

THE COMPREHENSIVE LINKEDIN ADS STARTUP CHECKLIST

14 STEPS TO HIGH PERFORMING LINKEDIN ADS

STEPS TO GET YOU STARTED

1 GET ACCESS TO YOUR LINKEDIN COMPANY PAGE

Have someone on your team who already has Company Page permissions grant you Super Admin access to the Page in order to create ads for all ad types. If you don't already have a Company Page, you'll need to create one.

2 GET ACCESS TO YOUR LINKEDIN ADS ACCOUNT

Have someone on your team who already has Account Manager permissions grant you either Account Manager or Campaign Manager access to the company's Ad Account. If you don't already have an Ad Account, you'll need to create one.

3 SET UP BILLING

Set up your Ad Account with credit card information in order to run ads. Note that only the Account Manager listed on the Account as the Billing Admin can complete this step.

4 INSTALL THE LINKEDIN INSIGHT TAG

Install the LinkedIn Insight Tag on every page of your website. This will allow you to track conversions, enable retargeting audiences, and provide free professional demographics on your website traffic.

5 SET UP CONVERSIONS

After completing Step #4, track when users complete a certain goal after clicking on your LinkedIn Ads by creating what's called a Conversion.

6 CONSIDER YOUR TARGET AUDIENCE

Define your audience by starting with a base targeting criteria and then layering on additional criteria to niche down.

7 SET UP CAMPAIGNS THE RIGHT WAY

Create LinkedIn Ad campaigns based on the audience you've defined. Uncheck Audience Expansion, bid by clicks to start, and avoid bidding too high.

8 GET ACCESS TO YOUR LINKEDIN COMPANY PAGE

In the beginning stages of your LinkedIn Ads strategy, build affinity for your brand through ads that either add value and build relationships through content or educate on who you are and what problems you solve.

9 CRAFT YOUR MESSAGE

Write ad copy that addresses a customer pain point, offers a solution, and includes a call-to-action. A/B test between different variations of messaging to find which resonates most with your audience.

10 GATHER IMAGERY FOR YOUR ADS

Imagery should stand out and draw attention to your message. Try to avoid colors that would blend in with LinkedIn's color scheme, like blues and whites.

11 LAUNCH YOUR ADS

Combine the offer, messaging, and imagery that you put together to launch ads in the campaigns you created previously.

ADDITIONAL STEPS (RECOMMENDED)

12 PLAN A HOLISTIC LINKEDIN ADS STRATEGY

Plan a holistic LinkedIn Ads strategy tailored to the B2B buyer's journey. Structure it around three stages: Build Awareness, Build Trust, and Build Advocacy.

13 CREATE MATCHED AUDIENCES

Build Matched Audiences that can be retargeted later in your holistic LinkedIn Ads strategy. Create them early so they have time to build and collect data.

14 OPTIMIZE AND SCALE

Keep a close eye on ads as they run and make changes if performance isn't up to par. Use resources like the podcast and blog found at b2linked.com for helpful LinkedIn Ads tips and tricks.



THE COMPREHENSIVE LINKEDIN ADS STARTUP GUIDE

14 STEPS TO HIGH PERFORMING LINKEDIN ADS

STEPS TO GET YOU STARTED

1

GET ACCESS TO YOUR LINKEDIN COMPANY PAGE

Before you can even create ads on LinkedIn Campaign Manager, you first need permissions to access/manage your LinkedIn Company Page. To do this, have someone who already has Super Admin access add you as a Super Admin (you can also run ads with the role of Sponsored Content Poster under Paid Media Admins, but you're limited to the Sponsored Content ad type).

There are two ways someone can add you to the Company Page. One is to do so from the Page itself. To do so, they must first go to the Page and then click Admin Tools > Manage Admins > Add Admin. Next, have them search for you in the pop-up box and assign you to the Super Admin role.

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The other is to add you from LinkedIn's Business Manager. To do so, they must first go to Business Manager and then click Pages > the name of the page > Add People. Then, have them click Assign Role next to your name and assign you to the Super Admin role.

