

How to Get Started with Advertising on LinkedIn



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LinkedIn in APAC

2 LinkedIn Pages

3 LinkedIn Ads



LINKEDIN'S MISSION

Connect the world's professionals to make them more productive and successful





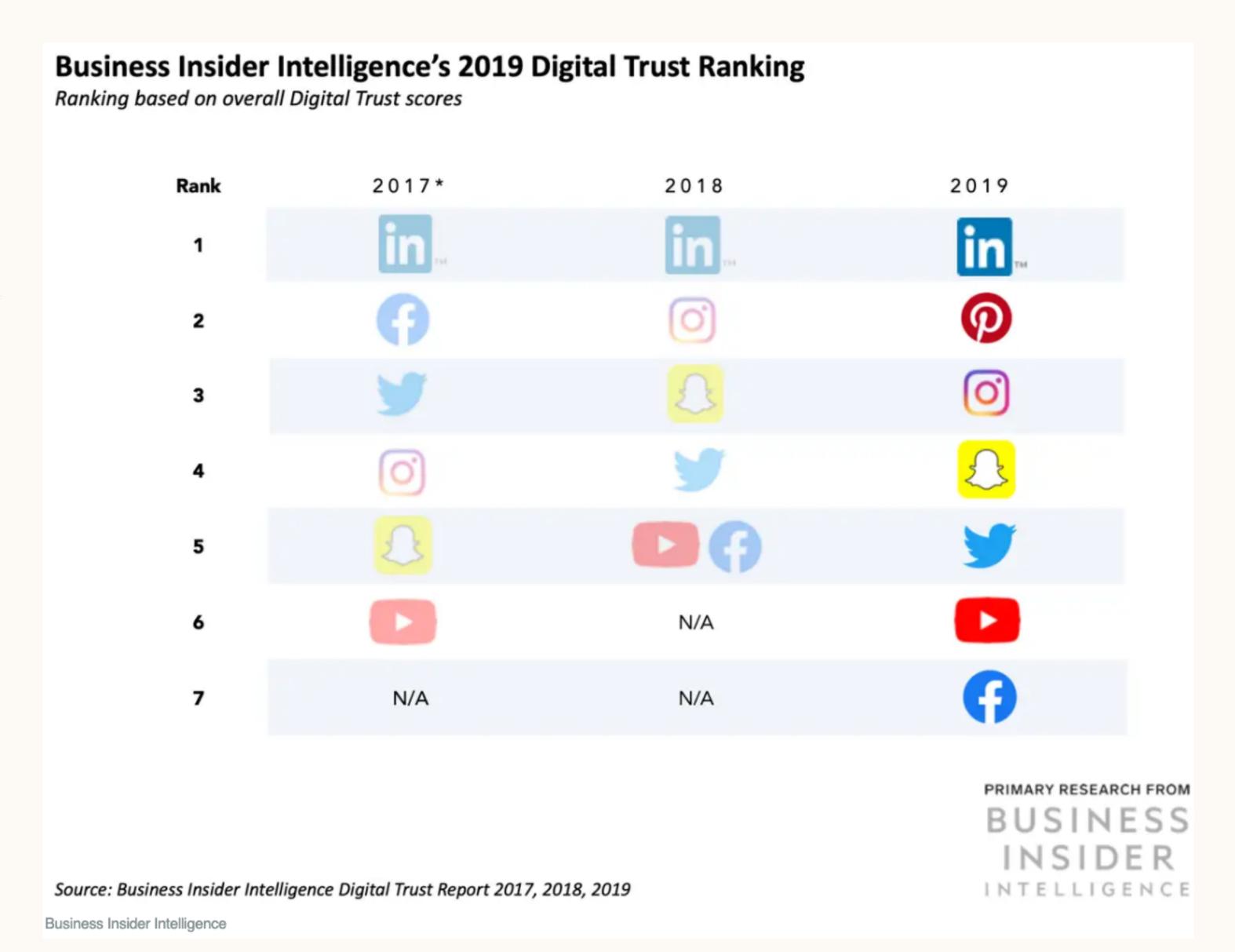


LinkedIn remains Members First providing a high quality, professional environment





LinkedIn is a trusted environment to showcase your brand

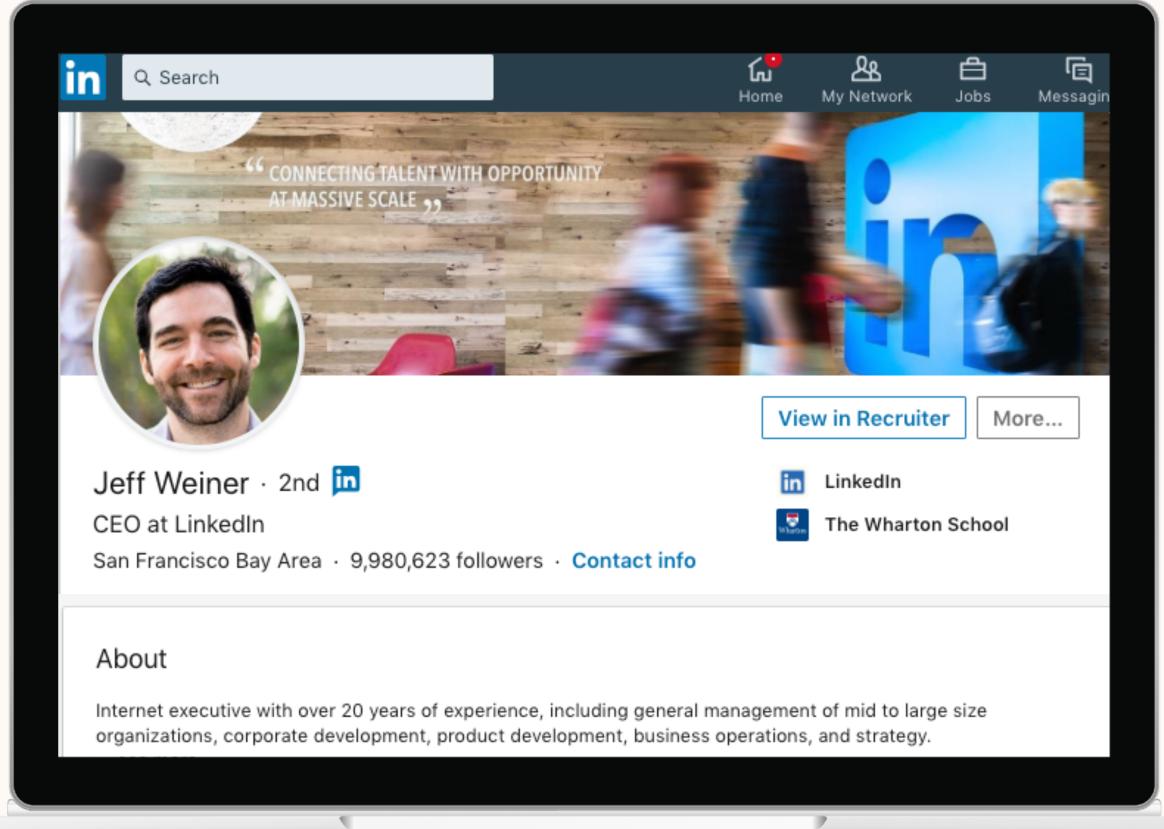




Our Audiences set us apart with Marketers

Data is up to date, accurate & substantial, resulting in higher quality

engagements



LINKEDIN MEMBER DATA

Industry

Function

Company

Company Size

Seniority

Title

Geo

Degree

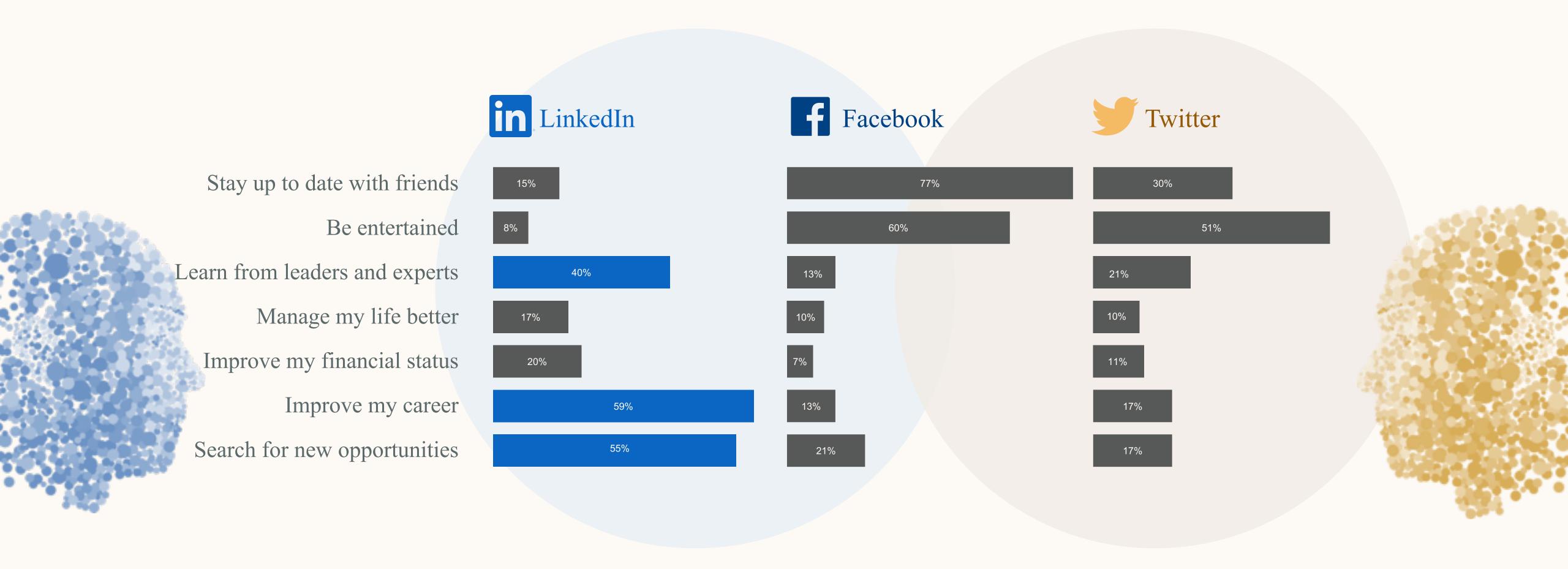
Skills

Interests



Consumers approach platforms with distinct intent

People come to LinkedIn to achieve their ambitions, not just to be entertained





Research is done earlier in the sales cycle

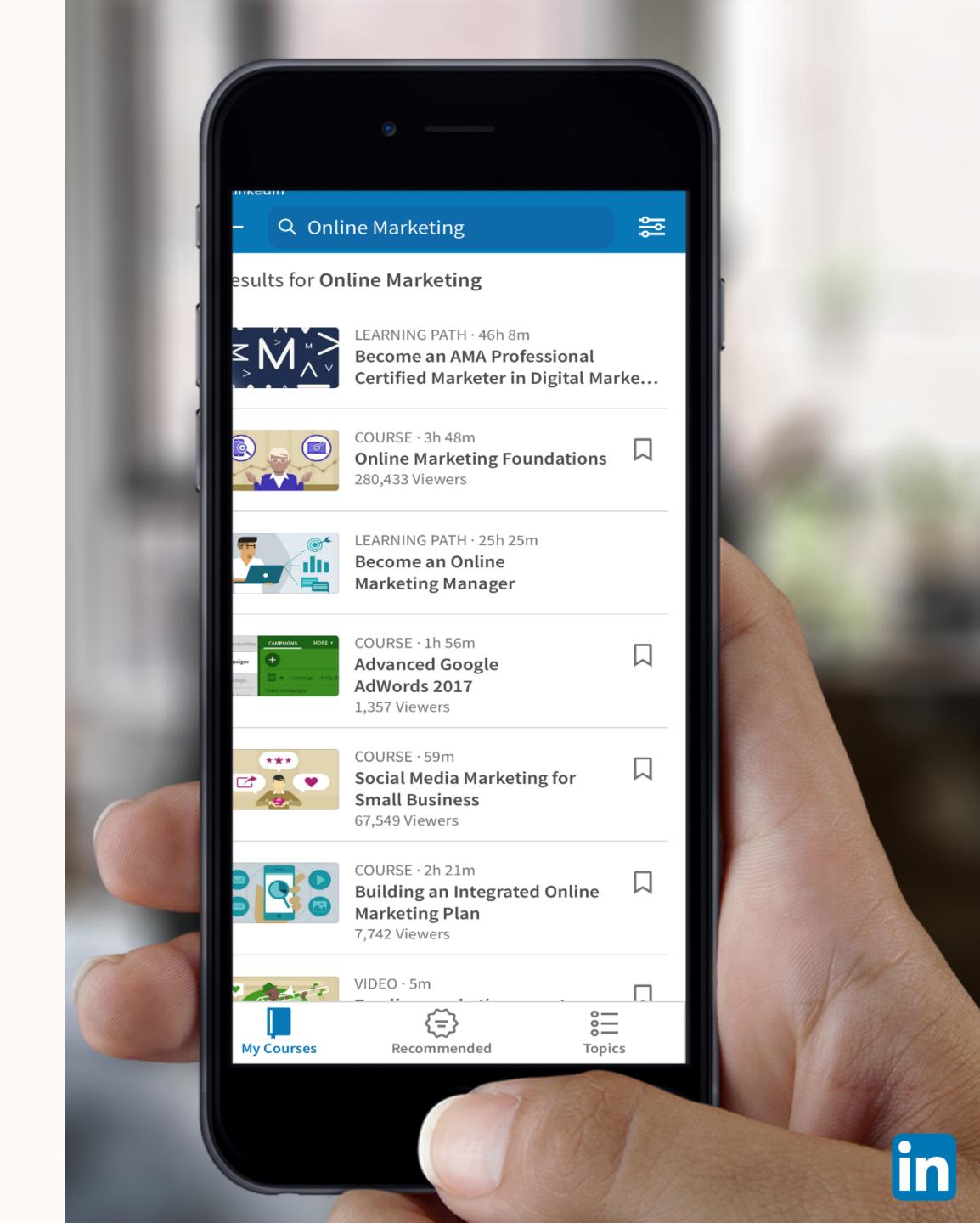
74% of B2B buyers use LinkedIn to research purchasing decisions



9 billion content impressions / week



15X content vs job postings in the feed







Don't take it from us, take it from our clients

Marketers focused on reaching B2B or high consideration B2C decision makers see the most success on the platform





































"LinkedIn's Sponsored Content is the perfect marriage between its professional audience and our content-based approach to advertising.

