

# The Legal Marketer's Checklist for

# LinkedIn Ads

*Maximize your campaign results*

Save our checklist and cross-check it against your campaigns to proactively ensure you are doing all you can to maximize spend efficiency and rocket toward your goals.



## **Make Sure our Chosen Objective Aligns with Your Campaign Goals**

The campaign creation flow for LinkedIn Ads begins with defining the goals and objectives for your campaign. Based on the goal you select, LinkedIn will show your ads to people most likely to take your desired action.



## **Optimize Landing Page for Mobile Traffic**

More than half of all LinkedIn traffic comes from a mobile device. If your landing page does not load properly, users will abandon the page before they get a chance to take the desired action.



## **Hone in on an Audience by Combining Targeting Features**

To effectively target your content, steer clear of promoting content to every lawyer (or other job function) worldwide. Instead, make sure you're combining targeting features (such as geographic region, company size, and seniority level or geography, industry, and job title) to maximize the results.



## **Try Targeting by LinkedIn Group Membership**

Another way to reach a self-selected but highly engaged audience on LinkedIn is to target by specific LinkedIn groups.



## **Include a Clear Call to Action**

Be direct and instruct them to take the action that will lead to their benefit.



## Make Sure You're Running Several Pieces of Creative at Any Given Time

Always split test (A/B test) your ad campaigns testing different headlines, ad text and images to see what your audience responds to. Not only does this help with continuous testing and improvement, doing so will help improve your ad relevance score over time.



## Use Concise and Compelling Intros and Headlines

Write catchy, actionable headlines focused on setting context and making the user interested in the content. You can include compelling statistics or quotes lifted out of the larger piece of content.



## A/B Test Your Target Audience Segments

A/B testing your audience by creating campaign variations will allow you to test your advertising content among different audience combinations and learn what audience engages more with your content. You should be able to get a feel for which audience segments are producing the best results, and then tweak your overall targeting from there.



## Include Image or Video That is Relevant to Your Content

Use rich media in your posts to engage your audience. Keep in mind that your video will play muted, and it's actually a pain to unmute. Therefore, we highly recommend to have subtitles in any video creative running on LinkedIn.



## Implement Conversion Tracking

LinkedIn has a pixel that can be placed on a thank-you page or event to track your conversions. Additionally, Google Analytics UTM parameters can be set up as a second voice for tracking your goal conversions in Google Analytics.

## LinkedIn Ads



### Disable Audience Expansion

Audience Expansion will broaden the reach of your campaign by showing it to audiences with similar attributes to your target audience. However, you won't know to whom LinkedIn is expanding your reach, which can also lead to people not in your target audience seeing your ad.



### Pause an Ad with Your Lowest-Performing Engagement and Swap in Fresh Creative

To maintain spend efficiency, make sure you swap out stale or underperforming creative that is not achieving benchmark results (>.25 CTR).



### Shift Budget from Bottom-Performing Campaigns to Top Performers

When your law firm has multiple campaigns running on LinkedIn, it's a smart practice to shuffle spend from the ones that aren't performing well to the ones that are. This is also a good time to figure out why something is working in a particular campaign and see if you can replicate that across other campaigns.

## Check Your Boxes for Optimal LinkedIn Campaign Results

We know that running advertising on LinkedIn presents some unique challenges – we're in the platform day in and day out running campaigns for our clients! But if you're checking each of the boxes above for each of your LinkedIn campaigns, you can feel confident your ad strategy is consistently moving onward and upward.

Good2bSocial works with law firms and helps them to develop and execute revenue focused social media campaigns that deliver real business results. Contact us today to discover how we can help you achieve greater success through your LinkedIn advertising efforts.