Note that this second option only works if you're already added to your company's Business Manager. If you're not on Business Manager, any admin can add you by going to People > Invite People. Then, they can search for you via an email address and click Invite.

For more on Business Manager and how to create one for your company, click here:

<https://business.linkedin.com/marketing-solutions/business-manager>

Also, if your company doesn't already have a Page, you can create one here:

<https://www.linkedin.com/company/setup/new/>



GET ACCESS TO YOUR LINKEDIN ADS ACCOUNT

2

Similar to Step #1, you can't yet create campaigns or ads until you also have permissions to access/manage your company LinkedIn Ads Account. To do this, have someone within your organization who already has Account Manager access add you to the Account.

They can again do this one of two ways. One is through Campaign Manager. To do this, they must first go to the Account in LinkedIn Campaign Manager. From there, have them click the Account name in the top right of the navigation bar, then click Manage Access > Add User. Next, have them search for you in the pop-up box and assign you to the Account Manager or Campaign Manager role. Then click Add.

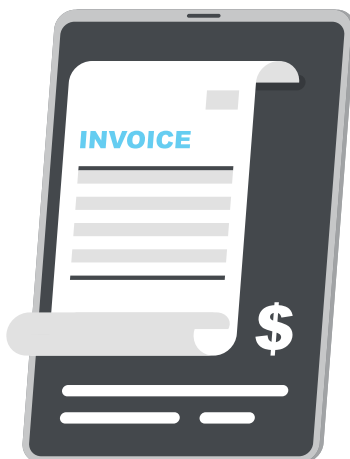
The other option can once again be done through LinkedIn Business Manager. To do so, have them go to your company's Business Manager and click Ad Accounts > the name of the account > Add People.

From there, they can then click Assign Role next to your name and either assign you to the Account Manager or Campaign Manager role. Then click Add.

If your company doesn't already have an Ads Account, you can create one here:

<https://business.linkedin.com/marketing-solutions/ads>

3



SET UP BILLING

If your organization has not yet set up your Ad Account with credit card information, you'll need to do that before LinkedIn will allow you to run ads. Note that only the Account Manager listed on the Account as the Billing Admin can complete this step.

To do this, click the Account name in the top right of the navigation bar, then click Billing Center. From there, click Add Credit Card, fill in your credit card information, and click Review Order.

4

INSTALL THE LINKEDIN INSIGHT TAG

This is a crucial step to setting up your LinkedIn Ads. In order to track conversions on your website, enable website retargeting audiences, and get access to free professional demographics data on your website traffic, this tag needs to be installed properly.

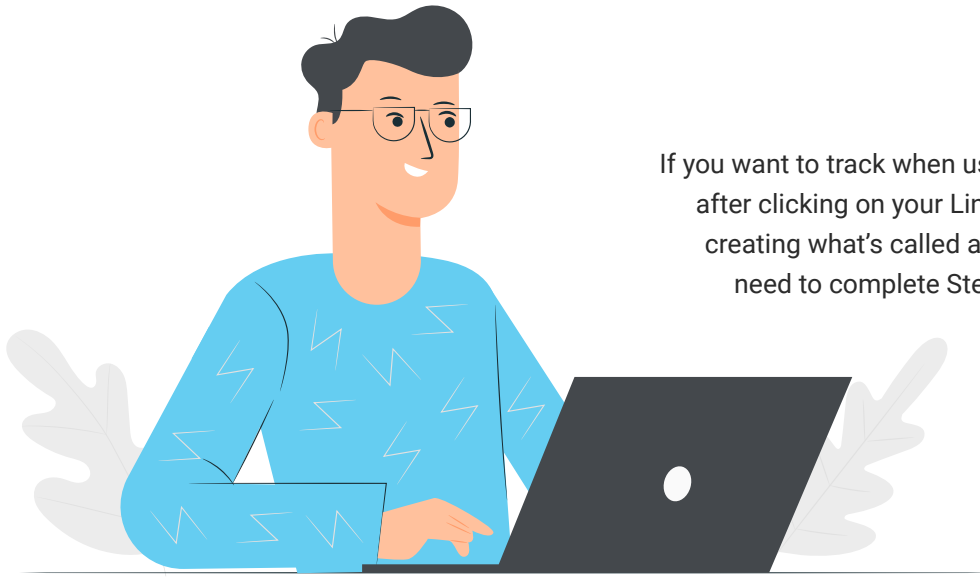
To install the tag, go to your LinkedIn Ads Account and click Analyze > Conversion Tracking > Manage Insight Tag > See Tag. From here, there are a few different methods of installing it. We recommend clicking on the option "I will install the tag myself".

