

CRASH COURSE

on

**LINKEDIN
SPONSORED
UPDATES**



Everything you need to set up and optimize LinkedIn's latest advertising opportunity.

author's note:

Before we dive into our crash course, I wanted to share why we're excited to discuss LinkedIn's latest advertising opportunity. Promoting ads that are unrelated to a viewer's wants and needs will only push those viewers further away from your brand. You need to provide them content *and* context. For example, you're likely not going to see the results you want by promoting a blog post on "The Top 10 Sales Tactics to Help Close Your Deals," to a marketing director. Similarly, promoting a video on "How to Grow Your Brand Name" to a group of engineers isn't going to be effective because it doesn't speak to the engineers' wants or needs.

That's where Sponsored Updates come into play as a great way to start giving people content and context. Sponsored Updates will allow you to tailor your message to the right people. Now, sales managers will be the only ones seeing your blog post on ways to close, and marketers will see your video on branding. Instead of putting a promoted ad online and hoping for the best, you are now in control of who sees what. With all that context, don't you think you will be more lovable, and bring in more quality website traffic? Read on to learn how to use these Sponsored Updates.

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What are Sponsored Updates?

Sponsored Updates are the latest feature for LinkedIn Marketing Solutions. Sponsored Updates allow brands to promote any post from a LinkedIn Company Page to a specific audience to help increase the visibility and reach of that post. Even if you are already posting on your LinkedIn Company Page, Sponsored Updates will give your post an extra push to help you reach your goals. These updates will also show up natively in users' newsfeeds, making them more relatable than traditional advertising.

For marketers, Sponsored Updates are a great opportunity to promote content to users beyond a company page following and to a targeted group of people. This in turn increases the relevance of the update as well as the potential return on investment of your ads.

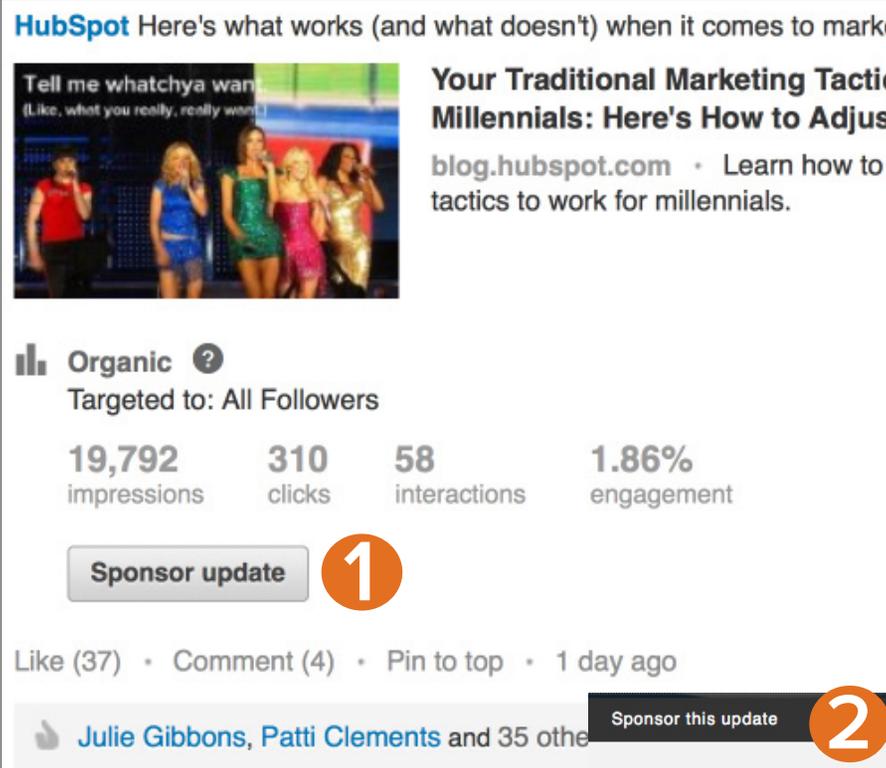
As one of the largest professional networks, LinkedIn is a great place to connect with potential customers. Sponsored Updates helps brands increase the value of the content they post on LinkedIn, thus helping a brand reach its goals.

The purpose of this crash course is to give you a step-by-step guide to setting up LinkedIn's Sponsored Updates in order to help you set up your Sponsored Updates successfully and be more effective in your marketing.

