

SOCIAL MEDIA UNIVERSITY:

LINKEDIN 301

ADVANCED TACTICS & ADVERTISING

2459194



TODAY'S PRESENTATION

After going through this course, you'll know many of the available advanced social media marketing techniques on LinkedIn.

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Using Data to Improve Your Campaign Efforts

A man in a blue suit and glasses is looking at his smartphone. The background is a blurred office environment with modern lighting.

ORGANIC LEAD GENERATION

Using the search function to identify prospects

SOCIAL MEDIA GOALS

When considering social media's use in the financial services industry, there are three things we're trying to achieve. After going through our Fundamentals, LinkedIn 101, and LinkedIn 201 courses, you've become discoverable and available, and understand how to be a thought leader. Now, we can focus on using advanced tactics to potentially generate new leads.



BE DISCOVERABLE AND AVAILABLE

Generate authority and become a searchable, verifiable business



BE A THOUGHT LEADER AND CREATE ADVOCATES

Post content to build strong relationships with existing clients



GENERATE LEADS WITH ADVANCED FEATURES

Advertise to attract potential clients and recruits

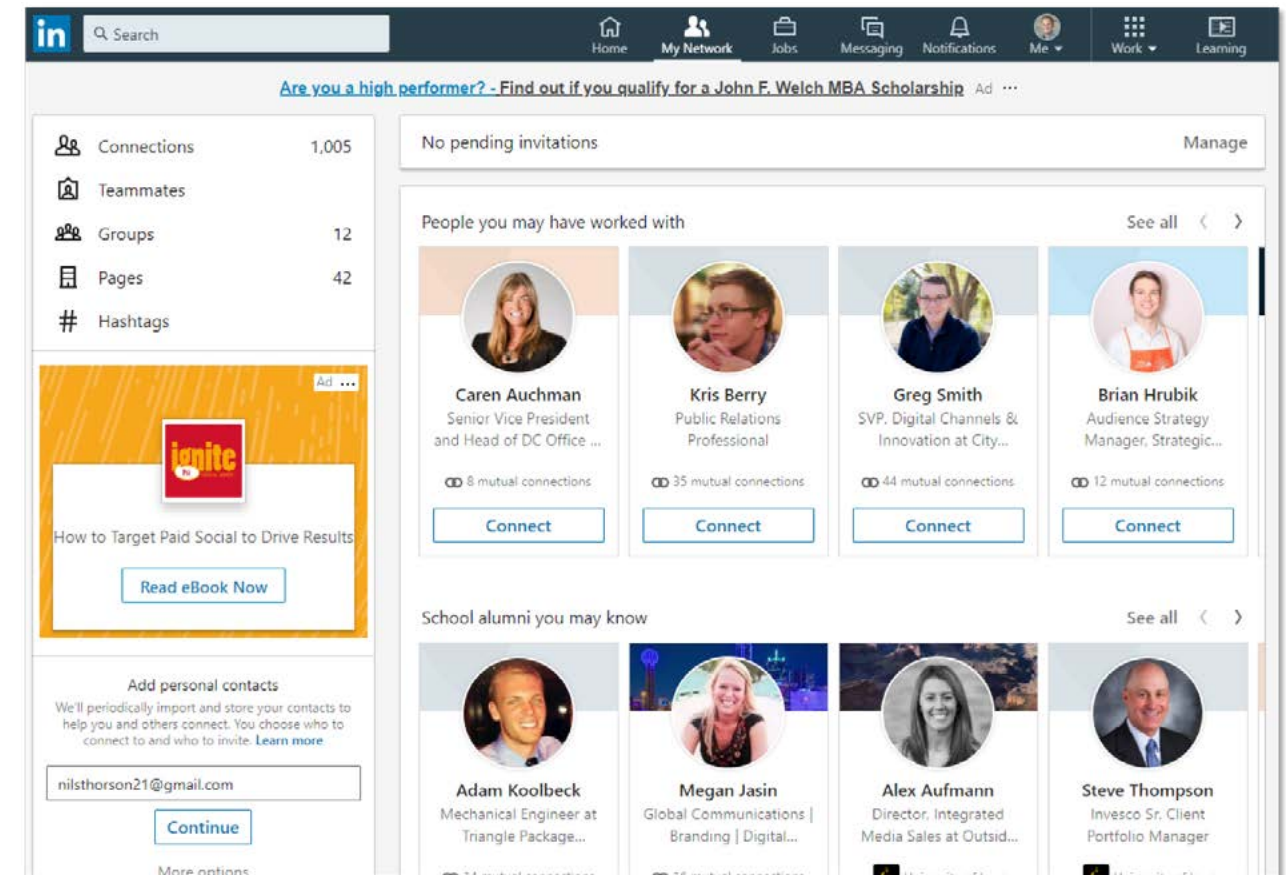


SEARCHING FOR PROSPECTS

LinkedIn is a unique place in that it's the only platform exclusively focused on careers.

When conversations are started, they're not centered around the latest music video or sporting event. They're centered around professional development. When someone reaches out to you, it's not because they saw you talking about the latest hit TV show. It's because they want to network with you.

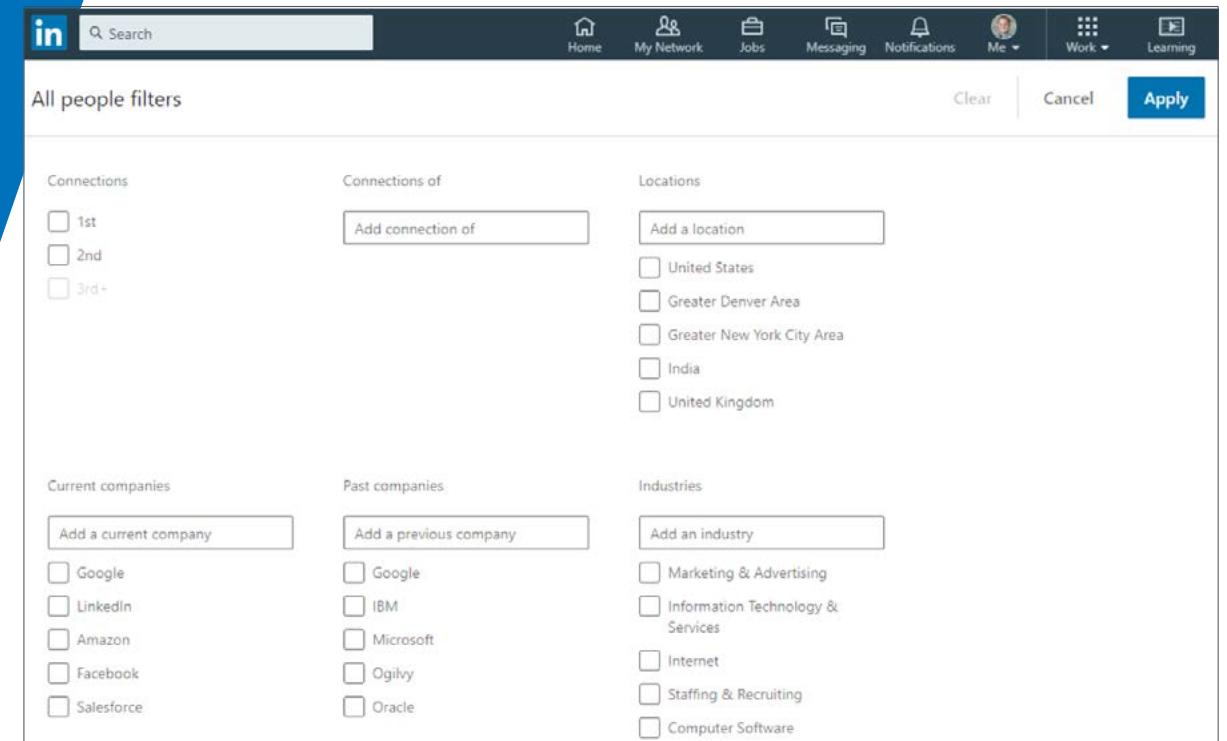
Because of that, we have an opportunity to take advantage of this mindset. Not only is the environment perfect for finding new clients or employees, but LinkedIn's search functionality offers a very targeted way to go about it.



