



ADVANCED TACTICS &  
ADVERTISING



# LINKEDIN 301





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

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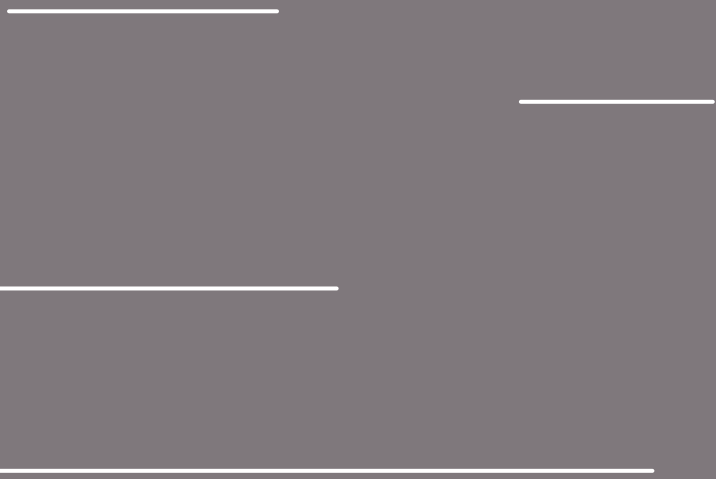
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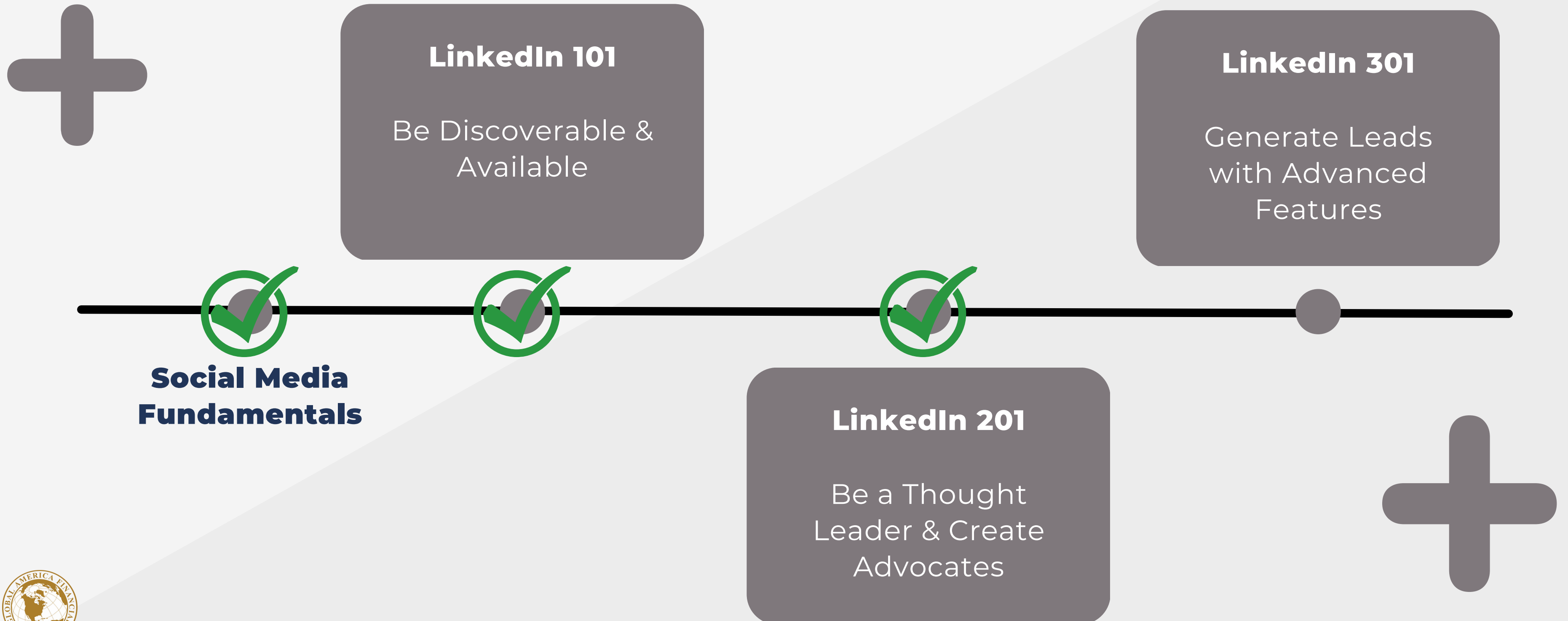
# ADVANCED ORGANIC FEATURES

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.

