

## LinkedIn Marketing Guide

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There are a number of different LinkedIn ad formats that you can leverage through the platform. The most popular ad formats include:

- Sponsored Content
- Direct Sponsored Content
- Sponsored InMail
- Text Ads
- Dynamic Ads
- Lead Gen Forms (can be used with Sponsored Content & Sponsored InMail).

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### I. Sponsored Content

Promote your company updates to targeted audiences on desktop, mobile, and tablet. Drive awareness and leads in the world's most viewed professional news feed.

Through **Sponsored/Direct Sponsored Content**, you are able to promote your company updates, share pieces of content, drive users to a landing page, and more to targeted audiences on desktop, mobile, and tablet. You can either use a cost per click model or a cost per thousand impressions model.

**Sponsored Content** promotes a piece of content that already exists on the Revelator LinkedIn company page. Use **Direct Sponsored Content** to personalize and test content in the news feed without creating posts on your LinkedIn company page.

- **Capture attention in the feed** Engage your target audience of millions of professionals where they spend their time — the feed.
- **Accomplish all objectives** Whether you want to build brand awareness or drive leads for your business, this format can do it all.
- **Gain insight on your impact** Measure your native ads performance & learn about the demographics of your target audience.

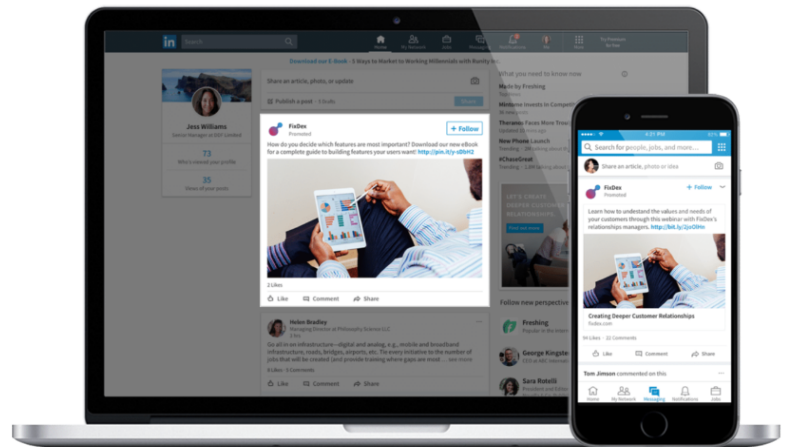
#### **Why use a Sponsored Content Campaign?**

These types of ads naturally lead to more engagement because they are placed directly in a user's news feed. You are able to use more text and larger images in order to entice users to click through to the brand landing page or to bring in more brand awareness.

**Sponsored Content campaigns** are a way to approach achieving Revelators marketing objectives. There are a number of ways to conduct a campaign:

## Single Image Ads

Native ads that appear in the LinkedIn feed as a single image.



## Video Ads

Captivate a professional audience with sight, sound and motion in the LinkedIn feed.