LinkedIn's search bar offers you the ability to not only search through your current connections, but through all LinkedIn users. Additionally, you can filter your search results by:

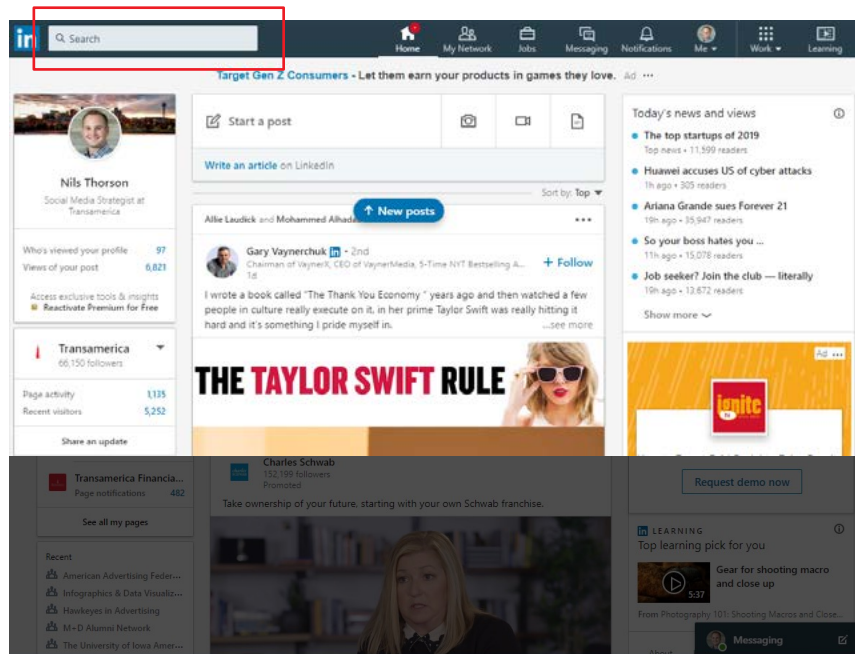
- Type of connection (1st, 2nd, or 3rd degree)
- Connection of a specific person(s)
- Location (city, state, or country)
- Current or past companies (including alma maters)
- Industries

By strategically using these filters, you can create a very specific list of individuals you'd like to prospect — instead of casting too wide of a net.

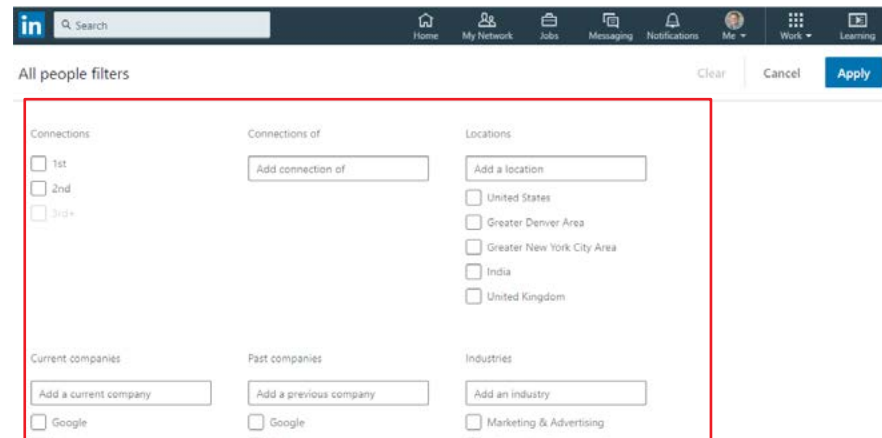


SEARCHING FOR PROSPECTS

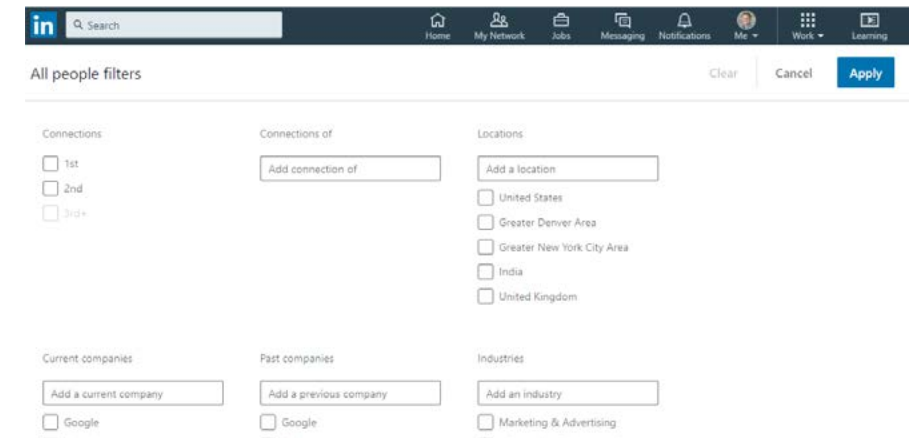
IDENTIFICATION



1 To do this, log into LinkedIn and click on the search bar at the top. Then, click on the “People” option in the drop-down menu.



