



## An Overview of Paid LinkedIn Advertising

### Who LinkedIn is for

LinkedIn is a very B2B specific campaign. If you're selling low-ticket or ecommerce products, it's likely not for you.

If you are in the B2B space and help other companies with products or services, LinkedIn can be one of the most advantageous channels you can use.

If you have a course, are a consultant or freelancer or have a big enterprise, LinkedIn can help you get in front of the right audience.

### LinkedIn compared to other platforms

Given, paid ads on LinkedIn are more expensive than Facebook. You have to consider, however, the entire sales and nurture process.

Too, the quality of leads from LinkedIn is typically two to three times better than Facebook, with a higher chance of converting.

People on LinkedIn have a business mindset, whereas for example on Facebook, people are there to be entertained. This difference means that you can take a more direct approach on LinkedIn, where with Facebook you'll need some sort of interruption marketing to get their attention.

### The 3 key elements of a LinkedIn campaign

**1. The offer** - You have to know you've got something the market wants, something that will provide value to people. So have a good offer, know what the benefits are, and inform the core of your marketing strategy with that.

**2. Targeting** - Targeting on LinkedIn is more powerful than other platforms in that you can go directly to the people you want to speak to. You can narrow your approach down to companies of a specific size in a specific industry and area, right down to the CEO.

**3. Flow** - Knowing that LinkedIn ads are more expensive than on other platforms, you want to maximize every click and lead. This means planning out in advance the flow from first contact to sale. What will happen when they click on the ad? What's the messaging? What info will you require? Will they fill out a form? How will you get them on the phone? This is essential before you even write a word of copy.

### 3 main types of creative and copy you can start with

**1. Super direct callout** - This is a very simple ad. The graphic itself just calls out the title or the role of the people, i.e., "Are you a consultant? Here's how we can help. Click on this ad." Not a lot of distractions, just wording on a colorful background.

Note, the targeting for an ad like this has to be right. If presented to the wrong people, it will just fall over.



**2. Video and animation ads** - LinkedIn can be pretty dry, so anything that call attention like video or animation can be quite effective.

**3. Lead ad form** - If you've done a lot of Facebook advertising, you may be familiar with FB's lead forms. Someone clicks an ad and a form gets loaded with account details, which then goes off to you.

The trouble with this on any platform is that when you call leads, they often don't know who you are or how you got their details. However, it's an easy process and one of the most affordable ways on LinkedIn of getting really good leads, typically much better than on Facebook.

One way to avoid alarming people when you call with their details is by placing a customized question on the lead form, to which they have to answer. That way, they know they are submitting info to you. At the same time, it filters out freebie-seekers and accidental clickers, increasing the quality of the lead.

### **Test, test, test**

The LinkedIn ads algorithm is not yet as mature as Facebook or Google's. Because of this, it's a good idea to test things you don't think will work, back them with small budgets, and place the right criteria.

You've also got to be more manual and methodical, put more thought into your campaigns. The results are worth it, however. So do put the effort in and test targeting, creatives, ads, etc.

Get quality leads for your business - contact Will Wang and his team at [GrowthLabz.com](http://GrowthLabz.com)

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