The tool helps surface relevant content for quality prospects in our target business-to-business market, effectively merging our inbound strategy with cost-effective lead generation."



Kipp Bodnar CMO at HubSpot

We've partnered with HubSpot to accelerate your business growth

LinkedIn Pages

Establish a home for your business on LinkedIn where members can engage with you and your content

LinkedIn Ads

Create awareness for your business and generate leads with world-class targeting and engaging ad formats

Sales Navigator

Empower your sales
people to find leads and
close deals faster



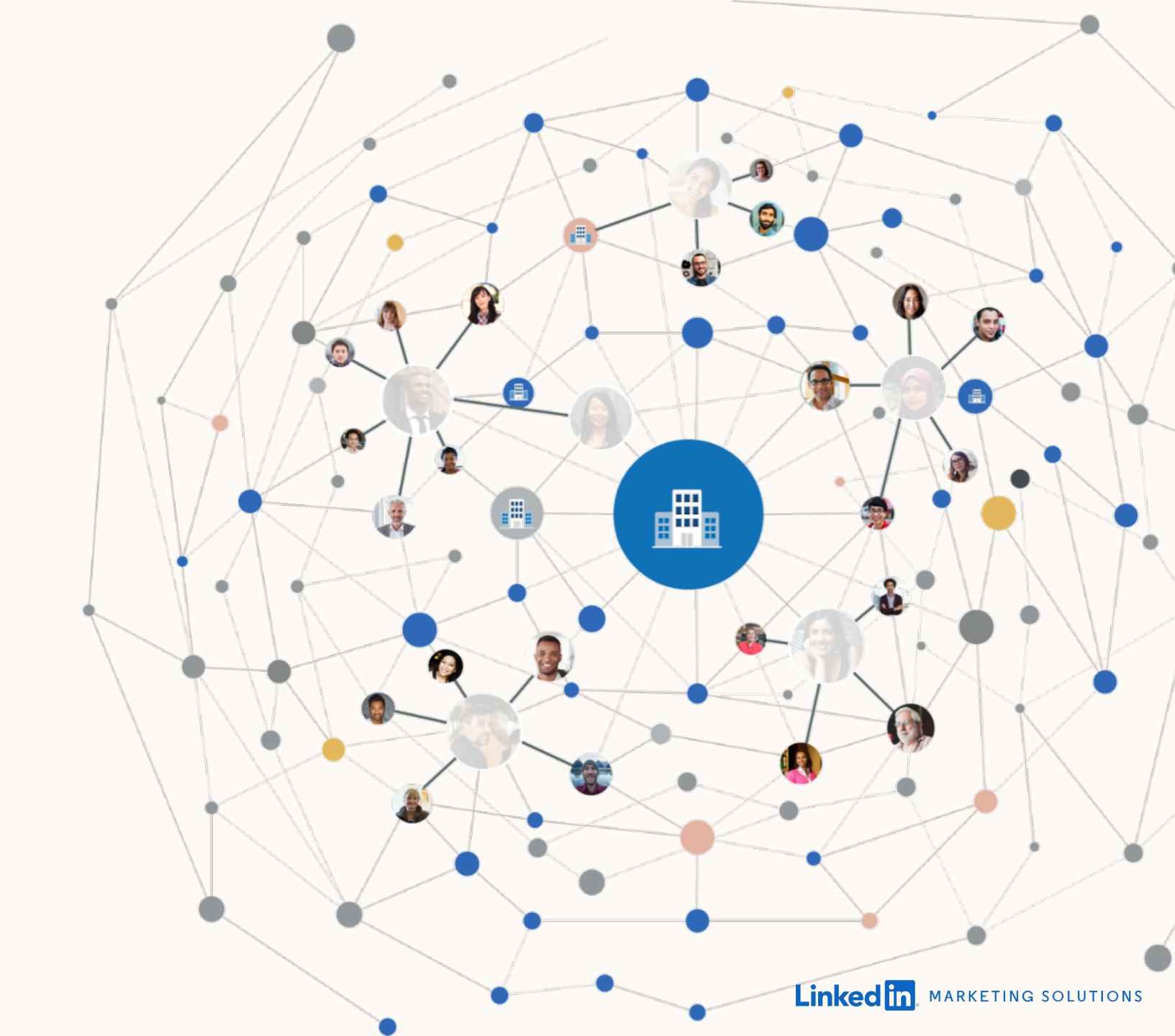
1 LinkedIn in APAC

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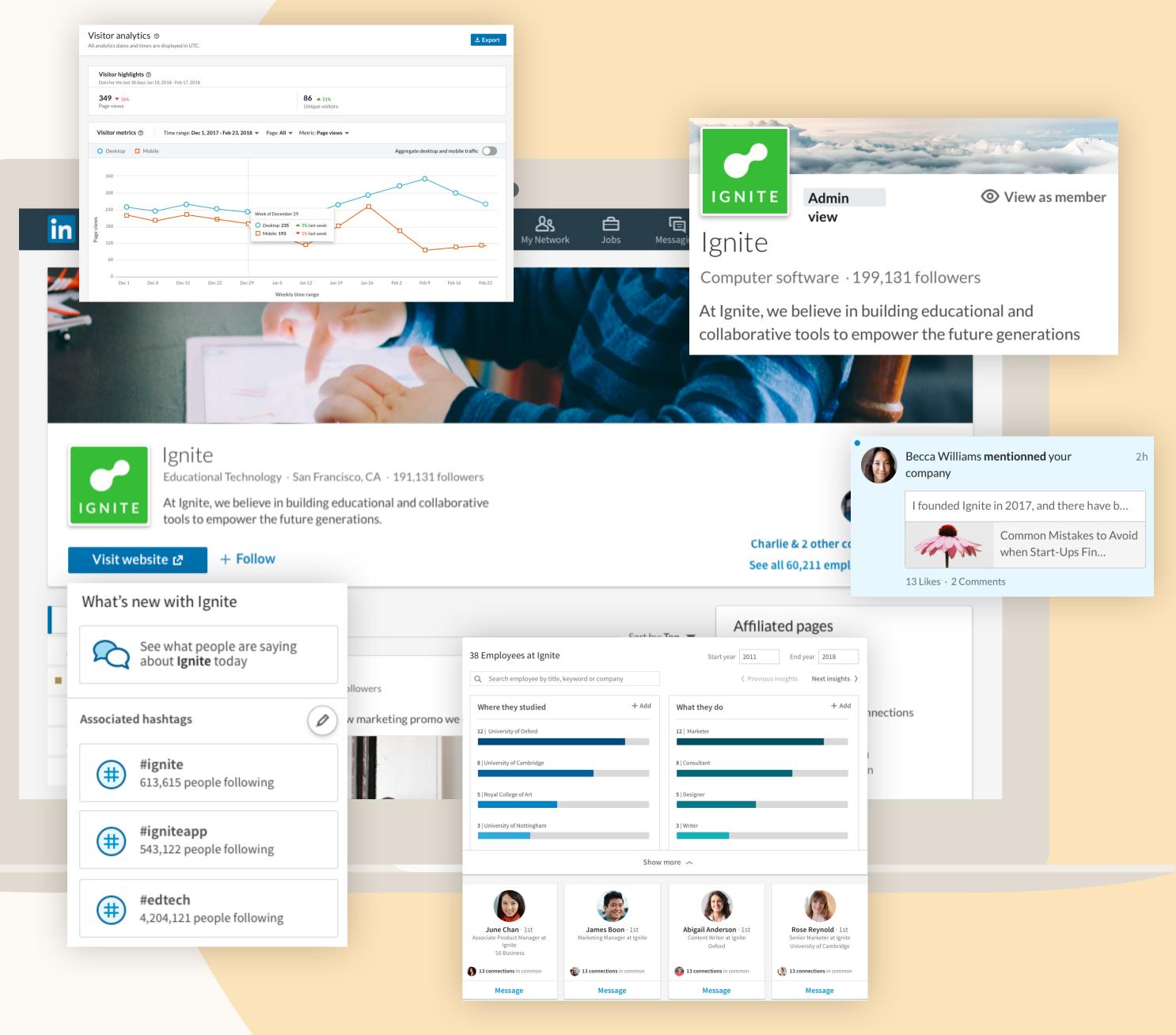


Your foundation in the world's professional community



Build a compelling presence through your LinkedIn Page

- Know and grow your audience
- Join the conversations that matter most
- Engage your people