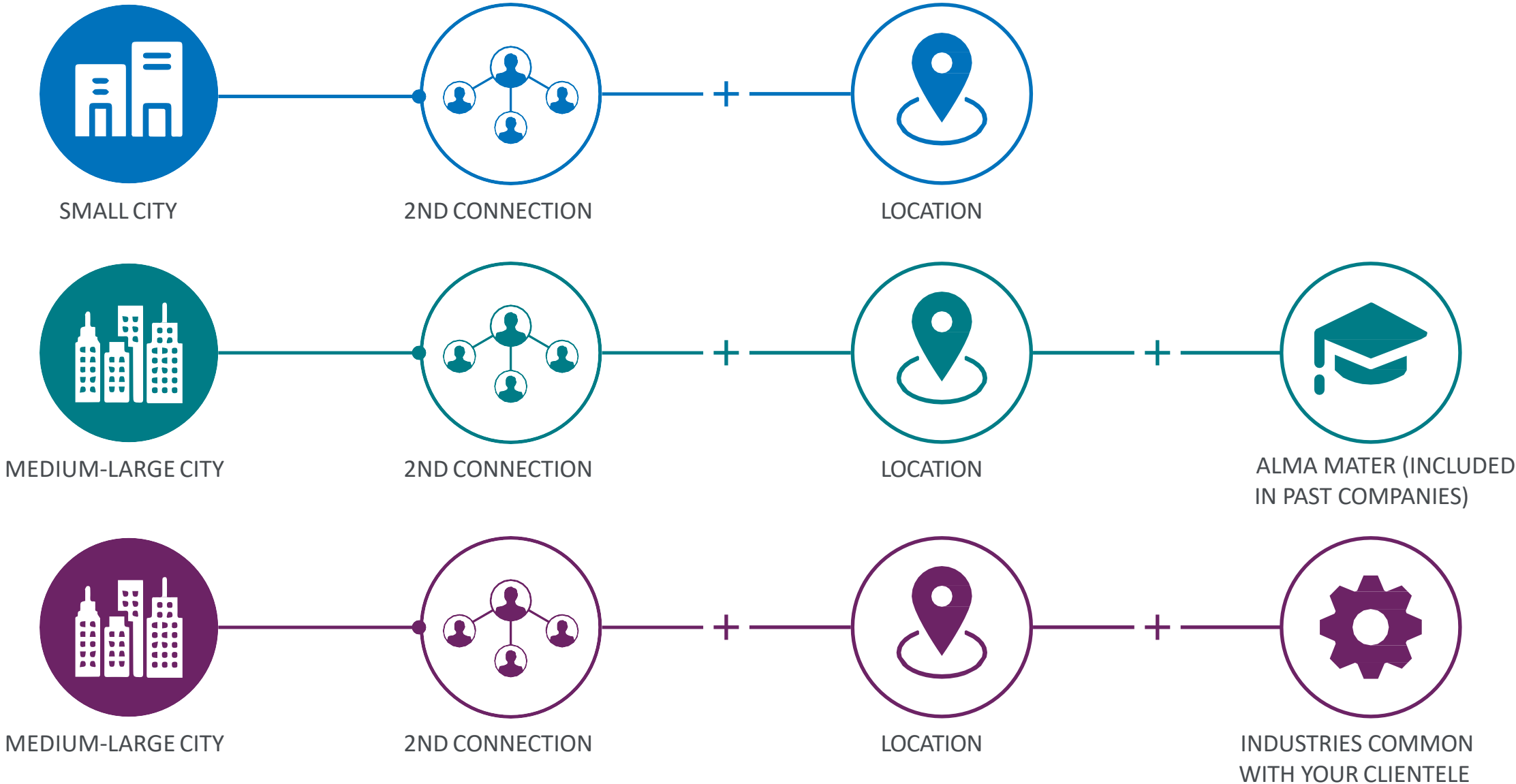
2 Click the “All Filters” option at the top of the screen and the following menu will appear. It’s here you will decide which group of people you’d like to search for.



3 The goal here is to narrow down your search results to a few hundred — not a few thousand. Only you know who would be the best potential clients for you, so think about different ways you can combine these filters. Additionally, be aware that you are only allowed a certain number of searches per month. If you’d like unlimited searches, you would need to purchase a LinkedIn Premium account.

Depending on the size of city you live in, we would recommend two different types of searches to pare down your list to those most applicable to you.

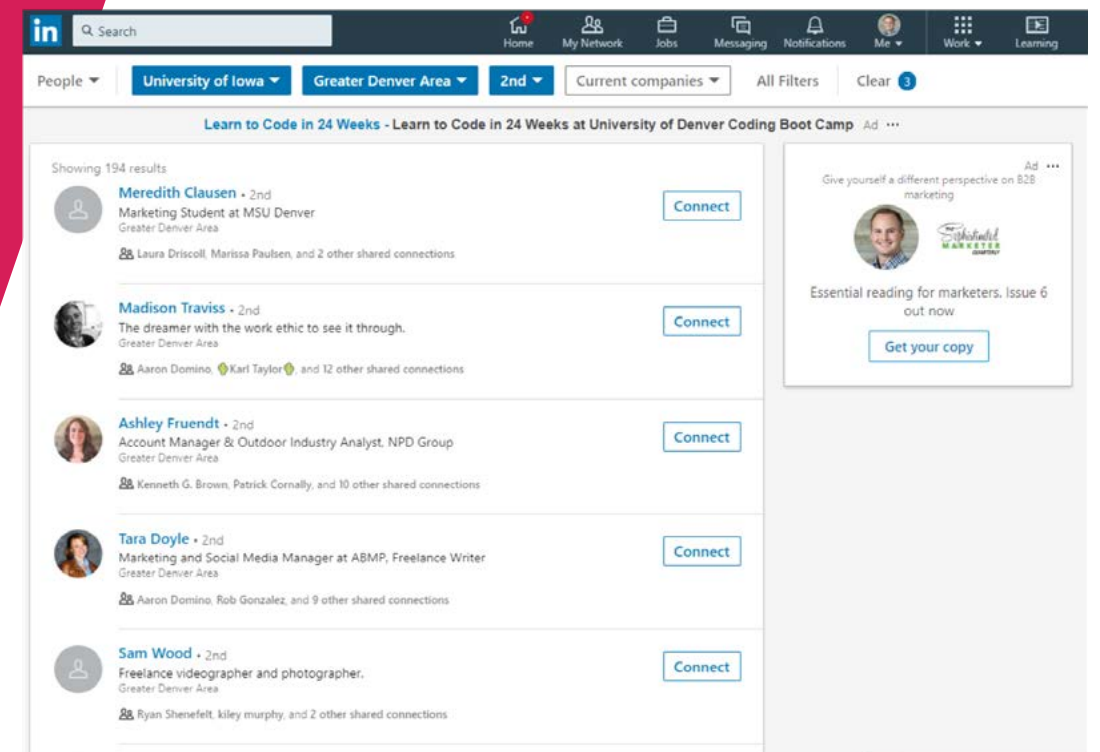
Regardless of whether you're looking for clients or employees, the goal here is to narrow down the potential prospects to a manageable list.



