INBOUND

ADVANCED LINKEDIN ADS FOR THE B2B MARKETER

AJ WILCOX

LINKEDIN ADS PROS



BEST TARGETING (AT SCALE)



UP-TO-DATE DATA



BUSINESS MENTALITY



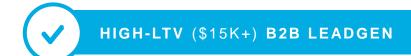
LARGER DEAL SIZES

LINKEDIN ADS CONS

\$6-\$9 CLICKS NO DEVICE TARGETING $\begin{array}{c} \text{NO} \\ \text{DAYPARTING} \end{array}$

NO VISIBLE RELEVANCY SCORE

WHO'S A FIT







SOUND OFF!

AD FORMATS - SPONSORED CONTENT

NEWS FEED

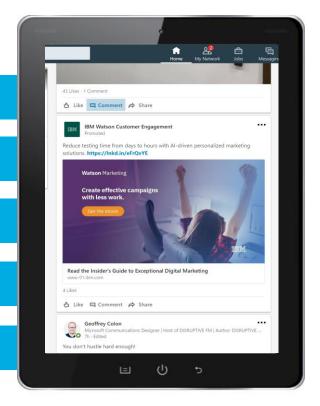
MOST VERSATILE

95% RECOMMENDED

.4% CTR AVG

\$6-9 CPC

80%+ MOBILE



AD FORMATS - TEXT ADS



AD FORMATS - SPONSORED INMAIL

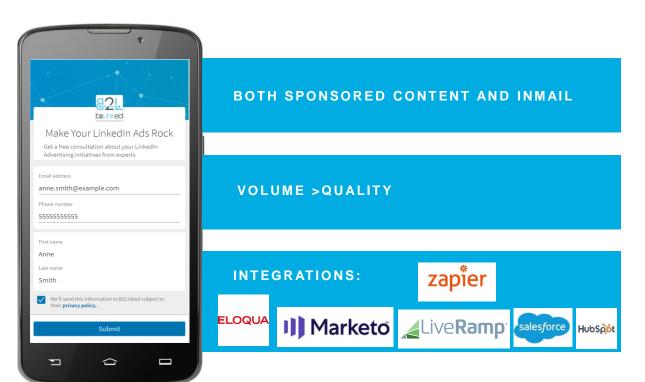


AD FORMATS - DYNAMIC ADS

RIGHT RAIL

Show more ~ 0% RECOMMENDED Do you need to save your digital advertising ROI? LOW CTRS LinkedIn Request \$50 credit \$12-15 CPC In LEARNING ent A Share Stay sharp on your current skills Overview of SEO metrics in **DESKTOP ONLY**

