

How To Use **LinkedIn Ads** To Generate Leads

LinkedIn



S1: Hello, welcome to this video course! In this video, you will learn how to use LinkedIn Ads to generate leads.

What You Will Learn

- ▶ **Basics of LinkedIn Ads**
 - What and why?

- ▶ **Types of LinkedIn Ads**
 - Sponsored Content Ads and Text Ads

- ▶ **How to use LinkedIn Ads**

S2: Before we start, let's take a look at the simple breakdown of what you will be learning. In this module, you will learn about the basics of LinkedIn Ads – what is it and why you should use it. I will also explain to you the two types of

most commonly used LinkedIn Ads – which are the Sponsored Content Ads and the Text Ads. I will then guide you through how to create and use your own LinkedIn Ads for your business to generate leads.

What is LinkedIn ad?

What?

- ▶ LinkedIn Ad is a self-service advertising platform where advertisers can deliver highly relevant, targeted messages to its audiences

S3: So let's get started! What is a LinkedIn Ad?

LinkedIn Ad is a self-service advertising platform where advertisers can deliver highly relevant and targeted messages to its audiences.

LinkedIn Ads can be very useful to gain high converting leads and help expand your business. Here's two main reason you should use LinkedIn Ads for your business.

Why use LinkedIn ad?

Why?

- ▶ LinkedIn has great targeting options - target by job title, employer, role, skills, and interests
- ▶ LinkedIn profiles contain more detailed and up-to-date information compared to what people list on their personal profiles on other social media profiles

S4: LinkedIn provides great targeting options. This includes the ability to target its audiences by their job title, employer, role, skills, and interests.

LinkedIn profiles contain more detailed and up-to-date “professional” information compared to what people list on their personal profiles on other social platforms.

Why use LinkedIn ad?

- ▶ Flexible advertising cost - you can choose to set your budget
- ▶ Multiple functions - design different ads, create logical groupings, define bids for campaigns, measure performance

S5: This platform allows you to set up ad accounts whereby you can control the

total advertising costs by setting a campaign start and also end date. This way you can estimate and plan your maximum daily budget. You have the choice to spend as little or as much as you would like, it all depends on the allocated budget that you set.

In addition, LinkedIn's self-service advertising platform has a similar concept to those offered by Google and Facebook. For example, it allows you to design different types of ads, create logical groupings, define bids for specific campaigns, and measure performance with metrics such as impressions, clicks and conversions.

Types of LinkedIn Ads

► Sponsored Content Ads

- Commonly used for content that you can sponsor, so that it appears in the News Feeds of your target audience.
- Functions:
 - * Boosting your content across all devices
 - * Attract new followers to your Company or Showcase Page
 - * Reach just the right audience with precise targeting options

S6: LinkedIn's self-service platform offers two distinct ad types: Sponsored Content Ads and Text Ads. While the two ad formats have some key distinctions, they're both similar in that they offer a complete bid and budget control, precise targeting and content that can drive significant sales and leads for your business. The differences between the two are where they are displayed and how you create them.

So what's the difference between these two ads?

Sponsored Content Ads is commonly used for content that you can sponsor, so that it appears in the newsfeed of your targeted audience. It is similar to newsfeed updates on Facebook.

Sponsored Content Ad has the flexibility of boosting your content across all devices, it gets your message out on desktop, tablet, and mobile. Its advertising mechanism works by attracting new followers to your Company or Showcase Page to reach just the right audience with precise targeting options.

Types of LinkedIn Ads

► Text Ads

- Appear around the typical web pages that people see while being on LinkedIn.
- Functions:
 - * Start generating leads in minutes
 - * Add a compelling headline, description and a 50x50 image
 - * Set your budget, measure performance in Campaign Manager

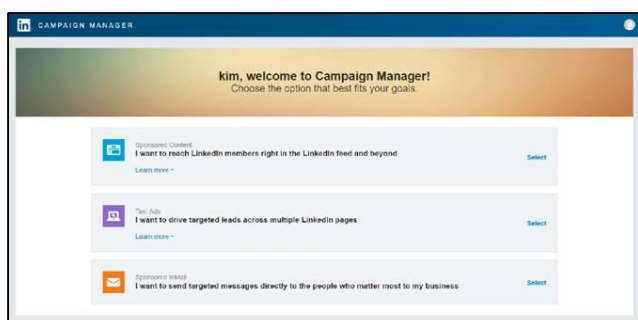
S7: On the other hand, Text Ads appear around the typical web pages that people see while being on LinkedIn. They are similar text advertisement banners you usually would spot on your Facebook page, YouTube or any other common websites.