LESSON ONE

How to Set Up LinkedIn's Sponsored Updates

How to Create a Sponsored Update from Your Company Page



HubSpot Here's what works (and what doesn't) when it comes to marketing. **Your Traditional Marketing Tactics Millennials: Here's How to Adjust** blog.hubspot.com · Learn how to tactics to work for millennials.

Tell me whatchya want (Like, what you really, really want)

Organic ?
Targeted to: All Followers

19,792	310	58	1.86%
impressions	clicks	interactions	engagement

Sponsor update 1

Like (37) · Comment (4) · Pin to top · 1 day ago

Julie Gibbons, Patti Clements and 35 others

1

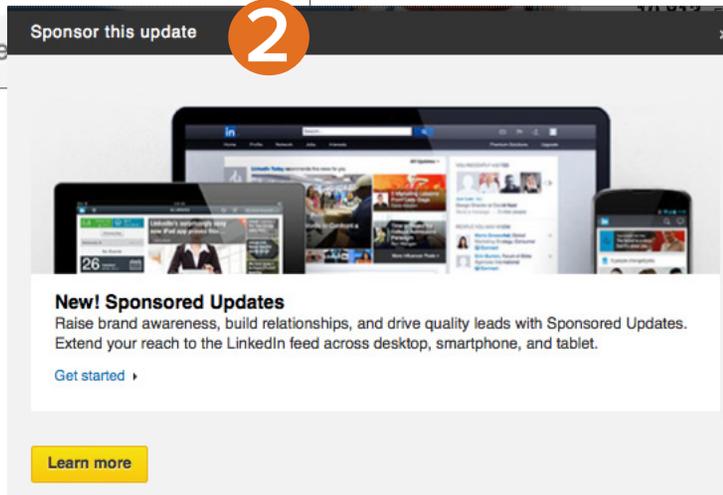
To sponsor an update directly from your company page, simply click on the “Sponsor update” button that appears under the organic metrics for each post.

2

A popup module will appear. If you already have a campaign in place, you can choose one to add this post to. If not, you will be directed to the flow to create one.



Haven't set up a LinkedIn Company Page yet? [Click here](#) to check out our blog post on a detailed anatomy of a LinkedIn Company Page to learn how.



Sponsor this update 2

New! Sponsored Updates
Raise brand awareness, build relationships, and drive quality leads with Sponsored Updates. Extend your reach to the LinkedIn feed across desktop, smartphone, and tablet.

[Get started](#)

[Learn more](#)

The Resulting Metrics

Number of times your post has been seen.

All actions including clicks, social actions, and engagement (clicks and social action divided by impressions).



You'll notice that the numbers with the green plus side in front of them represent the additional visibility and engagement gained from promoting the post. Some of your posts will have a better engagement rate than others. Over time, this will help you get a better understanding of what types of posts perform better with your audience.

A New Metrics View in the Ads Manager

LinkedIn Campaign Manager HUBSPOT (Admin) · LinkedIn Home · Contact LinkedIn

1 Create Ad Campaign 2 Targeting 3 Campaign Options

What would you like to do?

Create an ad

Reach a targeted audience with ads featuring text, images, or video.

Sponsor an update

Sponsor your existing updates to reach a wider audience.

Explore options

Find out more about our full range of marketing solutions.

Your Campaigns Jul 10, 2012 / Aug 14, 2012

4,645 Clicks

16,815,619 Impressions

21,646.97 USD Total Spent

Clicks ▾

Time Zone: GMT

Show summary of who clicked on your ads

1 You will now see an additional option in the Campaign Manager for Sponsored Updates. These are managed separately from traditional ads.

2 Choose which metrics to view on the graph.

3 View the aggregate of all posts within all campaigns to see trends in days, weeks, and months. This can show which days have higher cost-per-clicks (CPC) and cost-per-thousand impressions (CPM).



