

# The B2B Marketer's Guide to LinkedIn Ads



LAIRE®

# Why LinkedIn?

When advertising online, most people think Google, Facebook, or Instagram are the best places to start. But there's another platform that often gets overlooked, leaving out valuable opportunities for growth and lead generation: LinkedIn.

A top platform for B2B paid advertising, LinkedIn offers diverse targeting options to help you pinpoint the leads that matter most for your business. The platform also makes it easy to track the effectiveness of your ad campaigns with detailed analytics, helping you refine your strategies and achieve your advertising goals.

Let's dive in deeper to see how LinkedIn can be used as a tool to connect, engage, and grow your customer base.



*82% of B2B marketers got their greatest results with LinkedIn.*

LinkedIn has more than 900 million users across the globe, with over 199 million users in the United States alone. LinkedIn ads are essential for B2B marketers; it's where your clients are spending their time. The platform allows for hyper-focused, granular targeting, so you can produce high-performing advertising

based on targeting factors by industry, title, geography, and even company name. These elements help to define your target audience with more detail and put maximum targeting power in your hands that you don't get with other advertising platforms. Other benefits include:



## Direct Connections

With Sponsored inMail, you start a chat with a potential lead instantly.



## Account-Based Marketing

Focus your effort on high-value, best-fit clients.



## Versatility

Create a variety of appealing ads to see what works best for you.

You may be wondering: How is LinkedIn uniquely qualified to deliver these benefits to B2B marketers? Let's take a look at how advertising works on other platforms and compare.

## Instagram

Instagram is mostly an informal platform, with a large number of regular users still in high school, college, or just starting out in the workforce. It's a place where people come to share their personal lives, gain inspiration from others, and make personal connections.

In comparison, LinkedIn is primarily a place where people network with professionals to grow and improve their businesses. Your audience may be on both Instagram and LinkedIn, but the difference in how they use the platforms determines whether or not they would be receptive to B2B advertising.

## Facebook

While Facebook has a larger audience of approximately 3 billion users, its audience is more general and widespread. It's primarily used to keep up with friends and family, check on local and world news, and occasionally engage with brands.

While Facebook does offer advertising based on basic demographic information and user interest targeting, LinkedIn has much more specific targeting capabilities, and while it is more expensive than Facebook Ads, it does generally lead to higher ROI.

## X (Twitter)

Out of all social media platforms, X (formerly known as Twitter) is the most informal, with messages coming to users at a mile a minute. Users click, engage, and scroll on to the next. While people use LinkedIn for research and professional networking, X is primarily used for entertainment purposes.

## Google Search, Display Ads, and Partners

You can reach approximately [90% of the population through Google via paid ads or the organic reach achieved through search engine optimization \(SEO\)](#).

That said, with B2B marketing, the goal is to reach a very narrow and precise audience. You won't always know the exact search terms your target audience uses, which leads to greater trial and error. In the case of SEO, this can make it difficult to achieve consistent visibility and significantly delay results.

It takes time to become visible online, and you may experience some volatility as competitors try to outsmart you or Google, causing the algorithm to change. While ads in general are more expensive than SEO, they do allow you to achieve ROI more quickly.

Ultimately, when it comes to B2B marketing, LinkedIn is the number one platform. It takes the guesswork out of paid advertising and allows you to efficiently reach the exact audience your business needs.



# Getting Started

Now that we've established LinkedIn's dominance in B2B marketing, we'll take you step-by-step through:

- Creating LinkedIn Ads
- Running Ads on LinkedIn
- Creating a LinkedIn Ad Campaign
- Setting a budget for LinkedIn ads
- Other LinkedIn social media marketing best practices

Let's begin.

## Prepping for Your First LinkedIn Ad Campaign: Setting Targets and Objectives

Before you jump right into creating ads or campaigns, you'll need to conduct thorough research and prep work to get the most out of your LinkedIn ads.

## Who Are You Targeting?

Remember: You can target very precisely on LinkedIn, even down to the specific company and job description. You don't have to cast a wide net with your target audience, and we recommend doing the opposite. Unlike other social media marketing platforms, your ideal audience is much easier to reach on LinkedIn.