Text ads are extremely widely used as it can start generating leads within minutes. It is simple to use as you only need to add a compelling headline, description and a 50x50 image. You get to set your advertisement budget according to your preference and you can measure your ad's performance in Campaign Manager.

How To Use LinkedIn Ads?

S8: So how do you create your LinkedIn Ads?

Sponsored Content Ads



► Log onto www.linkedin.com/ad/accounts to access LinkedIn Campaign Manager.

S9: In this step by step tutorial, I will be guiding you on setting up a Sponsored Update Campaign on LinkedIn.

To create a Sponsored Content Ad, you'll need an account linked to your LinkedIn company page or showcase page to create a sponsored update. If you

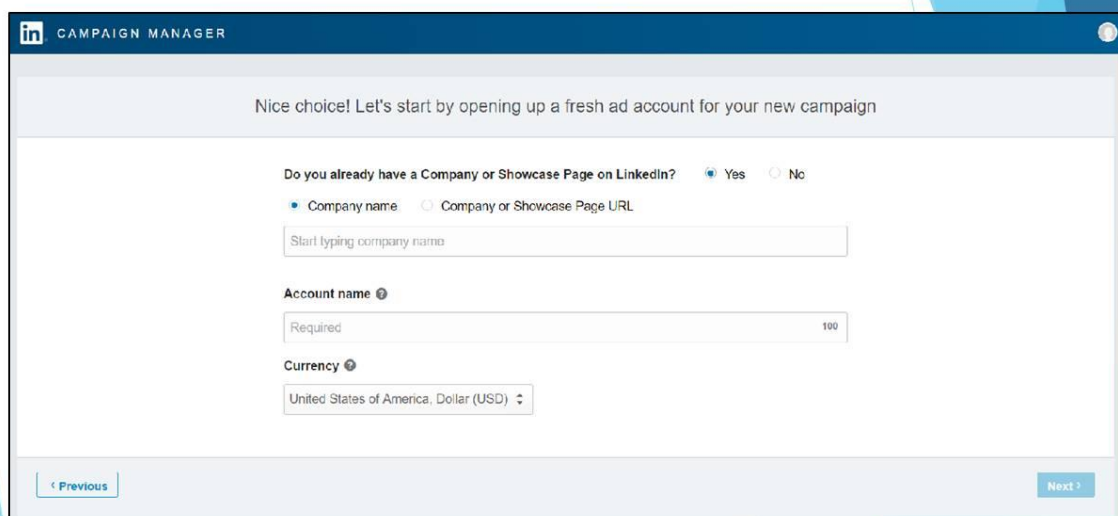
haven't already created an account, you can start by setting up a Business Account through the LinkedIn Campaign Manager.

So once you have created a business account, head over to www.linkedin.com/ad/accounts to access LinkedIn Campaign Manager.

You will then be landed on this page where LinkedIn greets you welcome to campaign manager. Here, you can choose to either use Sponsored Updates and Text Ads.

In this tutorial, we'll be going with Sponsored Updates, so select the first option.

► Set up your ad account



The screenshot shows the LinkedIn Campaign Manager interface for setting up a new ad account. The page title is "CAMPAIGN MANAGER". The main heading is "Nice choice! Let's start by opening up a fresh ad account for your new campaign". Below this, there are several form fields and options:

- A question: "Do you already have a Company or Showcase Page on LinkedIn?" with radio buttons for "Yes" (selected) and "No".
- Two radio buttons: "Company name" (selected) and "Company or Showcase Page URL".
- A text input field for "Company name" with the placeholder text "Start typing company name".
- A text input field for "Account name" with a "Required" label and a character count of "100".
- A dropdown menu for "Currency" with the selected option "United States of America, Dollar (USD)".
- Navigation buttons: "< Previous" and "Next >".

S10: Then you will be required to create an ad account for the campaign.

To create an ad account, you'll need to set up a Company or Showcase Page. You can easily create it within your LinkedIn account whereby it only takes a couple of minutes to fill in the required information and you're done. Then in some basic account information for your new campaign: your company name, your account name, and select your preferred currency.

