Paid Online Advertising

Invest NI Workshop
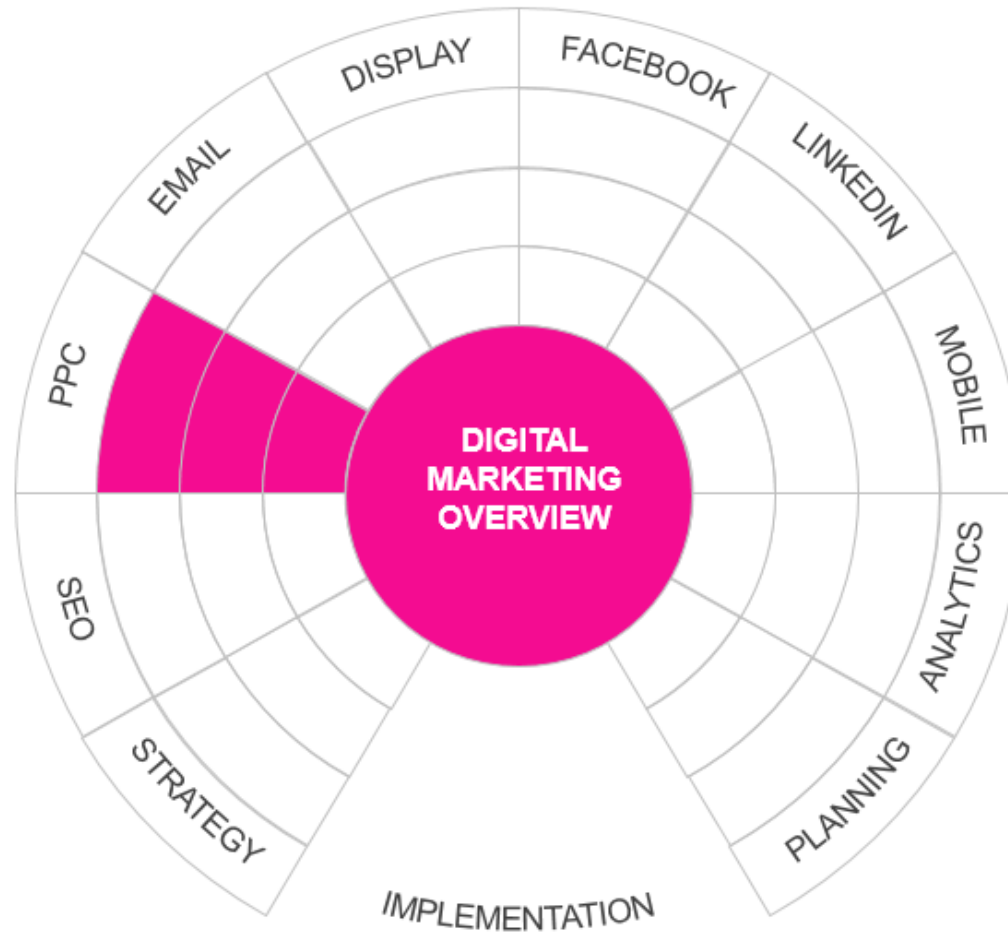
Mark Haslam

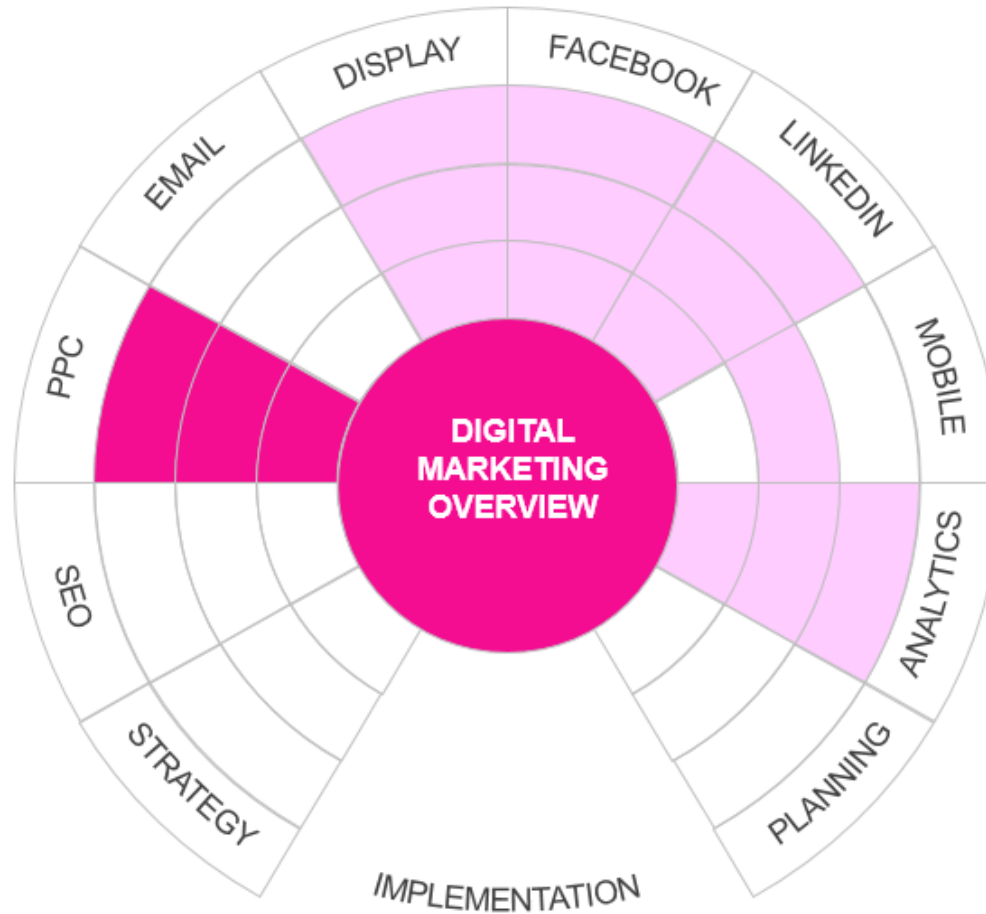# Agenda

- Search Marketing

- Google Shopping

- Display Advertising

- Facebook

- LinkedIn

Digital Marketing Landscape

Pay Per Click: Related Topics

Search Engine Marketing

"The process of placing "pay per click" ads in search engine results pages"

Source: Digital Marketing Institute

What is Search Marketing?

- Pay Per Click Ad Service
- It is Advertiser led
  - You Pick Your Budget
  - You Pick The Audience
- Displays the 'winning' ads
- Ranking depends on numerous metrics, inc.:
  - Quality Score
  - Other Advertisers

Google Search Results Page

Search Partners

- Extend the reach of your ads
- Does not affect Quality Score on Google

Ad extensions

Ad extensions are **FREE** and can **increase CTR!**

- Call extensions

- Location extensions

- Review extensions

- Callout extensions

- Sitelinks

Bathroom Refurb Belfast - Refurb & Renovate Bathrooms Wetroom
Ad www.mccabebathrooms.co.uk/
Free consulation, Northern Ireland
Get directions · Antrim
Call

50% Off Yankee Candles - Yankee.co.uk
Ad www.yankee.co.uk/Save_50%
Up To 50% Off Yankee Candles - Buy Now With Fast Reliable UK Delivery!
Earn Loyalty Points · Free Gifts On Orders £40+

Yankee Wax Burners
25% Off Large Jars

Limited Edition Candles
Yankee Reed Diffusers

Bing Search Results Page

Yahoo Bing Network

- Not everyone uses Google!
- Bing is the default search network for IE
- Lower Cost Per Click
- Less competition means ads may rank higher