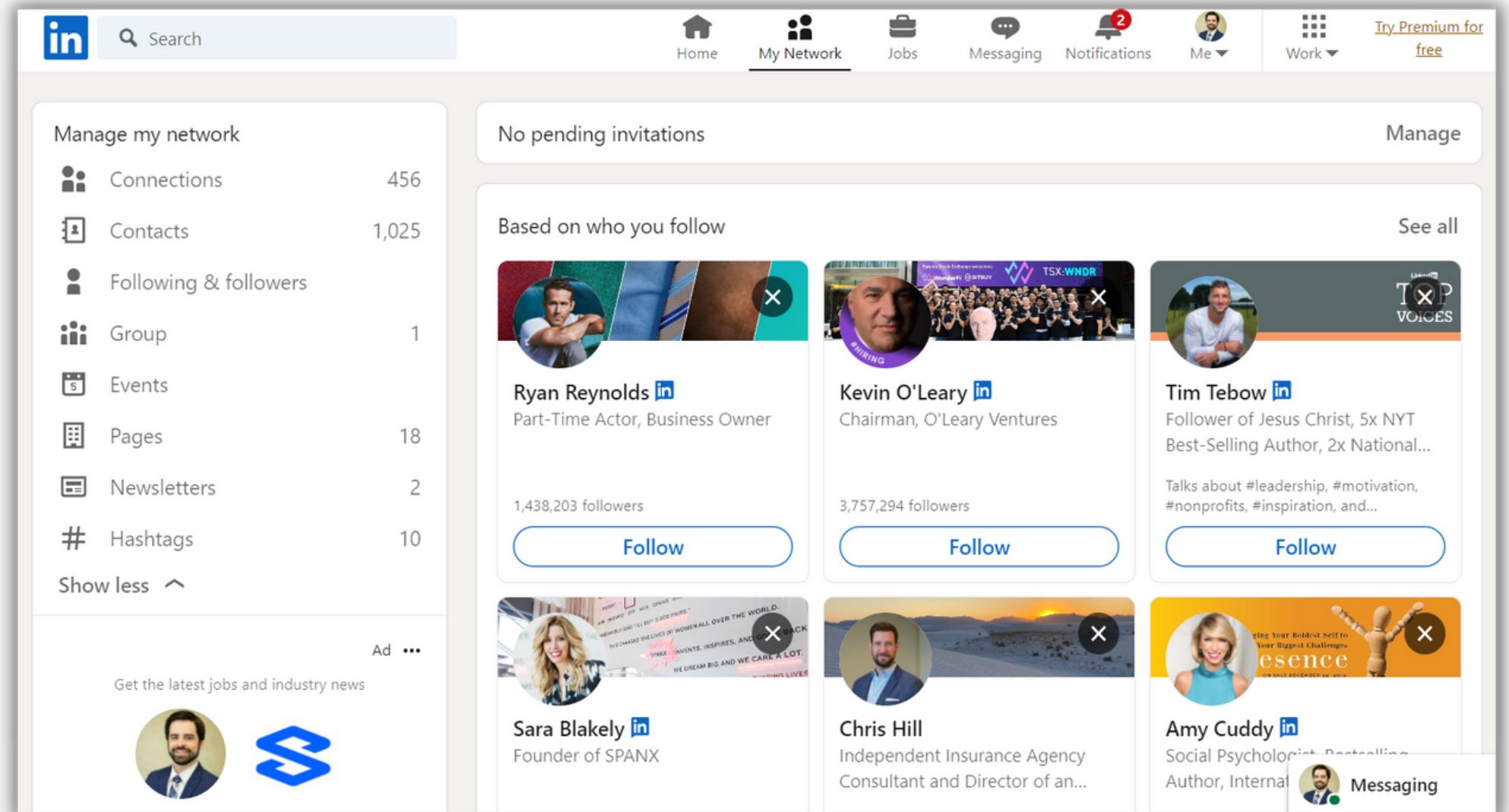


# SEARCHING FOR PROSPECTS

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

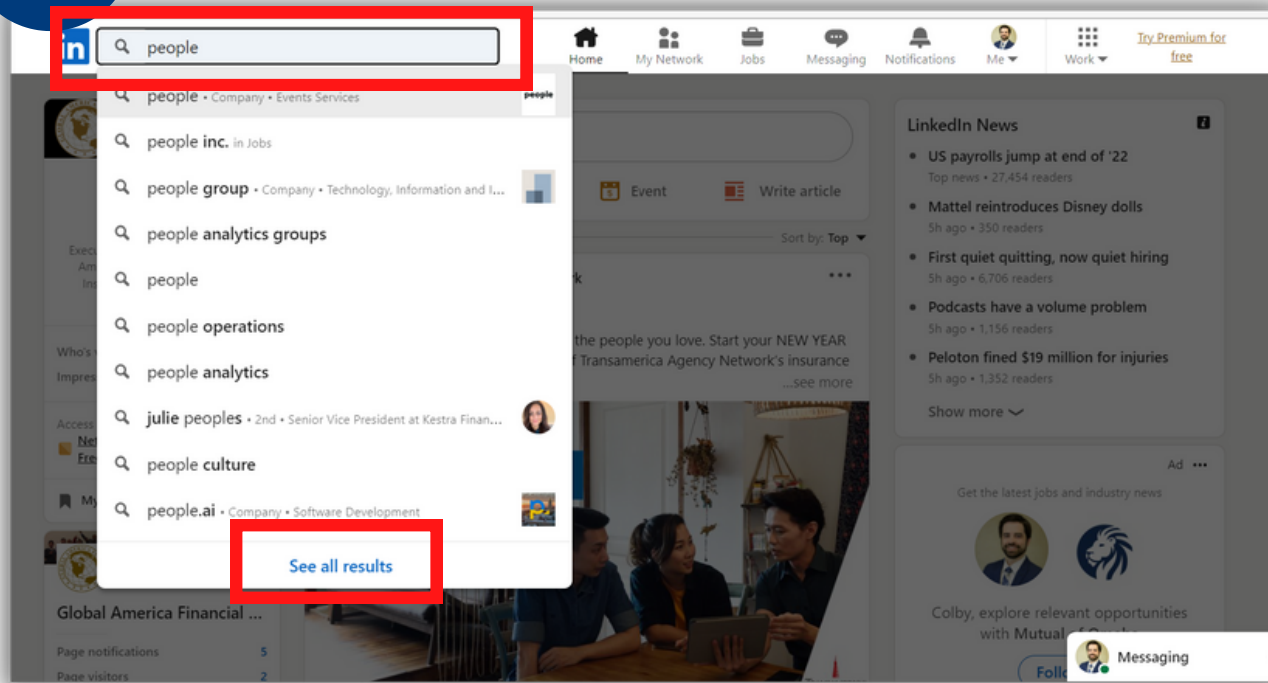
The screenshot shows the LinkedIn search filters interface. At the top, there is a search bar with the LinkedIn logo and a search icon. Below the search bar, there are navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. The main section is titled "All people filters" and includes a "Clear" button, a "Cancel" button, and an "Apply" button. The filters are organized into several categories:

- Connections:** Includes checkboxes for 1st, 2nd, and 3rd+ degree connections.
- Connections of:** A text input field labeled "Add connection of".
- Locations:** Includes checkboxes for United States, Greater Denver Area, Greater New York City Area, India, and United Kingdom. There is also a text input field labeled "Add a location".
- Current companies:** Includes a text input field labeled "Add a current company" and checkboxes for Google, LinkedIn, Amazon, Facebook, and Salesforce.
- Past companies:** Includes a text input field labeled "Add a previous company" and checkboxes for Google, IBM, Microsoft, Ogilvy, and Oracle.
- Industries:** Includes a text input field labeled "Add an industry" and checkboxes for Marketing & Advertising, Information Technology & Services, Internet, Staffing & Recruiting, and Computer Software.

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 .