### Design Specs

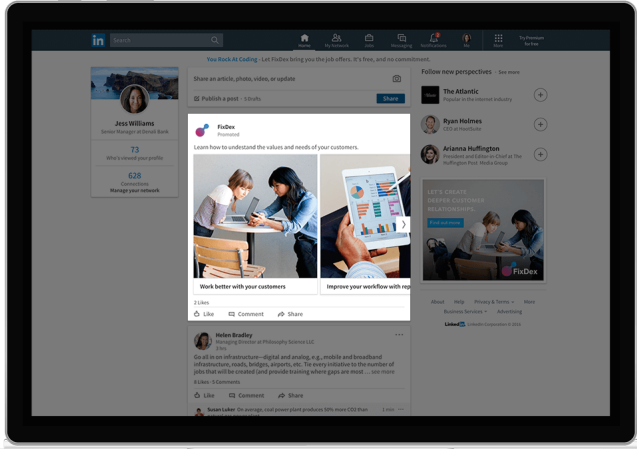
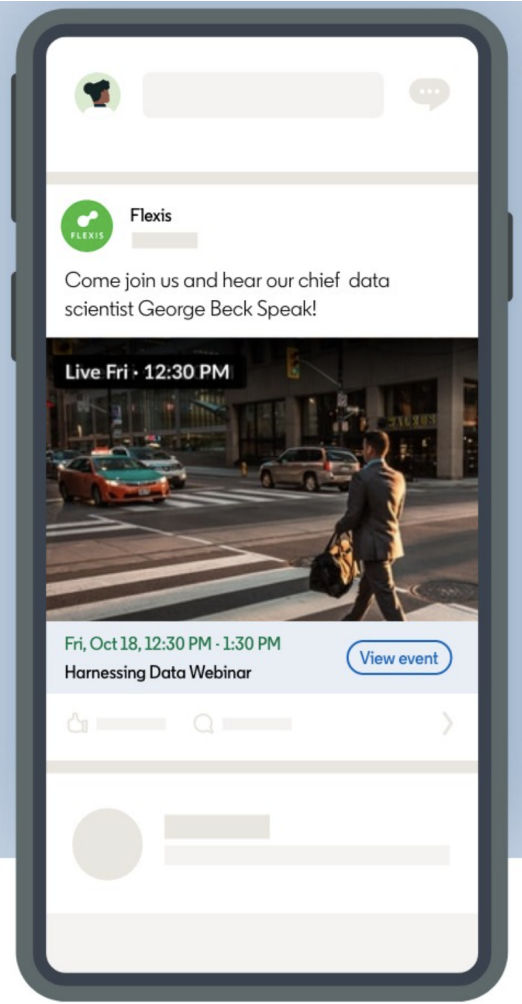
*This page is especially helpful!*

### Step-By-Step

### Call To Action Options

- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo

A screenshot of a LinkedIn video ad. At the top, the profile for 'TownePlace Suites by Marriott' is shown, with 1,872 followers and a 'Promoted' label. The ad text reads: 'Whether it's what you came to do - or want to do - we have the space for you to do it all. #MarriottBonvoy'. Below the text is a video player showing a man in a blue shirt standing at a buffet table in a hotel restaurant. The video player has a play button, a progress bar, and a volume icon. Below the video player, the text 'TownePlace Suites' is displayed, followed by a 'Learn More' button. At the bottom, there are icons for Like, Comment, and Share, along with the text '564 · 16 Comments'.

<p><a href="#">Carousel Ads</a></p> <p><a href="#">Design Specs</a></p> <p><a href="#">Step-By-Step/BP</a></p>	<p>Tell an interactive story that inspires professionals to take action.</p>	
<p><a href="#">Event Ads</a></p> <p><a href="#">BP Guide</a></p>	<p>Amplify your LinkedIn event to maximize attendance.</p>	

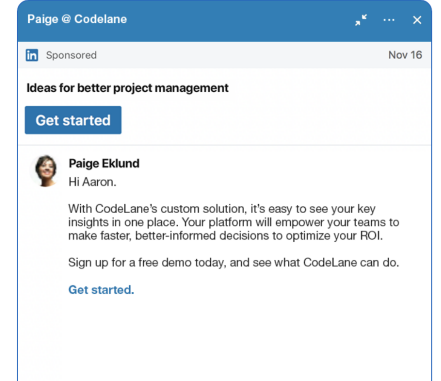
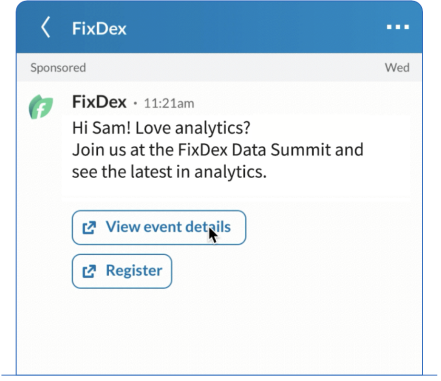
## II. Direct Sponsored Content

This is a type of **Sponsored Content** ad that doesn't appear on your LinkedIn Page as a **Page Update**. It allows you to personalize, test, and improve the performance of your content for a targeted audience without cluttering your Page.

Use **Direct Sponsored Content** to personalize and test native ads for specific audiences, without publishing on your LinkedIn Page.

