Linked in® Text Ads Optimization Guide

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Take your campaigns to the next level

Now that you've set up at least one campaign using LinkedIn Text Ads, it's time to learn how to improve your results and attract more of the right customers.

What we'll cover:

- Creating Multiple Campaigns
- Targeting
- Ad Creatives
- Landing Pages
- Conversions and Analytics
- Common Situations Advertisers Face

Key drivers for advertising success:

✓ Know your competitors and what differentiates you from them.

✓ Create strong ad creatives to test new ideas, while keeping your message fresh.

✓ Establish a test plan, so you can measure and improve results.

✓ Target unique segments to find the perfect mix of targeting facets.

✓ Build multiple campaigns to test different campaign elements.

✓ Develop effective landing pages that drive conversion.

Create multiple campaigns to test and optimize spend

Creating multiple campaigns is a crucial step for optimizing your advertising spend and achieving your marketing goals.

Products & Services
Create a different campaign for each of your products, services, or conversion goals.

Multiple Ad Versions
Create multiple versions of your ads for each campaign. This will help you discover which ads perform best for each unique campaign.

Note: Click-through rate (CTR) is a good indicator of how an ad is performing.

Geography
Create campaigns for different geographic regions. Monitor performance and adjust your messaging, bids, or budgets by region, if appropriate.

In general, good ads have a CTR greater than 0.03%.

Create multiple campaigns to test different audiences

Unique Audiences
Create a different campaign for each unique audience you want to target.

Example

If you're trying to reach graphic designers in Los Angeles and media buyers in New York, you should target those types of professionals in different campaigns. You can create ad copy that speaks directly to that audience and gauge which types of professionals your ads resonate with.

Same Audience
Create different campaigns to test targeting the same audience in different ways.

Example

If your product appeals to marketing managers, you could set up individual campaigns that target by industry (Marketing & Advertising), Job Function (Marketing), and Job Title (Marketing Manager).

Give yourself at least 2-3 days to ensure you're receiving reliable results when measuring impressions and clicks.

Develop your targeting

Here are some things to consider when thinking about your target audience on LinkedIn:

Where are they located?

Do they work in a certain industry?

Do they have specific job functions?

Do they belong to certain LinkedIn Groups?

Do they have certain skills or expertise?

We strongly recommend that you create multiple campaigns to test different audiences and target criteria.

Once you have some initial results, work on identifying the most viable campaigns and optimizing on the most effective targeting criteria.

Sometimes one targeting selection can make all the difference.

Mark Smith

Age 45

Title Accounting Director

Company ABC Investing Corp.

Location San Francisco Bay Area

Professional interests
Entrepreneurship, Leadership, Finance/Accounting, Investing

ℹ️ *We recommend an audience size of 100,000 to 400,000 targeted members for a successful campaign, especially new ones. Before targeting age and gender, try targeting by seniority. Some profiles do not indicate an age or gender, and those members will not be shown an ad.*
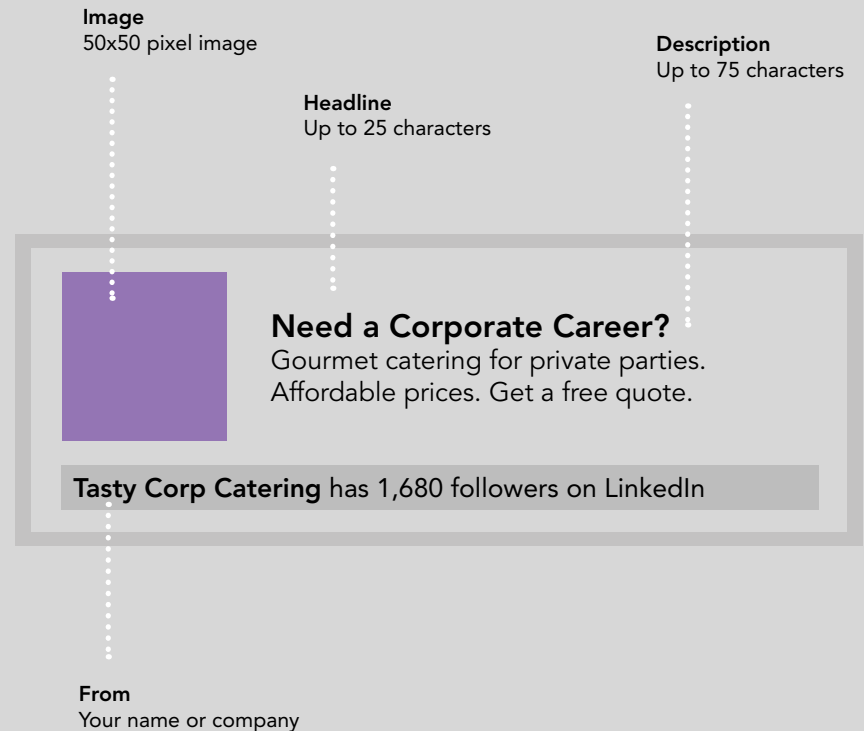
Optimize and Refresh Your Creative