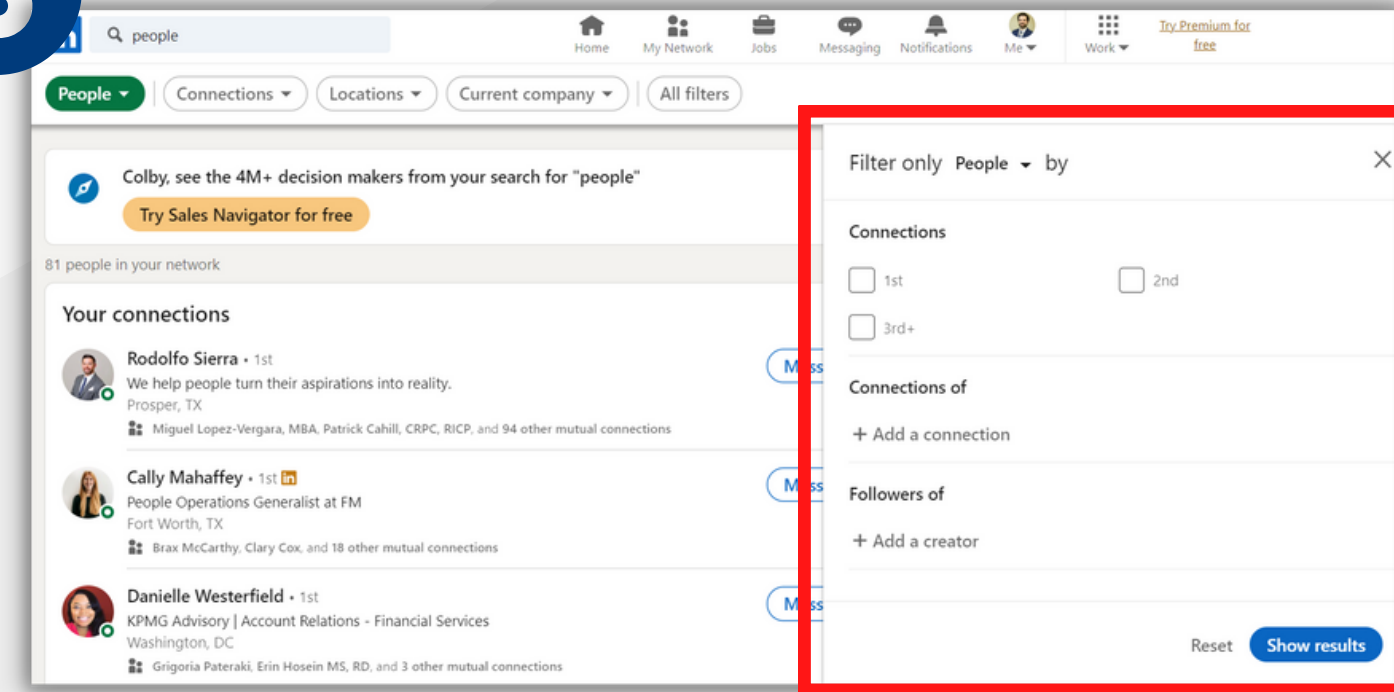
# SEARCHING FOR PROSPECTS

1

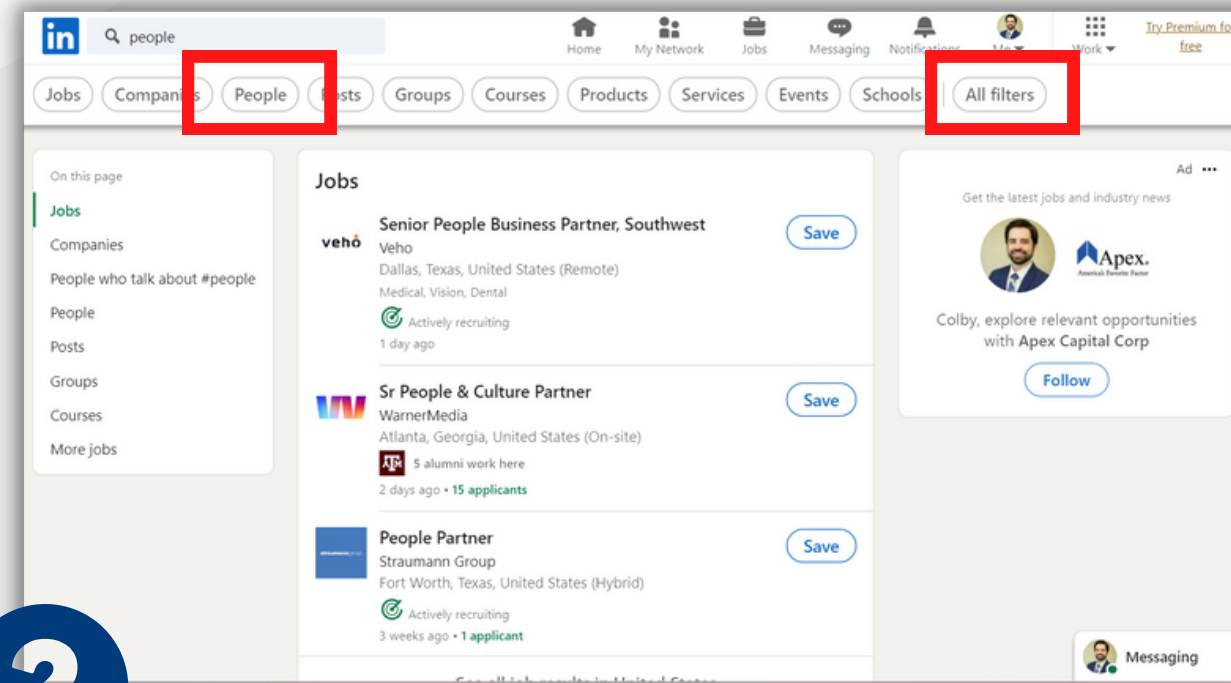


Click the "People" option and then the "All Filters" option at the top of the screen. It's here you will decide which group of people you'd like to search for.

3



To do this, log into LinkedIn and click on the search bar at the top. Then, type in "People" and select see all results.



2

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.

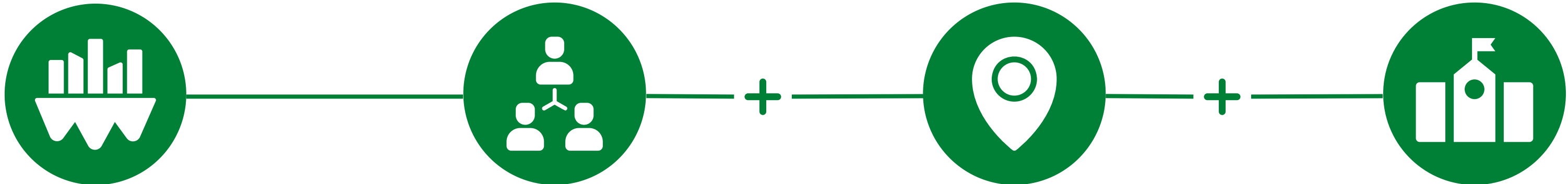
Regardless of whether you're looking for clients or employees, the goal here is to narrow down the potential prospects to a manageable list.