AD FORMATS - LEAD GEN FORM ADS



PROS 10-50% HIGHER CVR

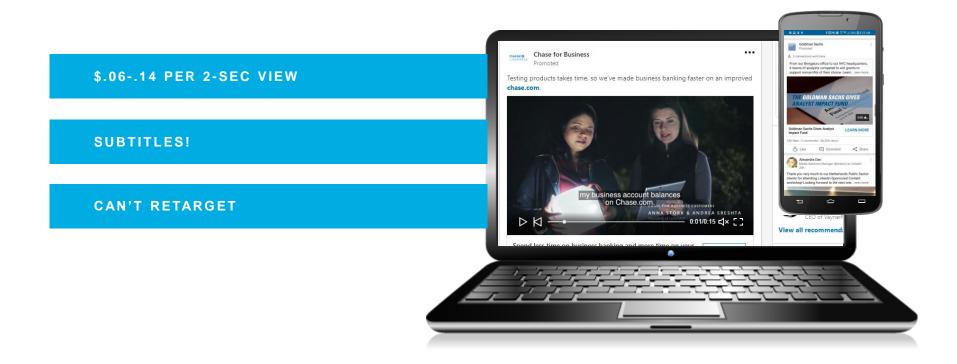
CONS

CAN'T TRACK

CAN'T RETARGET

LOWER LEAD QUALITY

AD FORMATS - LINKEDIN VIDEO ADS



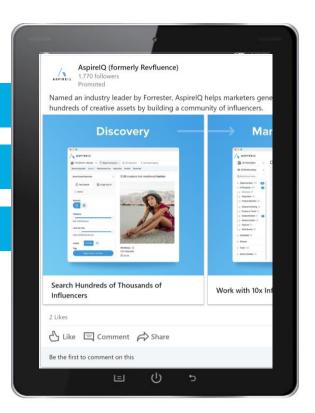
AD UNITS - CAROUSEL ADS

NEWS FEED

OH HAI FACEBOOK!

MULTIPLE CTAS

NOTHINGTO SEE HERE...



LINKEDIN TARGETING

PROFILE COMPLETENESS DEPENDENT



PROFESSIONAL

Job Title (Project Manager)
Job Function (Marketing)
Seniority (Manager)
Skills (Nunchuck, MySQL)
Group (Project Management R Us)



EDUCATION

School Name (Stanford)
Degree/Field of Study



DEMOGRAPHICS

Gender (M/F/Both) Age (55+) Geography (San Francisco Bay Area)



COMPANY

Category/Industry (Hi-tech, Consumer Goods) Company Size (51 - 2000) Company Name (Microsoft)



COMBINATIONS & EXCLUSIONS

TARGETING APPROACH

TARGETING THE PROFESSIONAL

	ACCURACY	VOLUME	EXPENSE
JOB TITLE	VERY PRECISE	LOW	\$\$\$
JOB FUNCTION & SENIORITY	VERY BROAD	HIGH	\$
SKILLS & SENIORITY	BROAD	HIGH	\$\$
GROUPS & SENIORITY	VERY PRECISE	LOW	\$\$

ADVANCED TARGETING TACTICS



SKILLS OR GROUPS?

Exclude Sales/BizDev/Marketing Job Functions



TARGETING SMBs?

Exclude larger company sizes



WANTING AGE OR YEARS OF EXPERIENCE?

Use Seniority instead



"AUDIENCE EXPANSION"?

Avoid like strep throat

BIDDING FOR PERFORMANCE

Set budgets HIGH

Set bids LOW and **ARMOR UP!**

Hitting budget = Inefficiency



- Automated bid Automatically adjust the bid to get the most clicks for your budget. ②
- Maximum CPC bid I will adjust my CPC bid manually. Bid Amount ?

per click 5.50

Recommended bid: \$15.15. Other similar advertisers are bidding between \$13.77 – \$23.15.



Bid Type ③

- Automated bid Automatically adjust the bid to get the most clicks for your budget. ②
- Maximum CPC bid I will adjust my CPC bid manually. Bid Amount ③

4.00

per click

Your bid needs to be at least \$5.00.

ADVANCED SC BIDDING

CTR < .35%



Try launching new ads until you're no longer in this range

CTR>1%



Change bid type to CPM, and bid aggressively for big discounts

.35%<CTR<1%



Bid down to get the lowest CPCs, or bid up for more traffic

USE THIS TO BEAT LINKEDIN'S AUTOBIDDING IN EVERY CASE

ACCOUNT STRUCTURE

CAMPAIGN NAMING

- BAD: "2018 Webinar" or "Whitepaper"
- GOOD: "SC | Marketing Manager Titles | US"

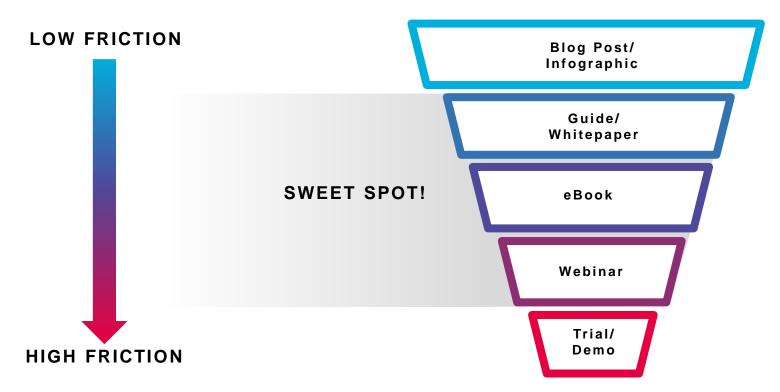
MICROSEGMENTATION:

- BAD: "Marketing Mgr-and-above"
- GOOD: "Marketing Mgr," "Marketing Dir," "Marketing VP," "CMO" all separate campaigns

AUDIENCE SIZES

- BAD: LinkedIn's recommendation of 300k+
- GOOD: 20-80k

WHAT CONTENT SHOULD I USE?



RETARGETING DREAM TEAM



LINKEDIN RETARGETING IS WEAK

- 90-day Cookie Duration
- · Cookie-only, no event or user ID
- Still pricey (\$4ish per click)
- 300 minimum audience size
- Users don't hang out



RETARGET ALL LI TRAFFIC TO:

- FB Custom Audiences
- Google Ads Remarketing

ADVANCED RETARGETING



TARGET ONLY NET-NEW

Exclude 'Converters' and 'Landing Page Visitors' from campaigns



2-STEP FUNNEL

- Create retargeting campaign of 'Landing Page Visitors'
- Exclude this audience from campaign

ADVANCED ACCOUNT-BASED MARKETING



SALES DREAM ACCOUNTS



EXCLUDE COMPETITORS



EXCLUDE CUSTOMERS



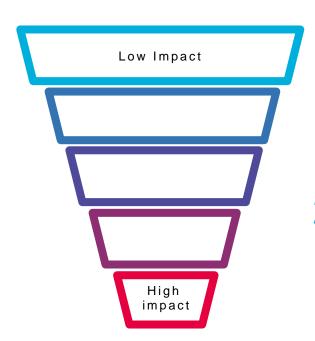
PRODUCT UPDATES TO CURRENT CUSTOMERS



FUNNEL ACCELERATION

TESTING METHODOLOGY

THE HIGHER UP THE FUNNEL YOU ARE,
THE SMALLER YOUR LEVER IS



5-15% TESTING AD COPY

50-150% TESTING LANDING PAGES

200-300% TESTING OFFER TITLE

10-20 X SALES ENABLEMENT

2 HURDLES FOR ALL ADS

Click Efficiency

Conversion Efficiency



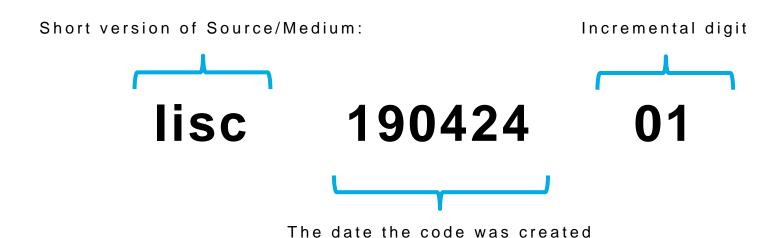


WHERE DO YOU FOCUS YOUR EFFORTS?

UTM TAGGING

UTM Parameter	Example	Rationale
utm_source	linkedin	The platform
utm_medium	sponsored content or sc	The type of ad
utm_campaign	IT directors+	Describe the audience
utm_content	lisc04171801	Identifies the specific ad

utm_content



QUESTION AND ANSWER







LINKEDIN ADS

Advanced Strategies

AJ Wilcox

82Linked



@wilcoxaj

Free Checklist!

B2Linked.com/checklist

Everything you need in order to get started advertising on LinkedIn

I'm AJ Wilcox

TRIATHLETE, EXOTIC CAR LOVER, SOULLESS GINGER



Years of PPC and SEO experience



Began heavy B2B focus 7 years ago



Live in Utah with my wife and 4 kids