If you haven't already, you'll need to create buyer personas. These personas clearly define the identity of your target audience by asking several important questions:

- Who are they? (Gender, age, education)
- What is their job title? (Title, company size, industry, job responsibilities)
- What are their primary pain points in relation to your products and services?
- What are their goals?
- What do they value most in making a purchase decision? (Price, support, etc.)

*How do you know who to target first? Use the information publicly available on LinkedIn Profile Pages and Company Profile Pages to learn more about your audience and develop a relevant ad strategy.*

- Where do they go for information? (News, publications, social media, etc.)
- What are their most common objections? (Reasons why your solutions won't meet their needs)

For LinkedIn, make sure that you include:



**Job Titles**



**Industry**



**Location**

You'll be able to make your ads more relevant if you target these elements directly.

How do you know who to target first? Use the information publicly available on LinkedIn profile pages and company profile pages to learn more about your audience and develop a relevant ad strategy.



## Where Will You Target?

The United States has the largest number of LinkedIn users, but businesses also have the potential to reach people all around the world. That said, if you provide local services — such as home building and renovation — you'll need to solely connect with leads in your city, state, or region.

Even if your company appeals to people internationally, geotargeting can help you gain a foothold with your target audience, and that often means pinpointing a specific region with people who can directly benefit from your business. This allows you to grow, nurture customer relationships, and increase your ROI.

### **Geotargeting or Geofencing does two critical things for your LinkedIn ad campaign:**

- It ensures your advertising reaches people who have an actual interest in becoming your customers and clients, meaning you're no longer paying for ad clicks with no ROI.
- It allows you to deliver more relevant messaging to people based on their location. For example, even if you're targeting the entire United States, you can use certain messaging for people on the West Coast, and then slightly adapt that messaging to appeal to people in Chicago.

## What Is Your Objective

It's important to be clear with your main objectives. Not only does this impact how you measure the success of your campaign, but it also greatly impacts performance.

If your objective is misaligned with your ad, LinkedIn may consider your ad less relevant to certain audiences.

Similar to Facebook's Ad Relevance Score and Google's Quality Score, LinkedIn has a Campaign Quality Score that has a direct impact on how much you pay for LinkedIn ads and whether your target audience even sees your ads.

Fortunately, LinkedIn gives you the right tools to make your ads incredibly relevant. LinkedIn objectives could include:



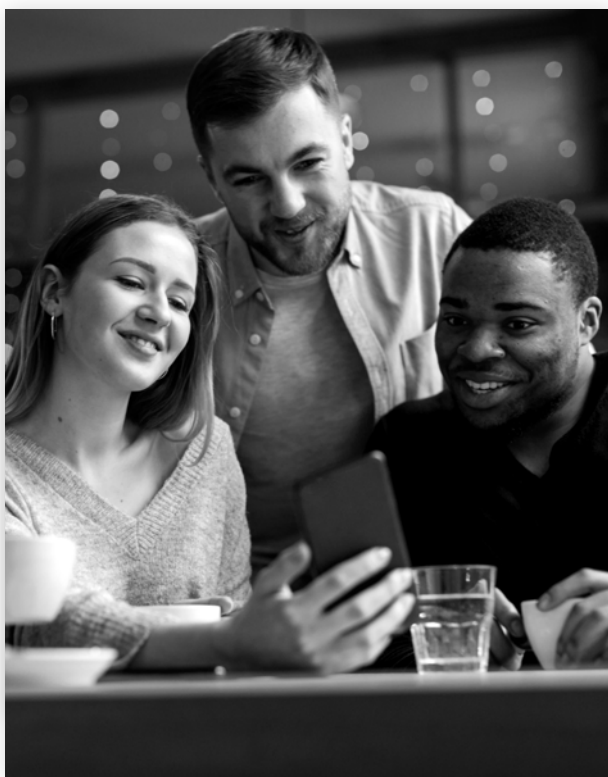
**Site Traffic**



**Content Downloads**



**Brand Awareness**



## What Type of Content Will Resonate With Your Audience?

Understanding this is the key to creating effective LinkedIn ads.