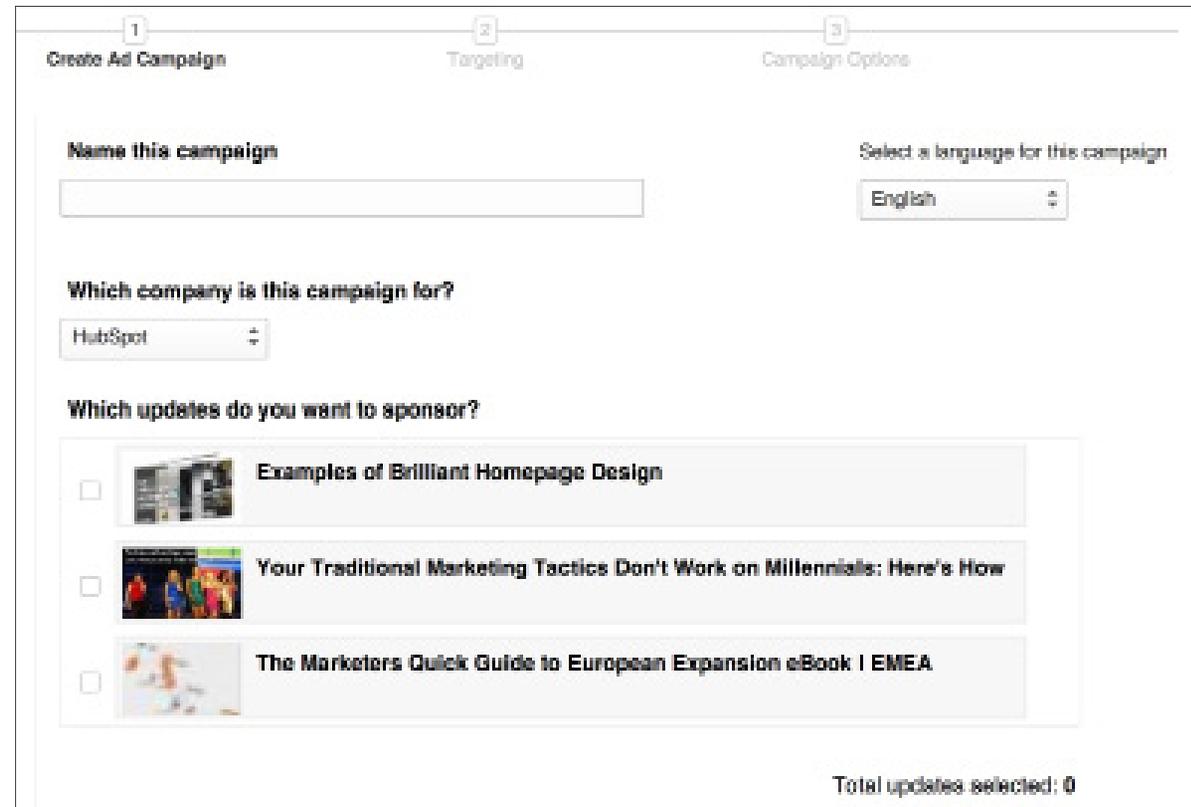
<https://www.linkedin.com/ads/>

How to Create a Sponsored Update from the LinkedIn Campaign Manager

Begin by clicking “create new campaign” within the Campaigns tab of the Campaign Manager.



Next, you'll need to create a campaign name, select the language, and select which post (already published to your company page) you are going to promote. After selecting which update you want to sponsor, (this is optional, you can do this after the campaign is set up as well) LinkedIn will provide a preview for how that update will appear to others on a desktop, mobile, and tablet device.

A screenshot of the LinkedIn Campaign Manager interface, specifically the 'Create Ad Campaign' step. The interface is divided into three numbered steps: 1. Create Ad Campaign, 2. Targeting, and 3. Campaign Options. The 'Create Ad Campaign' step is active. It contains the following fields and options:

- Name this campaign:** A text input field.
- Select a language for this campaign:** A dropdown menu with 'English' selected.
- Which company is this campaign for?:** A dropdown menu with 'HubSpot' selected.
- Which updates do you want to sponsor?:** A list of three sponsored updates, each with a checkbox and a thumbnail image:
 - Examples of Brilliant Homepage Design
 - Your Traditional Marketing Tactics Don't Work on Millennials: Here's How
 - The Marketers Quick Guide to European Expansion eBook | EMEA

At the bottom right of the form, it says 'Total updates selected: 0'.

Next you'll need to select your targeting options. Be sure to click the blue option for "More Targeting Options" to get a complete view of your options.

Location	<input type="text" value="Please specify at least one location"/>
Companies	<input checked="" type="radio"/> All <input type="radio"/> By name <input type="radio"/> By category (industry, company size) Exclude these companies
Job Title	<input checked="" type="radio"/> All <input type="radio"/> By title <input type="radio"/> By category (job function, seniority) Exclude these job titles
School	<input checked="" type="radio"/> All <input type="radio"/> By school name Exclude these schools
Skills	<input checked="" type="radio"/> All <input type="radio"/> By skill name Exclude these skills
Group	<input checked="" type="radio"/> All <input type="radio"/> By group name Exclude these groups
Gender	<input checked="" type="radio"/> All <input type="radio"/> Female <input type="radio"/> Male
Age	<input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-54 <input type="checkbox"/> 55+

Select at least one location.