Small City

2nd Connection

Location

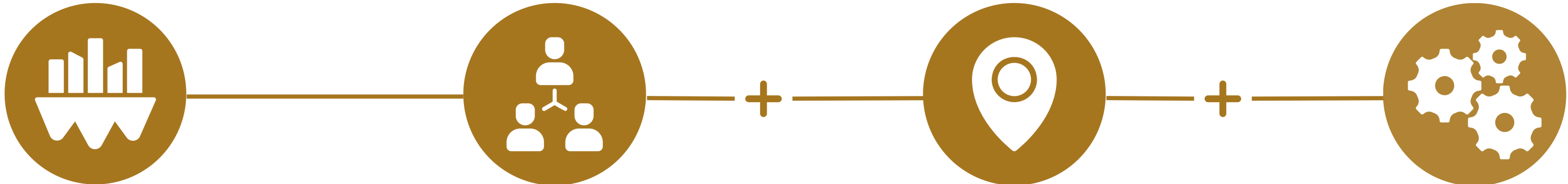


Medium/Large City

2nd Connection

Location

Alma Mater



Medium/Large City

2nd Connection

Location

Industries Common w/ Your Client





# SEARCHING FOR PROSPECTS - COMMUNICATION

The screenshot shows a LinkedIn search results page. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation bar, the search filters are set to 'People', 'University of Iowa', 'Greater Denver Area', '2nd', and 'Current companies'. There are 'All Filters' and 'Clear' buttons. The main content area shows 'Showing 194 results' and a list of five profiles, each with a 'Connect' button. The profiles are:

- Meredith Clausen** - 2nd, Marketing Student at MSU Denver, Greater Denver Area. Shared connections: Laura Driscoll, Marissa Paulsen, and 2 other shared connections.
- Madison Triviss** - 2nd, The dreamer with the work ethic to see it through., Greater Denver Area. Shared connections: Aaron Domino, Karl Taylor, and 12 other shared connections.
- Ashley Freundt** - 2nd, Account Manager & Outdoor Industry Analyst, NPD Group, Greater Denver Area. Shared connections: Kenneth G. Brown, Patrick Cornally, and 10 other shared connections.
- Tara Doyle** - 2nd, Marketing and Social Media Manager at ABMP, Freelance Writer, Greater Denver Area. Shared connections: Aaron Domino, Rob Gonzalez, and 9 other shared connections.
- Sam Wood** - 2nd, Freelance videographer and photographer., Greater Denver Area. Shared connections: Ryan Shenefeld, kiley murphy, and 2 other shared connections.

On the right side of the page, there is an advertisement for 'Essential reading for marketers. Issue 6 out now' with a 'Get your copy' button.

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:

### **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]

### **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]

### **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.





# 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. 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.



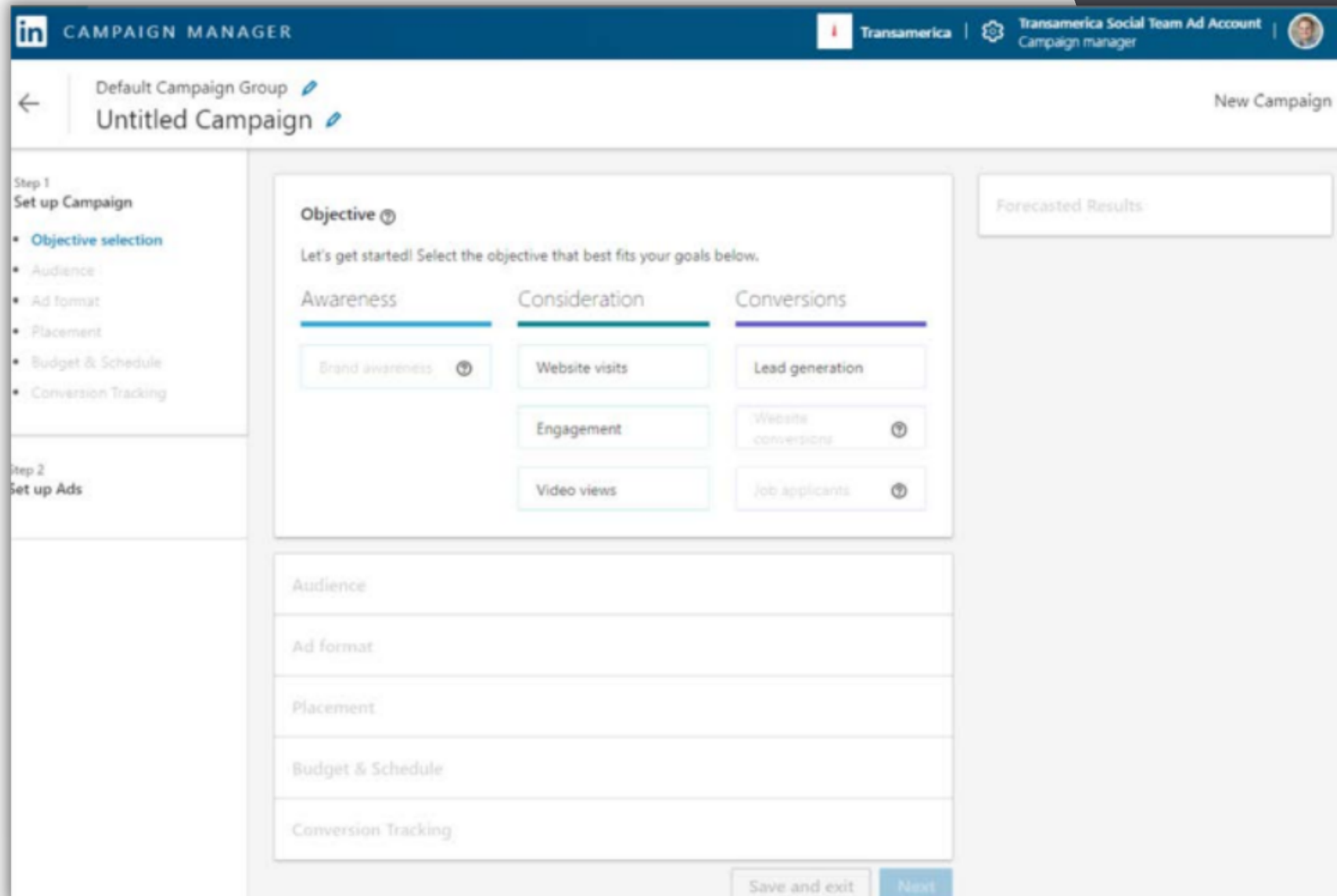


If that's the case for you, we have some good news and some bad news.