SEARCHING FOR PROSPECTS - COMMUNICATION

Now that you have a list of a few hundred people, you can now sort through them and decide who you want to pursue as a potential client or employee.

Once you decide on a few people you believe have the greatest potential, take time to look at their profile. Don't simply add them as a connection and move on. Instead treat each potential lead with the care they deserve. Find your common ground. Who is your mutual connection? Did you go to the same school around the same time? Have they worked anywhere you have previously worked? Use these commonalities to your advantage.



Using these commonalities, you can craft a “personal message” to them when you add them as a connection. Select “Add a note” after clicking “Connect” on their profile.

When adding your note, try one of the following templates:

For a Mutual Connection...

Hello [Prospect Name],

Happy Friday! I noticed you’re a connection of [Connection Name]. Do you know him from your time at [company]? He/she is a good friend of mine from college, and any friend of theirs is a friend of mine!

Regards,
[Your Name]

For a Mutual Alma Mater...

Hello [Prospect Name],

Happy Friday! I came across your profile and saw you’re a [University Mascot]. I, too, went to [College Name]! I see you went there around [graduation year]. Were you at the game when [specific sporting event occurrence]?

Regards,
[Your Name]

For a Mutual Past Employer...

Hello [Prospect Name],

Happy Friday! I came across your profile and see you used to work for [Company Name]. As did I! Did you happen to work with [Past Co-Worker] at all? I remember he/she would always wear bow ties at the office. Such fond memories.

Regards,
[Your Name]

You’ll notice none of these templates immediately bring up your actual intention. Make sure to not sell them on anything too quickly. Establish a dialogue and a relationship. Similar as how it was explained in the 201 curriculum. If you missed this section, please visit the material for a refresher.

A photograph of two business women in an office setting. The woman on the left is smiling and shaking hands with the woman on the right. They are both dressed in professional attire. The background shows office chairs and a window with a view of a city.

PAID ADVERTISING

LinkedIn campaign manager

CAMPAIGN MANAGER

Over the years, social media platforms have decided to limit the organic (free) exposure of business pages to its followers.

Facebook is the best example of this. Over the years, Facebook has decided to limit the organic (free) exposure of business pages to its followers. By making this change, Facebook has told its businesses that they need to use a small advertising budget to reach the majority of their followers.

LinkedIn, has not experienced such an extreme decline, but it's likely coming. Additionally, sometimes you may have messages you'd like non-followers to see. Perhaps you're recruiting. Or going through a lead generation push. Whatever the reason, you may find yourself wanting to advertise on LinkedIn.

If that's the case for you, we have some good news and some bad news.

The good news is LinkedIn's Campaign Manager has become easier to use over the years. The bad news is that LinkedIn's overall advertising costs are more expensive than any other social media platform.

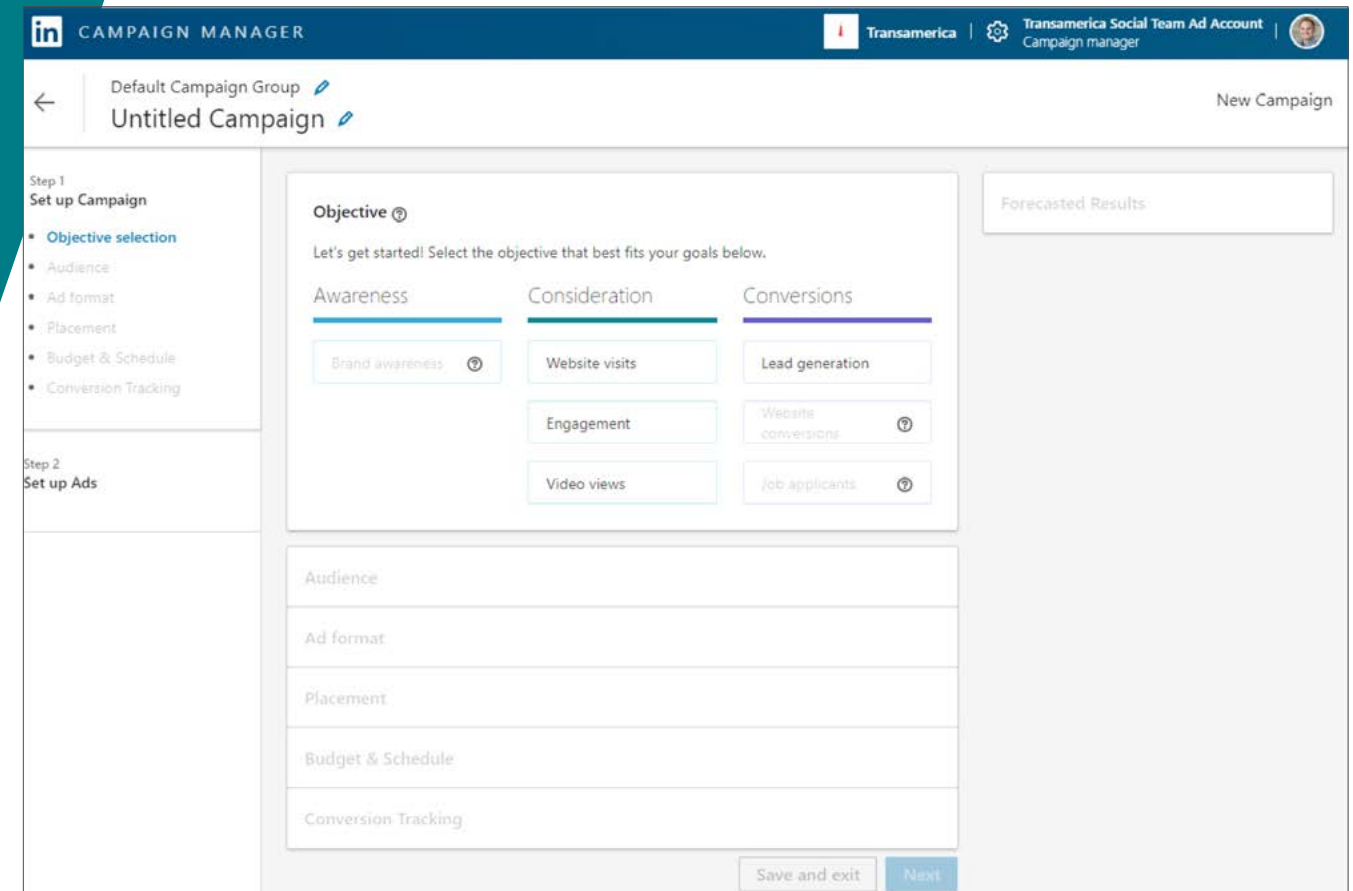
While we highly suggest you take LinkedIn's On-Demand Training to learn the best ways to advertise, we will go over some of the high-level concepts in this course.