- Research your audience. What kinds of stories, visuals, and examples will they engage with most?
- Identify the tone of advertising. How do they speak about the topic? Ideally, you want to communicate in a way that sounds completely natural to your audience.
- Decide on a format. Which ad formats will get the best results?
- Ask your audience for feedback.

## What Are You Promoting?

Since LinkedIn is highly targeted, you have an opportunity to do deep research on your prospects and learn what kind of messaging will resonate with them most.

Consider your offering: What is your value proposition? How do you distinguish your offering and/or brand from the competition? Apply your answers to these questions as we begin walking through LinkedIn ad creation.



# Creating Effective LinkedIn Ads

Now, we're prepped and ready to [create a LinkedIn ad](#). We'll look at:

- Types of Ads
- Ad Specs
- LinkedIn Ad Best Practices

## Types of Ads:

### TEXT AND DISPLAY ADS

Text and display ads pop up in inboxes and appear on the side and the bottom of a page. They do not appear in the newsfeed, even though they look like a post.

They may be designed to look native to the feed, complete with text, an image, and a call to action (CTA) button. Your business name is at the top left and is only distinguishable from a regular post by the word "sponsored" above it.

### SPONSORED CONTENT

Sponsored content is similar to boosted posts on Instagram or Facebook. They do appear as posts in the regular newsfeed but can be differentiated from a regular post by the word "promoted" which appears under your business name.

Sponsored content can often be mistaken for a regular post from someone you follow, making it an effective advertising method.

### PREMIUM DISPLAY ADS

Premium display ads cost slightly more than the above methods, but they stand out much more prominently on the page. They work well for B2B marketers who already have a good idea of what their target audience is likely to engage with.

You'll see these ads as side banners or long banners at the top or bottom of the LinkedIn homepage.

### DYNAMIC ADS

Dynamic ads are a type of advertising format that allows you to create highly personalized and automatically generated ads to target LinkedIn users.

These ads are designed to be more relevant and engaging for individual users by dynamically inserting their profile information into the ad content. This allows you to refer to the prospect's company, job title, or other identifying factor directly, making the ad much more relevant, meaningful, and personalized.

### VIDEO ADS

Video ads can be a little more complicated to create, but 87% of marketers feel that video has a direct, positive impact on sales. [Videos can help position you as a thought leader](#), tell your brand story, showcase customer success, promote a webinar or event, or demo a product in a way that still images cannot.

### CAROUSEL ADS

First and foremost, carousels tell a story. If you want to showcase your brand story or highlight a happy client review, a carousel allows you to do that in a series of scrollable images. You can also showcase different products or services or highlight the features of a single product.

It's a good idea to add a call to action on the final card (image) to inspire your audience to take an action that's aligned with your objective. LinkedIn recommends that you start with 3 to 5 images for your carousel.

### MESSAGE ADS

Message ads allow you to reach out to LinkedIn users directly, an action normally reserved for connections.

This feature is a much more personalized approach than in-feed ads, however, LinkedIn puts strict limits on the number of message ads you can send for 60 days to prevent spam-like advertising.

## FOLLOW COMPANY ADS

This type of ad is designed to increase the number of followers for a company's LinkedIn page. Also called follow ads, they're typically used by businesses to grow their LinkedIn following and build a community of professionals interested in their products, services, updates, and industry-related content.

If building an organic LinkedIn following for your company is part of your B2B marketing strategy, follow ads can be extremely effective as they look similar to sponsored contacts while specifically asking people for follows.

If you use follow ads, it's critical to have an official page for people to follow, and it's important to post quality content consistently.

## Choosing the Ideal Ad Type

LinkedIn ads are an incredible tool for growing your online presence and achieving your marketing goals. We encourage you to explore each of these methods as part of a comprehensive LinkedIn marketing strategy.

Each ad type has various specifications you can work with to customize impact and performance. During A/B testing, compare ad specs to see which performs better with your audience segments. This insight will help you improve the overall performance of your campaigns.

Your LinkedIn ad specs may change over time. Make sure to [refer to the most recent guidelines](#) to prevent the rejection of your ads. Ads may be rejected if they don't meet the specific requirements related to the ad's content, file type, image quality, size, headline character length, or other specifications.