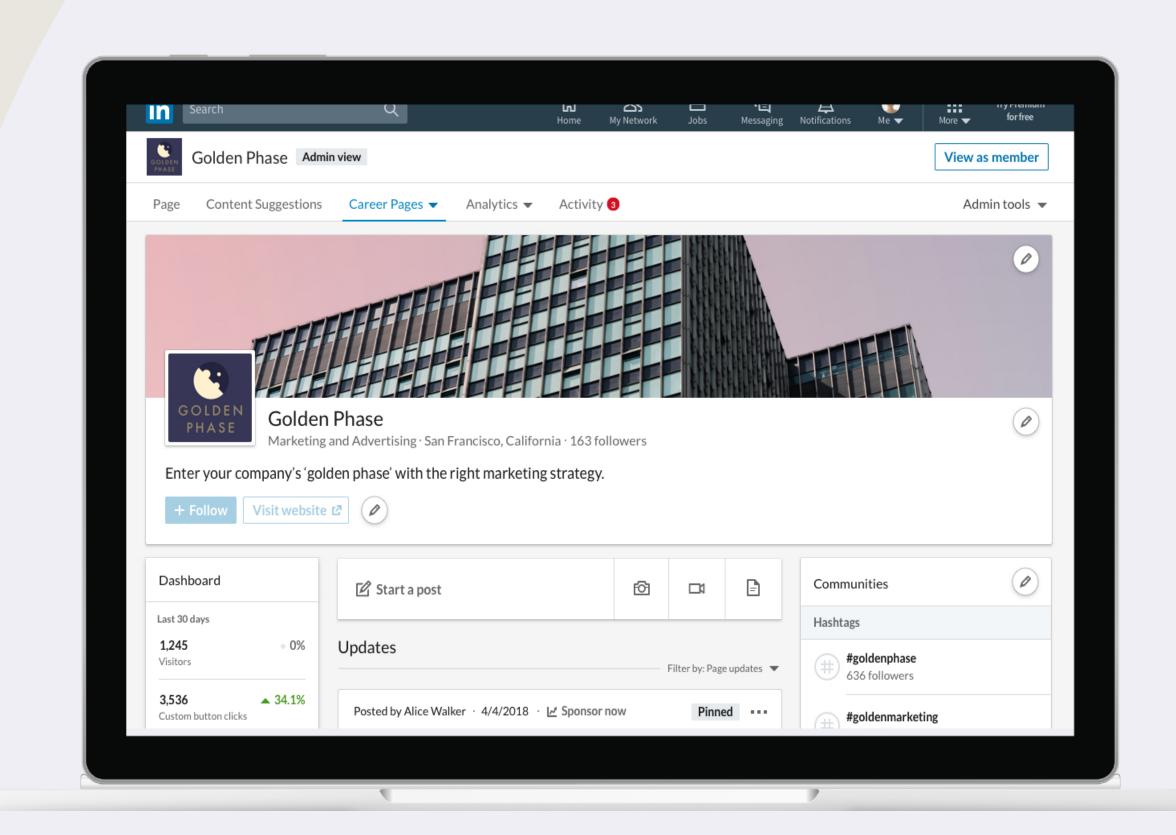




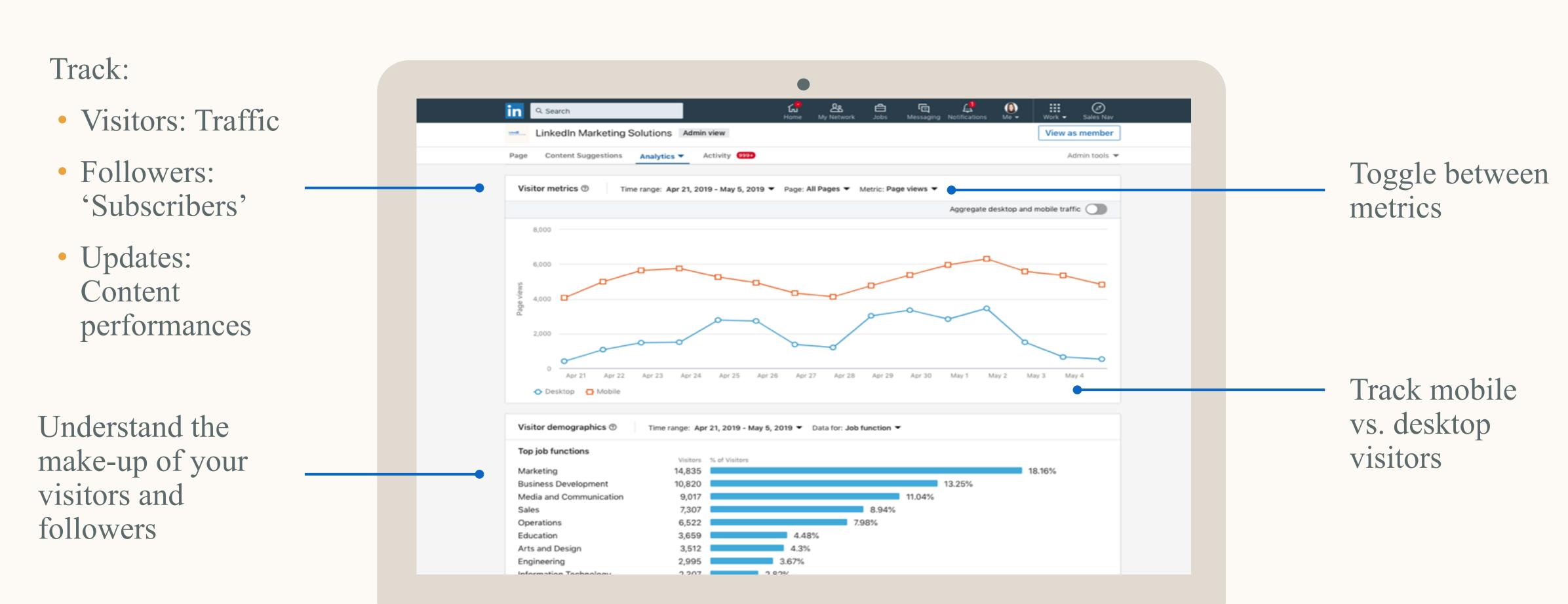
Companies with completed Pages are more successful at achieving growth objectives

Ensure you have the following:

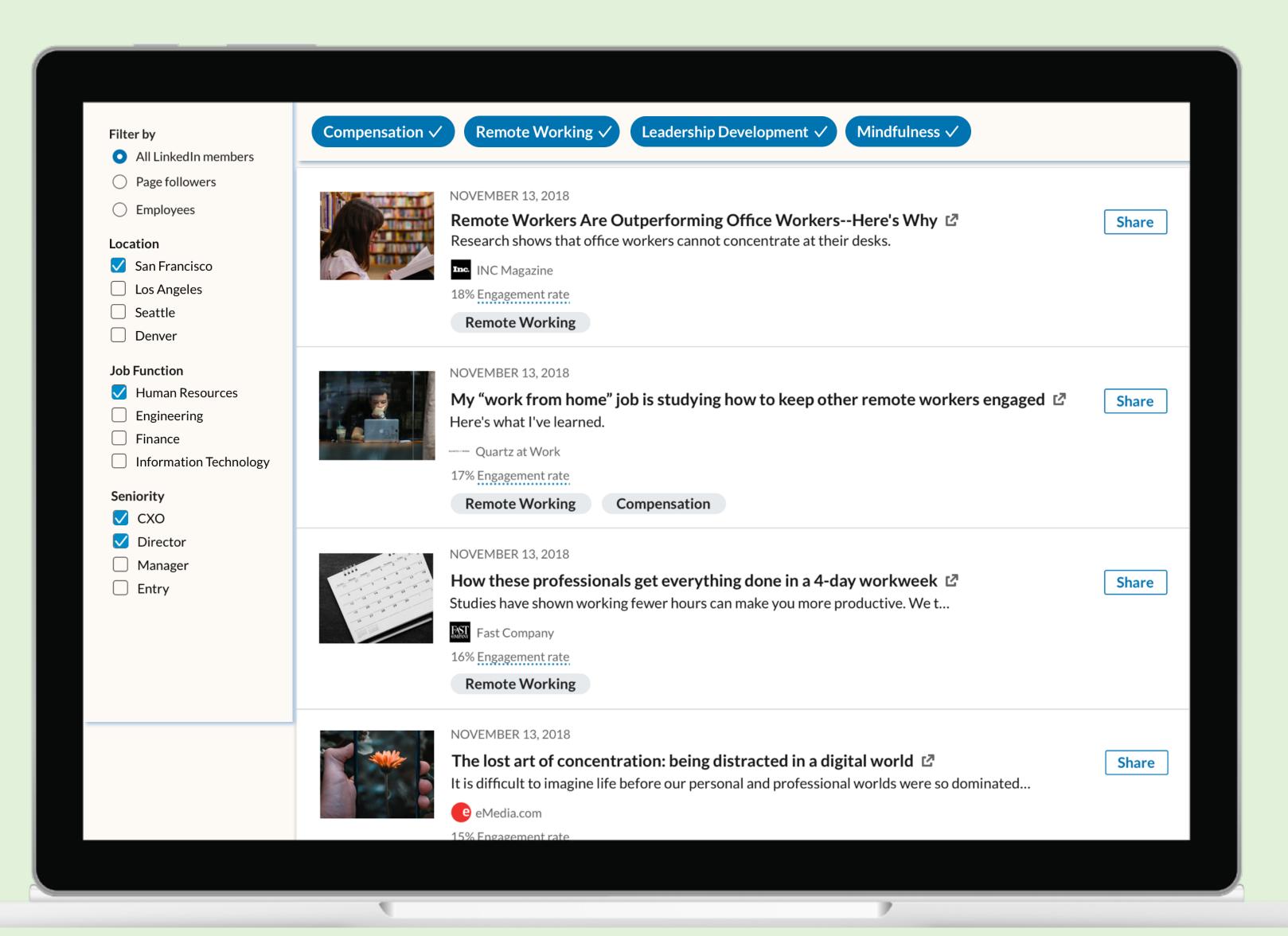
- Logo
- Industry
- Description
- Organization Type
- Location (city + country)
- Website URL (if you have one)



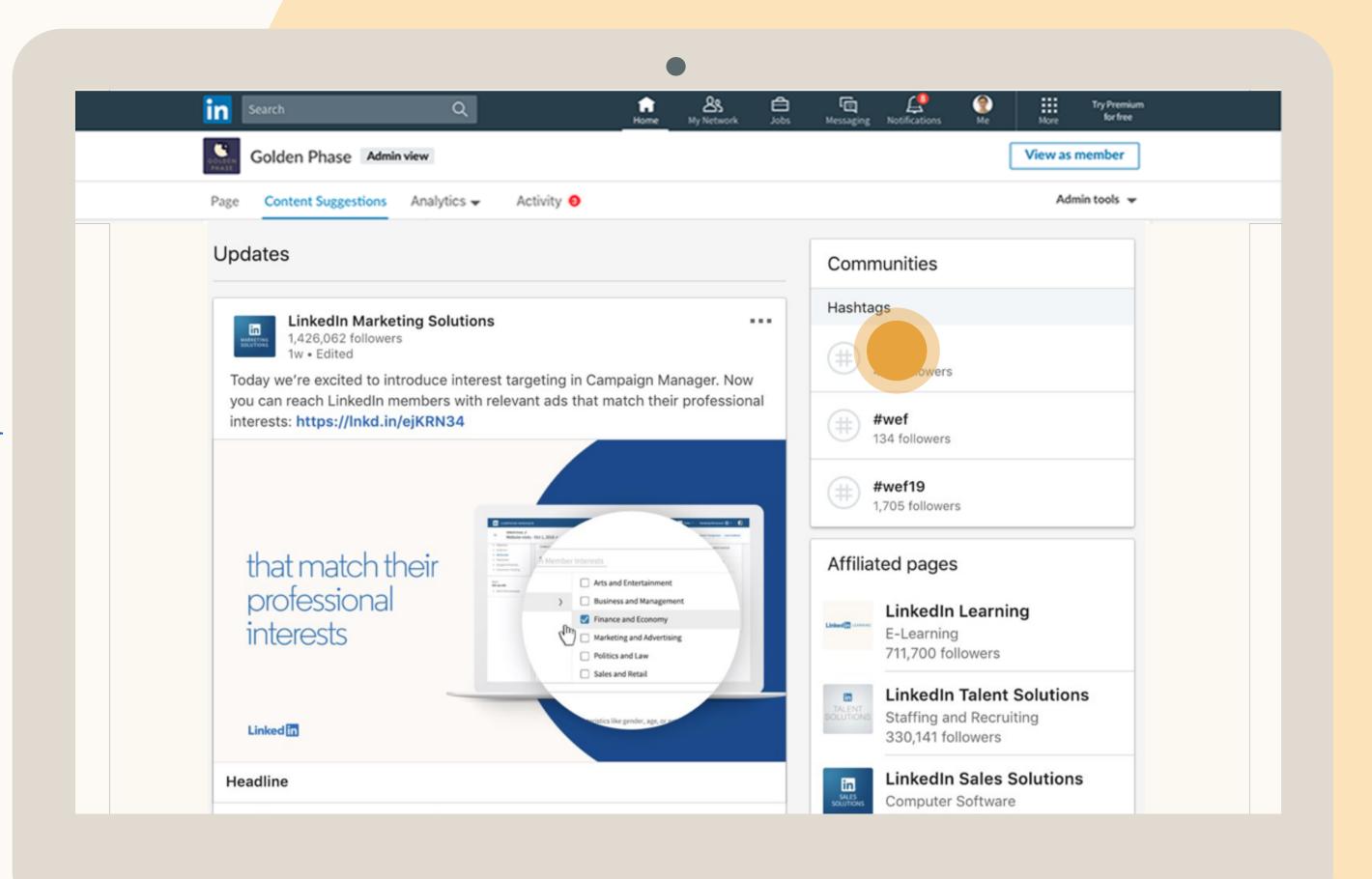
Gain a greater understanding of your audience



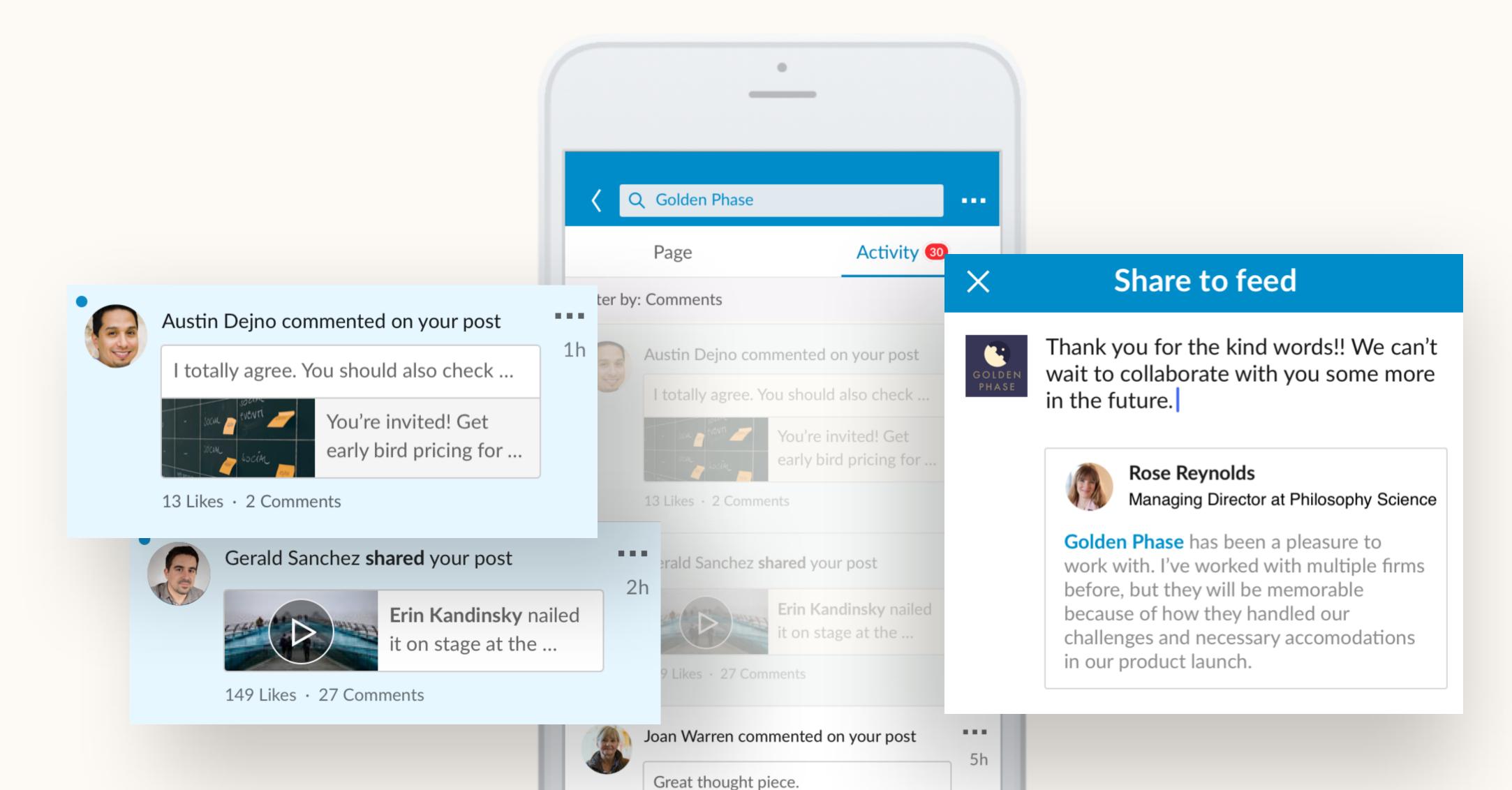
Identify content that resonates with your audience



Join the right conversations with Communities
Hashtags



Track and share mentions of your brand



Engage your audience consistently

1-2x/day

Organizations should post daily, 1-2 times/day. This will establish your brand as a trusted voice.