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.

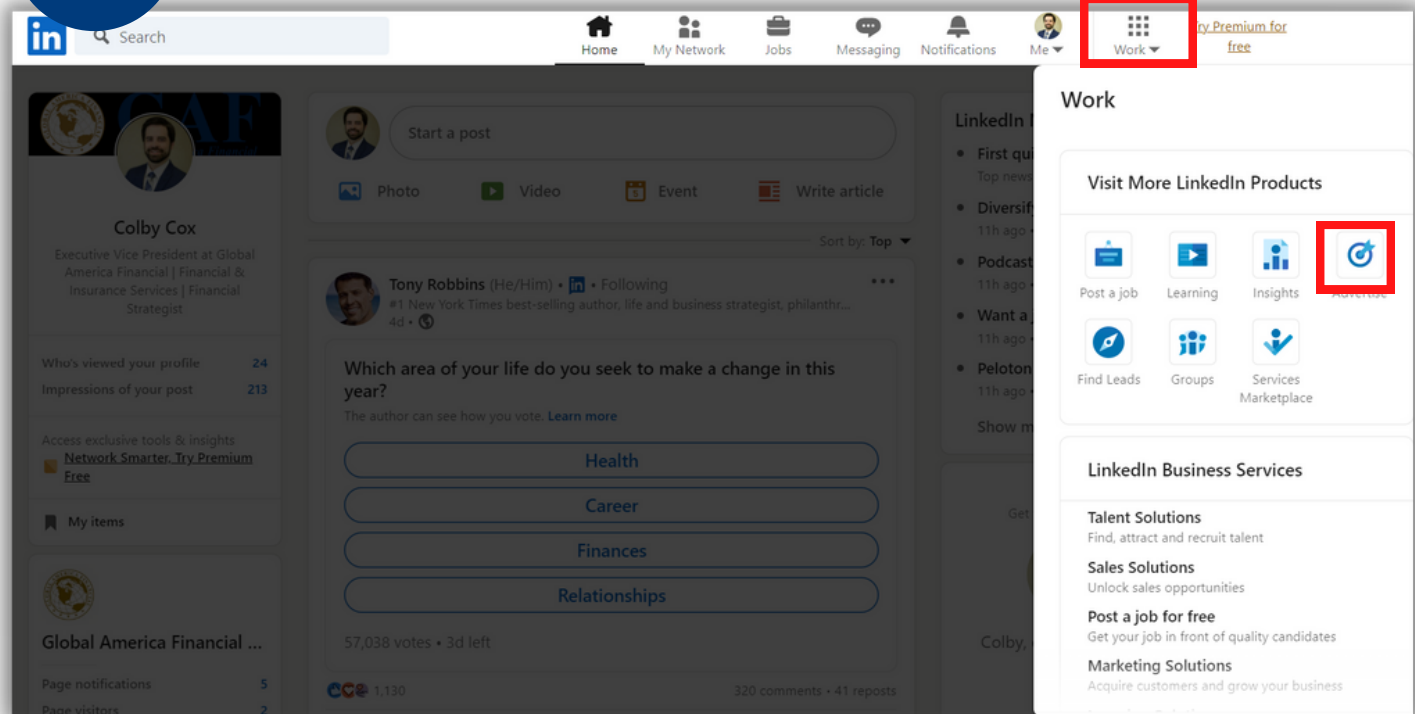
Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average Cost
23 campaign groups	-	\$18,272.71	159,201	1,220	0.77%	-	\$114.78	\$14.98
Default Campaign Group CID: 602515033	Active Running	\$0.00	0	0	-	-	-	-
RIC / RIM / TIE - DRAFT CID: 602515083	Draft	\$0.00	0	0	-	-	-	-
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: 603003333	Archived	\$0.00	0	0	-	-	-	-



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

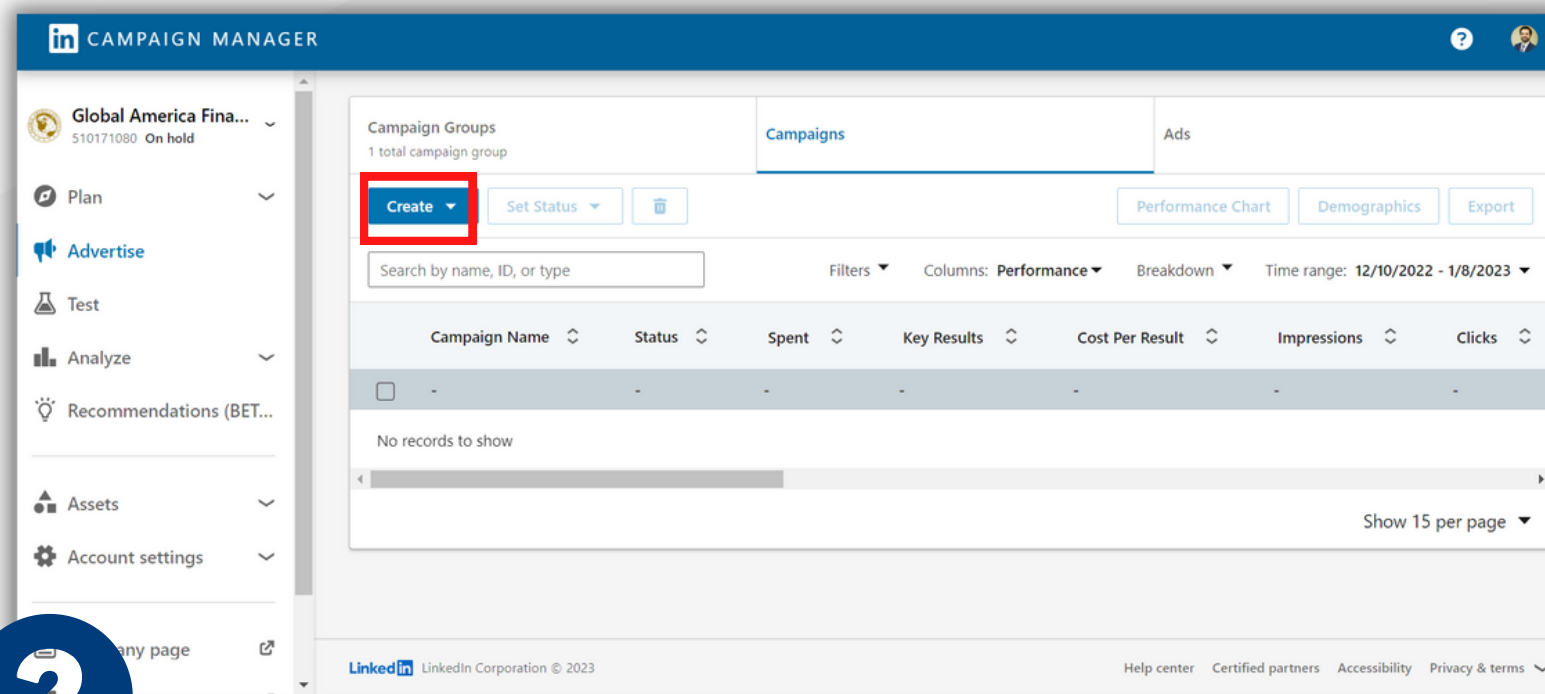
1. You can send multiple pieces of content to a single audience to see which works better and apply your learnings to future campaigns.
2. You can use email lists, retargeting pixels, and other advanced tactics to target very specific groups of people.
3. You can use advanced analytics to understand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

