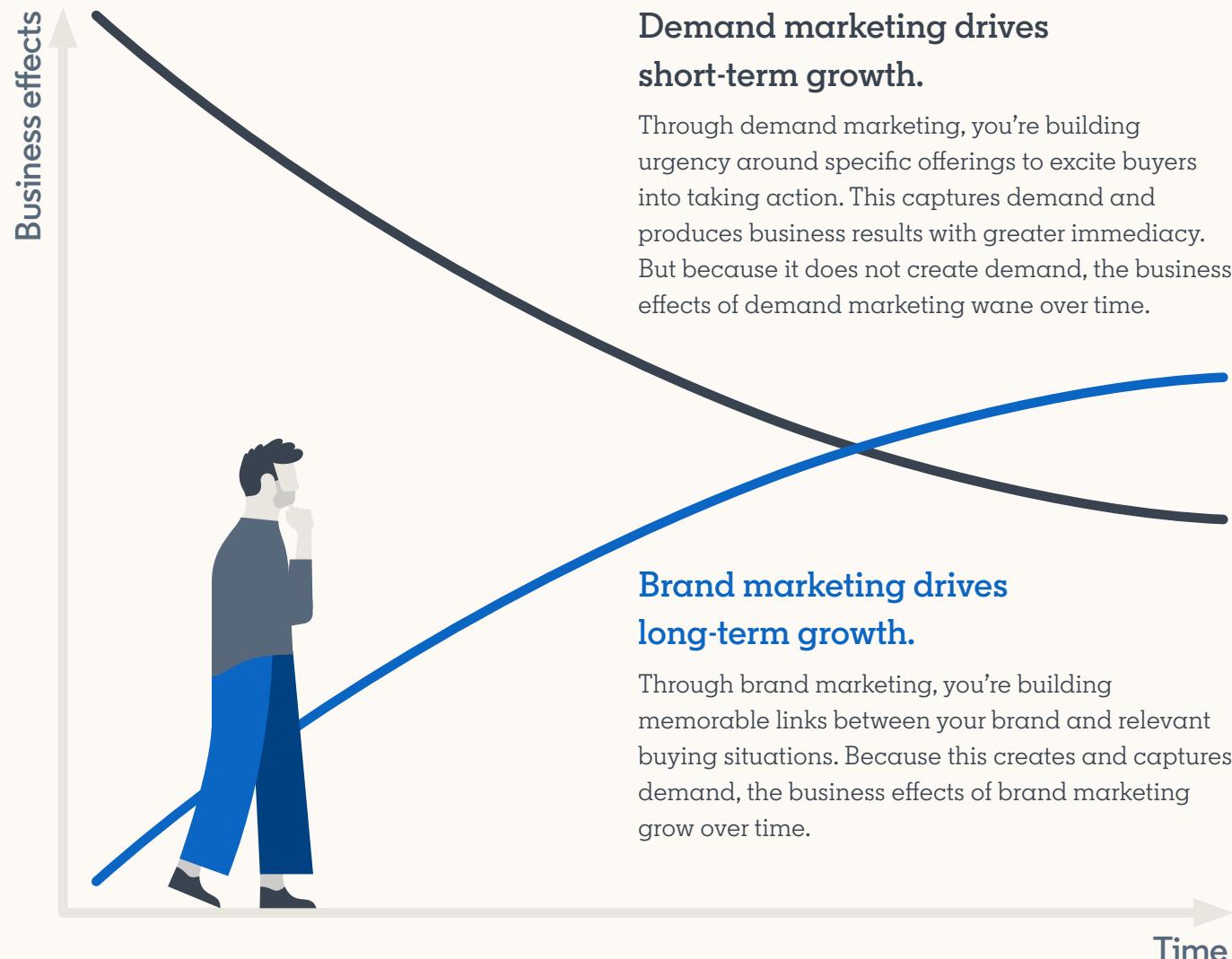
## Key takeaways

Budget Investment	Stage	Objectives	Optimisation	Targeting	Recommended Ad Format Mix	Measurement
46% in Brand	Awareness	Brand Awareness	Impressions	Job Function + Seniority Skills or Job Titles Interest Targeting Lookalike Audiences	Series of Video Ads Single Image Ad + Video Ad Conversation Ad	Impressions Clicks Click-through rate
	Consideration & Engagement	Video Views	Video views	Job Titles + Member Traits Uploaded Lists Website Retargeting Retargeting by Engagement	Video Ads of varying lengths	Website visits Clicks Click-through rate
		Engagement	Clicks to landing page, LinkedIn Page, social pill, LinkedIn Page followers, social actions		Video Ad + Carousel Ad	
		Website Visitors	Landing page clicks		Single Image Ad + Conversation Ad	
54% in Demand	Conversion	Lead Generation	Lead gen form submissions	Uploaded Lists Website Retargeting Retargeting by Engagement	Single Image Ad + Message Ad + Lead Gen Form	Conversion rate Cost per conversion Cost per lead
		Website Conversations	Conversions	Single Image Ad + Message Ad		

\* Reach your target audience off LinkedIn too through premium publishers like Business Insider with **LinkedIn Audience Network**. LinkedIn Audience Network is currently only available for Sponsored Content single image and video ads.

## Before you go....

Remember to save some love for demand marketing too! Every business needs a balance of brand and demand marketing to achieve robust, sustainable business growth.



Strengthen your demand marketing fundamentals  
with [Read Me if You Want to Drive More Leads on LinkedIn](#)

[Read me if you want to build your brand on LinkedIn](#)

# Start building your brand on LinkedIn now

Put your learnings into action and get the results you want:

[Create an ad](#)

Prefer to learn more first?

[Explore LinkedIn Marketing Solutions](#)