Pages that post daily get

2x

the member engagement

45%

of LinkedIn readers are in upper-level positions (Mgrs, VPs, C-level)

Comments, likes, and shares are up

30% YoY

100M
members visit
LinkedIn monthly

Executives from every

Fortune 500

company are LinkedIn members

61M

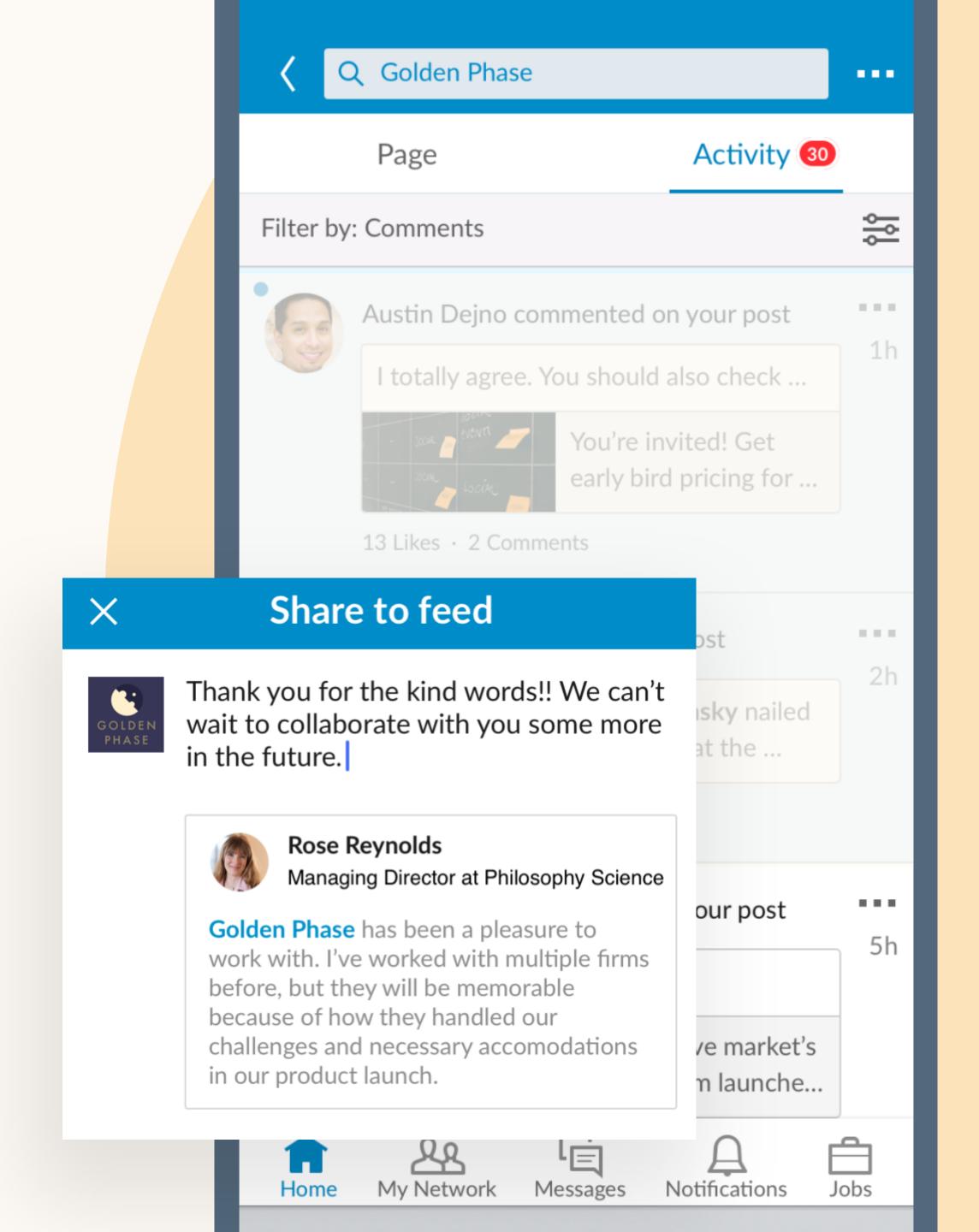
LinkedIn users are senior-level influencers and

40M

are in decisionmaking positions

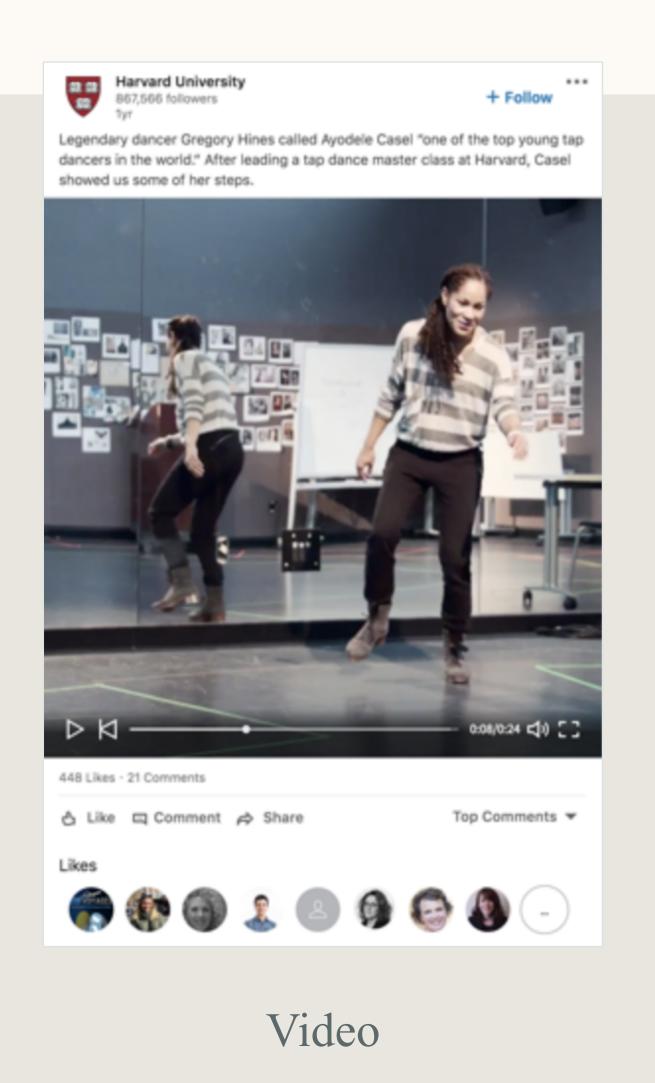
CONTENT TIP 1

Leverage the voice of your customers or employees to highlight the best of your brand



