

LINKEDIN SOCIAL & CONTENT MARKETING

Strategy & best practices



Value delivered

Advertising on social media channels offers immense value for businesses and brands. With billions of active users on platforms like Facebook, Instagram, Twitter, and LinkedIn, social media advertising provides an unprecedented opportunity to reach and engage a vast audience. The targeting capabilities of social media platforms allow businesses to tailor their ads to specific demographics, interests, and behaviors, ensuring that their message reaches the right people at the right time. Moreover, social media advertising provides valuable insights and analytics, enabling businesses to measure the effectiveness of their campaigns, optimize their strategies, and drive tangible results. It fosters brand awareness, increases website traffic, generates leads, and even facilitates direct sales. The interactive nature of social media platforms also allows for real-time engagement, fostering meaningful connections with customers and building brand loyalty. In today's digital landscape, leveraging the power of social media advertising is a strategic imperative for businesses looking to stay competitive, expand their reach, and achieve their marketing goals.

Advertising on LinkedIn allows you to build long-term relationships with the world's largest professional audience, drive results with sophisticated B2B targeting, and work with a partner who respects the B2B world you operate in.



4 out of 5 LinkedIn members drive business decisions



Audiences on LinkedIn have **2x the buying power** of the average web audience



Audiences on LinkedIn are **6x more likely to convert**

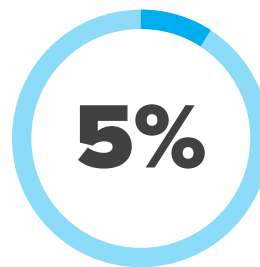
In B2C, you can rely on mass, unconstrained scale: reach as many people as you can, as often as you can. B2B requires focus; you need to think about smart reach, finding the right people – in the right roles and industries, with the right decision-making power – and persuading them over time.



6-9 months average B2B sales cycle



95% of your prospective customers are not in-market



5% of your prospective customers are looking to buy

Contents

- LinkedIn overview – page 3
- Pre-planning and strategy – page 4
- Storytelling – page 5
- Graphics & visuals – page 6
- Ad specifications – page 8
- Video Ad Best Practices and Specifications– page 10



LinkedIn overview:

- ➔ B2B platform – more conservative
- ➔ More polished content expected
- ➔ Ability to tell stories in many ways
 - Copy
 - Articles
 - Visuals
 - » Images
 - » Videos
 - » GIF's
- ➔ Best practices for copy: 25 words or 100 characters
- ➔ Images that tell your story
- ➔ Include CTA before “see more” option

Pre-planning and strategy

Plan your campaign with clear goals

1. Define your target audience.
 - a. Where are they located? Demographics?
 - I. Age
 - II. Location
 - III. Gender
 - IV. Education
 - V. Life events
 - VI. Financial
2. What are your primary goals? Put a hard goal number. Ex: Increase followers by 15% or by 100 in two weeks. You can adjust your goals for future campaigns, but you need to start somewhere.
 - b. Grow followers? Drive traffic to a website? Inbound lead form or transactional sale?
3. Establish deadlines & timeframe.
 - c. Budget & creative requirements (Note: lead time is key for custom requests & video content)
4. How will you measure success?
 - d. Front-end campaign performance metrics & blend of backend ROI.
 - I. Front-end performance metrics:
 1. Application response time
 2. Screen rendering times
 3. Memory, battery, and data plan usage
 4. App crashes
 - II. Backend ROI
 1. After considering the time, content, ad cost, and any tools used in the making of the social ad, you can calculate the ROI using the following formula:
 - a. $\text{Social media ROI} = (\text{Earnings} - \text{Costs}) \times 100 / \text{Costs}$
2. Test, evaluate, and innovate
 - e. Content marketing is different than Direct Mail, Email, etc.
 - f. Don't be scared to try a new channel or medium
 - g. Evaluate all costs, ROI, and branding to ensure the efforts are worth your time and strengthen the brand.