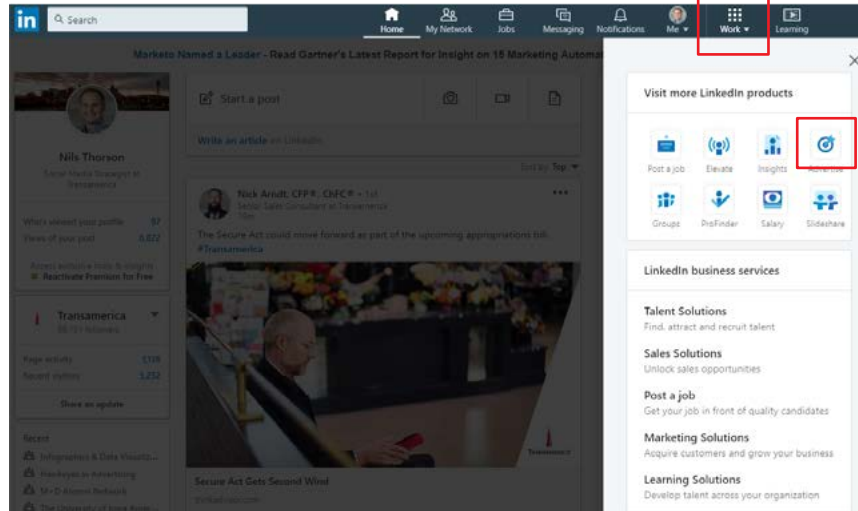
The screenshot displays the LinkedIn Campaign Manager interface for the account 'Transamerica Social Team Ad Account'. The main navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is visible in the top right. The interface shows a summary of 23 total campaign groups, 74 total campaigns, and 175 total ads. Below this, there are tabs for 'Create campaign group', 'Performance Chart', and 'Demographics', along with an 'Export' button. A search bar is present for finding campaign groups by name or ID. The main table displays performance metrics for various campaign groups, including their status, spent amount, impressions, clicks, average CTR, bid, and average CPM. The time range is set to 8/6/2019 - 9/4/2019.

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average
23 campaign groups	-	\$18,272.71	159,201	1,220	0.77%	-	\$114.78	\$14.98
Default Campaign Group CID: 602515033	Active Running	\$0.00	0	0	-	-	-	-
RIC / RIM / TIE - DRAFT CID: 602515083	Draft	\$0.00	0	0	-	-	-	-
RIC / RIM / TIE Moving Images CID: 602516473	Draft	\$0.00	0	0	-	-	-	-
RIC RIM TIE - August 2018 CID: 602526153	Draft	\$0.00	0	0	-	-	-	-
Zach Johnson #TheLongGame CID: 602604263	Archived	\$0.00	0	0	-	-	-	-
Recruitment - Accounting - Sep-Dec18 CID: 602897322	Archived	\$0.00	0	0	-	-	-	-

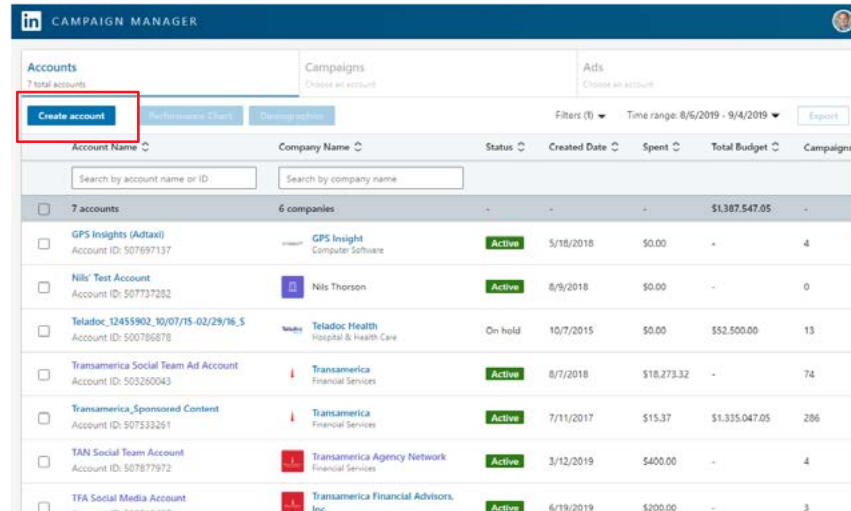
There are a few benefits to running a campaign through LinkedIn's Campaign Manager compared to simply posting organically.

1. You can send multiple pieces of content to a single audience to see which works better and apply your learnings to future campaigns.
2. You can use email lists, retargeting pixels, and other advanced tactics to target very specific groups of people.
3. You can use advanced analytics to understand how your campaign performed and learn more about your target audience.

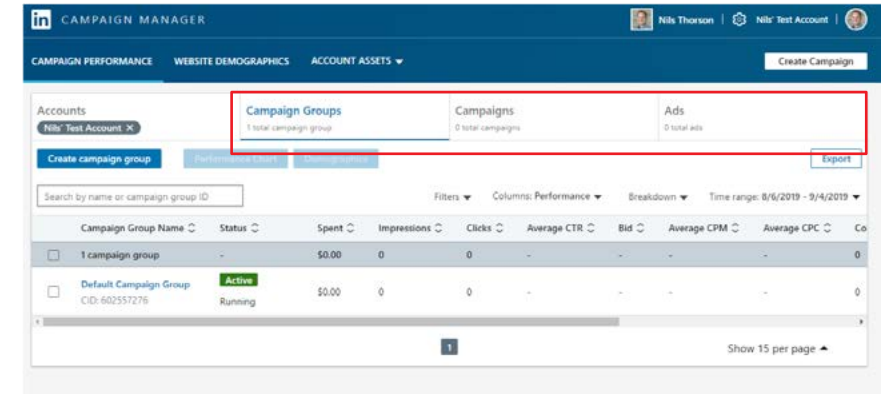




1 To begin advertising, log into your personal LinkedIn account, click on the nine-dot menu in the top-right, and click “Advertise”. Complete the required fields and click “Create Account.”



2 You'll then be taken to your new Campaign Manager account. The first thing you'll need to do is create an account. Click on the blue button, name the account, select your currency, and connect it to your company page.