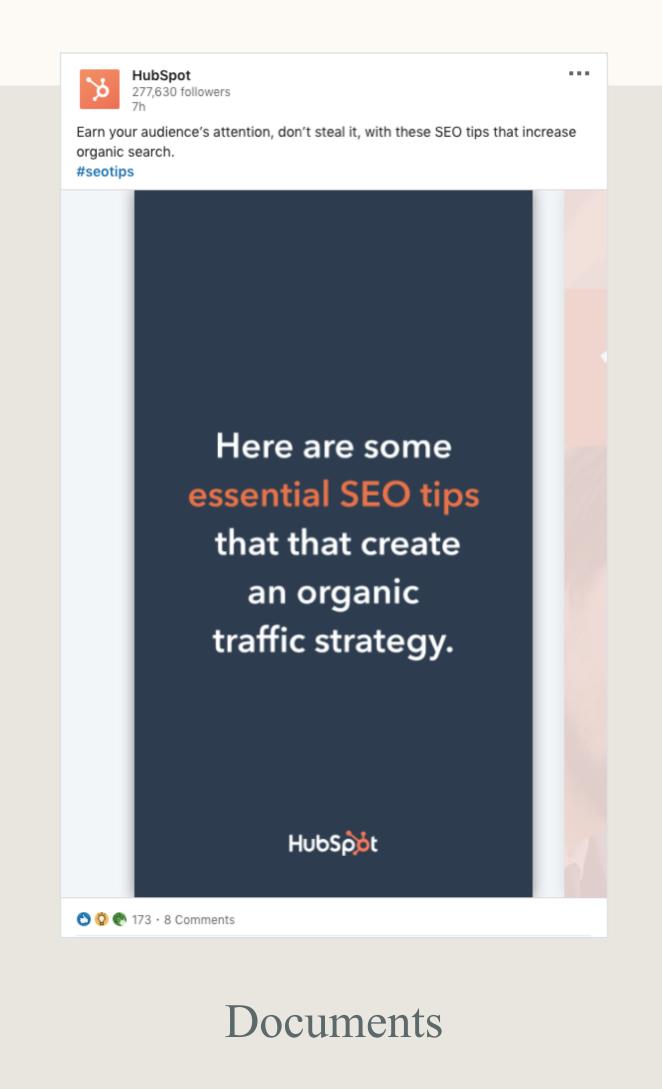
CONTENT TIP 2

Include videos or custom images to bring your brand to life



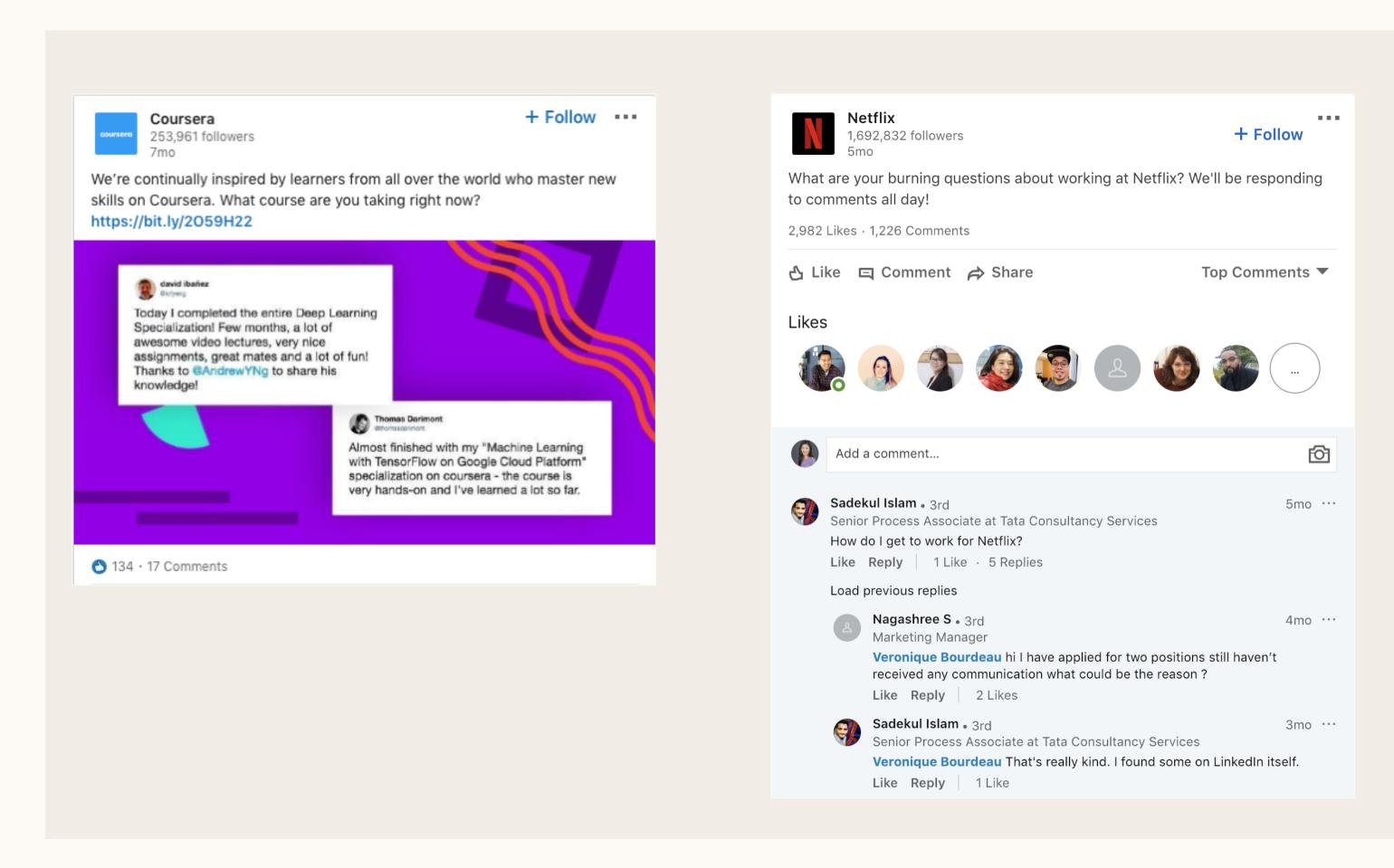


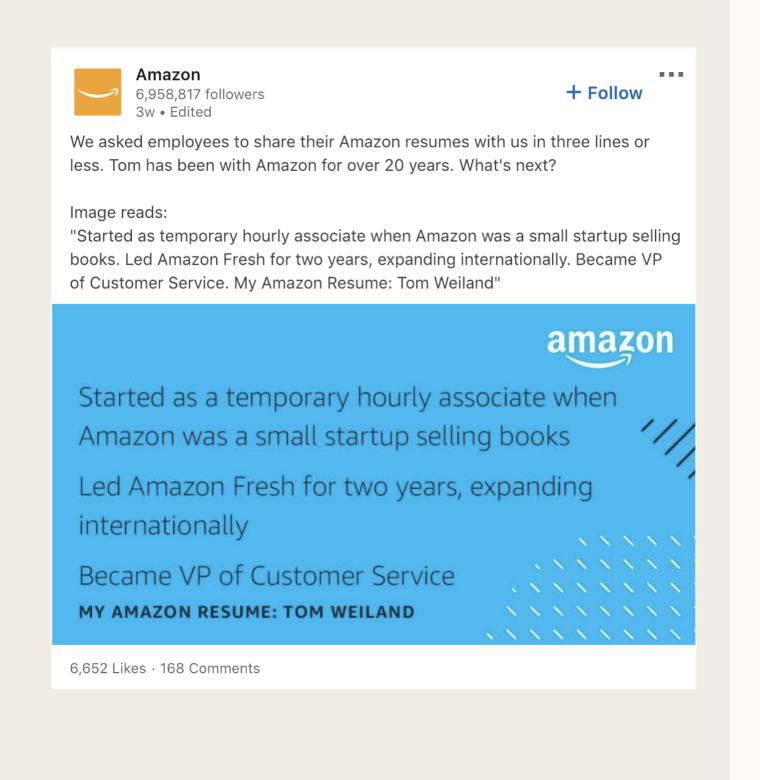
Custom images

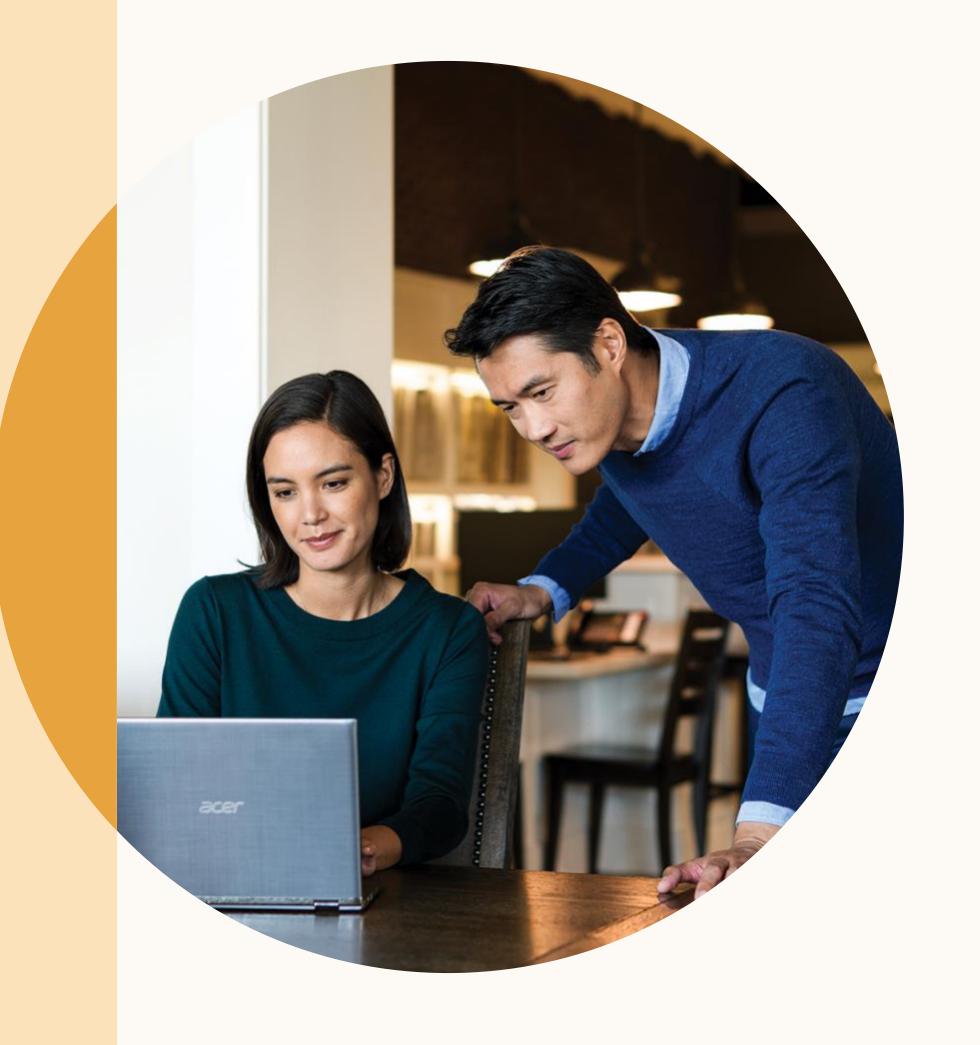


CONTENT TIP 3

Make it a two-sided conversation; ask questions!







1 LinkedIn in APAC

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Our Mission To be the most effective platform for marketers to engage with professionals





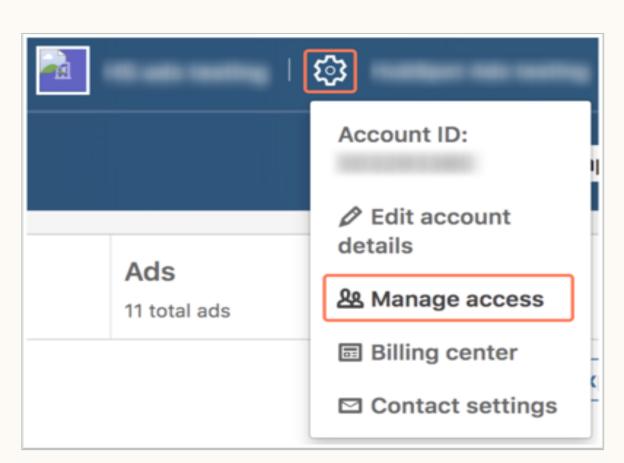


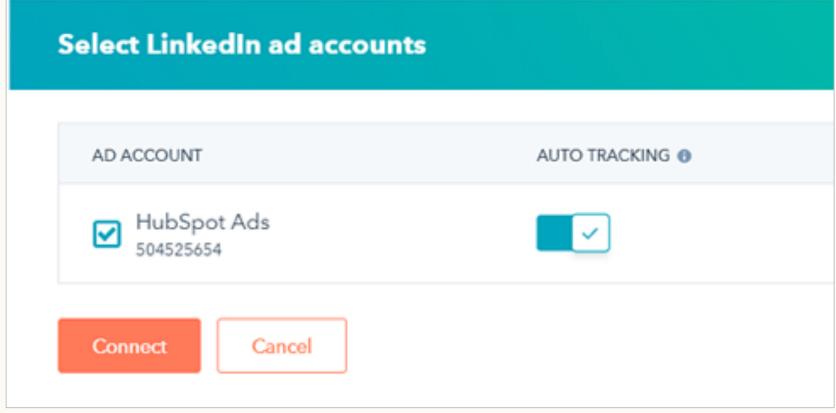


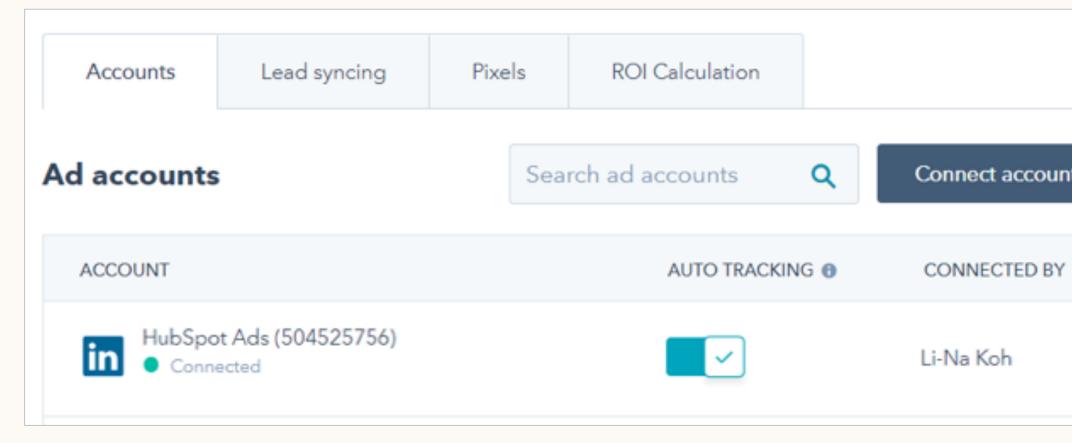




HubSpot & LinkedIn Ads can be connected in 3 steps







Login to LinkedIn Campaign
Manager and ensure you have
Account Manager access

In Hubspot, go to settings and navigate to Marketing>Ads, click connect account to LinkedIn, allow permission & connect

Select the LinkedIn account you want to sync; once connected they will appear in your *Ads Accounts* settings in HubSpot



Meet Lucia

Demand Gen Marketer

KPIs:

- Drive \$2M in marketing attributed revenue in Q4
- Provide sales team with quality leads to reduce sales cycle

Challenges:

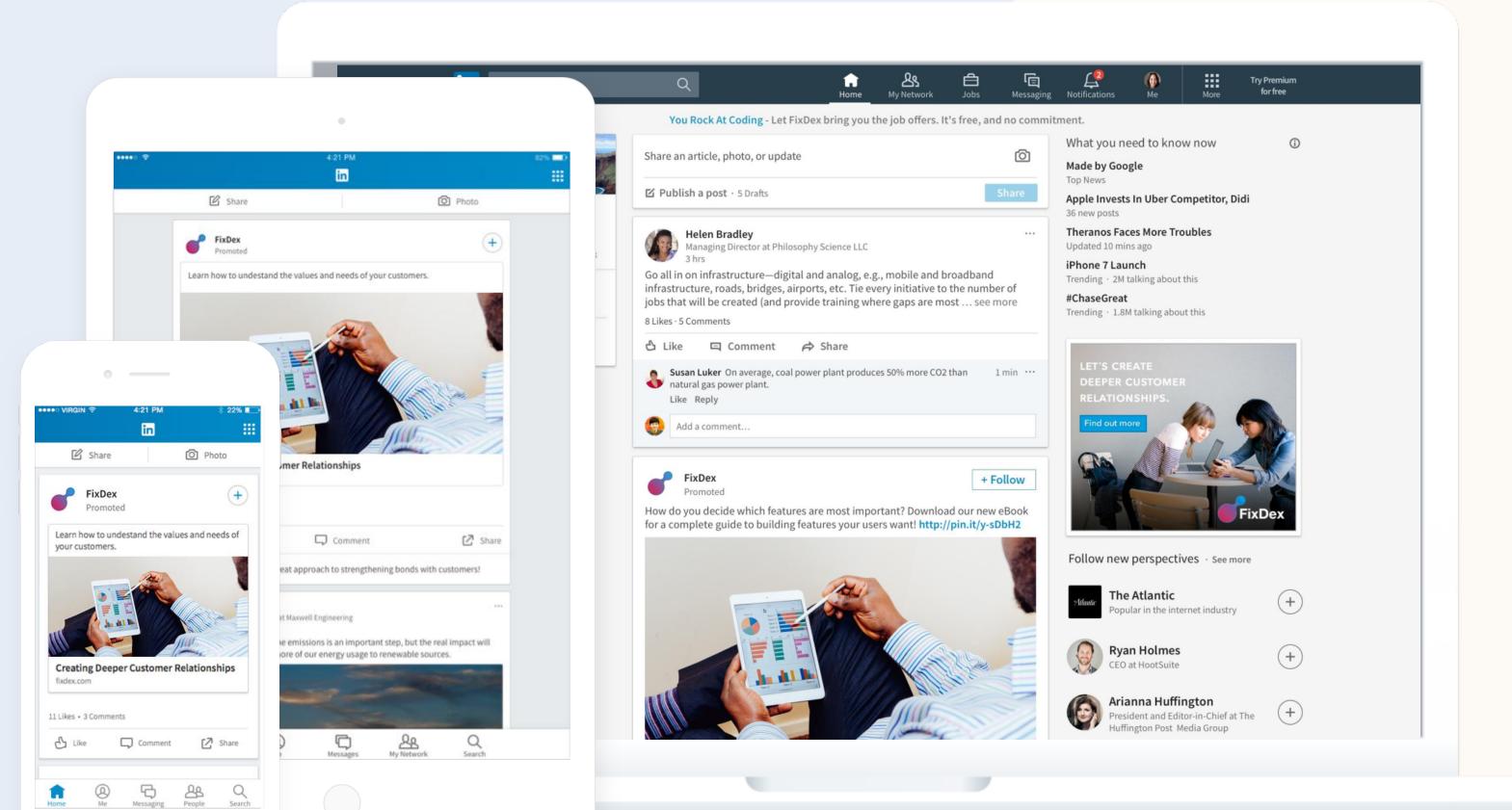
- Small marketing team with limited budget that must be nimble
- Market views LinkedIn as a jobs site instead of a content platform