Next, copy the code and paste it in your website's global footer, right above the closing HTML <body> tag. Installing it here allows you to track conversions or retarget across any page of your website. If you don't want to go through the hassle of delving into your website's code, you can also install and set up the tag to fire on all pages of your website via Google Tag Manager.

SET UP CONVERSIONS

5

If you want to track when users complete a certain goal after clicking on your LinkedIn Ads, you can do so by creating what's called a Conversion. Note that you'll need to complete Step #4 first in order to do this.



To create a Conversion, go to your LinkedIn Ads Account and click Analyze > Conversion Tracking > Create Conversion > Online Conversion. What follows is a 3-step setup process which includes naming your Conversion, assigning an attribution model, selecting which campaigns you'd like to track the Conversion, and defining your conversion tracking method.

We recommend tracking conversions by Page Load via the LinkedIn Insight Tag. This is by far the easiest method and requires a Thank-You page (with a unique Thank-You page URL) for the goal you're trying to measure. Simply copy your Thank-You page URL and paste it in the available box in the final step of the 3-step Conversion setup process.

For best results, we recommend changing the "starts with" parameter to "contains" and only including the snippet of your Thank-You page URL that is unique and distinguishes it as the Thank-You page.

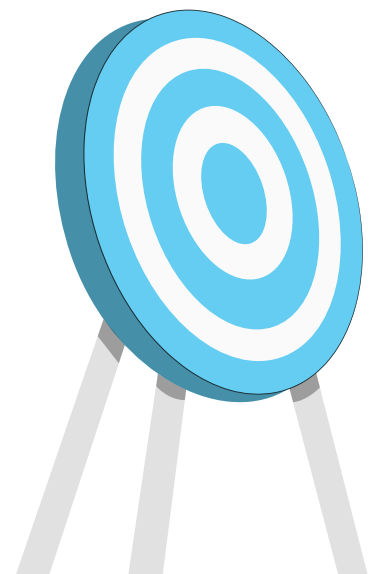
6

CONSIDER YOUR TARGET AUDIENCE

The reason why we're willing to pay a premium on LinkedIn Ads is because of the platform's targeting potential for B2B companies. This is, by far, the best part. Aside from targeting by Location and Profile Language (the first two steps to defining your audience), there are 30 different categories of criteria you can play with.

We recommend starting with a base targeting criteria and then layering on additional criteria to further define your audience. For example, if your target audience has roles in Human Resources, then you might select HR-related skills or the HR job function as your base targeting criteria. You could then layer on additional criteria, such as seniority and industry, after that.

We also recommend segmenting your audience. For example, if you want to target users with varying levels of seniority or companies of varying sizes, consider breaking your audience up into more than one campaign. When setting up your targeting in this way, you can essentially get focus group-level insights than if you were to lump targeting all together in one or two campaigns.



SET UP CAMPAIGNS THE RIGHT WAY

7

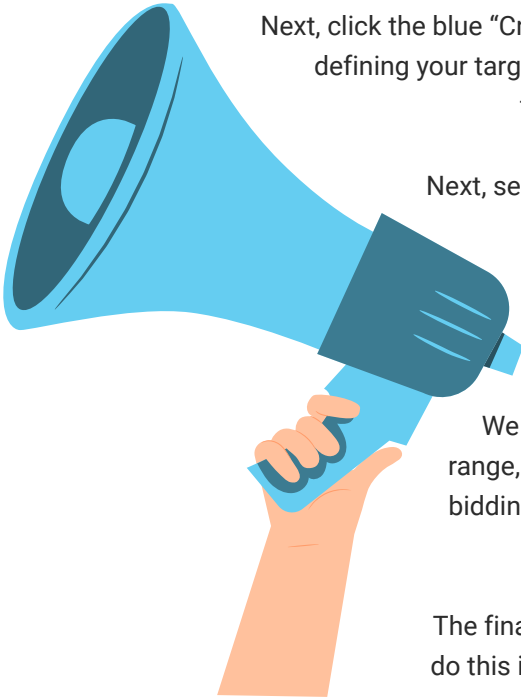
Once you have an idea of the audience you want to target, the next step is to create campaigns. In LinkedIn Campaign Manager, first click on your Ad Account and then select the Campaign Group you'd like to create campaigns in (this can be the Default Campaign Group or you can create a new one).