Tell a story

Utilize social media to create brand connection

Storytelling in social advertising harnesses the power of narrative, emotion, and engagement to create impactful and memorable experiences for the audience. By leveraging storytelling techniques, you can cut through the noise, leave a lasting impression, and drive meaningful actions from your target audience.

Investing in storytelling is a very good idea and is often considered to be a more effective social marketing strategy because of its ability to connect with audiences in the following ways:

- 1. Emotional Connection:** Storytelling has the power to evoke emotions and create a personal connection with the audience. By presenting a narrative, your brand can tap into human experiences, aspirations, and values, making their advertisements more relatable and memorable. Emotional resonance enhances the likelihood of engagement, sharing, and positive brand associations.
- 2. Attention and Engagement:** Stories have a natural ability to capture attention and maintain interest. In a crowded social media environment, where users are constantly bombarded with information, storytelling stands out by offering a compelling and coherent narrative that engages the audience. Well-crafted stories can captivate users, leading them to spend more time with the content and increasing the likelihood of message retention.
- 3. Memorable and Shareable:** Stories are easier to remember than factual information or promotional content. When people encounter a story that resonates with them, they are more likely to remember it and share it with others. By creating shareable content, your brand can benefit from the amplification effect of social media, as users voluntarily distribute their stories to their networks, expanding the reach of the advertisement organically.
- 4. Brand Differentiation:** Storytelling allows your brand to differentiate itself from competitors by presenting its unique narratives, values, and brand personality. By weaving a compelling story around your products or services, your brand can stand out and create a distinctive identity in the minds of consumers. This differentiation can lead to increased brand loyalty and customer preference.
- 5. Information Retention:** Stories have a higher potential to be remembered and retained in comparison to simple facts or data. When information is presented in a narrative form, it becomes more digestible, relatable, and memorable for the audience. This can be particularly useful when communicating complex concepts or promoting product features and benefits.
- 6. Authenticity and Trust:** Storytelling provides an opportunity for your brands to demonstrate authenticity and build trust with their audience. By sharing relatable stories, user testimonials, reviews, Q&As, or behind-the-scenes narratives, your brand can humanize itself and establish a genuine connection with your customers. Authentic storytelling helps create a positive brand image and fosters long-term relationships.

Variety and repetition both have value when it comes to content.

- Repetition will help the message stick.
- Variety keeps it fresh.

Innovation: Don't innovate for the sake of innovation. Innovate for the sake of **cultural relevancy**.

Graphics and visuals

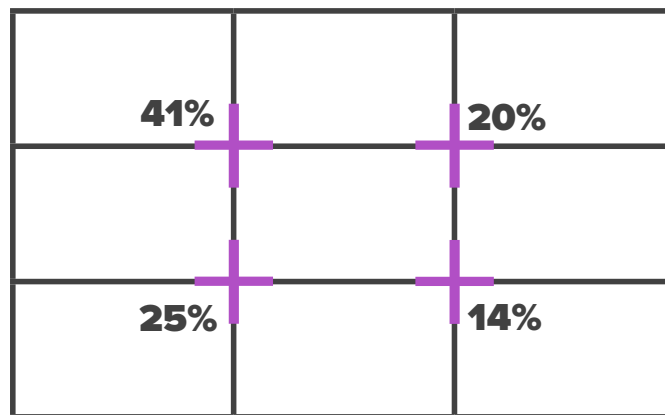
Images:

→ Less is more

1. Layout: Rule of thirds

- The rule of thirds is a fundamental principle in visual composition that helps create balanced and visually appealing images. It involves dividing an image into a grid of nine equal parts by drawing two equally spaced horizontal lines and two equally spaced vertical lines, resulting in four intersecting points. The rule suggests that important elements in the image should be positioned along these lines or at the intersections, rather than in the center. Placing key subjects or points of interest off-center adds visual interest, creates a sense of balance, and guides the viewer's eyes naturally through the image. By following the rule of thirds, photographers and artists can achieve a harmonious composition that is more visually engaging and dynamic.