[How to set up Direct Sponsored Content](#)

These appear similar to single-image sponsored content campaigns. There is also the option to create these two types of ads:

<p><b>Message Ads</b></p>	<p>Drive stronger engagement and response rates than traditional email marketing. These ads stand out in an uncluttered environment, delivering a targeted message featuring a single call-to-action (CTA) button. You can direct prospects to a Lead Gen Form for easy lead collection, and optimize results with reporting that shows who is taking action on your ad.</p>	
<p><b>Conversation Ads</b></p>	<p>Allow you to deliver multiple offers and types of content in a single message for a highly engaging experience. You can drive prospects to multiple landing pages or Lead Gen Forms, and see how many people click on your content and each offer, and how engaged they are in the conversation.</p>	

**Content auditing and message craftsmanship**

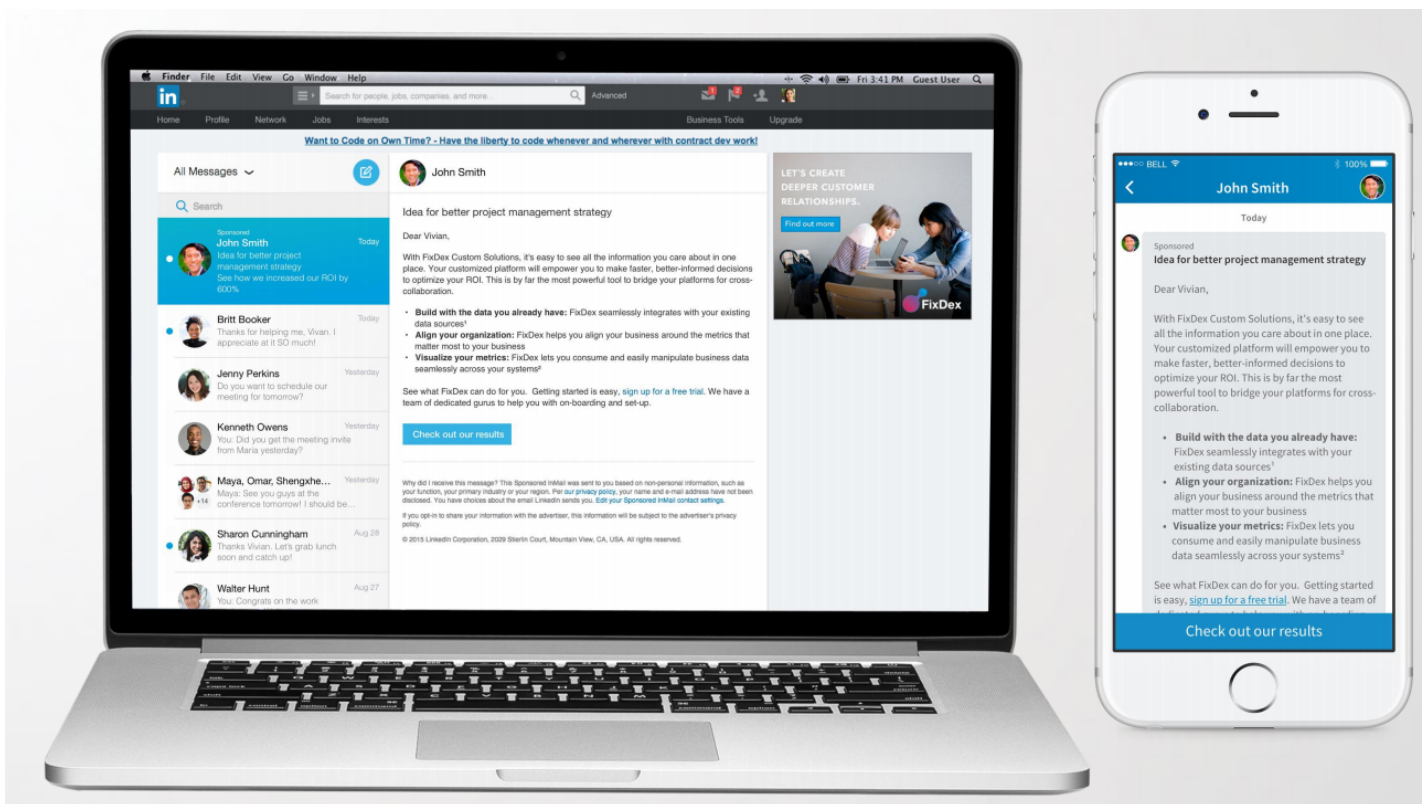
Once you determine the campaign objective, audit your content and determine which assets will help accelerate the buying process for prospects.