UK Search Engine Market Share - December 2014

6.63% 3.91% 1.08%

88.38%

- Google
- Bing
- Yahoo
- Other

THE IE WORD
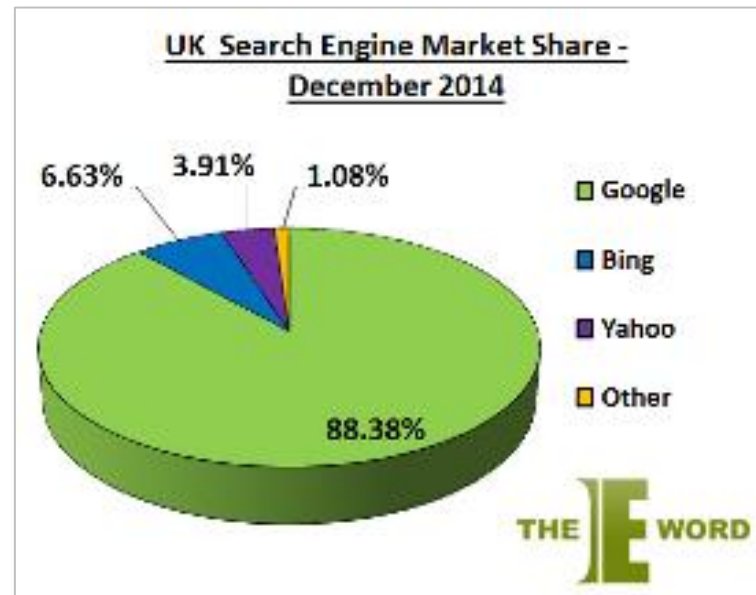
Successful Search Campaigns

- Snickers
- **Challenge:** Target Searchers So Hungry They Can't Spell
- **Strategy:** Identified 500 top search terms / generated 25,381 misspellings Result: In 2 days, Snickers got 558,589 impressions on misspellings bringing 5,874 visitors to their site

http://vimeo.com/65308653#

Successful Search Campaigns

- Ann Summers
- **Challenge:** Drive brand awareness
- Strategy: Attract huge volumes of eyeballs at relatively low cost
- **Result:** Gained national media coverage, 1.5 million impressions for a campaign spend less than £4,500

http://www.youtube.com/watch?v=eVU60NRuOJo&feature=youtube_gdata_player

Ann Summers

PPC Process

1. Keyword Research
Demographic / Geographic Targeting

2. Ads & Testings
Create Landing Pages
Split Test Ads
Split Test Landing Pages

4. Report & Analyse
Analyse & Optmise

3. Monitor
Monitor CTR's
Monitor Conversion Rate

Keyword Research

Ads & Testing

Report &Analyse

Monitor
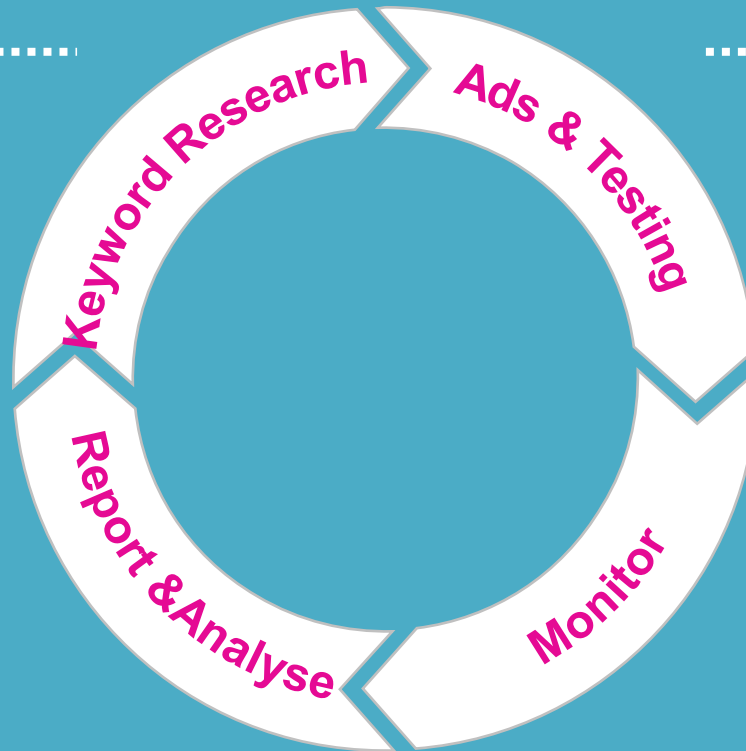
Account Structure
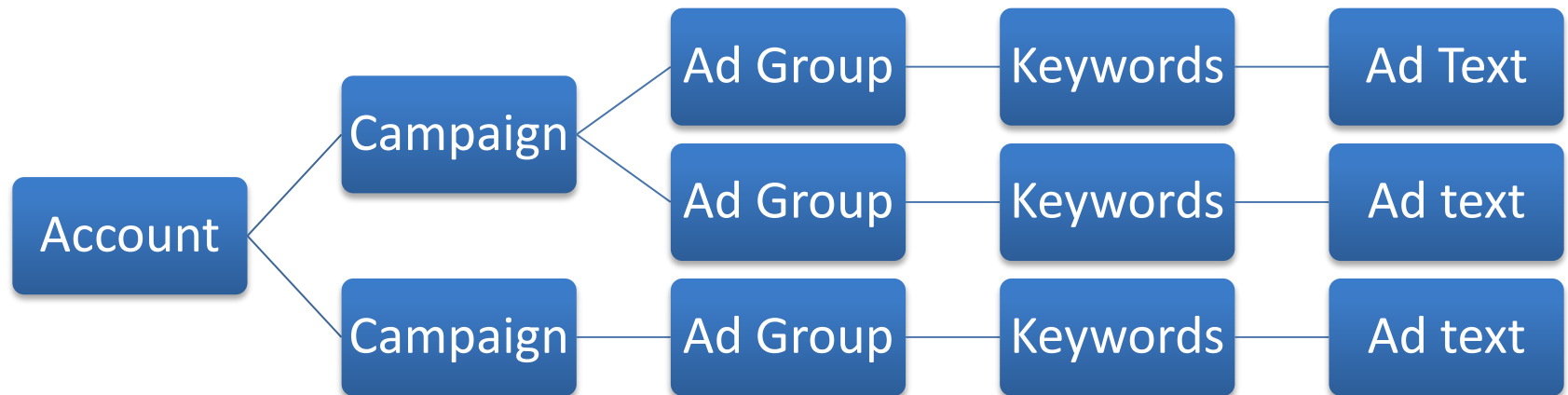
Creating A Campaign

- Campaign Name
- Chosen Networks
- Bid
- Budget
- Location – Localising Your Campaign

Locations ?

Targeted locations	Reach ?	Remove all
Ireland - country	5,460,000	Remove | Nearby

Enter a location to target or exclude.   Advanced search

For example, a country, city, region or postcode.

Save   Cancel

Ad Format

Headline:
- 25 Character Limit
- Relevance
- Stand Out

Description:
- 35 Character Limit
- Relevance
- Call To Action
- Attention Grabbing

Ad related to adwords ⓘ

Google AdWords - Get More Visitors To Your Site.
www.google.co.uk/**AdWords**
Place Your Ad On Google Today.
View offer - Free £50 Voucher and Professional Consultation

Writing Ad Copy

- Highlight What Makes You Different
  - Free Delivery, Up to 50% Off, Huge Selection

- Use A Strong Call To Action
  - Buy Now, Sign Up

- Include Price/Promotion
  - Now Only £9.99, Up To 30% Off

- Make The Landing Page Relevant!!!

Good / Bad Ad Examples

Triggered by search term: *Garden Shed Belfast*

Ad A:

GTM Relocations **Belfast**
www.gtmrelocations.co.uk/
Professional Commercial/ Domestic
Removals & Storage! Tel:02890611888 ❌

Ad B:

Garden Shed Belfast
www.fairdeal**garden**centre.com/
Great **Sheds** For Great **Gardens**.
Garden Sheds For **Garden** Storage. ✔

Ad Copy Relevance

- **Quality Score**
  – Relevance of Ads
  – Relevance of Keywords
  – Relevance of Quality Score

- **Quality Score Impacts:**
  – Cost per Click
  – Ad Position
  – Likelihood of Conversion

Keywords

- What are Keywords?