1

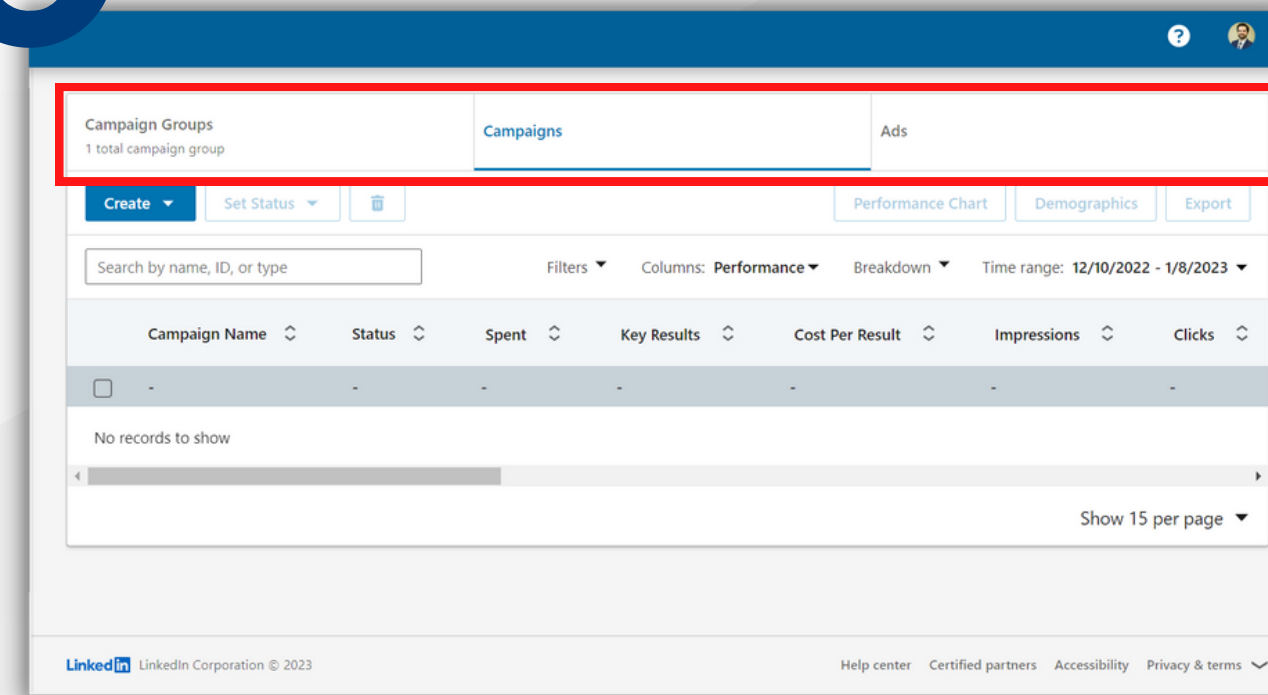


To begin advertising, log into your personal LinkedIn account, click on the nine-dot menu in the top-right, and click “Advertise”. Complete the required fields and click “Create Account.”

2



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.

A screenshot of a web application dialog box titled "Create a campaign group". The dialog has a close button (X) in the top right corner. It contains several input fields and buttons:

- Campaign group name:** A text input field.
- Total budget (optional):** A text input field containing "USD".
- Start date:** A date picker field.
- End date (optional):** A date picker field.
- Run indefinitely:** A blue button.
- Status:** A dropdown menu currently set to "Active".
- Buttons:** "Cancel" and "Save" buttons at the bottom.



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

The screenshot shows the LinkedIn Campaign Manager interface for creating a new campaign. The main heading is "New Campaign Group" with a sub-heading "Untitled Campaign". The interface is divided into several sections:

- Step 1: Select Campaign Group**
- Step 2: Set up Campaign**
  - Objective selection (highlighted in red)
  - Audience
  - Ad format
  - Placement
  - Budget & schedule
  - Conversion tracking
- Step 3: Set up Ads**
- Step 4:** (partially visible)

The "Objective selection" section is highlighted with a red border and contains the following options:

- Awareness:** Brand awareness
- Consideration:** Website visits, Engagement, Video views
- Conversions:** Lead generation, Talent leads, Website conversions, Job applicants

Additional elements include a "Forecasted results" section on the right and a navigation bar at the top with the LinkedIn logo, "CAMPAIGN MANAGER", and the user's name "Global America Financial Brokerage LLC".



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.

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

**Awareness** | **Consideration**

Brand awareness | **Website visits** | Engagement | Video views

**Website visits**  
I want more people to visit a website destination site on or off LinkedIn.

Choose this objective to:

- Drive traffic to your website
- Drive traffic to marketing landing pages
- Drive traffic to your LinkedIn Event

Your campaign will be shown to people most likely to click on your ads.

Job applicants

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

**Awareness** | **Conversions**

Brand awareness | **Lead generation** | Talent leads | Website conversions | Job applicants

**Lead generation**  
I want more quality leads on LinkedIn.

Choose this objective to:

- Capture leads on LinkedIn
- Use a Lead Gen Form pre-filled with LinkedIn profile data
- Directly integrate with a lead management platform

Your campaign will be shown to people most likely to fill out a LinkedIn Lead Gen Form.



## 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



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.