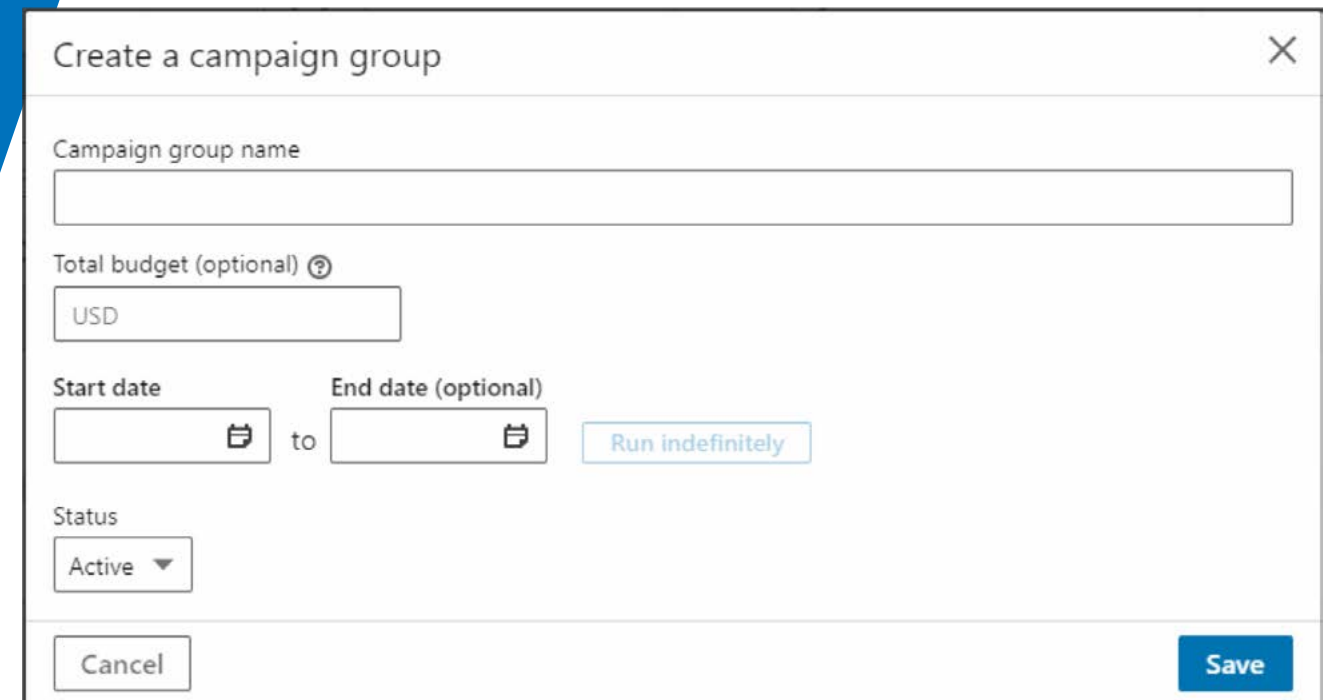
3 Next, click on this newly created account to navigate to the “Campaigns” section of Campaign Manager. You'll see three sections at the top: Campaign Groups, Campaigns, and Ads. Let's break these down one-by-one.

To start a new campaign, click the blue “Create campaign group” button.

You’ll then see this widget appear. A campaign group is a folder you’ll create that houses all of the different “campaigns” (or audiences) you’ll be creating for any particular effort. Below is an example of what this could look like:

- Campaign Group: Lead Generation Minnesota
- Campaign 1: Lead Gen – Minneapolis
- Campaign 2: Lead Gen – St. Paul

After you name your campaign group, set a total budget, start & end date, and set the status to active.



The screenshot shows a dialog box titled "Create a campaign group" with a close button (X) in the top right corner. The form contains the following fields and options:

- Campaign group name:** A text input field.
- Total budget (optional):** A text input field with "USD" entered, and a help icon (i) to its right.
- Start date:** A date picker field.
- End date (optional):** A date picker field, followed by the text "to".
- Run indefinitely:** A button with a blue border and text.
- Status:** A dropdown menu currently set to "Active".
- Buttons:** "Cancel" and "Save" (blue) buttons at the bottom.



You'll then have the opportunity to create a campaign within your campaign group. Each campaign has an unique objective, audience, ad format, placement, budget, schedule, and conversion tracking. First, let's take a look at what each objective means:

LinkedIn CAMPAIGN MANAGER | Nils Thorson | Nils' Test Account

Default Campaign Group | **Untitled Campaign** | New Campaign | [Leave feedback about Objective-Based Advertising](#)

Step 1 Set up Campaign

- **Objective selection**
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2 Set up Ads

Objective ⓘ

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

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

Forecasted Results



Each objective will determine which type of user LinkedIn prioritizes when choosing who to show your ad to. If you choose engagement, LinkedIn will prioritize LinkedIn users within your target audience who often engage with LinkedIn ads. And so on and so forth. As a whole, we recommend these two campaign types for the financial industry.

Awareness

Brand awareness

Choose this if you want more people to learn about your business.

Consideration

Website visits

Choose this if you want more people to visit a website destination site on or off LinkedIn.

Engagement

Choose this if you want more people to engage with your content posts.

Video views

Choose this if you want more people to watch your videos.

Conversions

Lead generation

Choose this if you want more quality leads on LinkedIn.

Website conversions

Choose this if you want more purchases, registrations, or downloads on your website.

Job applicants

Choose this if you want to promote job opportunities at my company.



Once you choose an objective, you need to create your audience(s). There are two types of audiences: audiences based on attributes or audiences based on data matching. Each reaches users in a unique way and offers potential value to any given campaign. Campaigns are most effective when you create more than one audience type.

AUDIENCE ATTRIBUTES



Audience Attributes are LinkedIn-based filters you can choose individually or combine

MATCHED ATTRIBUTES



Matched Attributes are audiences built using customized activity from your website or uploaded customer lists

In general, we believe any and all of LinkedIn's targeting parameters have potential for success depending on what you're trying to achieve or the audience you're trying to identify. Below is a list of each individual factor you can use in your targeting and a few we would recommend trying. Keep in mind that these can be layered on top of one another:

AUDIENCE ATTRIBUTES



Company - Connections:	Reach the 1st degree connections of employees of any given company
Company - Follower of:	Reach followers of your company page
Company - Industries:	Reach users who are employed by companies in particular industries
Company - Names:	Reach employees of any given company
Company - Size:	Reach users based on the size of company they are employed by
Interests - Member Groups:	Reach members of particular LinkedIn groups
Interests - Member Interests:	Reach users based on their professional interests
Demographics:	Reach users based on their age or gender
Education:	Reach users based on their degrees, schools, or fields of study
Job Experience:	Reach users based on their job function, seniority, title, skills, or years' experience



MATCHED ATTRIBUTES



Website Activity:

Reach users based on those who have visited an individual or set of webpages

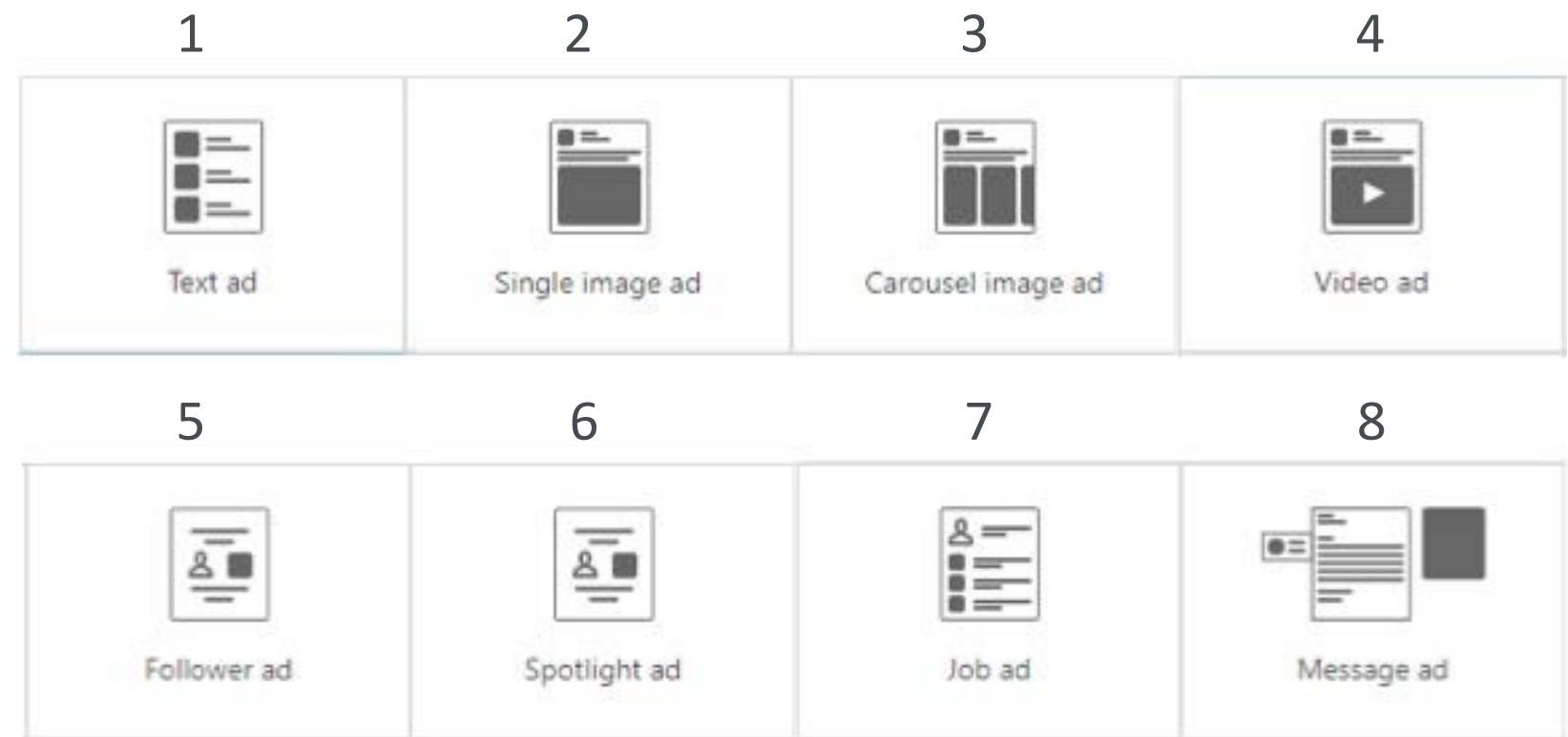
Uploaded Lists:

Reach individual users you upload through an excel spreadsheet

Lookalike Audiences:

Reach users who are similar to one of your website activity or uploaded list-based audiences

There are eight types of LinkedIn ad types: Text ad, Single image ad, Carousel image ad, Video ad, Follower ad, Spotlight ad, Job ad, Message ad. Unlike Facebook, LinkedIn only allows one ad type per campaign, so choose wisely. Additionally, not all ad types are available for all campaign objectives.



Most of these ad types have very specific purposes. If you're just getting started with LinkedIn Campaign Manager and want to drive traffic to your website, we would recommend trying single image ads. They are the easiest to use. Then, try other types as you become more comfortable with the platform.



Text ads appear on the right hand side of the LinkedIn homepage. In general, these are not recommended.

These ads support just one image. We recommend these as they seem to bring in the most clicks.

Carousels support up to 10 images. If you're looking to tell a sequential story or showcase multiple ideas/job openings, this is a good option.

These ads support just one video. If you're trying to raise awareness, these are your best option.

Follower ads appear on the right hand side and are only good for one thing — increasing your follower count. Unlike other ads, these will include the profile picture of the person the ad is targeting. This makes the ad feel ultra-personalized.

Spotlight ads appear on the right hand side and are used to drive to a landing page. We don't believe these have the same effectiveness as basic image ads. Unlike other ads, these will include the profile picture of the person the ad is targeting. This makes the ad feel ultra-personalized.

Follower ads are only good for one thing — promoting job openings.

Message ads appear in the inboxes of your targeted users. Because of this more intimate placement, these are more expensive. These certainly can be effective, but aren't very personal.

Regardless of the campaign you decide to create, there are a few best practices we would advise. All campaigns should generally follow these four guidelines:



1. TAKE YOUR TIME

Don't hastily create a campaign. Give some real thought to your objective. Carefully and strategically create your audiences. And create the best ads possible.



2. USE MULTIPLE AUDIENCES

There's always an opportunity to learn how to best target a given audience. Try creating an audience based on interests and run it alongside an audience based off your email list. Give your campaign multiple ways to succeed.



3. USE MULTIPLE ADS

If you only run a single ad, LinkedIn has to put your entire budget behind it whether it's working or not. If you run multiple ads, LinkedIn will automatically optimize towards the more successful ones – making your campaign more efficient.



4. CHECK-IN & OPTIMIZE

If you run your campaign with multiple audiences and multiple ads, you should check-in on the campaign about half-way through. Then, turn off the lower performing audiences and ads. Now your campaign is fully optimized.