Next, click the blue "Create" button on the left side. Select your campaign objective and start defining your target audience. At the bottom of the Audience section is a little checkbox titled "Enable Audience Expansion". For best results, uncheck this box.

Next, select your ad format and ad placements (if applicable). Following these steps will be setting up your campaign budget, bidding strategy, and campaign schedule. As a general rule, we recommend your bidding strategy be optimized for clicks and bidding under the Manual Bidding option.

We also recommend bidding lower than LinkedIn's recommended bidding range, as this often results in needlessly high costs. We suggest starting out bidding low and, if your campaigns are having a hard time spending their full daily budgets, incrementally increase your bids from day to day.

The final step is to attach a Conversion to your campaign, if you didn't already do this in Step #5. Once finished, either Save and Exit or click Next if you want to move on to creating ads.



8

CONSIDER YOUR OFFER

Before you create your ads, you need to consider what it is you're going to offer your target audience. Your offer is a combination of the thing you're promoting and your call-to-action (what you're asking your target audience to do).

95% of the time, a cold audience isn't willing to convert on something low-funnel, like a Demo Request. You need to warm your audience up first before they're ready to buy in, so the perceived value of your starting offer needs to outweigh its perceived friction.

Promote an offer that teaches your audience something new, solves a major pain point, or helps them do their job better in some way. This can be done by educating them on the problems your business solves, who you service, and how you're different from the competition with the call-to-action to learn more. It can also be done through assets that add value and build relationships like eBooks, webinars, podcasts, online communities, etc.

This is, by far, the most important part of your LinkedIn Ads strategy.

CRAFT YOUR MESSAGE

Once you've selected your offer, you're ready to start crafting your ad messaging. When writing ad copy on LinkedIn, just like any digital ad platform, you want to communicate your message in a way that addresses a pain point.

Identify what it is your target audience struggles with, what challenges they face, and how your offer is a solution to those problems. Revolve your ad copy around that pain point and solution. Somewhere in your ad copy, be sure to also include a clear call-to-action.

We also recommend A/B testing different variations of ad messaging to find which variation resonates with your audience the most and which drives results.

DYNAMIC ADS

Headline - 50 characters
Description - 70 characters

SPONSORED MESSAGING ADS

Subject - 60 or fewer characters
Message - 1500 or fewer characters

TEXT ADS

Headline - 25 characters
Description - 75 characters

SPONSORED CONTENT

Intro - 150 or fewer characters
Headline - 70 or fewer characters

Sponsored
Content
1200 x 627

Sponsored
Messaging
300 x 250

Text &
Dynamic Ads
100 x 100



GATHER IMAGERY FOR YOUR ADS

The purpose of imagery on LinkedIn is to stand out and draw attention to your overall ad message. For this reason, we recommend avoiding colors that would blend in with LinkedIn's color scheme, such as blues and whites.

Instead, use colors in your imagery that "pop" on the platform, like reds, greens, oranges, and yellows. We've seen all different types of imagery perform well, so conduct tests to find which of your images work best!



LAUNCH YOUR ADS

The moment you've been waiting for! To build your ads, go back to the campaigns you created in Step #7. Click the three dots next to the campaign name and select Edit. Then click the blue "Next" button below the Conversion tracking section.

From here, click "Create new ad". Craft your ad by typing up your ad copy, uploading your creative, pasting in your destination URL (if applicable), and naming your ad. When you're finished, click the blue "Create" button. Repeat this process if there are more ads in a given campaign you want to create.