Target specific companies or industries with of people you want to reach. TIP: Targeting an industry will help you reach a larger audience

If your audience has specific job titles, target them here. TIP: Use the job title in the copy of your ad, personalization always helps.

Target people from a certain set of schools.

Target people based on different skills listed on their profile.

Target people who have specific skills or who are members of groups related to your product, service, or industry.

Target people within a demographic group, including age and gender.

Once you finish choosing your targeting options, you'll be asked to bid on the campaign. Here are three important aspects of this payment setup.

The screenshot shows a LinkedIn campaign setup form with three main sections:

- How would you like to pay for this campaign?**
 - Pay when someone clicks on your update - Cost per click (CPC)**
Social actions are free.
Select a bid (max amount you're willing to pay when someone clicks)
Input: 2.52 USD
Suggested bid range: 2.52 - 2.67 USD
Minimum bid: 2.00 USD
 - Pay every time we show your update - Cost per 1,000 impressions (CPM)**
Input: 8.10 USD
Suggested bid range: 8.10 - 8.00 USD
Minimum bid: 6.50 USD
- What is your budget for this campaign?**
 - Daily**
Input: 25.00 USD
Daily budget must be at least 10.00 USD.
- How long should we run your campaign?**
 - Indefinitely**
 - Until**
Input: 7/20/2013

First, choose whether you'd like to pay on a CPC or CPM basis.

Second, you'll need to set a budget for your Sponsored Update campaign.

Last, choose how long you want to run your campaign.

What counts as a billable click?

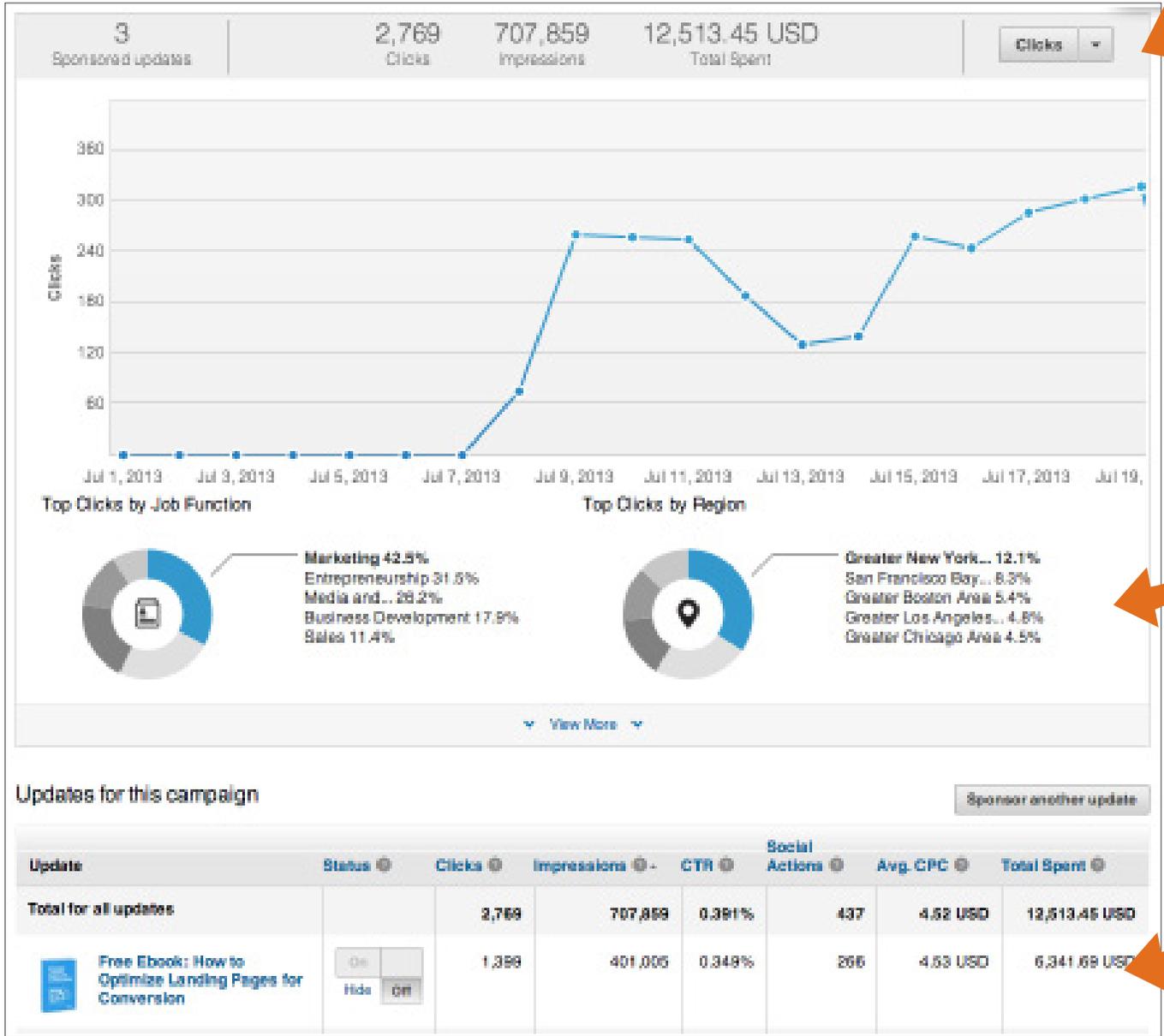
In setting up your campaign, you must be wondering how clicks are counted for billing. **Billable actions** include clicks on your company name, logo, link, or title within the Sponsored Update. **Social actions** such as post likes, comments, and shares are free.