Make your ad stand out by creating a compelling and persuasive image, headline, and description. Strong images and ad copy have a large role in successful LinkedIn Text Ads campaings.

Make higher click through rates (CTR) your goal with strong ad copy. When testing creative, make sure to hold your targeting constant and rotate ads evenly, so the ads are tested against the same audience.

Test each component of your creative (image, copy, call-to-action) independently by making a different ad for each element.

To create a new campaign with the same targeting and ads, click New Ad Campaign and select Duplicate Existing.

Image
50x50 pixel image

Headline
Up to 25 characters

Description
Up to 75 characters

Need a Corporate Career?
Gourmet catering for private parties. Affordable prices. Get a free quote.

Tasty Corp Catering has 1,680 followers on LinkedIn

From
Your name or company

Give yourself at least 2-3 days to ensure you're receiving reliable results when measuring impressions and clicks.

Testing your ad elements to maximize results.

✓ Images have a large impact on your click through rate. Try images with bright colors and faces (if relevant) that will catch your audience's attention and generate interest. Build creatives that are sharp, crisp, and clear. Avoid images that don't fill the 50x50 pixel space.

✓ Speak directly to your target audience and use vocabulary relevant to their profession. Also, you'll want to test copy that uses eye-catching words and phrases: Limited Time, Off, Discount, Exclusive, Free, Special, Now, New, Save.

✓ Powerful call-to-action terms drive clicks and higher conversion rates: Download, Get More Information, Contact Us, Call, Request Info, Get a Quote, Sign Up Now, Sign Up, Start Now, Apply, Join, Try, See How, Hurry.

✓ The ads that perform best (highest CTR), will be shown more often. This "Optimize Click Through Rate" setting is strongly recommended (although you can rotate ad variations evenly if you prefer or plan to manage the ads closely.)

ⓘ *When optimizing and refining ad copy, make increasing CTR your primary goal.*

Optimize your bids

What's the right bid? When you created your initial campaigns, you should have set a bid price and decided on a Cost per Click (CPC) or Cost per 1,000 Impressions (CPM) payment method. Most successful advertisers choose to bid on a CPC basis.

Initially, we recommend bidding in or above the suggested bid range. This will make it more likely that your ads receive impressions and clicks. If you are not receiving impressions or clicks, you may need to increase your bid, especially if the audience you are targeting is very competitive. A common tactic is to begin with a high bid and lower it as you optimize your ad creative and CTR.

Additionally, when advertising for time sensitive activities (e.g. a speaking event), we recommend you bid at the high end of the range or above the range. This will increase the number of impressions you receive and improve the likelihood of you reaching your goals prior to the event.

Tip

Very tight targeting may require you to bid over the suggested range to serve impressions.

Note

The Max CPC bid as indicated in the bid interface is the highest bid you are willing to pay per click. In reality, you will only pay 1 cent over the 2nd highest bidder. So if the suggested bid range is $2.50 - $3.00 and you bid $5 and the next highest bid is $3.00, you will only pay $3.01. In addition, strong campaign performance and CTR often decreases your actual CPC.

Landing Pages

The landing page is the web page users are directed to once they click on your ad, and it's the last piece to driving sales, leads, or conversions. Be sure your landing page is a continuation of your ad targeting, creative, and offer. If someone comes to your landing page looking for a free trial offer, but can't find it, they are likely to quickly leave the page.

✓ Customize your landing page and offers to match your ad campaigns (this includes both targeting and ad copy).