- Keyword Types
  - Broad
  - Phrase
  - Broad Match Modifier
  - Exact

Keywords By Definition

Use This Match Type	With This Punctuation	To Trigger Your Ad On	Example
Broad Match	None	Synonyms, related searches & other relevant variations	Adopt kittens chicago
Broad Match Modifier	+Keyword	Close variations but not synonyms or related searches	+adopt +kittens +chicago
Phrase Match	"Keyword"	A phrase and close variants of that phrase	"adopt kittens chicago"
Exact Match	[Keyword]	An exact term and close variants of that exact term	[adopt kittens chicago]
Negative Match	-Keyword	Searches without the term	-puppies

AdWords Keyword Planner
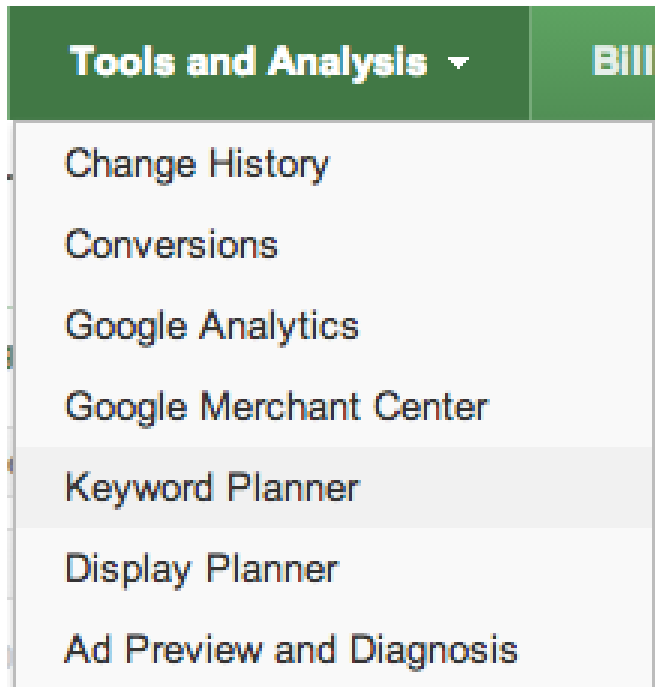
Bing Yahoo Keyword Planner

Google Shopping

Product Listing Ads / Google Shopping is a unique ad format that allows you to include an **image**, **title**, **price**, **promotional message**, and your **store name**, without the need to create unique ads for each product you sell.

Shopping on the SERP

Product Listing Ads show a set of relevant products for a given search.

The ads appear in their own box on Google Search (separate from text ads).
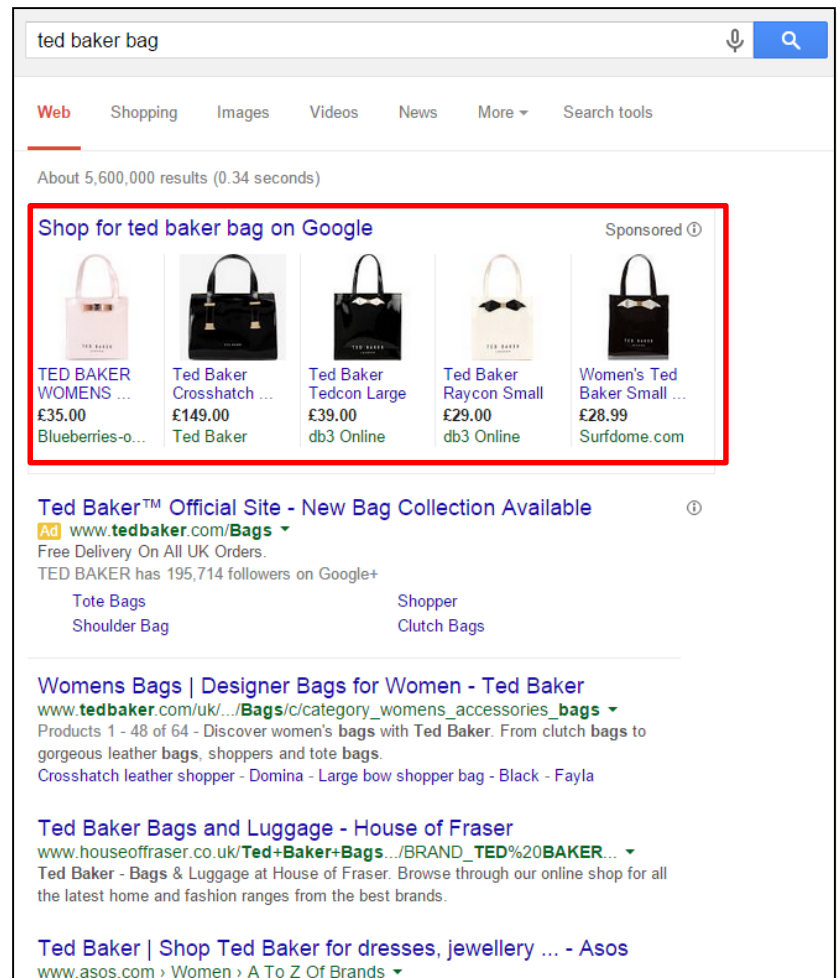
Why use Google Shopping?

In comparison to Text Ads, Google Shopping has the following advantages:

- ✓ Shopping Ads are visual so customers will only click the image if they like what they see.
- ✓ Increased traffic
- ✓ More relevant visitors driving more conversions
- ✓ Average cost per click is much less

What you'll need

An **AdWords account** and a **Google Merchant Centre account.**

Your Merchant Centre account lets you manage your product information, while your AdWords account helps you to manage your ads and campaigns.

Then you'll need to do the following:

- Upload your product feed to your Google Merchant Centre account.

- Link your AdWords and Google Merchant Centre accounts.

Planning your Shopping Campaign

High ROI
Where are the profits?

Best Sellers
What is selling?

Seasonality
Any seasonal trends?

Promotions
Are sales frequent?

Business Plan
Where are they going?

Budgeting
Where do I need to spend?

Optimise your Shopping Campaign

1. Refine Campaign Structure

Use product groups to organise your inventory.

- Do you have different product lines / departments with separate budgets?
- Do you have certain products with a higher profit margin?
- Do you have seasonal or promotional products?

Optimise your Shopping Campaign

- Use custom labels to subdivide your products

- Can be used for monitoring, reporting and bidding

Custom label	Definition	Possible custom label values
0	New product launch	New item
1	Promotion	Sale / special offer
2	Selling rate	Best seller / low seller
3	Margin	High / low margin
4	Event / holiday	Christmas, Mothers Day etc.

Optimise your Shopping Campaign

2. Improve feed quality

- Use clear, accurate, up to date information

- Use high quality images

- Optimise titles and descriptions

- Use promotional text

- Product SKU's – ensure there is an entry for

  all variations of each products size, colour etc.

Optimise your Shopping Campaign

- Provide user-friendly, keyword rich titles & descriptions
- **Titles:** Add as much significant information as possible
- **Descriptions:** enriched with additional information from the website. Recommended: 500-5,000 characters.

