

avoid making these

7 LINKEDIN AD MISTAKES

(it's not rocket science)



BlueSauce

1

NOT USING LINKEDIN ADS

C'mon, seriously?

Yes, we obviously know that the paid ad channels you use (well or badly) will, and should, certainly depend on where your target audience is most active. Other ad platforms (such as Google, Facebook, Twitter) also offer good paid ad solutions - but we don't care about those guys really as they're not ideal for B2B - which is where LinkedIn steps in.

LinkedIn is by it's very existence a B2B platform - some users confuse it with B2C

and in doing so confuse their targeting.

LinkedIn's superhero power lies in it's targeting abilities; job title, company name, years of experience, member groups, location and so much more!

If you're running B2B marketing and not currently including LinkedIn in your marketing stack, sit yourself down and give yourself a strong talking to.

2



POOR PREPARATION

Prepare, not plan, for success.

This sounds odd, we know, but in reality you don't plan for success you should actually be preparing for it.

Never, yes we've even made it bold, publish a single campaign without first researching who your audience is - go back and read page 1. Next, what stage of the buying cycle are they at? Research? MOP? (moment of purchase) - this will define what content / offering you should be presenting to that audience.

Is your audience net-new or ABM? What action are you wanting them to take?

- Download a whitepaper?

(if you're reading this, then our own preparation has worked as expected :))

- Request a demo?

Make sure you know what action you want them to perform and ensure your ads are designed for that required outcome with CTA buttons.

3

USING THE WRONG TARGETING

We see this more than you could imagine.

Job Titles, Job Titles, Job Titles. LinkedIn is much more than just targeting by Job Title. What we see and hear often is 'my target audience was/is too small based on the job titles we want to target', and our answer - yes, it probably is. So why target by Job Title? As an alternative, use Job Function and Seniority - this will likely give you a far larger reach. So if you want to target 'Head of IT', if you use Job Title targeting, you are limiting yourself to that exact title, LinkedIn will not target

similar titles by default, you have to find them and enter them into your targeting - and as we know, users have some very creative Job Titles these days so this form of targeting is not always wise. Instead, look to target Job Function of 'Information Technology' layered with Job Seniorities of Manager and above. This will definitely give you a larger audience to target whilst including the exact titles you want to reach.

4



NOT FOLLOWING BEST PRACTICE

Best practice is there for a reason...

It's a huge bugbear of ours when we audit accounts and see the same failure time and again in following best practice.

The biggest failure, only running with 1 ad piece. 1. How do you expect to A/B test performance of a campaign if you're only running 1 ad piece? You can / will falsely assume the campaign is not performing when in fact it could well be your ad offering that is the issue. Test, test, test. We strongly advise to run 3

ads in any campaign so that you can test the image / video asset and then also the ad copy. Only by testing at the ad level will you be able to understand what tone of voice or asset type resonates with your target audience.

Without testing, you're likely only ever going to achieve one result.

LinkedIn's algorithm has a strict frequency cap where members

can only see one unique ad every 48 hours, so if you only have 1 ad - and that user scrolled right on by with their thumb ninja skills - they're not going to see it again for 48 hours. That's two whole days!

By having multiple ads you stand more chance of that users ninja skills failing them and them seeing your ad. That said, if you have 3 ads and still see low engagement, it's likely your ad offering that is not compelling enough. Which leads us on to our next bugbear quite nicely...

Don't fall into the 'sea of sameness'.

If we could go by one day, just one single day, without seeing 12 IT Companies saying 'hey look over here, we have the best solution for your problem even though we're just completely guessing that you even have an IT problem in the first place" then that would be

truly fantastic. But alas, that hasn't yet happened. This is not to mention every IT company using the same free stock images of people shaking hands, sitting in a boardroom smiling, and teams brainstorming on whiteboards.

Sameness is a killer, and chances are if you go take a look at your own ads you'll start questioning them.

Be different. Why can't a smiling Giraffe on a bright magenta background sell IT solutions?

"If you can't follow best practice, then you cannot expect to run successful campaigns. Best practice is defined by years of expertise and insight, but most of all it's defined and refined by actual results."

Jason Denny
Founder - BlueSauce

5

SELECTING THE WRONG BID TYPE

Auto is not the new manual, don't be lazy.

One thing we see often when we audit campaigns is the bidding set to auto-bid.