Solutions:

- Nurture current prospects further along the sales cycle
- Drive new, high quality leads that can convert quickly

Begin marketing on LinkedIn with Sponsored

This of the state of the state



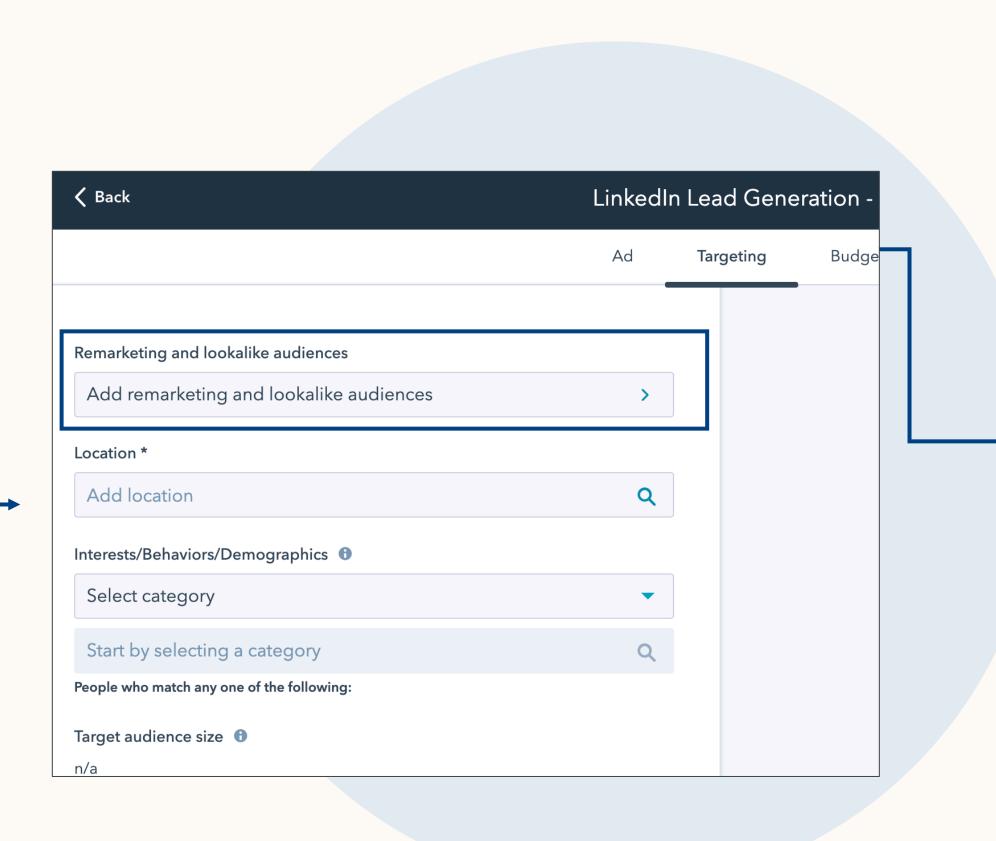
Build customer relationships at every stage of the buyer's journey by targeting content to your most valuable audiences wherever they spend their time

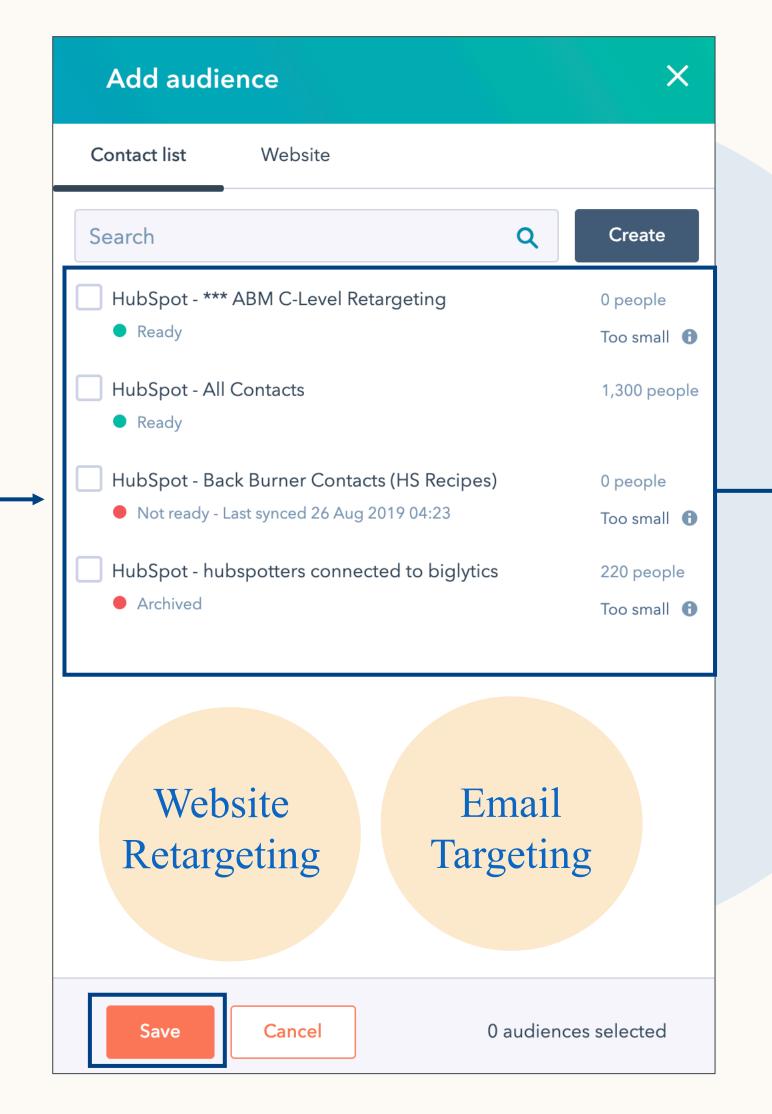
- Target your most valuable audiences
- Reach your prospects anywhere
- Grow your business at every stage

Launch a Sponsored Content nurture campaign ...

Leverage your own 1st party to target your web visitors & prospects when they visit LinkedIn

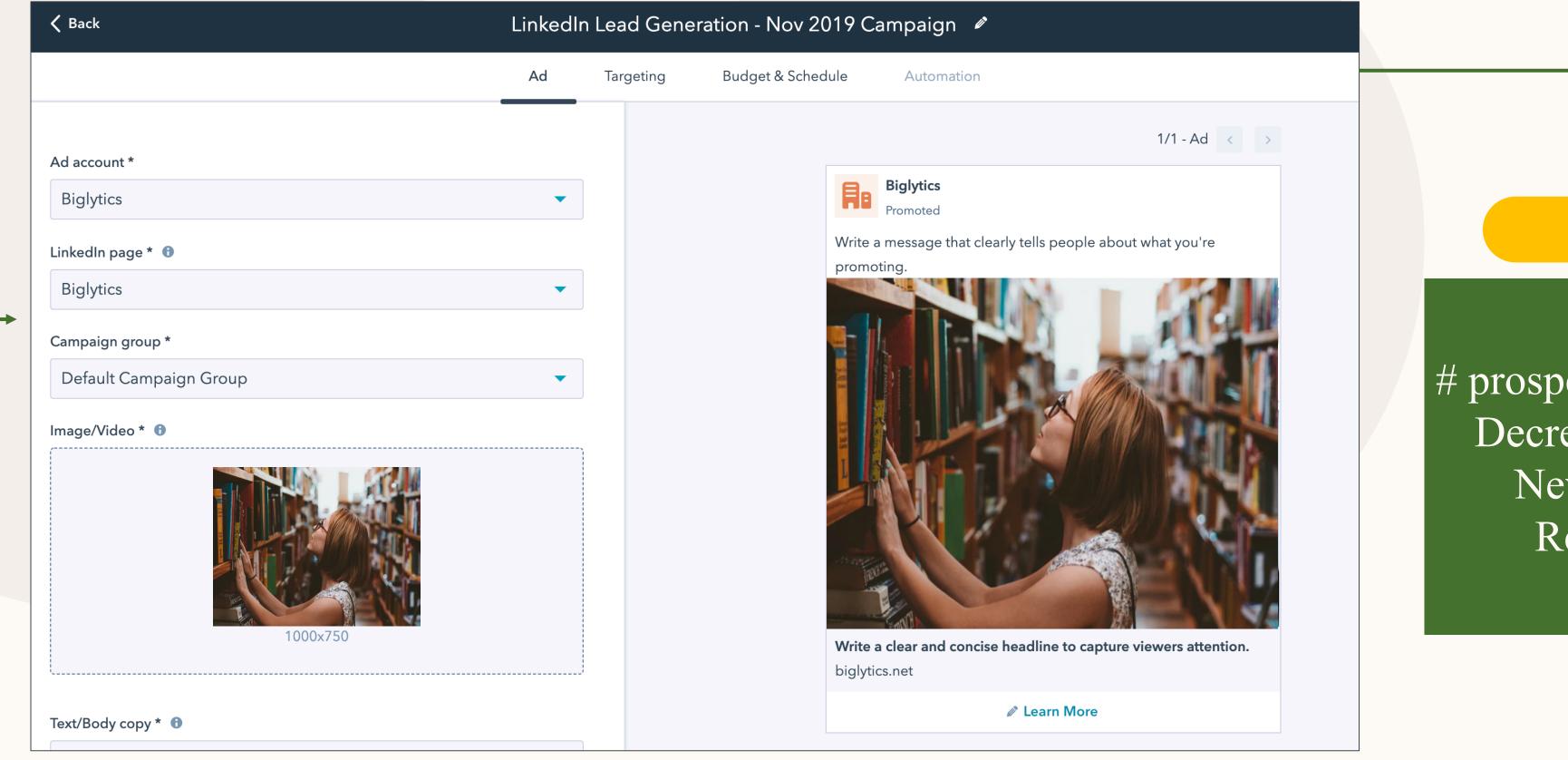
Nurture current prospects further along the sales cycle





... to drive prospects down the marketing funnel

Share customer testimonials or getting started guides to excite your prospect about your brand

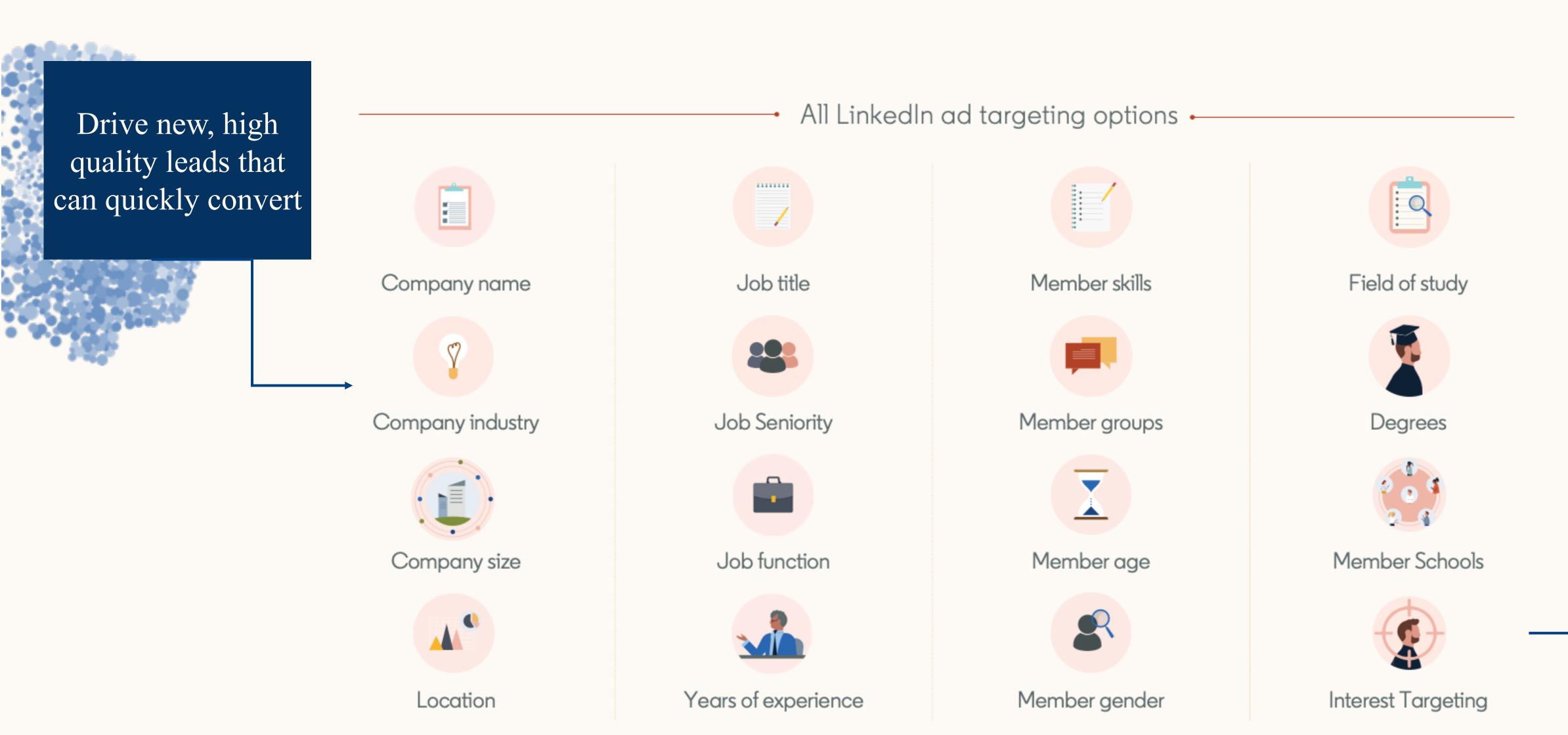


KPI

prospects requesting calls
Decrease in sales cycle
New opportunities
Revenue impact