► Enter campaign name and desired language



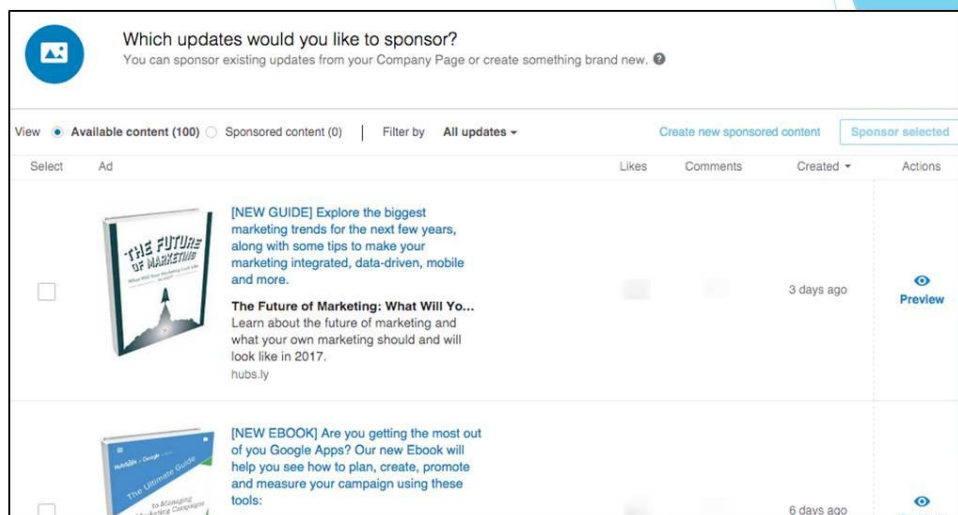
Great choice! Before we get started, what language do you want to run your campaign in?
The language you choose should be the same one your target audience speaks.

Enter a campaign name 50

Choose language ⓘ



S11: So now you will be customize your campaign whereby you need to enter a name for your language campaign as well as a desired language.

► Campaign content selection and creation



Which updates would you like to sponsor?
You can sponsor existing updates from your Company Page or create something brand new. ⓘ

View Available content (100) Sponsored content (0) | Filter by All updates ▾ [Create new sponsored content](#) [Sponsor selected](#)

Select	Ad	Likes	Comments	Created ▾	Actions
<input type="checkbox"/>	 <p>[NEW GUIDE] Explore the biggest marketing trends for the next few years, along with some tips to make your marketing integrated, data-driven, mobile and more.</p> <p>The Future of Marketing: What Will Yo... Learn about the future of marketing and what your own marketing should and will look like in 2017. hubs.ly</p>			3 days ago	Preview
<input type="checkbox"/>	 <p>[NEW EBOOK] Are you getting the most out of you Google Apps? Our new Ebook will help you see how to plan, create, promote and measure your campaign using these tools:</p>			6 days ago	Preview

S12: Then it is time for you to move onto the content selection and creation for your campaign.

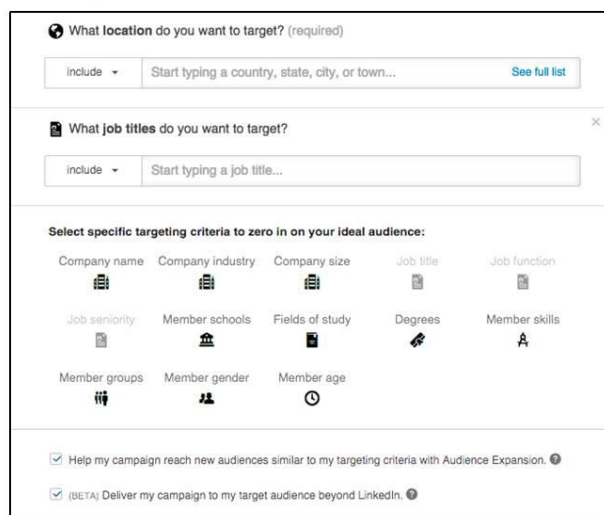
LinkedIn will offer a list of available contents where you can browse, choose, and determine what content you'd like to sponsor.

Campaign Manager enables you the choice to either sponsor existing updates or create a new Sponsored Update.

If you already have an existing update of your own that you would like to boost, select the corresponding check box, and click Next.

And then, if you would prefer to start from scratch, just select "Create new sponsored content" and follow the instructions.

► Define a target audience



The screenshot shows the LinkedIn Campaign Manager targeting interface. It is divided into three main sections:

- Location targeting:** A section titled "What location do you want to target? (required)" with a dropdown menu set to "include" and a search box containing "Start typing a country, state, city, or town...". A "See full list" link is visible on the right.
- Job titles targeting:** A section titled "What job titles do you want to target?" with a dropdown menu set to "include" and a search box containing "Start typing a job title...".
- Select specific targeting criteria to zero in on your ideal audience:** A grid of 12 targeting criteria, each with an icon and a label: Company name, Company industry, Company size, Job title, Job function, Job seniority, Member schools, Fields of study, Degrees, Member skills, Member groups, Member gender, and Member age.