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

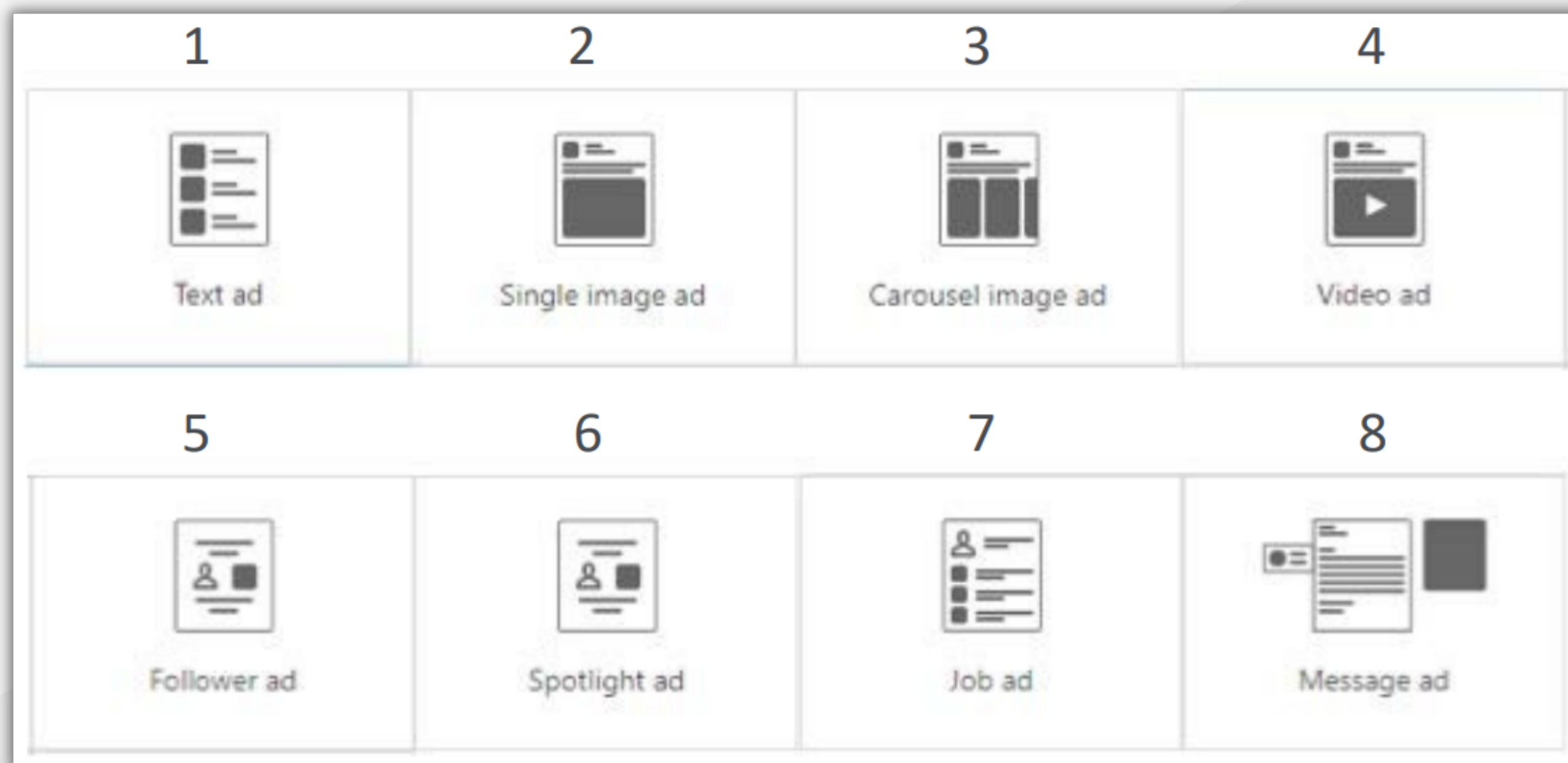


## MATCHED ATTRIBUTES

- 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 company's 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 recommend. All campaigns should generally follow these four guidelines:

### **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.



### **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.



### **USE MULTIPLE LEADS**

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 toward the more successful ones, making your campaign more efficient.



### **CHECK IN & OPTIMIZE**

If you run your campaign with multiple audiences and multiple ads, you should check in on the campaign about halfway 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>