- To drive brand consideration, reach out to Revelator’s audience with blog posts, webinars, or industry trends and analysis.
- To drive leads and turn prospects into customers, consider sharing previews or behind-the-scenes content, client stories, or invite prospects to attend a webinar or event.

**III. Sponsored InMail**

Users view Sponsored InMail messages across all devices. This allows you to drive more leads and engage your target audience by delivering personalized, private messages right to their LinkedIn inboxes.

Sponsored InMail messages consist of a custom greeting, call-to-action button, body text, and ability to add a link to the message body. These messages are purchased on a “cost per send” basis. That means you will pay per unit for each message delivered. This ad format appears in the message center the same way as regular InMail:



This ad format is highly personalized due to the fact that you are sending a direct message to a LinkedIn user who is in your target audience. This can help your lead generation immensely. There is also 100% deliverability. LinkedIn sends out a sponsored InMail to a user only when that user is online. Therefore, it will be placed right at the top of their inbox.

#### IV. Text Ads

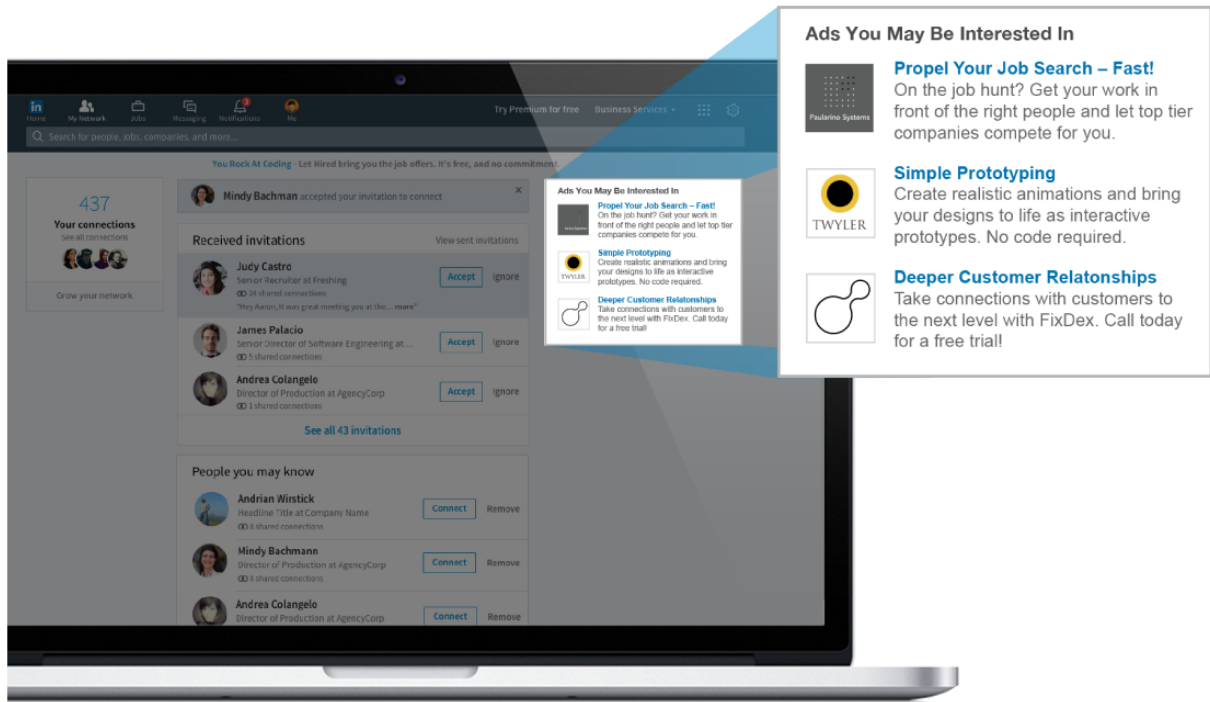
##### [How to Use Text Ads](#)

These types of ads are very similar to Google/Bing search ads. You are able to create multiple ad variations per campaign, **which makes it easy to test out the best-performing images and copy**. It's important to note that these ads only run on desktop and are shown on the right rail of the news feed. You can either use a **cost per click model** or a **cost per thousand impressions model**.