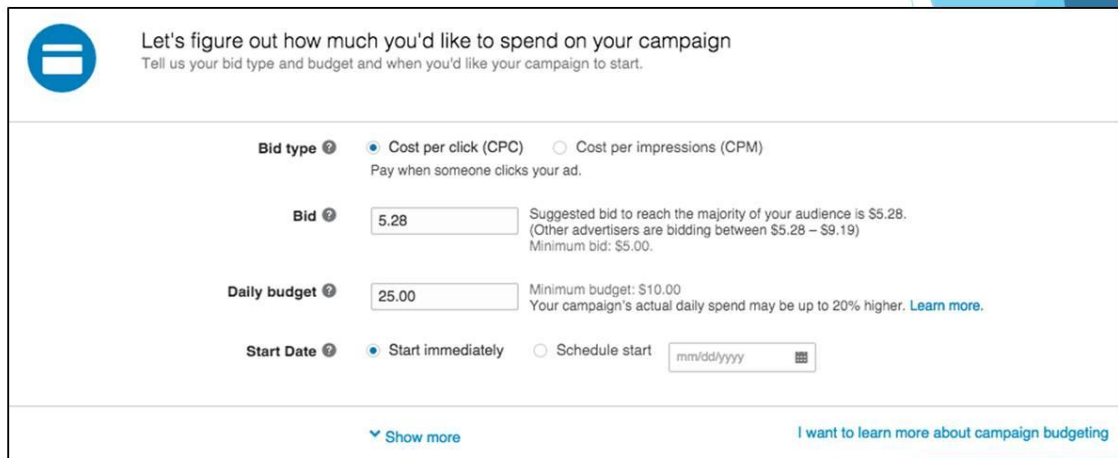
At the bottom, there are two checked options:

- Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion. ?
- (BETA) Deliver my campaign to my target audience beyond LinkedIn. ?

S13: Moving on, you will be prompted to customize the target audience and location of your preference.

You need to determine whom you want your content to reach. LinkedIn Campaign Manager enables you to choose from a number of targeting criteria such as location, job title, company name, member age, etc.

► Set a budget & duration for your campaign



The screenshot shows a form titled "Let's figure out how much you'd like to spend on your campaign" with the subtitle "Tell us your bid type and budget and when you'd like your campaign to start." The form includes the following fields and options:

- Bid type:** Radio buttons for "Cost per click (CPC)" (selected) and "Cost per impressions (CPM)". Below this, it says "Pay when someone clicks your ad."
- Bid:** A text input field containing "5.28". To the right, it says "Suggested bid to reach the majority of your audience is \$5.28. (Other advertisers are bidding between \$5.28 – \$9.19) Minimum bid: \$5.00."
- Daily budget:** A text input field containing "25.00". To the right, it says "Minimum budget: \$10.00 Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)"
- Start Date:** Radio buttons for "Start immediately" (selected) and "Schedule start". Next to "Schedule start" is a date picker input field with the placeholder "mm/dd/yyyy".

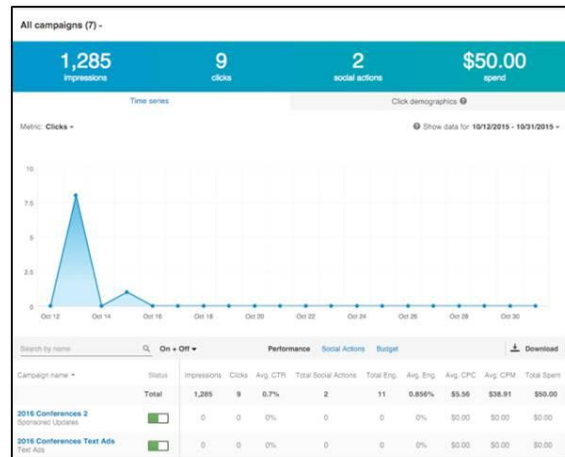
At the bottom of the form, there are two links: "Show more" and "I want to learn more about campaign budgeting".

S14: Then lastly, you have to set a budget & duration for your campaign.

You are allowed to select one of two different bid types: CPC which stands for pay when someone clicks your ad. Or CPM which stands for pay when someone sees your ad.

And from there, the Campaign Manager will suggest a bid and daily budget. You can also customize the start date of the campaign as you like.

► Launch and monitor your content



S15: And you're done! Simple click and launch your campaign!

After launching a Sponsored Update Ad Campaign, you can track its progress in the Campaign Manager homepage under the Sponsored Updates view.

Here's a sample of how the dashboard looks like.

You can track performance metrics, turn campaigns on and off, adjust bids, and make changes to the targeting criteria. You can also track the success of each update and test different formats until you found one that best suits your business.

And this will be the end of this video course. Thank you for following up with the modules and I wish you all the best in bringing your business to a higher level with LinkedIn!