Having multiple ads rejected can flag your company and cause you to face longer approval times and much more rigorous reviews. Always check the ad specs and update your ads as they change.





# Marketing Best Practices for LinkedIn Ads

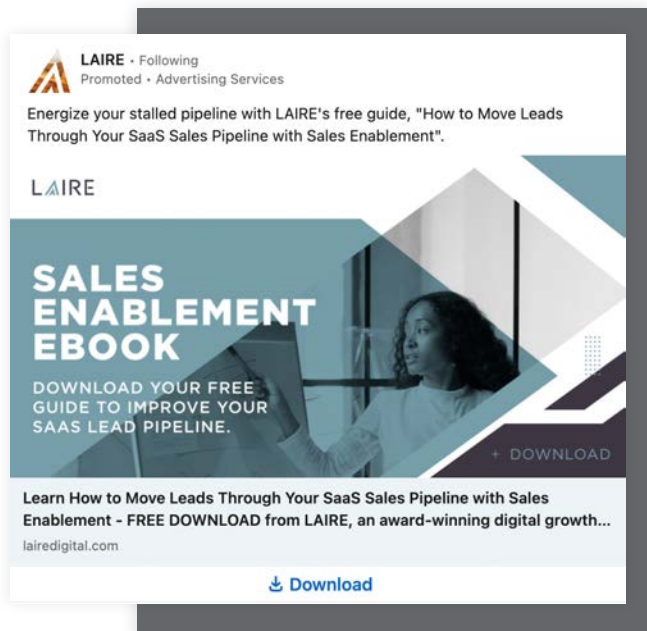
LinkedIn marketing requires creativity and a solid strategy. To make the most of this professional networking platform, it's essential to follow some key best practices.

## CTA Best Practices

When it comes to calls to action (CTAs), the clearer the better. Your CTA should compel the viewer to act immediately. Without a CTA, your ad just becomes a decoration. No matter how appealing the visuals are, the CTA will not perform if the reader scrolls past without engaging.

*Tip: Craft your CTA with the pain points and desires of your audience in mind.*

Make sure your CTA stands out. In this example, the CTA is one of the first things you see when looking at the image. The image highlights the brand's color scheme, but the CTA is still distinct and easily recognizable.

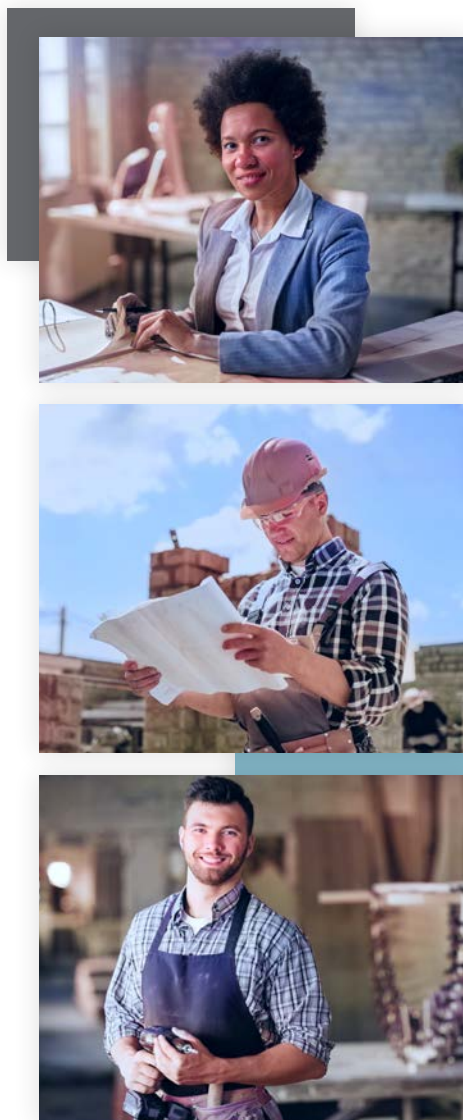


## Image Best Practices

Images containing people typically perform better than a stock photo of scenery, objects, or products. When you see a person in an ad, you do one of two things: Either you identify with that person, or you connect with that person.