LinkedIn also offers free training courses; these courses are especially helpful to review prior to creating campaigns:

<https://training.marketing.linkedin.com/introduction-to-linkedin-ads-1>



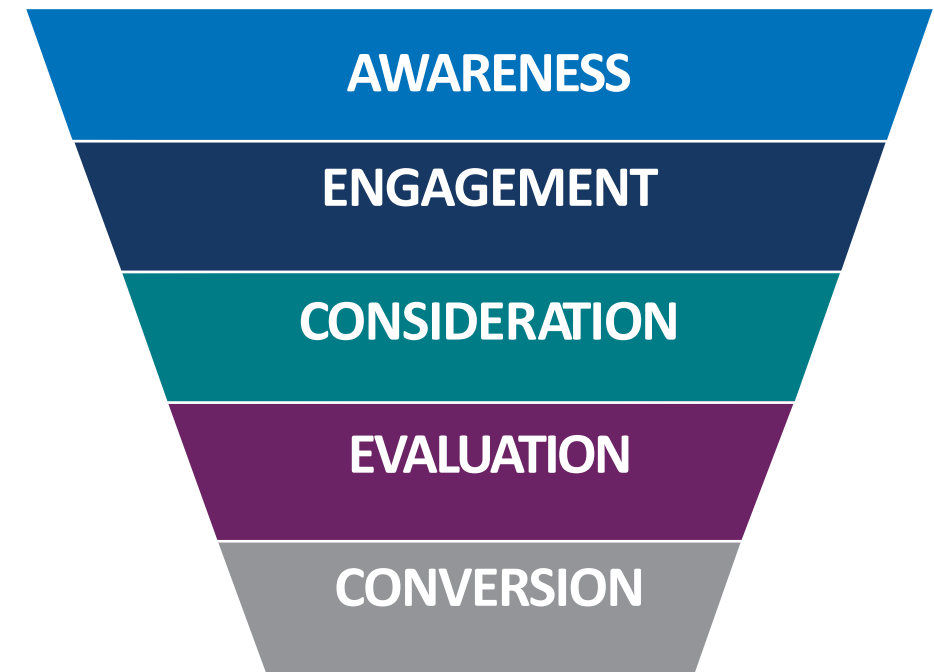
ANALYTICS

Using data to improve your marketing efforts

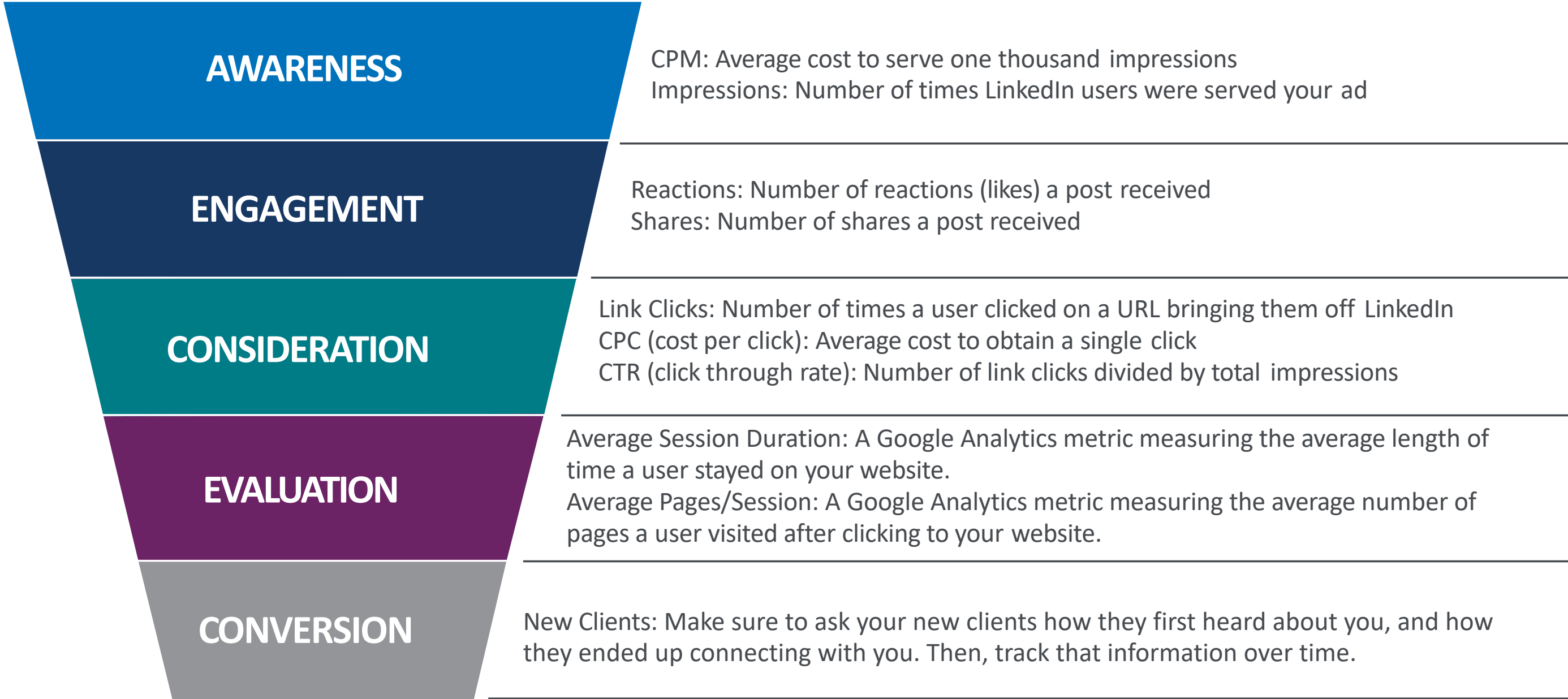
LINKEDIN ANALYTICS

In order to optimize your campaigns, you'll need to understand which metrics to watch. Depending on the goal of your campaign, there are different metrics you should keep an eye on.

Generally, LinkedIn metrics can be categorized into segments of the traditional marketing funnel. First, a user needs to be aware of your company, then they have the opportunity to engage, consider, evaluate, and finally convert. Let's break down what this looks like when we consider LinkedIn's metrics.



There are some key metrics to look at for each part of the funnel. Below are a list of those metrics with their associated definitions.



To make things a bit easier, we have broken down which metrics to observe if you were to run any of the three campaigns we recommended earlier in this course:



BRAND AWARENESS CAMPAIGN

CPM: This should be your most important metric here. If you run a Brand Awareness campaign, you should try to obtain the lowest CPM possible in order to reach the most people with your budget.

Impressions: Keep track of this to understand how many times your ad was served.



WEBSITE VISITS CAMPAIGN

CPM: Higher CPM means it's more expensive to reach a certain group of people. Keep an eye on this.

Link Clicks: Keep track of how many clicks you sent to your website. What value is your campaign bringing?

CPC (cost per click): If certain ads have a higher CPC, it's possible they aren't as effective as others.

CTR (click through rate): By combining this metric with CPC, you should be able to determine how effective each ad is.



LEAD GENERATION CAMPAIGN

CPM: Higher CPM means it's more expensive to reach a certain group of people. Keep an eye on this.

Leads: How many people completed your lead generation form? By looking at this metric at the "Ads" level, you'll find a link to download your generated leads.

Cost per Lead: This is a metric dividing total leads by total money spent on that advertisement. If a particular ad has a higher cost per lead, it may be wise to turn that ad off to allow your budget to shift towards the ad with a lower cost per lead.

QUESTIONS?

YOU'RE NOW READY TO START USING ADVANCED LINKEDIN FEATURES

If you ever have any questions...

- Ask your manager for their advice
- Ask your respective compliance or legal officer
- Contact us at socialmedia@transamerica.com

THANK YOU