✓ Different target audiences and offers should have different landing pages.

✓ Focus on a single action you want your visitors to take. Too many options creates clutter and confusion, often lowering conversion rates.

✓ Offer relevant and useful information on your landing page, so visitors have a reason to stay and engage.Examples: Unique value proposition, images/videos, benefits, customer testimonials, and a strong call to action.

ℹ️ *There're a lot of tips on the web for building great landing pages, but with LinkedIn Text Ads, you already know a lot about your audience through targeting. Take this audience knowledge into account when creating your landing pages.*

Tracking Performance: Analytics

If you're looking to measure your return on ad spend or simply understand the performance of your campaigns, having insight into your website visitor behavior and conversion rates is vital. Without proper tracking you'll be unable to understand the true value of the traffic and awareness your campaign is creating.

The most common way of tracking conversions, sales, or leads is through a website analytics tool. We suggest you contact your webmaster or hosting provider if you're unsure about how to find or implement a third-party analytics tool.

Once you have your analytics set up, we recommend tracking your campaigns in the most detailed fashion possible. Tagging your destination URLs with channel, campaign, audience, and ad-level tracking will result in the most comprehensive evaluation of your ad performance.

Bonus Section: Common Situations Advertisers Face

Now that you're tracking your results, you're bound to find room for improvement. Here are a few common situations that advertisers may encounter and how to react:

Situation: Your target audience is not driving enough impressions or clicks

- Increase the number of LinkedIn members who see your ads by broadening your targeting criteria.

  - For example, is your product or service gender specific? If not, remove that targeting filter.
  - Are there any geographic areas or industries you are missing that you might need to add?

- Consider creating a new campaign with a different target audience. This expands your audience footprint and allows you to track the performance of different target segments separately.

- Think about increasing your bid above the suggested bid range. Your bid will be more competitive and will likely receive more impressions.

Bonus Section: Common Situations Advertisers Face

Situation: Your CTR is too low or begins to drop

- Try experimenting with different ad variations that target specific audiences. Break up one campaign (for example, targeting 900,000 members) into 3 smaller campaigns (targeting 300,000 members each), and write ads specifically for each of those smaller audiences.

- Increase your bid. If your target audience is highly competitive, then another advertiser may take impressions from you if you do not have a winning bid.

- Revisit the target audience you've selected. It may be too big or too narrow. As a general rule, an audience of smaller than 100,000 members may result in very few to no clicks. Remember, even if you expand your target audience, you should keep your ad copy as relevant and targeted as possible.

- Reevaluate your target audience by picturing your ideal customers. Are there any job functions (like Marketing or Finance) or industries (like Pharmaceuticals or Telecommunications) that you can use to narrow your audience further?

Bonus Section: Common Situations Advertisers Face

Situation: You need more leads or inquiries

- Make sure your ad is relevant to what you offer and is attractive to the audience that you're targeting.

- Try providing special offers or free trials of your products or services.

- Optimize your landing page to give your target audience an easy way to complete the action you'd like them to take. The landing page should deliver what the ad promised (free whitepaper, free trial or product demo, discount on a product, etc.)

- Rethink your target audience and test additional campaigns. For example, is there another type of member on LinkedIn that could benefit from your product other than who you typically sell to?

Bonus Section: Common Situations Advertisers Face

Situation: You want to reduce your cost per click

- Work on improving your CTR. The LinkedIn Text Ads platform rewards campaigns that are relevant and appealing to their target audience, and better performance often results in downward trending CPCs.

    - Try experimenting with different headlines, images, and descriptions.
    - Turn off ad variations that aren't performing well.

- Refine your targeting criteria. Is your audience so large that your ad isn't relevant to a majority of the LinkedIn members you are currently targeting? As a general rule, audience sizes over 3 million members may be too big.

Bonus Section: Common Situations Advertisers Face

Situation: Your budget is not allowing for enough impressions or clicks

- Try experimenting with day parting to improve ROI. Day parting is choosing a specific time of day for your ads to be shown. You have the ability to turn your campaigns on or off at any time manually from your dashboard.

    - LinkedIn displays ads at different rates during the day, depending on when users are active on the site.
    - Note that an advertising "day" is based on Greenwich Mean Time (GMT), which starts at 4pm Pacific (7pm Eastern) in the US.