If the image shows a satisfied customer, your prospect subconsciously imagines themselves as a satisfied customer. They then naturally follow the text, see the CTA, and click to engage. Images help you convey emotions, while images of inanimate objects cannot.

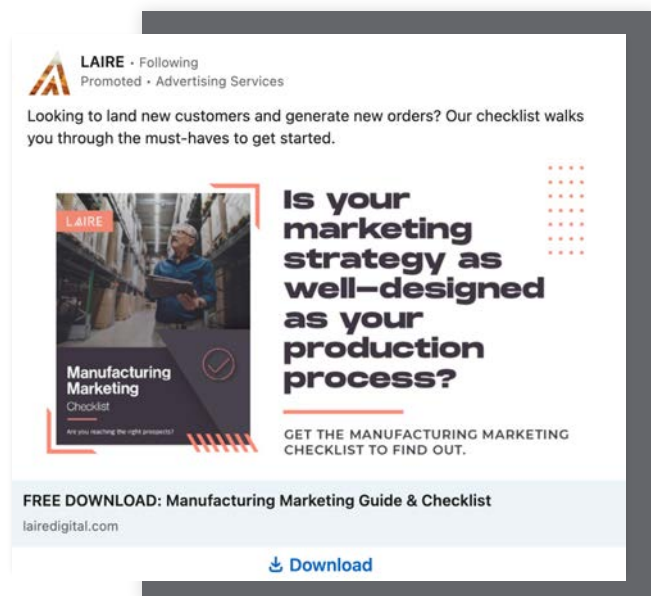
**WHAT ARE THESE PEOPLE THINKING?  
COULD ONE OF THESE REPRESENT A  
CLIENT OR PROSPECT?**



## Ad Creative Best Practices

To create compelling ad images on LinkedIn, focus on high-quality, relevant visuals that align with your message and maintain brand consistency. Keep text minimal, ensure mobile compatibility, and use contrasting colors for readability.

Experiment with A/B testing to find the most engaging images and incorporate storytelling if you can. With these practices, the more you craft eye-catching ad images, the more you'll capture your audience's attention and drive better results.



The ad creative is a rectangular image with a white background. At the top left is the LAIRE logo, followed by the text "LAIRE • Following" and "Promoted • Advertising Services". Below this is a short paragraph: "Looking to land new customers and generate new orders? Our checklist walks you through the must-haves to get started." The main visual is a thumbnail for a "Manufacturing Marketing Checklist" featuring a man in a blue shirt and hard hat in a factory setting. To the right of the thumbnail, the text reads: "Is your marketing strategy as well-designed as your production process?" followed by a red dotted line. Below the thumbnail, it says "GET THE MANUFACTURING MARKETING CHECKLIST TO FIND OUT." At the bottom, a light blue bar contains the text "FREE DOWNLOAD: Manufacturing Marketing Guide & Checklist" and "lairedigital.com", with a "Download" button featuring a download icon.

## Video Best Practices

According to HubSpot, in 2023, [91% of businesses use video content as part of their marketing strategy](#). Despite typically costing more than other forms of content, marketers say video is more likely to deliver a positive ROI than other media forms.

Video content can be a critical part of the buyer's journey. When potential clients see something in action, they gain a better understanding of how something works and why it's valuable. More businesses are now using video content to drive results, as potential buyers see video as a trustworthy source of information.

# Bids & Budgeting

While LinkedIn ads tend to be more expensive than other platforms, they can generate more lucrative results. Let's look at some benchmarks and how ad spend can impact your ROI.

## How Much Money to Spend on LinkedIn Ads

This varies depending on your budget, but when it comes to LinkedIn, the more you invest in ad spend, the better results you'll see in terms of leads and conversions, which ultimately leads to an increase in ROI.

The average click-through rate (CTR) for a text ad on LinkedIn is between 0.39 and 0.65%. A single prospect can see your ads in several places before they decide to engage. Each of these impressions increases awareness and familiarity with your brand — so even if they don't engage right away, they are more likely to engage in the future.