Morphy Richards 43904 - Kettle - 1.5 litres - 3 kW - red

£29.19 from 25+ shops

★★★★☆ 259 product reviews

Morphy Richards · Stainless Steel · 1.5 litre

Painted **Red** Stainless Steel **Kettle** with a modern, stylish design incorporating clear view

Optimise your Shopping Campaign

Search term: *Red mountain bike*

✔

Scott Scale 730 2015 Mountain Bike Red

£1,998.99 from Rutland Cycling ★★★★☆ 210 seller reviews

Scott · Mountain · 20 speed · Carbon

The all new 2015 Scott Scale 730 features a list of features and components

✘

"Merida Big Nine Carbon Comp 3000 MTB (2014) - 17"""

£2,750.00 from Discover Cycling

Merida · Mountain · Carbon

The Merida Big Nine Carbon Comp 3000 2014 Features are:Frame: Carbon fram

Optimise your Shopping Campaign

3. Analyse shopper behaviour

- Learn what your shoppers are searching for and how they're searching

- Use the Search Query Report within AdWords

- Add irrelevant queries as negative keywords

- Monitor conversions

Optimise your Shopping Campaign

4. Optimise for mobile

- In 2014, online shopping on Mobile overtook Desktop

- Monitor your Shopping campaign's mobile performance and adjust the bids accordingly

- Make sure your mobile site experience is user friendly: Clean design, short copy, optimise forms etc.

- Google Mobile-Friendly test

Display Advertising

Display Advertising is a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, video sites and blogs.

Display Statistics

- The Display Network reaches **92%** of Internet users

- **99%** of Google's top performing 1,000 clients run on the Display Network

- 35% of people who have seen a display ad will **later search** for the business

- Top earning GDN websites include:

Used BMW For Sale

Click to exclude unpriced cars

1 to 20 of 1150   [Price low to high ▾]   1 2 3 4 5 6 7 8 9 10 11 Next

Type/Year: 2003 B M W 316ti SE COMPACT
Miles: 120000
Fuel Type: Petrol
Transm

Sorry
No Image Available

Price: £500
Seller:
YOUNGS MOTORS

Display Ads

More Details

Type/Year: 2002 B M W 320 TD SE Compact
Miles: 207000
Fuel Type: Diesel
Transmission: Manual

Sorry
No Image Available

Price: £700
Seller:
BRG

More Details

Type/Year: May 2000 BMW 3 Series D SE TOURING
Miles: 115000
Fuel Type: Diesel
Engine Size: 1951
Transmission: Manual

Price: £795 O.N.O
Seller: Harry (Private)

Why Use Display?

- Get your business found – choose exactly where you want your ads to appear

- Engage with users using different formats such as text, video or rich media ads

- Each month the Display Network serves billions of ad impressions across the web.

Search Vs. Display
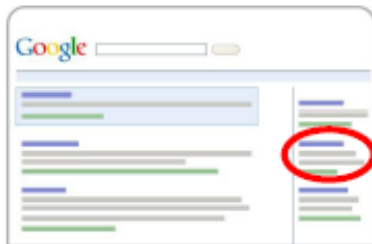
Types of Display Ad

Text ads

Video ads

Image ads

Mobile ads

Targeting Methods

Contextual Targeting

- Show your ads on sites related to your chosen Keywords

- Your ads will appear in the best sites by matching the content of your ads to the content of websites

- Sophisticated technology can scan web page content such as keywords, frequency of words, page structure, etc. to make sure your ads are as targeted as possible.

Targeting Methods

Topic targeting:

- Displaying your ads to users while they browse websites about topics related to your offering.

- Your ads will be displayed on quality sites which contain relevant content

- Reaching a broad audience and targeting the user on the most relevant pages of that site.
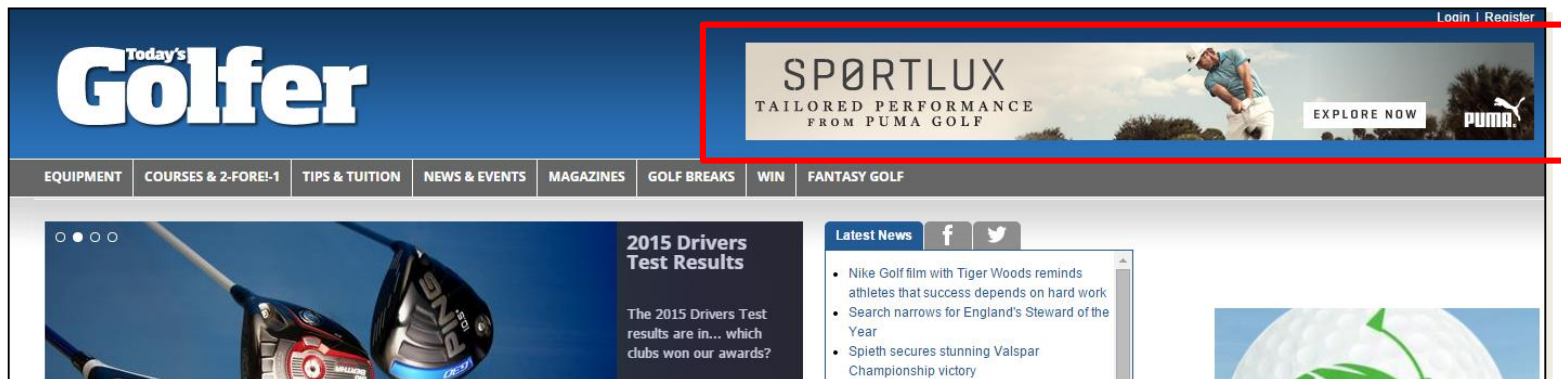
Targeting Methods

Interest targeting:

- Reaching users who are most likely to be drawn to your offering based on their specific interests.

- Google looks at metrics such as repeat visits and frequency to determine how to categorize each user's interests.

- This means you can target highly relevant users with your ads, even while they are browsing unrelated sites.

Targeting Methods

Add specific **audiences** to reach those most likely to be interested in your offering…

In-market Audiences:

- Reach those users who are actively researching products and considering buying a product similar to your offering.

- Example In-market Audiences include 'Air Travel' and 'Hotels and Accommodation'

Targeting Methods

Affinity Audiences:

- Target users people based on their specific long-term interests and browsing activity.

- Over 80 personas based on lifestyle and interests, affinity audiences mimic the depth and breadth of TV-style audiences

- Includes *'Do it Yourselfers'*, *'Foodies'*, *'Luxury Travellers'*, *'Bargain Hunters'*

Arts & Entertainment

39 MOVIE LOVERS
- Movie Lovers>>Action & Adventure Movie Fans
- Movie Lovers>>Family Movie Fans
- Movie Lovers>>Comedy Movie Fans
- Movie Lovers>>Horror Movie Fans
- Movie Lovers>>Romance & Drama Movie Fans

42
- Movie Lovers>>Sci-Fi & Fantasy Movie Fans

AVID READERS
- Avid Readers>>World
- Avid Readers>>Business
- Avid Readers>>Sports News
- Avid Readers>>Local news

38
- Avid Readers>>Entertainment & Celeb News

35
- Avid Readers>>Women's Interest

36
- Avid Readers>>Men's Interest

37 ART & THEATER AFICIONADOS

GAMERS

HARDCORE GAMERS

CASUAL & SOCIAL GAMERS

40 TV LOVERS
- TV Lovers>>Documentaries & Non Fiction TV Fans
- TV Lovers>>TV Drama Fans
- TV Lovers>>Family Television Fans
- TV Lovers>> TV Comedy Fans
- TV Lovers>>Live Game, Reality and Talk Shows TV Fans

41
- TV Lovers>>Sci-Fi & Fantasy TV Fans

MUSIC LOVERS
- Music Lovers>>Blues Fans
- Music Lovers>> Classical Music Enthusiasts
- Music Lovers>>Country Music Fans
- Music Lovers>>Electronica & Dance Music Fans
- Music Lovers>>Folk & Traditional Music Enthusiasts
- Music Lovers>>Indie & Alternative Rock Fans
- Music Lovers>>Jazz Enthusiasts
- Music Lovers>>Metalheads
- Music Lovers>> Pop Music Fans
- Music Lovers>> Rap & Hip Hop Fans
- Music Lovers>>Spanish Language Music Fans

Fashion Forward

Fashion Forwards are people who people with a high degree of interest in the latest fashion. They are up to date on clothing trends - what is in , what is not – and often are the first amongst their friends to sport a new style. They take great pride in their ability to dress well shop from a variety of vendors and brands to create their own personal style. They tend to have an affinity to certain brands (depending on their sense of fashion). They can be found online reading fashion blogs, devouring galleries from red carpet events the day after and engaging in fashion week content throughout the year.