The screenshot shows a LinkedIn sponsored update for an infographic titled "5 Global Recruiting Trends To Help You Land Your Dream Job [INFOGRAPHIC]". The update includes a link to the infographic, an engagement bar with 210 likes, 6 comments, and a share button, and a notification that 208 others liked the post. Four orange arrows point to specific elements with text annotations:

- An arrow points to the LinkedIn logo with the text: "Clicking here would be a billable action."
- An arrow points to the URL <http://linkd.in/10WxP6u> with the text: "Clicking here would be a billable action."
- An arrow points to the infographic title "5 Global Recruiting Trends To Help You Land Your Dream Job [INFOGRAPHIC]" with the text: "Clicking here would be a billable action."
- An arrow points to the "Like (210)" text with the text: "Clicking here would be a social action."

TIP: If you are looking to drive people to a specific landing page, only put one link in post. The more links, the less likely they are to click on the primary link.

Metrics in Campaign Manager



Overall campaign metrics. You can drill down based on clicks, impressions, amount spent, click through rate (CTA), average CPC, and social actions.

Audience data, such as top clicks by job function or region.

Post-level data including clicks, impressions, and CTR.

Here's what you can manage from your Campaign Manager:



METRICS SEEN IN THE CAMPAIGN MANAGER:

- Impressions
- Clicks
- CTR (click through rate)
- CPC/CPM (cost/click or impressions)
- Total Spent
- Social actions by campaign
- Audience demographics by campaign



MANAGEMENT CAPABILITIES:

- Bid adjustment
- Budgeting
- Duration
- Targeting
- Add/remove posts
- Start/stop posts
- Hide posts from reporting

Ready to move on?

You now have everything you need to start a Sponsored Updates campaign. Remember there are two ways you can set up Sponsored Updates: from your company page or from within the Campaign Manager. Setting a campaign up in the Campaign Manager gives you more insight into each campaign including the targeting and bidding.

The remainder of this crash course will focus on best practices and suggestions to help get your creative juices flowing with this LinkedIn Ad feature.

Sponsored Updates enable brands to build relationships with their audience by delivering content into the homepage feed of LinkedIn members, beyond those who are following their company.

[Lana Khavinson](#), Senior Product Marketing Manager

LESSON TWO

Using Sponsored Updates: Best Practices for Your Marketing

Why use Sponsored Updates?

Sponsored Updates can benefit your marketing by fueling your organic LinkedIn efforts with paid promotion. Here are three ways to start using Sponsored Updates in your marketing.

1. Lead Generation

Link to a marketing offer that requires contact information in exchange for the offer. When you promote a post through sponsored updates, the audience that sees your offer increases dramatically, increasing the lead generation capabilities. Our data already shows that [LinkedIn is 277% more effective for lead generation than Facebook and Twitter](#). Now imagine how your lead generation will grow with the added paid reach from Sponsored Updates!

We've already seen the impact at HubSpot. When promoting one of our most recent offers, [Marketing Box](#), we saw that the Sponsored Update on LinkedIn increased engagement by 50% and generated thousands more impressions than our organic post.