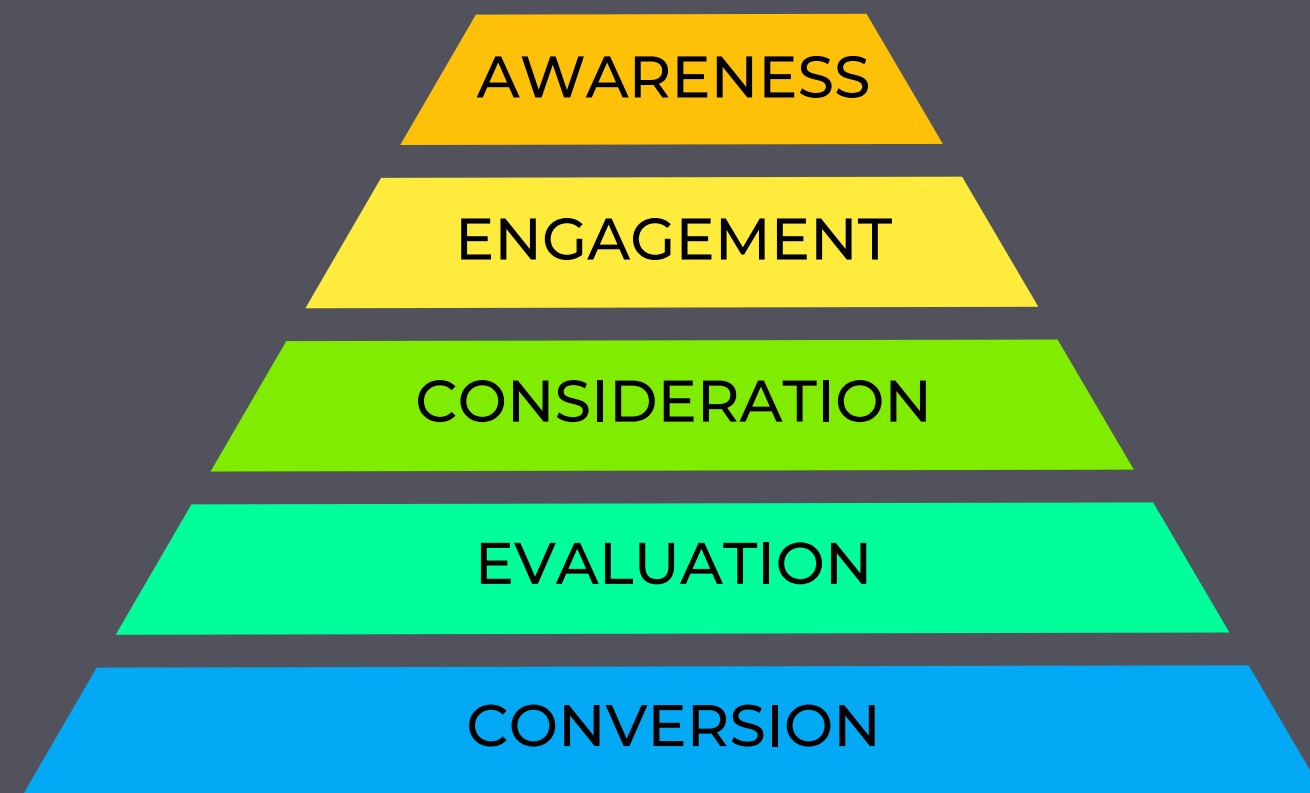


# **ANALYTICS**

*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 is a list of those metrics with their associated definitions.

## AWARENESS

CPM: Average cost to serve one thousand impressions  
Frequency: Average number of times a unique LinkedIn user has seen your ad

## ENGAGEMENT

Reactions: Number of reactions (likes) a post received  
Shares: Number of shares a post received

## CONSIDERATION

Link Clicks: Number of times a user clicked on a URL bringing them off LinkedIn  
CPC (cost per click): Average cost to obtain a single click  
CTR (click through rate): Number of link clicks divided by total impressions

## EVALUATION

Average Session Duration: A Google Analytics metric measuring the average length of time a user stayed on your website  
Average Pages/Session: A Google Analytics metric measuring the average number of pages a user visited after clicking to your website

## CONVERSION

New Clients: Make sure to ask your new clients how they first heard about you, and how they ended up connecting with you. Then, track that information over time.



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.



### **TRAFFIC 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 toward the ad with a lower cost per lead.

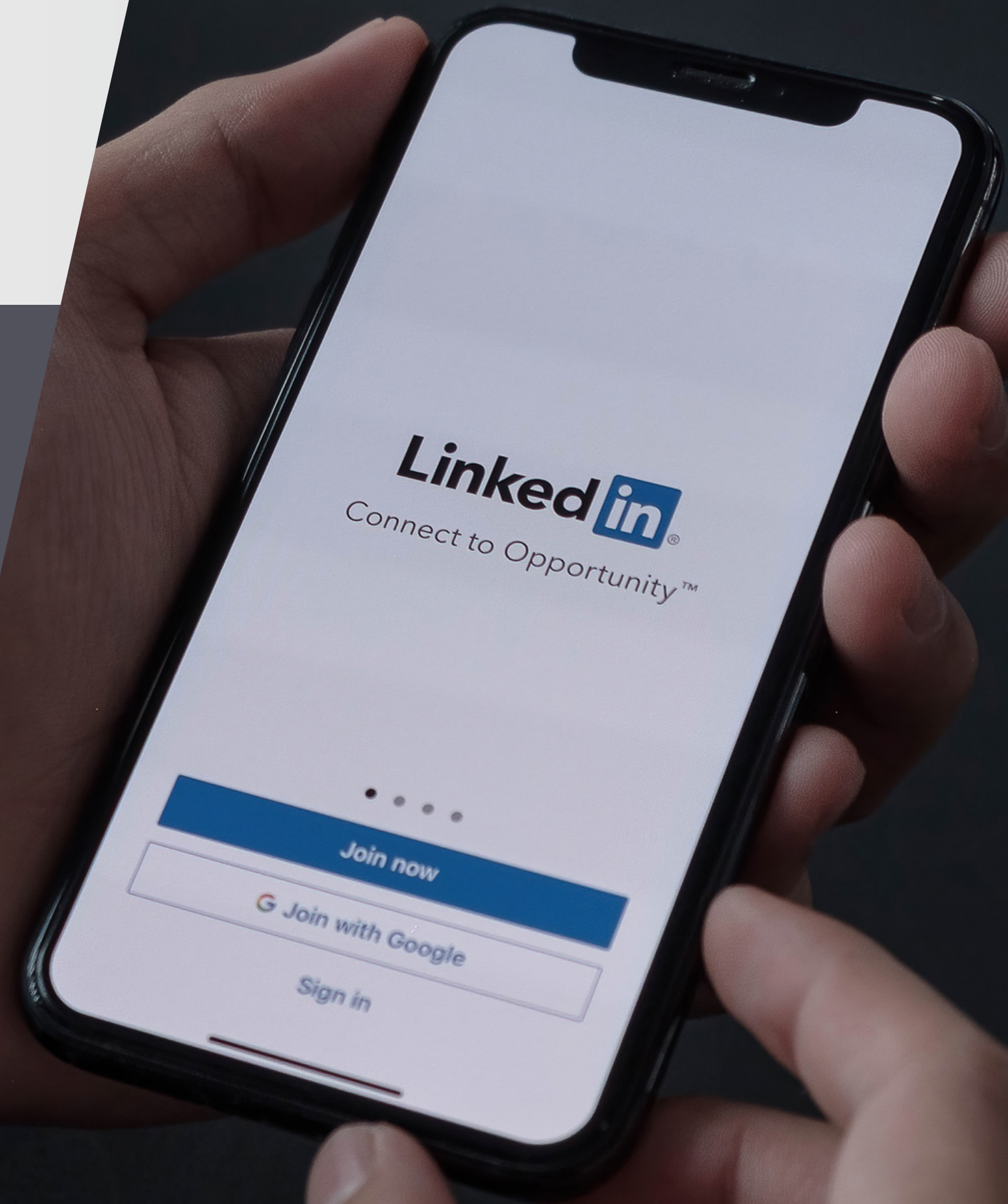


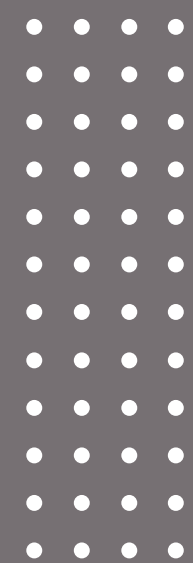


# ***QUESTIONS?***

THAT CONCLUDES OUR  
LINKEDIN 301 COURSE

If you ever have any questions,  
please feel free to reach out to  
us!





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# THANK YOU