Offline Media

TV/Cable: Networks devoted to fashion/design, shows about make-overs, trendy shows aimed at women

Print: Fashion magazines

Example Advertisers

- Designer Clothing & Clothing Accessory Labels

- Cosmetics companies

- Perfume manufacturers

Family Vacationers

Family vacationers are parents who vacation with their kids and seek travel opportunities that offer something for the "whole family." They tend to look for places to travel to that have accommodations catered to families (e.g. in-house child care, playgrounds, guided outdoor activities, etc.). Often times, family vacationers holidays take them to child-friendly locations such as theme parks, ski getaways, and all-inclusive beach resorts versus big cities (e.g. Rome, New York, etc.).

Offline Media

TV/Cable: *Family-friendly shows, children's programs and networks*

Print: *Travel magazines, magazines about attractions/sites for the whole family*

Example Advertisers

- Kid-friendly attractions (e.g. Theme parks, Ski resorts, etc)
- Hotels/Resorts
- Airlines and Car Rental companies

Targeting Methods

Managed Placements:

- Showing your ads only on specific websites that you choose within the GDN.

- You can hand-pick which websites you would like your ad to be displayed and pinpoint relevant pages on certain websites.

- Effective targeting method if you already know which websites your customers are spending time on

Display Campaign Optimization

Five key steps to optimise your campaign:

1. Structure your campaigns for success
2. Target your ads effectively
3. Use a variety of ad sizes
4. Adjust your bids
5. Exclude low performing placements
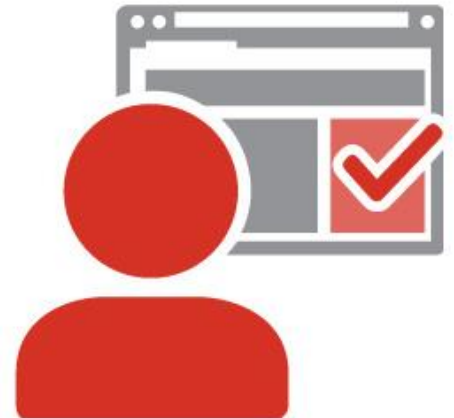
Successful Display Campaigns

- **Invest NI**

- **Task:** Global campaign seeking inward investment to Northern Ireland

- **Strategy:** Geo-location targeting and Affinity Audiences (Avid Investors) used to target C-Suite executives

majors

& masters

Belfast is the top city globally for financial technology investment.

*FT fDi Intelligence 2014

Northern Ireland

A skilled, loyal, agile workforce at the ready.

Invest Northern Ireland

Click here

Successful Display Campaigns

- **Remus Uomo**
- **Task:** Campaign across UK and Ireland aiming to build brand awareness and generate sales
- **Strategy:** Age and gender targeting used as well as Affinity Audience (fashionistas)

Remarketing

Reconnect with users who have previously visited your website by showing them relevant ads as they browse the web.

- Research shows that users are unlikely to make an enquiry / sale on the first visit to a website
- Target more qualified leads – increase conversion rate

Remarketing

- *Dynamic Product Remarketing* – show an array of specific ads that users browsed but failed to purchase

- *Abandoned shopping carts* – encourage those who didn't complete the check out process to return

- *RLSA (search network) -* reach those high value prospects that have previously visited your website and are now actively searching for your products.

Don't forget frequency capping!!

AdWords for Video (YouTube)

Share ⭳ More Info

- YouTube is the #2 search engine in the UK

- Monthly viewership is the equivalent of roughly ten Super Bowl audiences

- People aged 18-34 spend more time watching online video than watching TV

▶ ◀)) 0:00 / 2:20 ⏱ You Tube

AdWords for Video (YouTube)

YouTube Top UK ads 2014:

1. Sainsbury's Official Christmas
2. John Lewis Christmas Ad #MontyThePenguin
3. Nike Football: Winner Stays
4. Nike Football: The Last Game
5. Always #LikeAGirl

AdWords for Video (YouTube)

Only pay when someone chooses to watch your ad (CPV), so ad spend will not be wasted on those not interested in your products. **Types of ad** include...
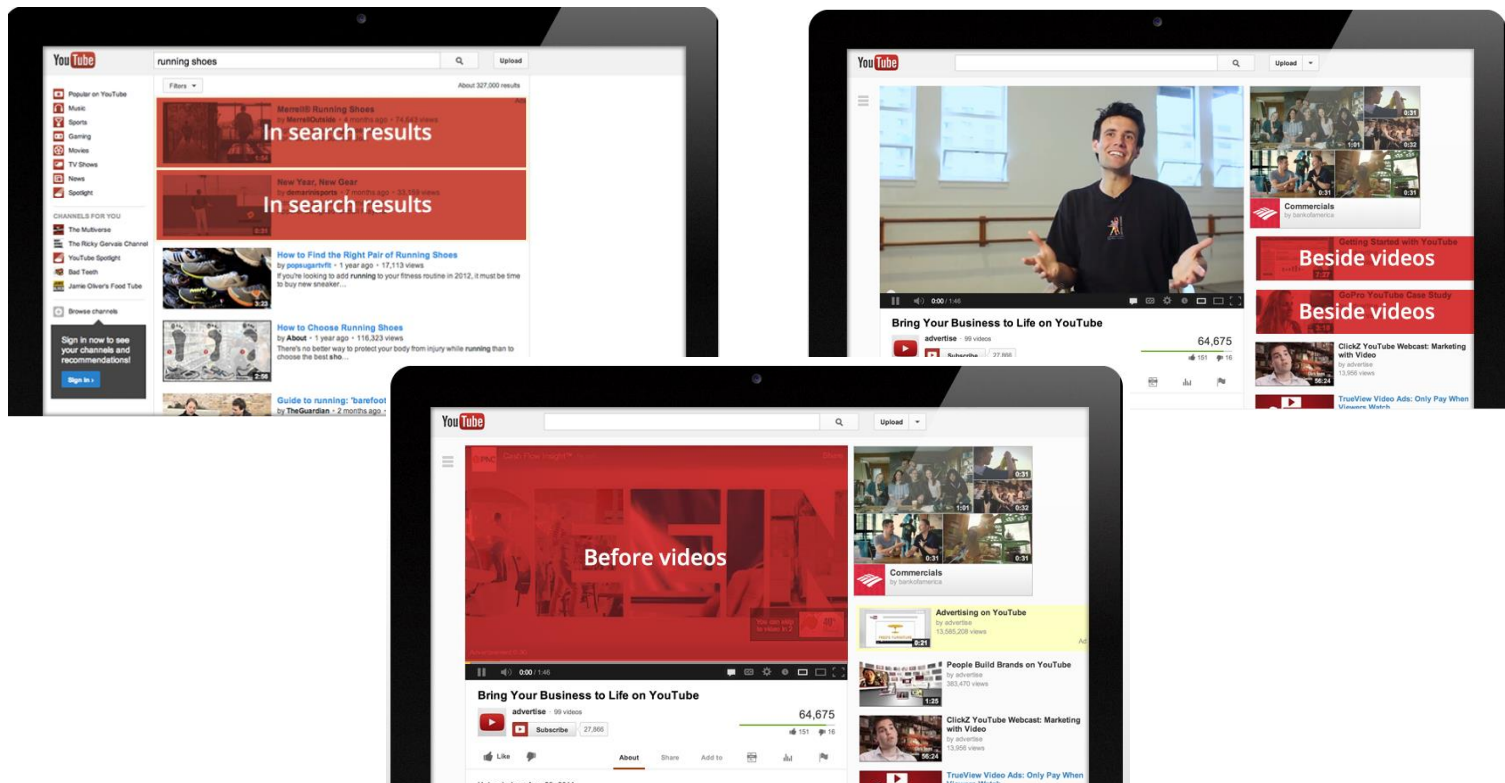
Gmail Sponsored Promotions

Target users within their Gmail account using high impact ads and smart targeting (still in beta)

Gmail Sponsored Promotions

GSP targeting methods:

- **Domain** - target people who have specific domains in their inboxes

- **Keyword** - target users with specific keywords in the 300 most recent emails.