This is how your eye scans according to the Rule of Thirds.



2. F Pattern

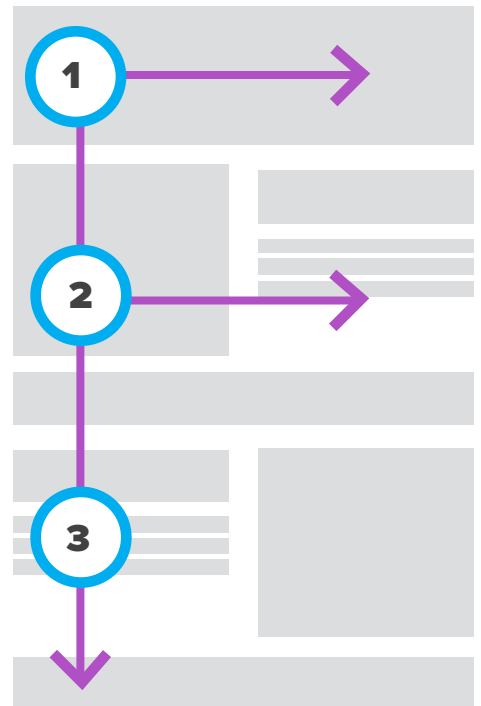
- The F pattern, also known as the F-shaped reading pattern, refers to the common way in which users scan and consume content on a webpage. It is based on eye-tracking studies that have revealed a pattern resembling the letter “F” when observing how people read online text. Understanding the F pattern can help in optimizing content layout, placing important information and key points in the areas where users are most likely to focus their attention, increasing the visibility and impact of the content.

3. Space

- Negative space is important
- Use text to tell a story
- You don’t have to use the entire ad space