LinkedIn rolled out its new bidding models recently, so auto-bid is now called 'Maximum Delivery' - but it's still just auto-bid in disguise (it even says auto-bid in parenthesis!) Now, this can be OK if you are seeing high CTRs, but for the most part we suggest running manual bidding. If you switch over to manual bidding you will be given a bid range indicator where LinkedIn will suggest a

bid for you based on other advertisers, have a play. Start low, and increase if you are seeing low levels of results. Find your campaigns sweet spot.

Whether you run manual or auto-bid, ensure you have selected the correct bid optimisation objective based on your campaign goal, be that clicks, impressions or leads.

6 INCORRECT OBJECTIVES

This is a confusing one.

The objective that you select in campaign set-up is not the same objective that LinkedIn Ads is actually optimising towards - sounds counter-intuitive right? But, that being said, it does mean that you can take advantage of it, if you know how the objectives work.

Here's three objectives to avoid and our reasons why:

1 - Brand awareness. This really is a waste of time as the only goal associated with this

objective is impressions, getting your ad impressed as much as possible - but the issue here is that all objectives are based on impressions, so why does this objective even exist? It's not often when a client says to us 'I want our ads shown to as many users as possible, but we don't want them to click or take any action' - so this objective makes no sense to us.

The other thing we dislike about this objective is that you can't

actually change your bid. If you choose brand awareness as your objective, the only option you have, which really isn't an option is CPM bidding.

So, if your goal really is to generate brand awareness we would strongly suggest selecting the engagement objective, which gives you the ability to change bidding style based off of what the actual objective is that you need, as well as whatever is going to give you the best costs.

2 - Website conversions. Yes, we know it sounds silly that we would recommend against this objective, but hear us out. The issue with this objective is that you are asking LinkedIn to optimise toward showing your ads to users who are more likely to convert on your website - be it a download or form fill etc. But, the major issue here is actually made up of two things. Firstly, most users have incorrectly installed

conversion tracking on their website, and so have been flooding LinkedIn's brain with false signals - you'd be surprised but some users count a conversion as a user who hits their campaign landing page even before downloading anything which is the actual conversion - yeah, really! So all these false signals muddy the waters in terms of what truly is a converting user.

Secondly, why signal to LinkedIn that you're happy to bid higher for someone to take an action on your website?

When you could simply use the Website visits objective instead and trust in your landing page to convert the user at a much lower cost?

3 - Video views. Don't think that this objective is the only objective available to you if you want a user to watch your video and take action. You actually

should purposefully not use this objective. The reason why is how LinkedIn treats the objective, you are paying for when a user watches 2 seconds of your video, oh and that's before they even perform any action - which most of the time they don't, they just scroll on.

You can't measure success based on whether someone stuck around for 2 seconds or more - you measure success on what they do next after watching your video. Which means that if you're paying by cost per impression or cost per video view you aren't really bidding for success.

Instead, use website visits as here you can run video ads but also take advantage of the CTA of users going on to visit your website after watching the video. This tells you that a user has engaged with your video and found it interesting enough to then click through


to your website to find out more, and two that you are reliably only paying per click to your website and not simply based on a user watching 2 seconds of your video.

Win win.

Don't underestimate the power and flexibility of website visits as a campaign objective and don't automatically assume that the objective in your head matches that which LinkedIn presents you with. It doesn't.

"What you see is not always what you get - and that goes for LinkedIn ad objectives. I'm not really a betting man, but I'll bet you now that after reading this top mistake you'll be revisiting your campaign objectives."

Jason Denny
Founder - BlueSauce



AND LAST BUT BY ABSOLUTELY NO MEANS LEAST

please pay extra attention
to this next one...

7 SMALL BUDGETS

Nothing comes for free.

You can have too large a budget, and also too small a budget. We suggest a minimum of at least £3,000 per month if you truly want to succeed with LinkedIn.

To adequately test quality of leads, you need enough budget to generate enough leads that you can upload them into your CRM and measure the quality of those leads vs leads generated from other channels such as Facebook or Google. If your budget is too small this is

really going to limit your campaigns and their potential for success - unless you are massively lucky.

As we mentioned in mistake number 6, bidding is directly relative to your budget. If you don't have sufficient budget, then you're restricting your ability to manually bid high enough to reach your audience.

Remember, LinkedIn is about lead quality, not quantity.



THANKS FOR READING

Got a question for us?

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