##### **Text Ads vs Sponsored Content**

There are a few main differences between text ads vs. sponsored content. If you are looking to run a quick campaign that is easy to setup and manage, Text Ads are the right ad format for you. These ads are also great for Brand Awareness. That's because text ads typically have a lower CPM compared to other LinkedIn ad formats.

Here's what a text ad would look like to a target:



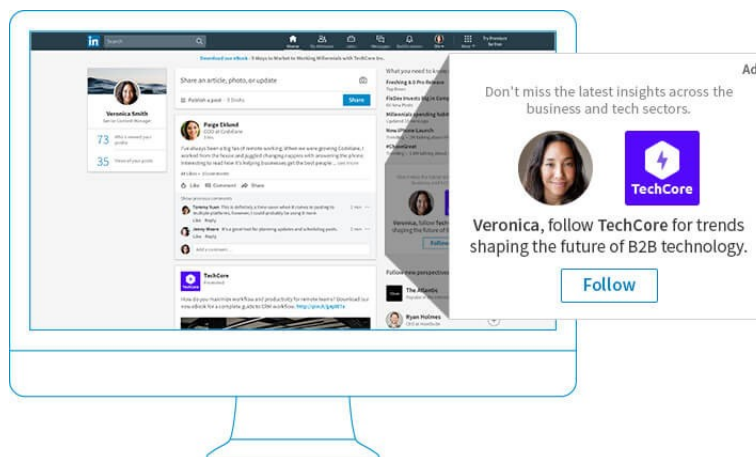
## V. Dynamic Ads

### General Information

What do dynamic ads do:

- Engage users with dynamically generated, personalized ads.
- Drive users to like your company page or apply for a job.
- Instantly generate leads and enable content downloads, such as the download of an ebook or whitepaper, directly from the ad itself.

Here's what they look like:



## When might Revelator use dynamic ads?

Dynamic ads are highly engaging and very effective at driving traffic to a landing page/company page. This is due to the dynamically generated ad format that leverages information from LinkedIn member profiles. These types of ads are great for getting users to follow your LinkedIn company page.

Members can also send you their full name and email address directly in the dynamic ad, without ever having to type their info by hand. Once someone submits their information through the ad unit, your content will automatically start downloading to their desktop.

You can choose your campaign objective with dynamic ads. The “Consideration” category might be where these efforts should be focused.

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Website visits	<input type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants

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## VI. Lead Gen Forms

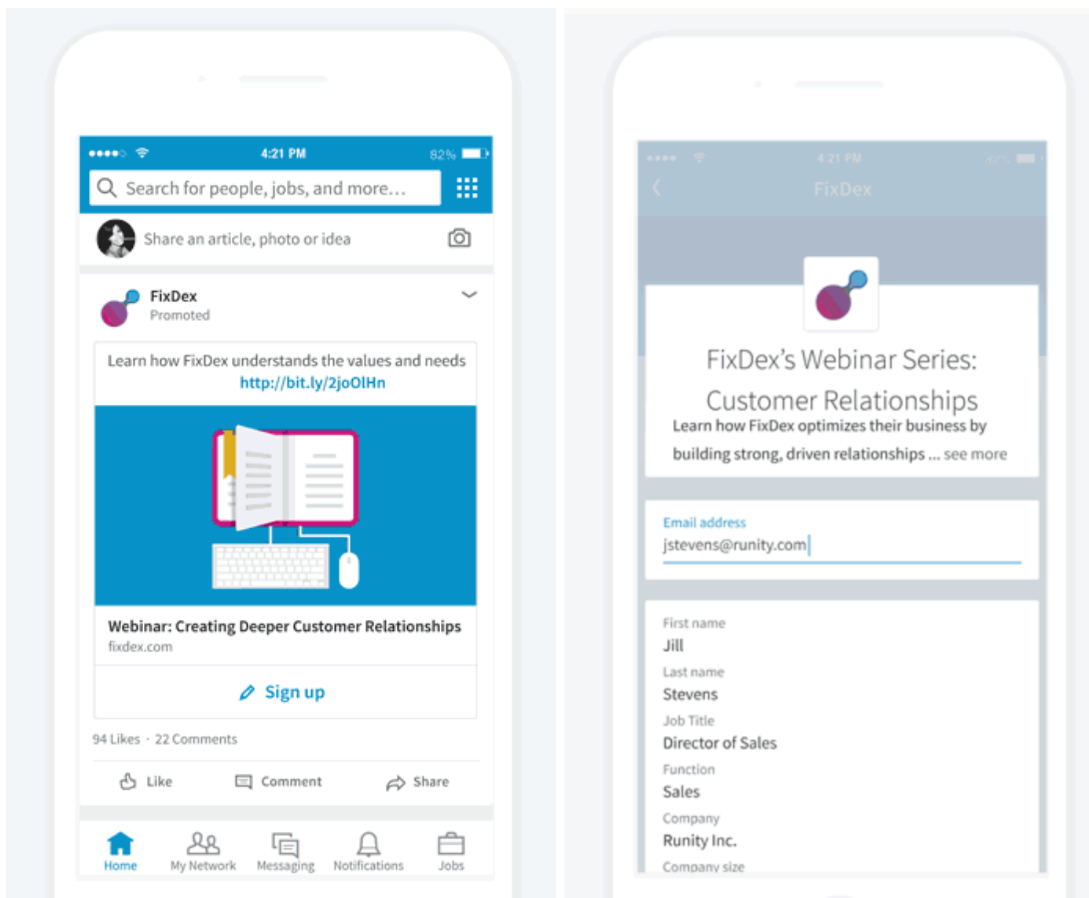
Add **Lead Gen Forms** to your Sponsored Content Ads to collect qualified leads.

### [General Information](#)

58% of marketers say increasing lead generation is the most important goal in marketing!!

Lead Gen forms look very similar to Sponsored Content when viewing them on the news feed. Lead gen forms are available in Sponsored Content & Sponsored InMail. These are also only currently available on mobile.

### [Lead Generation on LinkedIn](#)



The advantage of utilizing Lead Gen Forms is that a user does not have to leave LinkedIn in order to fill out a form. Choose the fields used in the form and create up to three custom fields. They provide a call-to-action for viewers and allow you to measure your reach as a company in a more tangible way.

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## My Recommendations

Although this is a comprehensive guide for LinkedIn marketing and promotional options, some opportunities would definitely be better to leverage than others. In order to drive traffic to the Revelator site and increase overall awareness of the brand (outside of the typical social media spheres), it could be to the company's advantage to utilize this channel because of the incredible power of connection that LinkedIn has harnessed.

Because of the nature of Revelator's work, I would suggest that **video ads** and **dynamic ads** be utilized. **Video ads** will provide the most options for target market customization, will allow Revelator's work to be viewed organically in the way the content was meant to be consumed, and can also drive traffic from the ad itself to the website, depending on the format of the ad. **Dynamic ads** will drive the same designated target market (chosen by a set of keywords and expanded by LinkedIn's suggested member algorithm) to Revelator's company page.

As previously stated, Campaign Manager, the advertising platform on LinkedIn, reports a wide range of metrics for every campaign you run. Through this platform, Revelator can measure ad performance and identify opportunities to improve ROI. The platform looks a bit like this:



Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
50 campaigns	—	\$57,735.29	1,392,210	16,718	0.510%	—	\$20.21	\$5.10
FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$4,169.34	23,130	619	0.10%	\$10.12	\$15.32	\$4.04
FixDex CXO High Tech NAMER ADS C...ign ID: 9532102 · Sponsored Content	Draft	—	—	—	—	—	—	—
FixDex Life Sciences NAME ...ign ID: 9532102 · Sponsored Content	Active	\$300.00	122,123	206	0.60%	\$4.05	\$10.23	\$6.10
FixDex CXO ADS Campaign CID: 45360423Sponsored Content	Active	\$150.50	2,000	203	0.40%	\$8.21	\$5.70	\$10.40
FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$210.00	4,210	356	0.10%	\$5.20	\$12.50	\$4.51

