

All You Need To Know About LinkedIn Ads

With Special Guest AJ Wilcox

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Factors You Need To Consider when Running LinkedIn Ads

- Factor these two things when running LinkedIn ads: Number One. You should know your target audience because the whole beauty behind LinkedIn ads is the targeting. Number Two. You should have pretty high lifetime value of a customer, or a large deal size because LinkedIn ads are just really expensive.

Difference Of Running Ads on LinkedIn and Facebook

- LinkedIn ads are like Facebook ads but with a much better b2b targeting set. But with the cost being higher. The one advantage that LinkedIn does have is that when you're on LinkedIn, you're in the right mindset, you're thinking about work. Whereas on Facebook, someone could easily be off to look at pictures of grandkids or playing Farmville. LinkedIn, there's usually very few other purposes aside from just work.

Good Offers = Better Performance

- No amount of good targeting can make a bad offer convert. And if a client brings a great offer, you can do no wrong, you can put misspellings, you can even skip or not implementing a CTA. And even then it's still going to perform really well. So you can cover a multitude of sins with a good offer.

Current State of Retargeting in LinkedIn

- LinkedIn retargeting is not very good right now. And the limitations are pretty simple. It's a cookie based type of retargeting, which means that your browser has to be able to accept a cookie, and you have to keep it in order to be in that audience.

Recommended Ad Types in LinkedIn

- **Sponsored Content:** Most recommended Ad format, it shows up just right in your newsfeed. Think of it like a Facebook promoted post. And it has quite a few different flavors, they have video, they have carousel and just the single image.
- **Sponsored In-Mail:** This is you pay to send it to someone. LinkedIn will tell you this is a pretty inexpensive ad format, because you're only paying like 35 to 85 cents to send it to someone. But if you look at just the averages, you're going to have a 50% open rate, and then about a 3% click through rate.

The Shorter the Copy, The Better

- Story based ads doesn't work on LinkedIn. According to AJ, 130 or less copy you used on your ads works best. The more straightforward your copy is the more likely it'll get the attention.

More on The Offers

- Start by creating a piece of content that either solves the pain point or satisfies the curiosity of your target audience. It leads people if they could solve the pain points by themselves. But if they buy your product, or subscribe to your service, it's so much easier. That's the absolute ideal setup for LinkedIn Ads.