TOP ORGANIC OPTIMIZATION COMPANY IN UNITED KINGDOM
Tel: 01908 379 938. **SEO Support:** 0844 8844 881 | Ikroh / 29 Furzton Lakeside / Furzton / Milton Keynes/ Bucks / UK / MK4 1GA   VAT Reg no: 935 6612 10

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LinkedIn DirectAds 101

LinkedIn advertising is a useful method of reaching a relevant, targeted audience on the most popular professional [social media](#) platform on the web.

Ideal for B2B advertising, LinkedIn DirectAds can be used to promote your business to the people who really matter. Your ads will be shown on prominent pages of the network, and will be visible to those you specify as most valuable to your goals.

LinkedIn DirectAds can be beneficial for:

• Increasing traffic to your website, LinkedIn profile or any other landing page

• Promoting services, products or special offers

• Boosting awareness of your company

• Reaching the most receptive audience, via narrow targeting

• Strengthening your business brand

LinkedIn is known as 'social media for professionals' - a more serious form of networking, specifically for interaction to do with work, business and careers. Each user has a personal profile, as well as connections with companies, workplaces, groups and other users, and is able to share information with those they are in contact with.

From an advertising point of view, it is a useful platform for generating interest for companies within a professional audience, for business-to-business targeting and to accurately target a specialist audience or demographic.
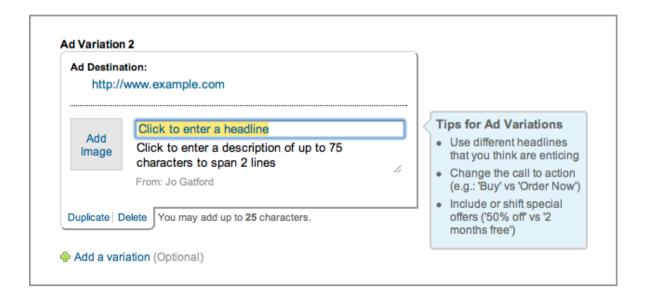
LinkedIn Direct Ads are easy to set up, once logged in to your LinkedIn profile. Using a variety of criteria, you are able to create unique adverts that will be shown to appropriate users across the website; on profile pages, the LinkedIn home page, users' inbox pages, search result pages and group pages.

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First you are asked to write and design your ad, which comprises:

• A headline, of 25 characters or less

• A description, of 75 characters or less

• An image, of 50x50 pixels or less

• A URL for your chosen landing page

For the best results, your ad content should be catchy, easy to read, clear and to the point. Attention-grabbing text and a call to action are important to give the reader a reason to click on the advert. Similarly, your image should reflect the content, and entice the viewer to visit your URL.

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Ad Variation 2

Ad Destination:
http://www.example.com

Add Image	Click to enter a headline
	Click to enter a description of up to 75 characters to span 2 lines
	From: Jo Gatford

Duplicate | Delete   You may add up to **25 characters**.

Tips for Ad Variations

- Use different headlines that you think are enticing
- Change the call to action (e.g.: 'Buy' vs 'Order Now')
- Include or shift special offers ('50% off' vs '2 months free')

✚ Add a variation (Optional)

You are able to create up to 3 variations of a single ad by altering any aspect of the options above to split-test their success. Try different images, adjusting the text, alternative landing pages and track their progress within your dashboard to see which one performs the best. You can create up to 10 different ads within a single campaign.

Who's on LinkedIn

Members	Who You Can Target	
90M World Wide	**7.9M** Business Decision Makers	**1.3M** Small Business Owners
32M U.S. Based	**5.5M** High Tech Managers	**4.2M** Corporate Executives

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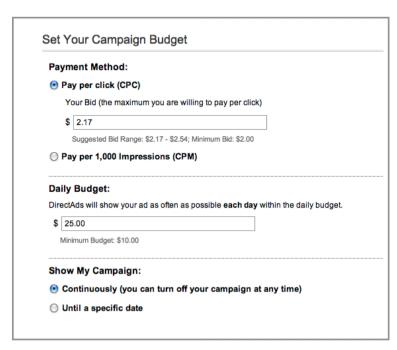UK / MK4 1GA   VAT Reg no: 935 6612 10

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Next you need to choose which LinkedIn users you wish to target. You are given the option of 7 different criteria, each with sub-sections to narrow down your audience. With over 98 million users, you can specify exactly who sees your adverts.