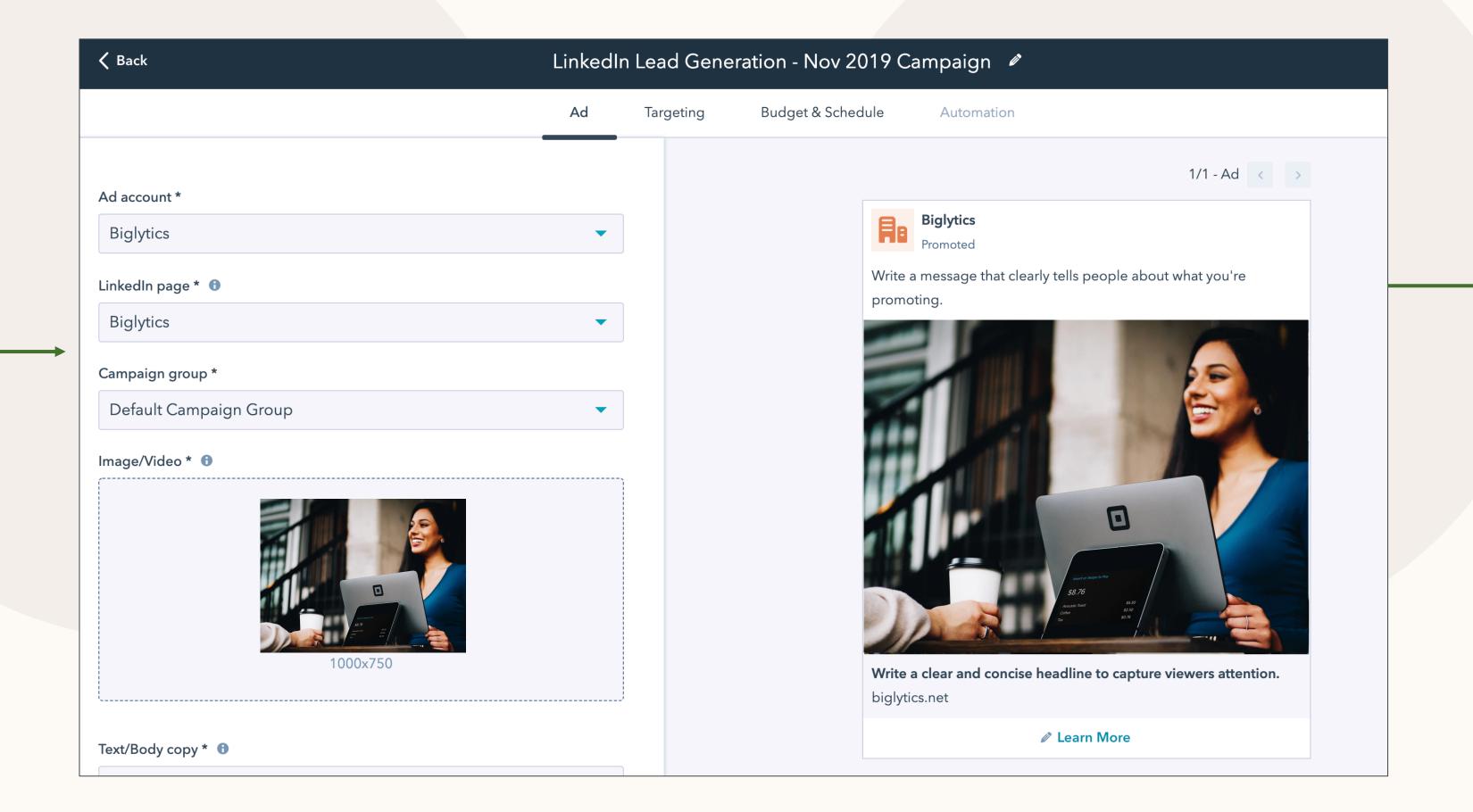
Launch a Sponsored Content lead generation campaign ...

Leverage LinkedIn's 1st party data to attract new, high quality prospects to your brand



... to engage them with content that brings them value

Share thought leadership, industry trends, customer testimonials or free trials



... and makes them want to provide their contact details

LinkedIn Lead Gen forms allow you to capture quality leads using forms pre-filled with LinkedIn profile

data

Apply Now

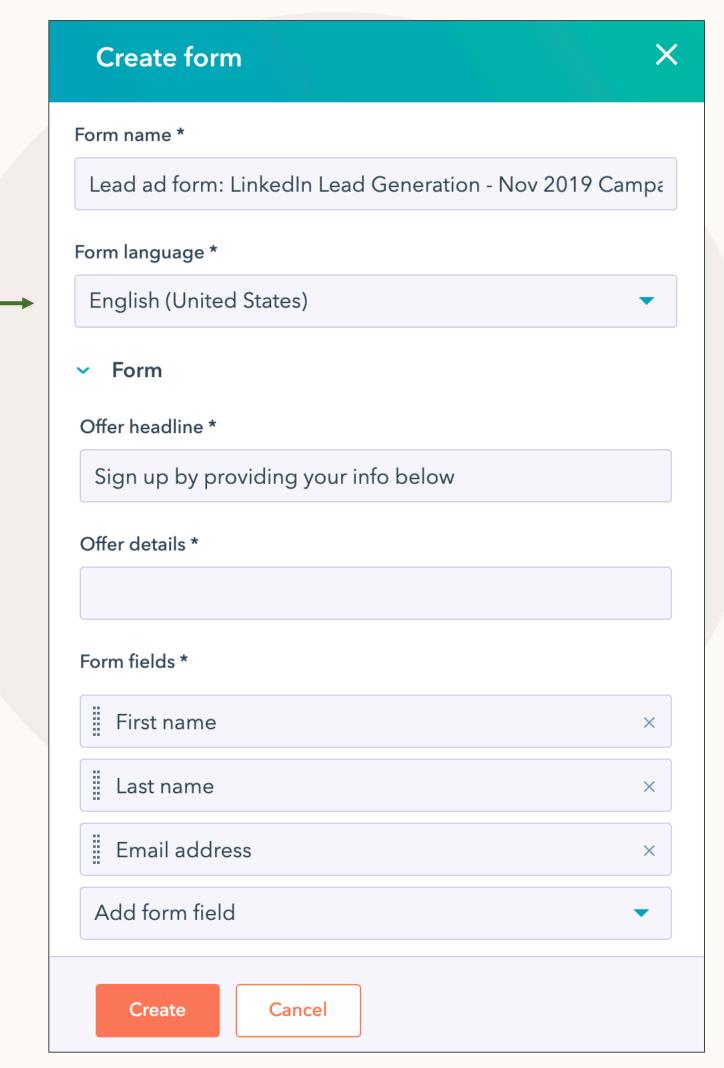
Download

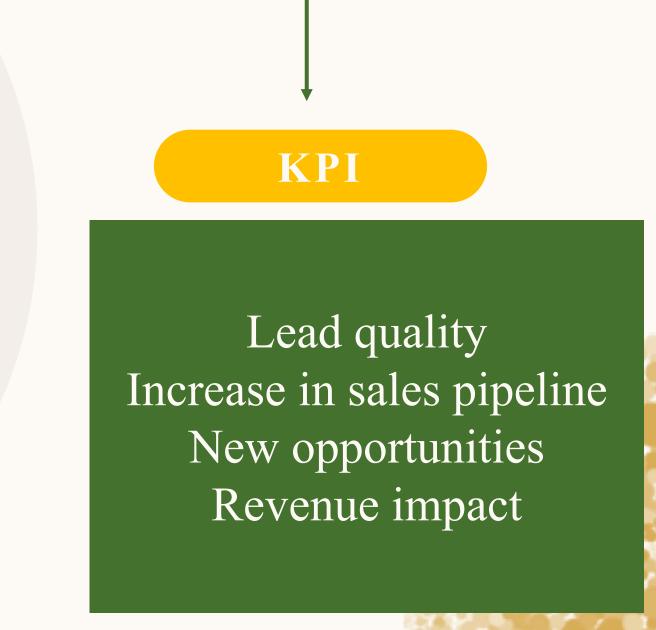
Get Quote

Learn More

Sign Up

Subscribo





For both strategies, performance is largely driven by the creative

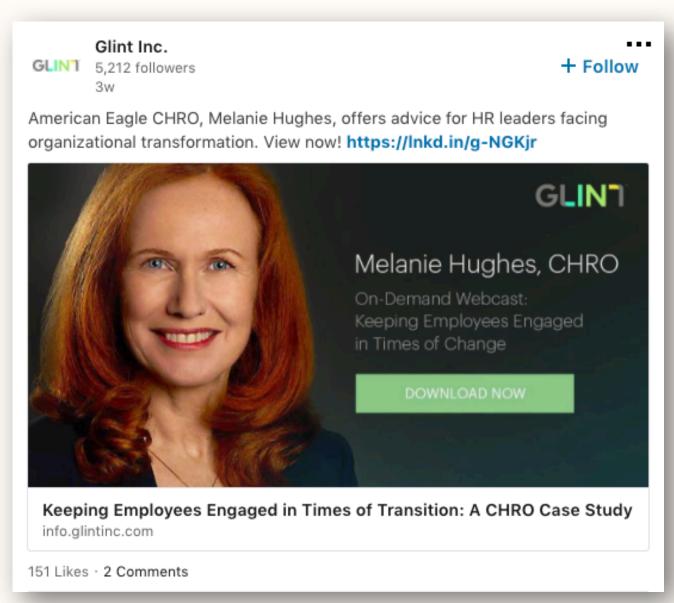




Imagery is the biggest factor in engagement – make sure yours is differentiated

TIP 2

Make it relevant



Use keywords, jargon, or titles that will attract your audience's attention

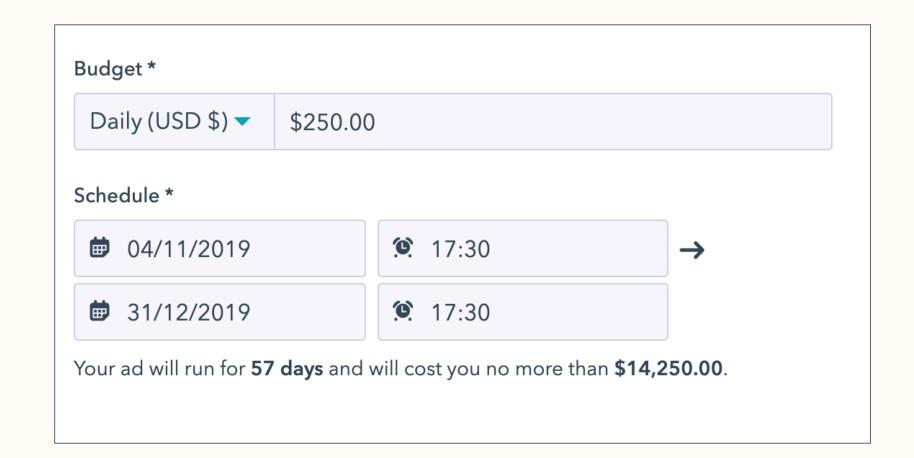
TIP 3

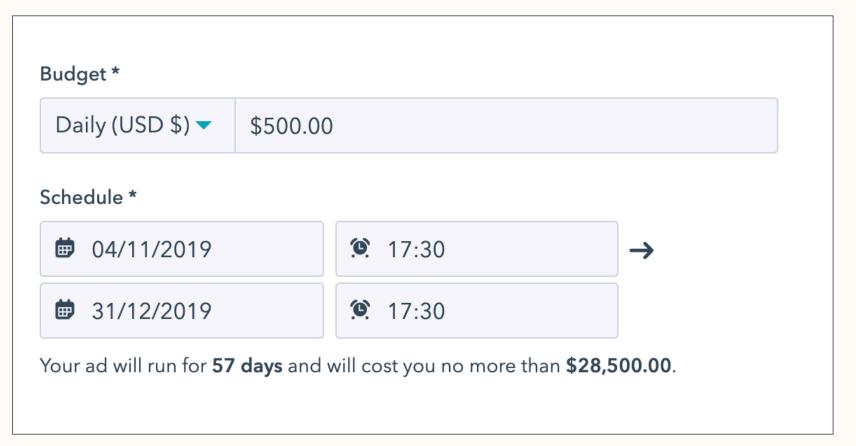
Clear call to action



Don't bury it in too much text!