With Revelator’s mid-funnel goals of driving consideration and engagement, it will be important to focus on:

- Click-through rate (CTR): The number of clicks divided by impressions.
- Average engagement: Total engagement (paid and free clicks) divided by impressions. Engagements can include social actions such as likes, comments, or shares.
- Impressions Analyzed: Total impressions analyzed filtered for IVT (invalid traffic, or traffic from a non-human source)
- Valid and Viewable Rate: The percentage of valid impressions that were viewable under the MRC (Media Rating Council) standard (50% of pixels in-view for at least 2 continuous seconds)

Each of these metrics are measurable either through campaign manager or third party platforms like MOAT, but I would suggest utilizing all of the in-site metrics before outsourcing to a third-party platform.

Demographic and performance insights/reports are provided through the platform, and testing of different creative approaches to ads are encouraged. Recommendations based on these performance insights are automatically curated throughout the course of the campaign.

## Other Recommendations

Additionally, I viewed the LinkedIn business pages of companies similar to Revelator is size and scope of work and have a few suggestions regarding the design/layout of the brand page itself.

- In the **about** section highlighted just below the main feature section, many companies approach with 2-3 sentences, copy consistent with brand attitude (in Revelator’s case, the style present on blog posts [casual, witty, clever]), and concise enough that the “see more” option isn’t present. Here are some examples:

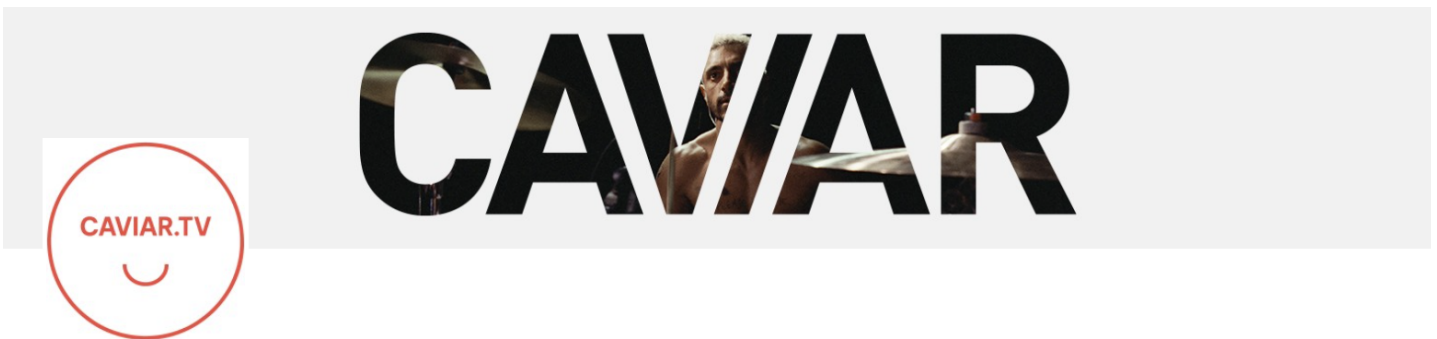
- “Golden is a multi-disciplinary studio driven by a roster of live action directors and a collective of designers and visual effects artists. Excited by the future, Golden brings the appropriate balance of innovation and experience to each aspect of the production process. We are tired of labels so we wear none.”
- “Preacher is a full-service creative company based in Austin, Texas. We partner with brands, products and services we truly believe in, and market them with conviction, craft and plenty of soul. We call it spreading the good word.”
- **Engagement** with employee content, this could be comments, responses, likes, endorsements
- **Blog content** reposted on LinkedIn– carrying over content from Instagram with similar captions/hashtags looks great in the organic feed on LinkedIn. Expand into the blog content and be sure to link to an external site–the Revelator blog page.
- A stylized **banner**, here are some examples!



## PREACHER

Spreading the good word

Marketing & Advertising · Austin, Texas · 9,332 followers



## Caviar

Caviar is an award-winning production company with offices in Amsterdam, Brussels, London, Los Angeles, Madrid + Paris.

Media Production · London, England · 9,702 followers

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Thank you!