The targeting options are:

- **Company Size** - choose from just 1 self-employed person up to a company of over 10001 employees.

- **Job Function** - target the right person in the right company, from IT to PR, marketing to legal, sales to finance, administration to accounting.

- **Industry** - LinkedIn offers 17 different sectors here, with a total of 147 industries to choose from, to make your targeting highly specific.

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- **Seniority** - target the owners, directors, presidents, managers or individual contributors of any company

- **Gender**

- **Age**

- **Geography** - choose your audience by continent or country to ensure you reach the right people in the right place

You can control your costs by setting daily budgets and deciding on the right bid amount for each ad. Prices start from $10 (not including a one-off $5 activation fee for starting a LinkedIn DirectAds account) and you can start, pause or cancel your ads at any time. There is no minimum spend and no long term contracts, but it is essential to keep track of your budgets to ensure you are not wasting money on a non-performing advert. You will be charged periodically by credit card, from daily to weekly, depending on your campaign.

Set Your Campaign Budget

Payment Method:
◉ **Pay per click (CPC)**

Your Bid (the maximum you are willing to pay per click)

$ 2.17

Suggested Bid Range: $2.17 - $2.54; Minimum Bid: $2.00

○ **Pay per 1,000 Impressions (CPM)**

Daily Budget:
DirectAds will show your ad as often as possible **each day** within the daily budget.

$ 25.00

Minimum Budget: $10.00

Show My Campaign:
◉ **Continuously (you can turn off your campaign at any time)**

○ **Until a specific date**

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Adverts are priced on a CPC (with a maximum of $3 per click) or CPM basis, and LinkedIn gives you a suggested bid range, based on competitors targeting the same audience.

CPC (Cost Per Click) means that you are charged for every time a user clicks on your ad. This type of PPC (Pay Per Click) advertising is useful to see the response and conversion rate for a specific, or temporary campaign, such as a promotion or new product.

CPM (Cost Per Impression) means that you are charged per 1000 impressions - a good method of raising awareness of your company and gauging general interest and brand strength by how much traffic your ads create.

LinkedIn automatically shows the ads which have the best CTR (Click Through Rate), though you can manually rotate your ad variations for the same number of impressions if you wish.

As with any advertising campaign, you must carefully track your result, both within the LinkedIn dashboard, and via Google Analytics, so that you can monitor and adjust the specifics of your adverts and keep them performing well. A successful CTR should be over 0.025% - experiment with changing different aspects of your ads or increase your bid to improve this.

Before you even start to create your LinkedIn DirectAds, you need to have a clear goal in mind - what is it you're trying to achieve? An increase in traffic, awareness of a particular site page or product, promotion of a special offer? Work out what your aims are so that you can write and target your ads accordingly, and achieve a successful ROI.

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Ikroh is a leading UK SEO company and can help with all aspects of online marketing, also provide management in advertising on other social media platforms such as Facebook, Twitter and Spotify, as well as Blog Marketing, SEO and PPC.

As part of Ikroh's comprehensive LinkedIn Advertising service we provide:

- **Targeting Research** – We research and establish your relevant target audience with effective organic campaigns.

- **Copy Design** – We will personally write all your advertising copy, ensuring it is relevant and interesting and, more importantly, gets your ads clicked.

- **Image Sourcing and Design** – We will design and purchase eye catching images on your behalf to be displayed with your ad copy and refresh these images throughout your campaign so LinkedIn users continue to click on your ads.

- **Landing Page Consultancy** – We will give you all the information you need to make sure the landing page for your LinkedIn ads gets you results.

- **Full Campaign Monitoring** – Not only will we run your campaign for you, we will also continuously monitor and tweak your advertisements to ensure you get the maximum number of clicks for your budget.

- **Full Campaign Reporting** – We will provide you with a weekly report outlining your best performing adverts, the total number of impressions and the total number of clicks. We always want you to know what's going on!

Our team are on hand to answer any questions you may have, so if there is anything at all you want to know than just drop us an email or call us on 01908 379938.