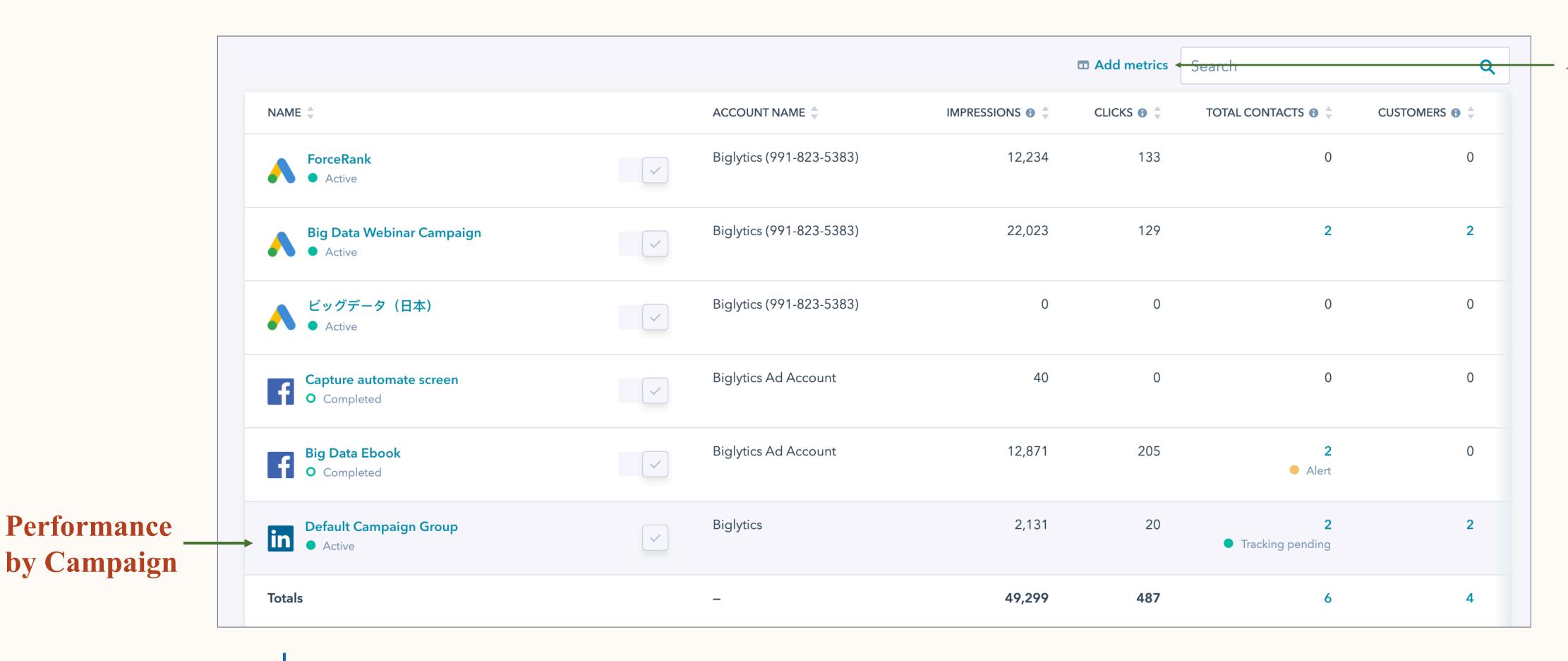
Designate daily budget & forecast expected spend levels





TIP: We recommend a minimum of \$100 daily budget per audience to ensure the algorithm can optimise towards performance

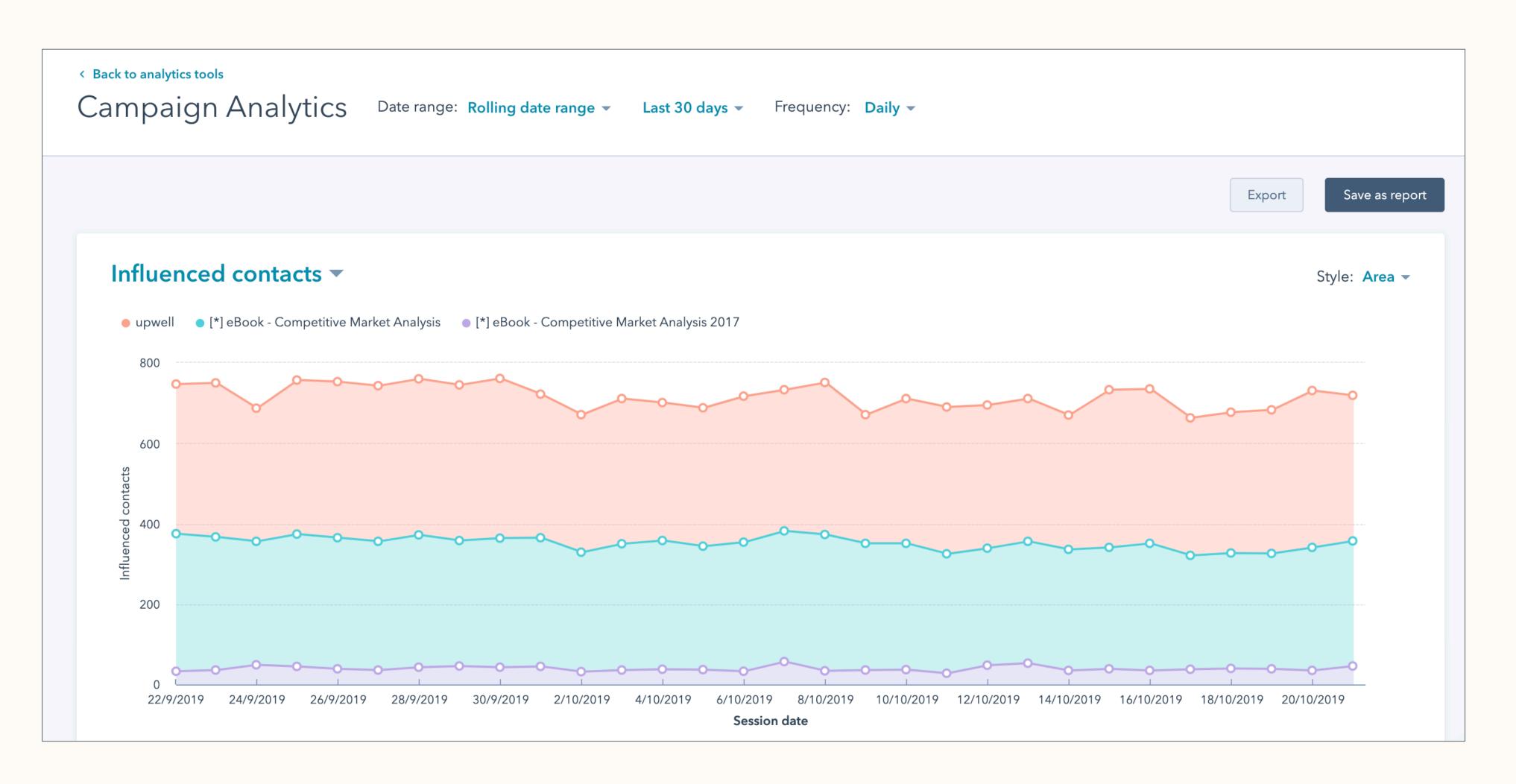
Monitor your LinkedIn campaigns easily



Add expanded metrics to view performance

TIP: LinkedIn will typically yield a higher Cost per Click or Cost per Lead. We recommend looking at expanded metrics like Lead Quality, Closed Opportunities & Revenue Impact.

And see which campaigns impacted influenced contacts





Lucia is able to drive a business impact through LinkedIn

HubSpot / LinkedIn integration allows her to work efficiently, while effectively monitoring attribution

STRATEGY

Nurture current prospects further along the sales cycle

AUDIENCE

Website visitors Prospects ↑ lead scoring New lead lists

CONTENT

Customer testimonials Getting started guides Request demo Contact us

KPI

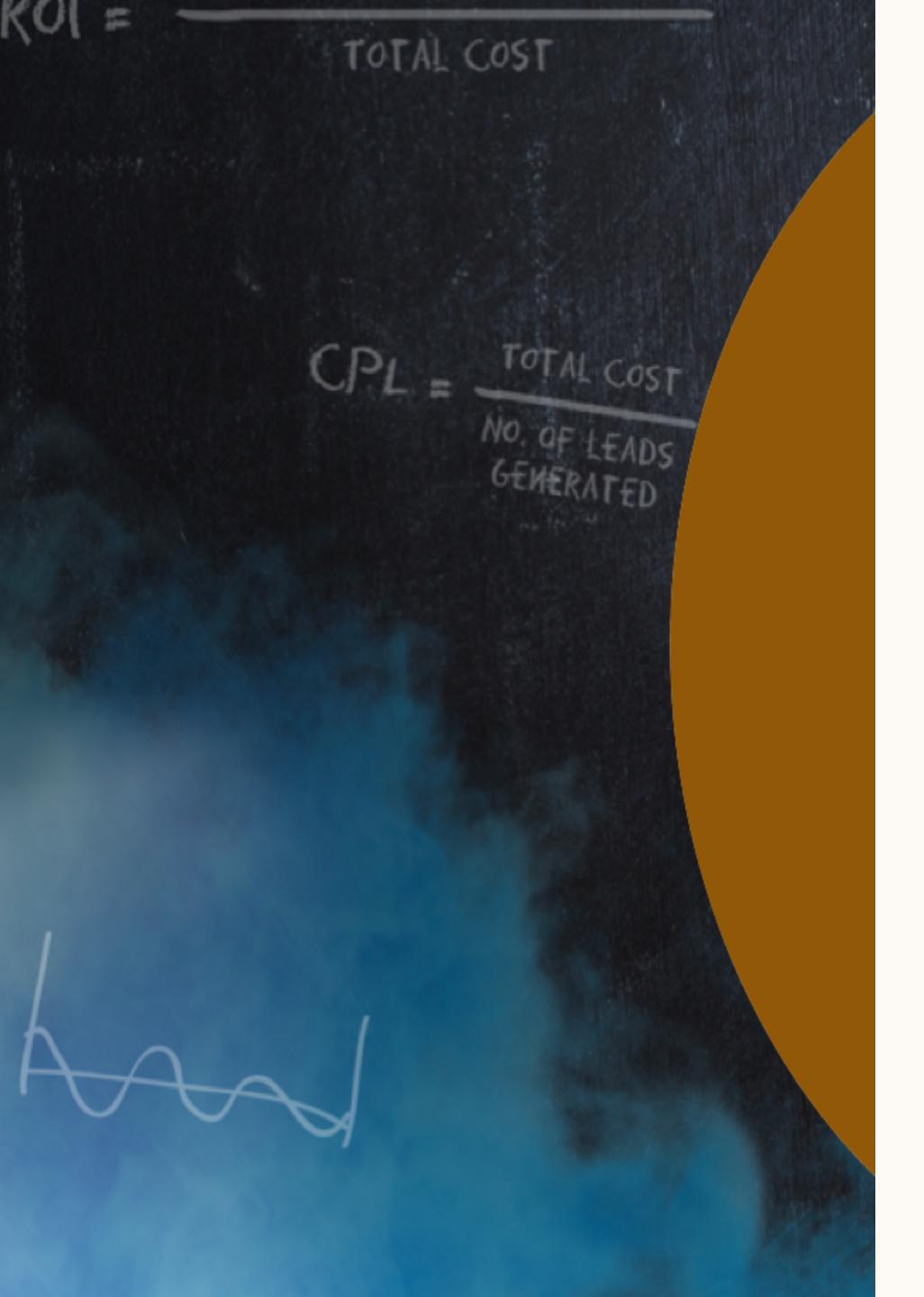
prospects requesting calls
Decrease in sales cycle
New opportunities
Revenue impact

Drive new, high quality leads that can quickly convert

LinkedIn 1st party data:
Industry
Functional Area
Seniority
Company Name

Thought leadership
Industry trends
Customer testimonials
Free trial

Lead quality
Increase in sales pipeline
New opportunities
Revenue impact



LinkedIn Marketing Labs

We host complimentary training sessions at the LinkedIn offices to learn best practices around marketing on LinkedIn

Fundamentals of Advertising on LinkedIn – Nov 19th Advanced Targeting Strategies – Nov 28th Fundamentals of Advertising on LinkedIn – Dec 4th

Interested in learning more? Visit http://lnkd.in/ligrowsg or visit our booth outside



Come speak to our friendly LinkedIn team