- **Email list targeting** –specify a list of email addresses to target against (minimum of 1K Gmail addresses).

- As well as **Location**, **Demographics**, **Device** and **Language**

Facebook Advertising

A powerful and unique social platform where you can advertise to users based on their personal profile information.

Facebook Statistics

- Over 1.3 billion users – too big to ignore!

- Average time spent per visit is 20 minutes.

- More than one third of the UK visit every day

- Top Facebook brands UK:

7,205,122
fans

2,997,857
fans

2,182,653
fans

2,018,403
fans

The Power of Social

Social advertising is highly effective

- Engage with the online community

- Enhance brand loyalty

- Gain social recommendations from friends liking your posts / pages

https://www.youtube.com/watch?v=c2dXb_nqyjs

Search Vs. Facebook

Google / Bing

- Leads to demand fulfilment
- Uses cookies and search behaviour
- Best for sales

Facebook

- Generates demand for products
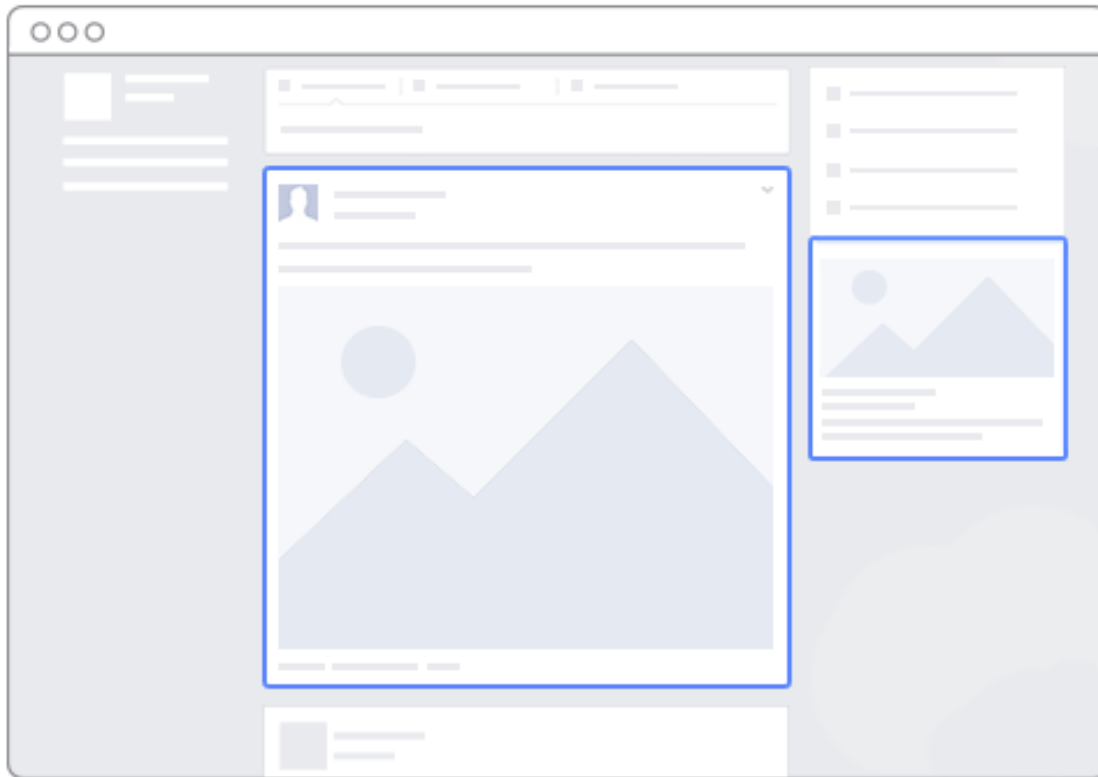- Uses profile information
- Best for brand awareness

Creating Ads

- Set up Business Manager & create Advert Account
- Facebook Ad Manager - the default option
- Facebook Power Editor - bulk editing / managing multiple accounts
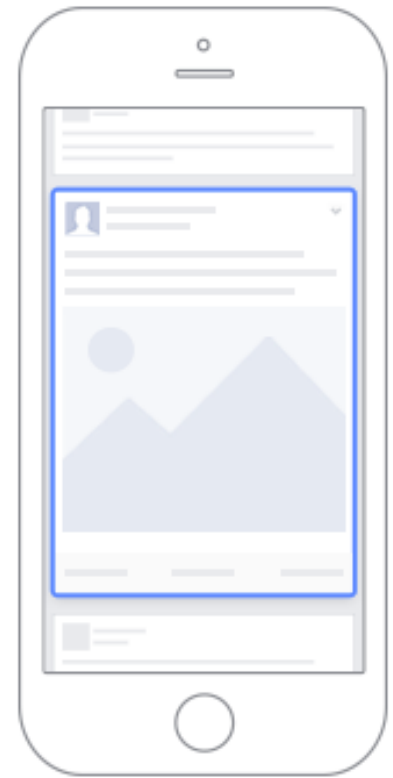- Account structure:
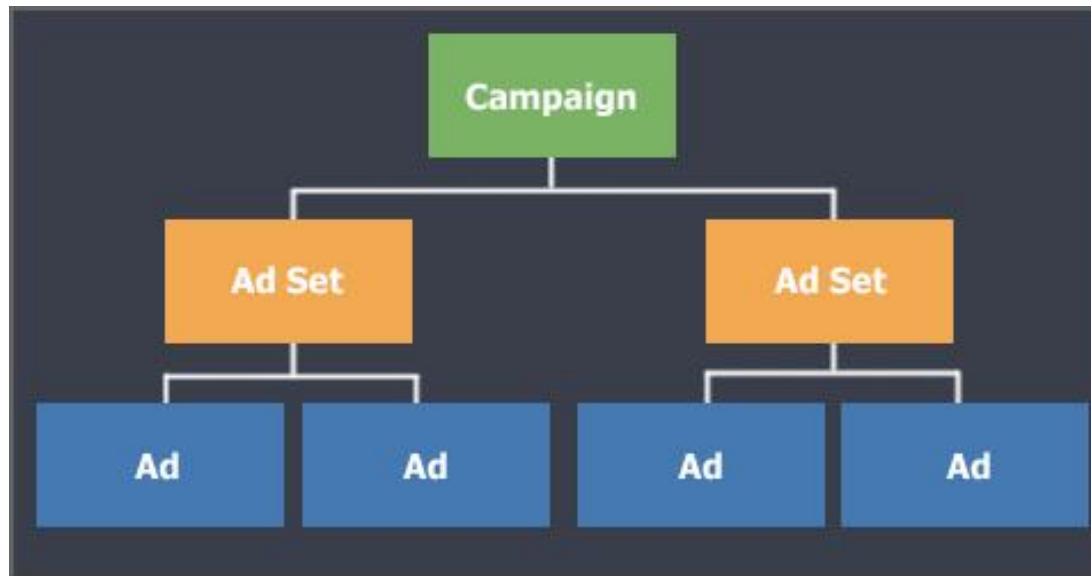
Ad Placements

Desktop News Feed and Right Column

Mobile News Feed

Objectives of a Facebook Campaign

Choose from the following

- **Clicks to Website:** Send traffic to your website

- **Website Conversions:** Increase conversions on your website (you'll need to place a conversion pixel)

- **Page Post Engagement:** Boost your page posts

- **Page Likes:** Promote your company page

- **App Installs:** Increase app downloads

Objectives of a Facebook Campaign

- **App Engagement:** Increase interaction with your app

- **Offer Claims:** Create offers which can be redeemed in your store

- **Local Awareness:** Reach those near your business

- **Event Response:** Raise attendance at your event

- **Video Views:** Encourage people to watch your video

Ad Content

1 likes Vodafone UK.