If you're paying per click, you're not paying for all of those impressions, so you need a large enough budget to incorporate impressions as well as clicks. [The average cost per click on LinkedIn is \\$2 to \\$3.](#)

That said, the conversion rate for LinkedIn is much higher, at 6.1%, compared to 3.75% for Google search ads. Even if you're paying more for a click on LinkedIn, you are nearly twice as likely to generate a conversion from that click vs search ads.

### LAIRE Insight

We recommend you aim for \$1,000 for 30 days. This allows you to generate enough impressions to begin increasing your CTR rate, which is enough to gain traction.

You can then scale up or down and test to see what works best with your campaigns. Testing is key to understanding your audience response rate and what budget aligns best with your goals.

## Measuring the Results

To get the most out of your investment, you must measure your campaign, identify areas for improvement, and test to improve your ROI.

## Where to Find Your Results

Regardless of where you choose to advertise, it's critical to measure your performance and calculate ROI. LinkedIn offers you exceptional analytics tools to help you get the most out of your campaigns.

LinkedIn's conversion tracking dashboard allows you to see which ads led to various types of conversions, which is critical to your B2B marketing success. This tool also allows you to see conversions from people who viewed your ad even if they didn't click. This is often a much higher number and an important metric to measure when determining true ROI.

To track conversions, you need to add the free Insights Tag to your website. This bit of code allows you to anonymously track actions and use remarketing ads to retarget visitors on LinkedIn after they've visited your website.



## Strategies That Generate ROI

To generate ROI on LinkedIn, you must clearly define your objective. There are three primary types of objectives for marketing:

- Build brand awareness
- Drive consideration and engagement
- Generate leads and conversions

You'll define the success of your campaign by its ability to meet these objectives. To do that, you need to identify the Key Performance Indicators (KPIs) or metrics that tell you you're on your way to achieving those goals.

For LinkedIn Ads, you want to track:

- Clicks - How many people clicked on your ad?
- Impressions - How many people saw your ad?
- Click-through-rate - What percent of people who saw the ad clicked it? This relative metric is just as important as the actual number of clicks because it tells you how effective your ad is when people see it.
- Average engagement - What percentage of people who see your ad interact with it, even if they didn't click on it. It's important to measure when an ad appears in the feed because it shows an increase in both awareness and affinity for your brand.

If your primary objective is to generate leads and conversions, you also need to track how many people sign up, download, or purchase from your ad.

You measure this in:

- Conversions - How many sign ups, downloads, or purchases the ad generated. Remember: you'll need to set up LinkedIn's Insight Tags on your website to track this.
- Conversion rate - The percentage of clicks to your website that resulted in the conversion.
- Cost per conversion - Total ad spend divided by the number of conversions generated from that ad.
- Leads - Number of leads you generated from the ad.
- Cost per lead - Total ad spend divided by the number of leads generated.

Once you know exactly what to measure, you can begin increasing ROI by improving the performance of a particular metric.



## Improving Your Metrics

If your ads are underperforming for any of these metrics, that signifies where you can make improvements, where to optimize the campaign, and how to maximize your ROI. Let's look at three key metrics and what improvements you can implement when underperforming in those areas.

### IMPRESSIONS

If your impressions are low, there are usually two culprits. Either your bidding strategy needs improvement (timing, daily limits, etc.), or you're not putting enough spend to outbid the competition.

### CLICKS

If the number of clicks is low, then your ad may not be reaching enough people, you may not be reaching the right audience, or you may be failing to get their attention. If your offer and CTA are not compelling enough, people will simply scroll past your ad.

### CLICK-THROUGH RATE OR AVERAGE ENGAGEMENT

If you have a low click-through rate or low average engagement, you may be advertising too broadly when your ad only appeals to a narrow audience. This could lead to problems down the road since you may not be reaching the most quality leads.

A/B testing can be a wise choice in this instance. For example, if you have a low click-through rate, try changing the CTA button's color. If the metric improves, try changing all of your CTA buttons to that color and measure the results again.