Click the blue "Next" button at the bottom of your list of newly drafted ads, then click "Launch Campaign".



ADDITIONAL STEPS (RECOMMENDED)

The first 11 steps were to simply help you get started on LinkedIn Ads as quickly as possible. However, there are a few more things you might want to consider doing before getting ads up and running.

Here are 3 more crucial steps to getting started on LinkedIn Ads:

12

PLAN A HOLISTIC LINKEDIN ADS STRATEGY

If your audience is just hearing about you for the first time, it's unlikely that they'll want to buy your high-ticket product or service after seeing one or two ads from you. You'll need to plan a holistic strategy in order to see a positive ROI.

Our holistic approach to LinkedIn Ads is divided into three stages, tailored to the way B2B consumers buy online today: Build Awareness, Build Trust, and Build Advocacy. If you're just starting on LinkedIn Ads, chances are you'll first execute your strategy at the Awareness Stage, but it's important to have a holistic view of where you want your efforts to go from the beginning, so you can plan ahead.

Here's how you can plan at each stage:

Build Awareness: *At this stage, thought leadership and education are of the utmost importance. It's about reaching your prospects where they are and positioning your brand as the only reasonable solution to their problems. It may require leveraging content like podcasts, newsletters, blogs, eBooks, checklists, live streams, etc to create demand for your products and services. Brand positioning (who you service, how you're different, what problems you solve, and how your product works) needs to be strong here.*

Build Trust: This stage is focused on helping your warm audience build confidence in your company and solutions. It leverages paid retargeting methods to further promote your business as the only reasonable solution to their unique challenges and encourages them to take the next step, such as booking a demo or consultation, starting a free trial, etc. It leverages social proof, like boosted high-engagement posts, customer reviews, case studies, stats, and more, to accomplish this

Build Advocacy: This stage is focused on increasing momentum by engaging current customers, company page followers, and other brand advocates, and encouraging them to leave online reviews, educating them on new product features or services, helping them feel included in your company culture / community, etc. It requires closely working with Customer Experience reps and continuing to deliver value through organic and paid efforts, exponentially increasing brand engagement, reach, and word of mouth online..

13

CREATE MATCHED AUDIENCES

To execute a holistic LinkedIn Ads strategy, you'll need to set up Matched Audiences to retarget later.

To do so, click Plan > Audiences > Create Audience. From the dropdown, select which type of retargeting audience you'd like to create. You have options to retarget by website traffic, Single Image Ad clicks, video views, and more.

As your LinkedIn Ads run, your audience(s) will build. Note that, as with both audiences created this way and through LinkedIn's native targeting, the platform requires an audience size of at least 300 people in order to run a campaign. So you'll need to allow time for your retargeting audience(s) to build in order to use them in your advertising efforts.

Also know that Matched Audiences built from website traffic cannot be built retroactively and require the Insight Tag to be installed properly. So create the Matched Audience and install the tag as early as possible in order to collect enough data for LinkedIn to create an audience around.

When building a website retargeting audience, we recommend changing the "starts with" parameter to "contains" and only including the snippet of your URL that is unique and distinguishes it from all other web pages (similar to what was mentioned in Step #5).



OPTIMIZE AND SCALE

Once ads are live, you'll need to keep a close eye on them to ensure they're performing well. All prior steps were to help you get started on LinkedIn Ads, but you'll need additional knowledge and tools if you want to see long-term success.

The good news? This Checklist is just the tip of the iceberg. We have loads of resources available to help you get the most out of LinkedIn Ads. Check out the blog and podcast on our website for more helpful LinkedIn Ads tips and tricks.

Website: <https://b2linked.com/>

Also, if you want to get more sales opportunities with your ideal prospects but don't have the time or motivation to manage LinkedIn Ads yourself, B2Linked specializes in helping B2B companies grow through custom-tailored LinkedIn Ads strategies.

We differ from other agencies because we've solved the LinkedIn Ads paradox—We create efficiency by maximizing ROI and reducing costs at the same time.

Book a Discovery Call with a LinkedIn Ads expert today: <https://b2linked.com/apply>

Cheering you on in your LinkedIn Ads initiatives!