2. Event Ticket Sales

Any brand hosting an event — from a small breakfast for customers or a conference with five thousand attendees — knows that until your attendance list is full, the top priority is selling tickets. Create a Sponsored Update on your event so you can target the exact people you want to attend your event.

For example, if you're hosting a summit on entrepreneurship and startups, you could target your registration page to any individual who is listed on LinkedIn as Founder or Sole Proprietor. You could also try targeting by Company Size of 1 to 1 - 50.

3. Brand Awareness

A company looking to expand awareness of their brand can publish content and promote it to an audience that may not know about their business or organization just yet. This could be in the shape of a blog post highlighting something your company is proud of, or a content offer you believe will spark people's interest in you.

Further, [a Wildfire study revealed](#) that 88% of marketing companies believe social media is useful in growing brand awareness. Test this statistic out for yourself with Sponsored Updates!

The Dos and Don'ts of Targeting



DO:

- Target an audience that would actually be interested in your content
- Get specific with location, job title, skills, etc. The more targeted your message is, the higher your engagement and CTR are likely to be
- Pair your targeting with the messaging of your post. Promote a post about an event for CEOs of small businesses to people who have CEO in their title, at a company with under 200 employees.



DON'T

- Target everyone – you will get a lot of negative feedback from people who are uninterested in your content, and will be wasting money.
- Don't disrespect another company in your posts. No one likes that!



Improve the success of your posts by targeting your buyer personas. You can learn more about what a buyer persona is and how to build them for your business in [this blog post](#).

3 Sponsored Updates Best Practices

-  As we already mentioned, Sponsored Updates have many billable actions within one post, including the company name, logo, links within the copy, and link in the meta description. If you are trying to drive people to a specific destination, such as a landing page for lead generation or an upcoming event registration page, the fewer options to click on the better.
-  Posting content you already know has been engaging on other channels, such as email, current social media posts, or blogging, will help you get the most for your money with Sponsored Updates. By using LinkedIn's targeting options, you can insure your content is being seen by an audience that is likely to engage with your posts, thus increasing the ROI of your Sponsored Updates.
-  Test different pieces of content, ad copy, and time of day. Every industry is different in terms of which posts are the most successful, when to post each update, or how to target these posts. A few simple tests can give you insight into what works best for your business or organization. For example, a corporate clothing line may not receive many sales Monday-Friday during business hours, but may see a large volume of sales on the weekend.

Posting Specifics

Content types that are supported by Sponsored Updates include text, images, videos, links, presentations, and documents. Here's more information on each:



TEXT: The amount of text in a Sponsored Update is limited based on the device it is viewed on. Desktop ads can have up to 300 characters before being truncated, 160 on a tablet, and 35 on a mobile device.



IMAGE: Images can be embedded in the following types: .jpg, .gif, and .png. The max size is 350 x 265 pixels.



VIDEO: Videos cannot be embedded; however, linking from other sites allows LinkedIn users to easily find videos. YouTube videos are able to play on the site in the YouTube video player, with a size of 700 x 700 pixels.



LINK: You can sponsor an update that has a link to an external piece of content. This is great if you are looking to drive people to an external landing page for lead generation or an exclusive offer. The link can be up to 230 characters, with a preview image of 180 x 110 pixels.



DOCUMENTS/PRESENTATIONS: A variety of different document types can be used in a Sponsored Update, including PDFs, Microsoft Office documents, and many others. The document or presentation must be under 100MB.

Course Complete.

Now that you have learned how to set up Sponsored Updates, and gained some tips and tricks to maximize on the return of your LinkedIn advertising dollars, it's testing time. Fortunately, the end of this crash course doesn't involve an actual sit down written test, but rather the opportunity to begin testing and playing with your LinkedIn advertising options.

As you begin, remember that LinkedIn Sponsored Updates are beneficial for your brand because you are able to send the right content to the right people at the right time. Professionals are already on LinkedIn looking for new ways to improve their business. Give them what they are looking for.

Best of luck!

MEASURE THE BUSINESS SUCCESS OF YOUR SPONSORED UPDATES

Once your Sponsored Updates have been running and you've seen the impact they've had on your reach, wouldn't you like to know if your LinkedIn advertising is returning actual revenue for your business? Request a demo of HubSpot to learn how your marketing platform can provide insight into the actual leads and customers generated from LinkedIn.

[CLICK HERE TO REQUEST DEMO TODAY.](#)