2 Vodafone UK — Like Page
Sponsored

3 Pre-order the new HTC One M9 today, with unlimited minutes and texts, plus 1GB UK data with the first 3 months unlimited. Only £38.50 a month + £19 up...Continue Reading

4

5 Get your HTC One M9 first
Pre-order the new HTC One M9 today and get your hands on the one yo...
WWW.VODAFONE.CO.UK — Shop Now
Like · Comment · Share · 👍 9 💬 4

1. Social Information
When available, people will see if their friends have interacted with your business

2. Business Name
Name of your business shown prominently

3. Info
Additional info about what you're advertising

4. Images and Videos
Encourage your audience to engage with relevant images / video

5. Call to Action (optional)
Encourage people to click with a range of CTA buttons

Targeting Options

Decide how targeted you want your ad to be

Targeting Options

Demographics

- Highly accurate personal data
- Location, Age, Gender
- Select 'More demographics'
  - Relationship
  - Education
  - Work
  - Parents
  - Life events e.g. newly engaged, newlywed, recently moved, upcoming anniversary, upcoming birthday

Targeting Options

Interests and Behaviours

- Target people interested in a subject related to your product / service e.g. Dieting, horseback riding, Weddings etc.
- Based on their Facebook Interests, apps they use and pages they have liked
- Behaviours help to reach people based on purchasing behaviour and device usage
- E.g. currently planning a trip, small business owners, Tablet owners

Targeting Options

Custom Audiences

- Extremely powerful way to connect with users
- Target ads to those who you already have a relationship with
- Upload a list containing email addresses, phone numbers or Facebook User IDs you wish to target
- Target existing /previous customers to upsell, or newsletter subscribers to convert them to customers

Targeting Options

Connections

- Get new page likes by excluding current fans

- Improve post reach by targeting your fans and their friends

- Gain social recommendations by targeting your fans' friends

○ All

⦿ Advanced connection targeting

Include people who are connected to ⓘ

Enter your Page, app or event names...

Exclude people who are connected to ⓘ

Enter your Page, app or event names...

Include people whose friends are connected to ⓘ

Enter your Page, app or event names...

Audience Insights Tool

- Learn more insights about your audience before running your campaign
- Select your desired audience by age / location / interests / connections
- See a breakdown of that group's age, gender, relationship status, education level, job title
- Also see the most popular categories and page likes from that group
- Recent activity and device usage

Audience Insights Tool

Example: Men in UK and Ireland who are interested in Shopping & Fashion

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance ⓘ ▾	Audience	Facebook	Affinity ⓘ
The LAD Bible	1	1.2m	3.7m	1.7x
The SPORT Bible	2	585.9K	1.3m	2.3x
Dan Bilzerian	3	413.2K	794.7K	2.6x
UNILAD	4	626.7K	1.5m	2x
Dapper Laughs	5	530.6K	1.3m	2x
Paddy Power	6	385.4K	835.1K	2.3x

Relationship Status
Self-reported data from people who list a relationship status on F…

Single 36%
In a Relationship 24%
Engaged 7%
Married 32%

Device Users   All Devices Used ▾
How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.

Desktop Only 2%
Desktop & Mobile 49%
Mobile Only 49%
Computer 22%
iPhone/iPod 23%
iPad 9%
Android 22%
Blackberry 0.4%
Mobile Web 19%
Feature Phone 1%
Unknown 4%

Successful Facebook Advertising

Dig Deep Coaching

- **Task:** UK wide campaign to drive users to the Dig Deep website
- **Strategy:** Age, location and interest targeting (Cycling, Mountain biking, Triathlons, Velodrome)

Dig Deep Coaching
Sponsored · 🌐

If you would really love to make progress, coaching is one investment that WILL pay off.

Dig Deep Coaching
You don't have to be a professional rider/runner. You don't have to compete. You don't even have to have been on a bike in recent times.

DIGDEEPCOACHING.COM   Learn More

Like · Comment · Share · 👍 143 💬 2 📄 11

Facebook Advertising Guidelines

- Positioning should be appropriate for your targeted audience
- The creative should be relevant to the product or service advertised
- Ads may not include images made up of more than 20% text, including logos and slogans.
- Images may not contain QR codes
- Images may not use shock / scare tactics

LinkedIn Advertising

A platform used to build relationships between businesses and professionals to make them both more productive and successful.

LinkedIn Statistics

- The world's largest professional network
- 330 million members worldwide
- 4 out of 5 members drive business decisions
- 39% of users are senior level executive (and above)
- Top influencers on LinkedIn:

Richard Branson
Founder at Virgin Group
7,636,139 followers
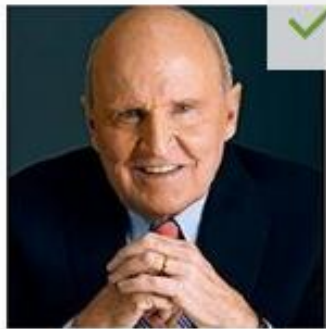
Jack Welch
Author of The Real Life MBA
4,155,491 followers

Bill Gates
Co-chair, Bill & Melinda
Gates Foundation
3,714,073 followers

Arianna Huffington
President and Editor-in-Chief
at The Huffington Post Me...
3,222,675 followers

Creating an Ad

- Create a descriptive campaign name
- Make your text highly relevant to your audience
- Use industry specific language
- Include an image to grab attention
- Check your landing page is relevant

LinkedIn Targeting

Get the right message in front of the right people:

LinkedIn Targeting

Targeting options:

- **Age, Gender and Geography**

- **Companies** – select an industry or individual company name

- **Job** – title / function / seniority

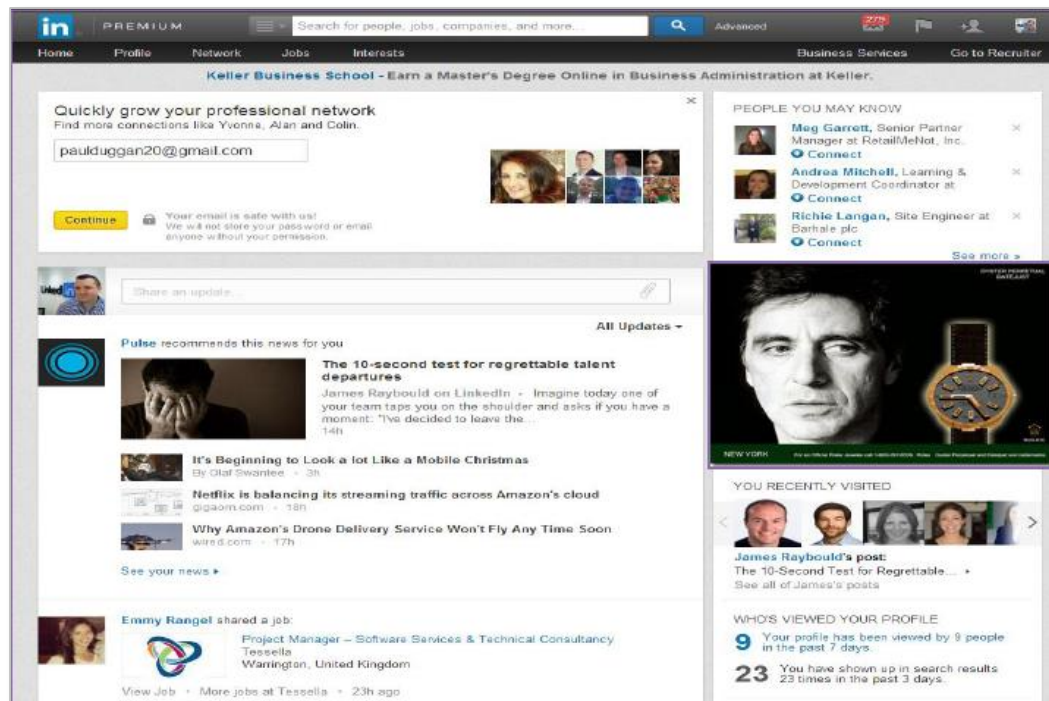- **LinkedIn groups** – reach a highly engaged audience by targeting groups such as
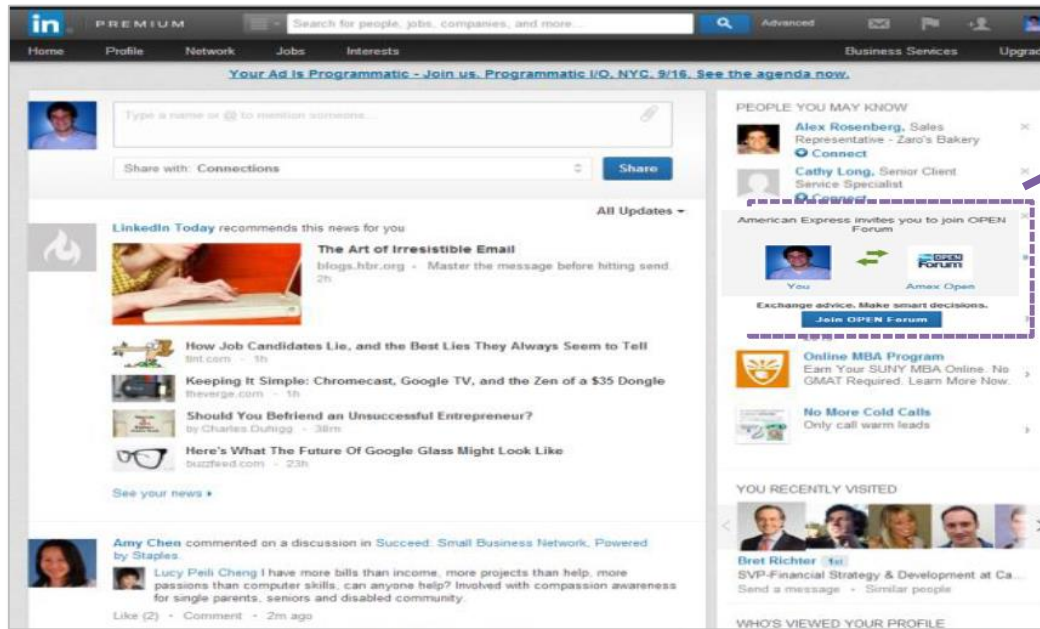
Display Ads

- Prominent ads
- Served on the Home page, Profile pages and Group pages
- MPU Unit 300 x 250 or Skyscraper 160 x 600

Spotlight Ads

- Members profile picture appears within the ad beside company logo

- Fully customizable Call to Action

- High interaction rate 0.15% - 0.5%

Sponsored InMail

- Send a personalised message directly to a member's inbox

- Prompt user to take action with customizable response button

- Standout by sending one message per 60 day period
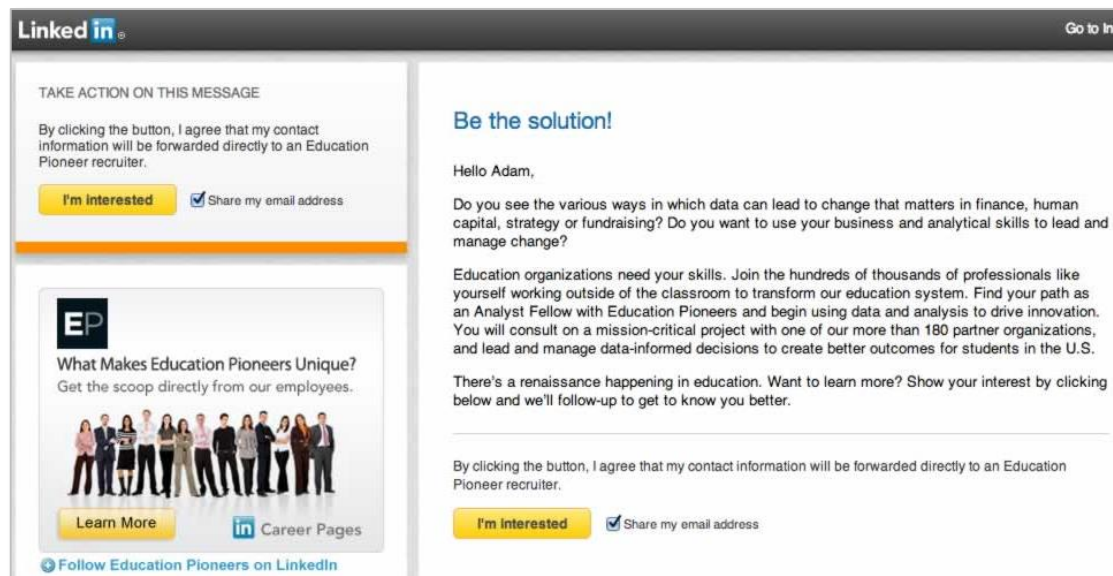
Sponsored Updates

- Ad placements that appear in the LinkedIn feed

- People have previewed content before clicking

- High conversion rates

- Clicks on social actions are free
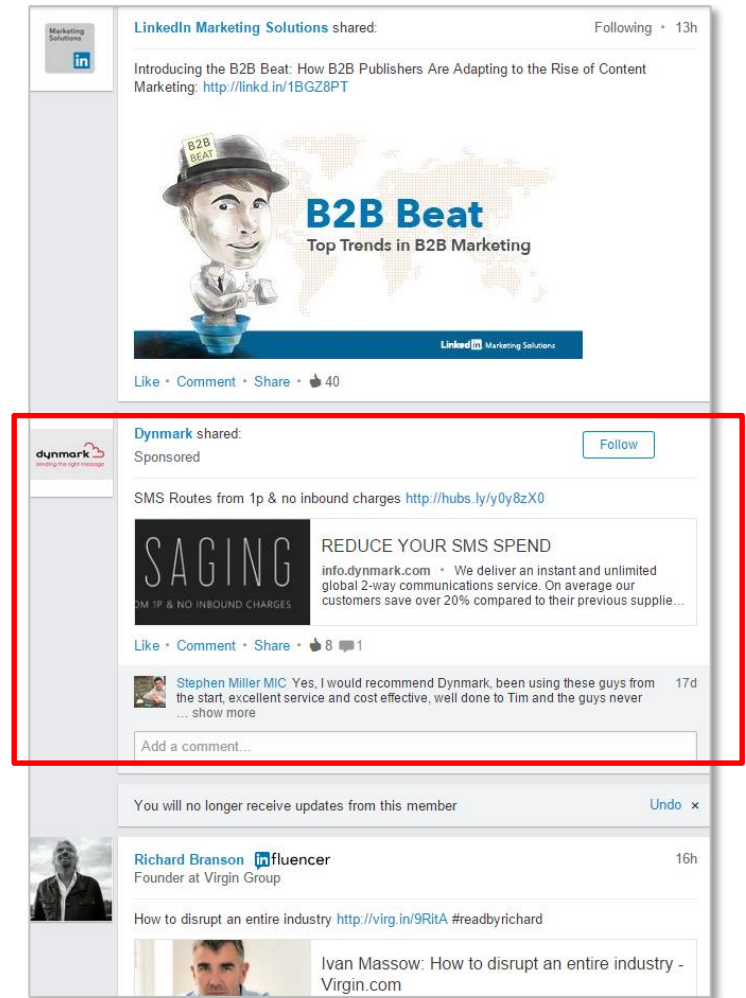
Common LinkedIn Ad Mistakes

- Not including an image

- Only using one creative

- Not showing the best creative more often

- Using only one targeting criterion

- Capitalising your ad / using repeat punctuation

- Not using a Call to Action

Thank you for listening!

Any questions?