Similarly, if leads are going to your website after clicking the ad, but they don't convert, there are a few things you can check. First, measure the page load speed and how the page looks on mobile devices to make sure these issues aren't causing people to abandon your site before the page even fully loads. Next, look at the page itself and evaluate:

- The seamlessness of the transition visually from the LinkedIn ad to the page
- How you're communicating the offer and value proposition
- The position, color, and size of the CTA button
- Whether you have multiple CTAs or other distractions on the page driving traffic away from your main objective

If you're unsure which element leads to a lower-than-expected conversion rate, perform A/B testing on the page to improve its ROI.



# Pro Tips for LinkedIn Ads

- Test, test, and test again
- Check and Double-Check
- Run Multiple Ads
- Target Relevant Factors

## Testing

Running A/B tests on variations of your ad is critical to LinkedIn ad campaign success. While the specific metric where you're underperforming can point you in the right direction, the only way to truly know why you're underperforming is to test.

A/B testing is the gold standard because other factors could make any changes you implement seem to improve performance. For example, if you run your ad the week before Labor Day and it underperforms, it may be because your audience is distracted with a holiday weekend and not active on LinkedIn like they normally would be.

You then make a change to your ad and run it after the holiday, seeing that it performs better. Yet that improvement had little to do with the actual change you made and instead had to do with a seasonal holiday.

You'll find endless little differences as you figure out how to run ads on LinkedIn, some more obvious than others. Without comparing variations, you may not spot significant errors and instead fail to achieve the ROI you could otherwise.

## Check and Double-Check

Double-check everything before you launch. Make sure that all links, landing pages, lead generation forms, and images work properly before launching your campaign. Not only could a faulty link cost you money, but it can also create a bad user experience for potential customers.

## Run Multiple Ads

Not only will different ads speak to different people, but you'll also be connecting with the same person at different phases of the buyer's journey. You're delivering the right message at the right time to convert your prospect into a quality lead. This also allows you to identify what works and how you can better reach your audience.

### LAIRE Insight

We recommend you keep 4 to 5 ads running at all times for the best opportunity to enter the market.

## Target Relevant Factors

When targeting, you cannot rely on:

### YEARS OF WORK EXPERIENCE

This doesn't provide an accurate depiction of where someone is in their career based on their profile.

### AGE OF INDIVIDUAL

When it comes to B2B marketing, age isn't a very reliable targeting factor. Where a person is in their career at any age can vary greatly depending on socioeconomic factors, educational opportunities, and life circumstances.

### BE CAREFUL WITH 3RD PARTY INTEGRATIONS

Have a knowledgeable tech professional at hand for your third-party integration needs. Integration with outside platforms can get tricky if you're not familiar with them, and unintended negative consequences can arise with your user experience and campaign if integration doesn't go properly.

Stick with the tried and true basics until you're ready to hire someone to help you get the most out of these advanced features.

That said, third-party platforms can help you get the most out of your LinkedIn campaigns. LinkedIn recommends several platforms:

- **Zapier**
- **HubSpot**
- **Acxiom**
- **Bombora**
- **Salesforce Advertising Studio**
- **Marketo**
- **Microsoft Dynamics 365**
- **HG Insights**
- **LiveRamp**
- **Oracle Eloqua**

As a platinum HubSpot agency partner, LAIRE provides expertise with LinkedIn integration. HubSpot makes integration simpler than ever, combining the power of the HubSpot platform with LinkedIn analytics. HubSpot's LinkedIn integration offers:

- Simple set-up and no-hassle lead syncing, adding of Insights tags, scheduling, and publishing across multiple LinkedIn pages
- Valuable ad targeting and retargeting based on which pages your prospects visit and how they interact with your company
- Ability to manage LinkedIn ads from HubSpot, so you're social media marketing tools are all in one place and work together
- A better understanding of your LinkedIn ROI

Because HubSpot combines LinkedIn analytics with other marketing analytics within the tool, you can better understand the ROI you're achieving with your LinkedIn campaigns.







## Last Words On LinkedIn Ads

If you're in the B2B marketing space, LinkedIn gives you the precise targeting tools you need to generate the highest quality leads.

If you need help or just want someone to take paid advertising off your plate, LAIRE has the marketing expertise you need to get the most out of LinkedIn. Our team of experts will help you plan, execute, and reap ROI from successful LinkedIn ad campaigns.

Let's work together to maximize your digital advertising outcomes and help your business grow.

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