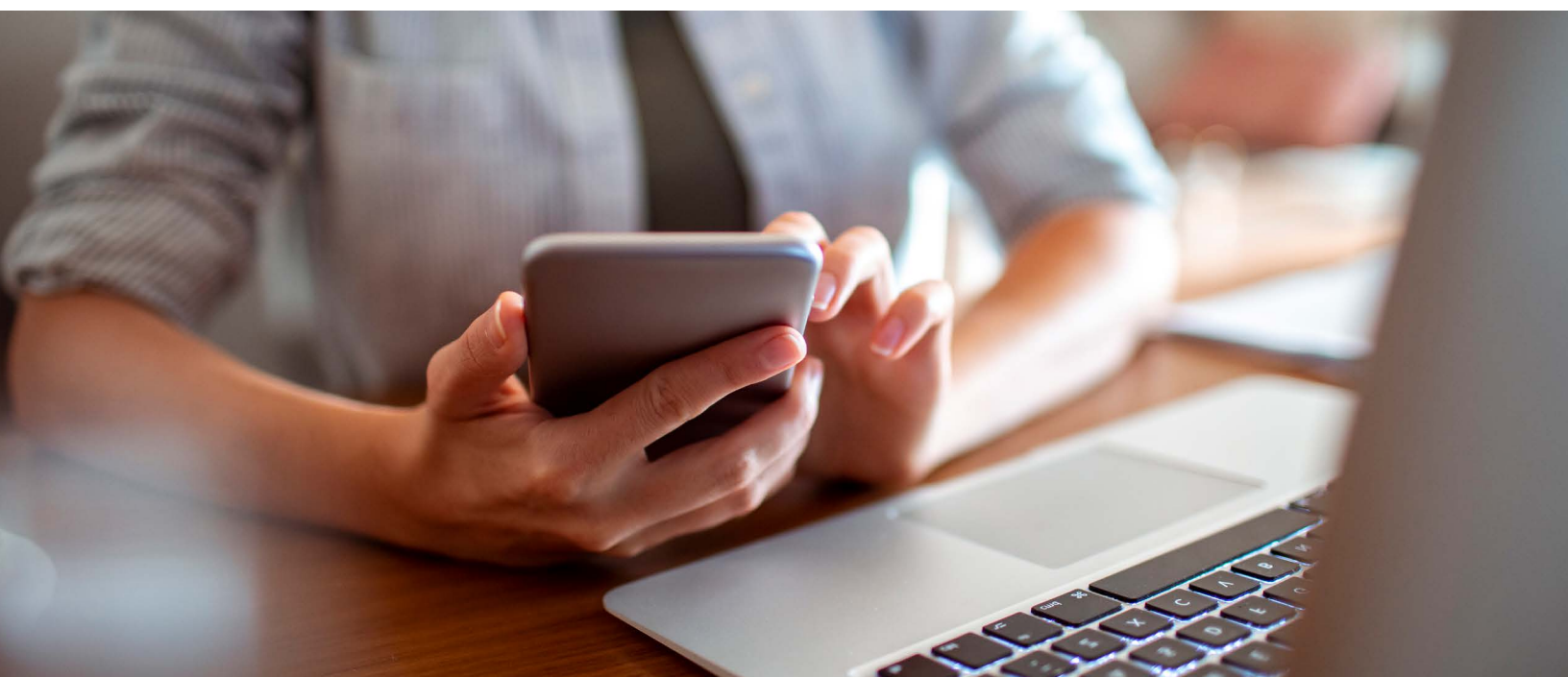
4. Color & Contrast

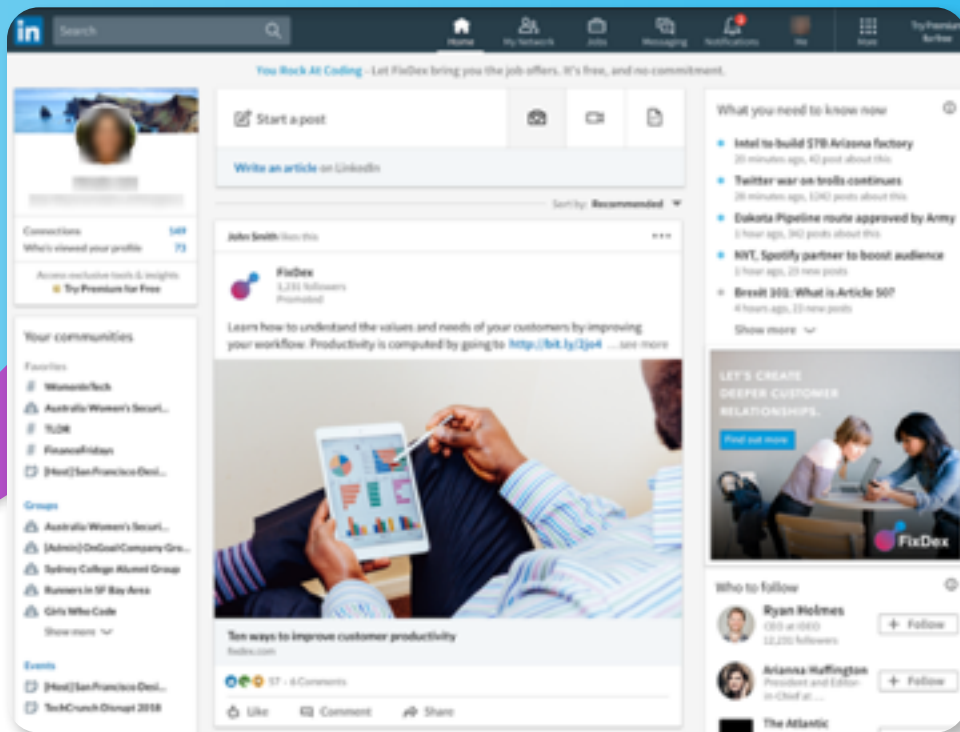
- Use opposing contrast
- Color is used to set the tone of your brand
(Use brand colors first)



→ Videos:

- Short videos perform best
- Longer videos can be used by splicing it and creating a teaser for social
- Color & Contrast
 - » Use opposing contrast
 - » Color is used to set the tone of your brand
(Use brand colors first)



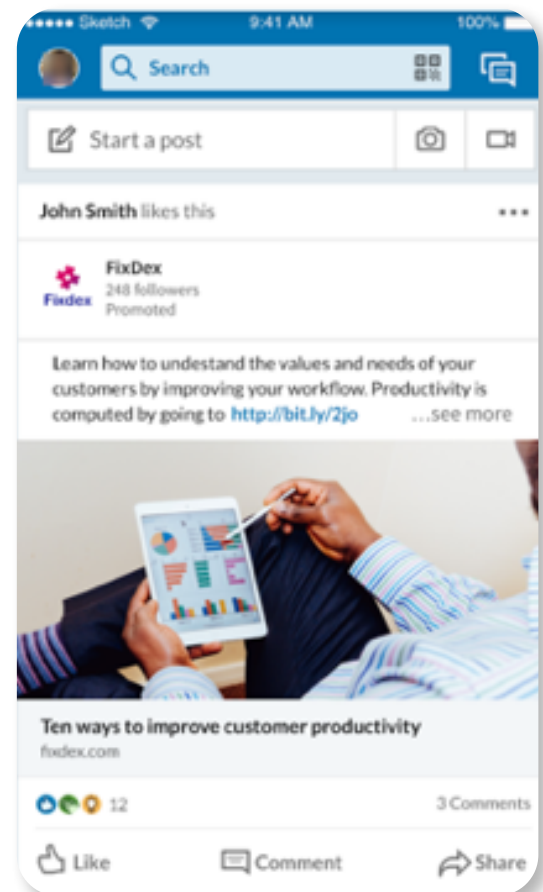


Ad Specifications

Single Image Ad Best Practices

Single image ads are a **Sponsored Content** ad format. The ads include one image and appear directly in the LinkedIn feed of professionals you want to reach, whether on desktop or mobile devices and support all levels of full funnel marketing. The single image ad format can be used in a variety of objective-based advertising campaigns, including:

- **Brand Awareness**
- **Website Visits**
- **Engagement**
- **Lead Generation**
- **Website Conversions**
- **Job Applicants**



Formatting and specifications

→ Image specifications for single image ads:

- File types: JPG, PNG, or GIF
 - » Animated GIF images must be 300 frames or shorter
- Maximum file size: 5 MB
- Maximum image size: 7680 x 4320 pixels
- Image aspect ratios:
 - » Horizontal/landscape: 1.91:1 (recommended ratio)
 - Minimum: 640 x 360 pixels
 - Maximum: 7680 x 4320 pixels
 - » Square: 1:1
 - Minimum: 360 x 360 pixels
 - Maximum: 4320 x 4320 pixels
 - » Vertical: 1:1.91 (recommended ratio)
 - Minimum: 360 x 640 pixels
 - Maximum: 2340 x 4320 pixels

→ Text specifications for single image ads:

- Name this ad (optional): Use up to 255 characters.
- Introductory text: Use up to 150 characters including spaces, emojis, and punctuation to avoid truncation (600 character maximum). You can use up to four emojis in a single image ad.
- Destination URL: URLs must have the “http://” or “https://” prefix. Use up to 2,000 characters.
 - » Some special characters, for example: < > # % { } [] can cause errors when they’re included in the query string at the end of the destination URL. If special characters are accepted, they might not be supported by all browsers. If your URL generates an error, copy everything after the question mark in the URL and paste it into a URL encoder. Then, copy your results and replace the original query string in the URL to resolve the issue.
 - » If you add URL parameters for third-party tracking, do not use quotation mark characters within the parameter settings, as these parameters can prevent you from reaching the destination URL. If you link to a third-party video such as YouTube or Vimeo, the video won’t be embedded in your ad. To include a video in your ad, use the video ad format.
- Ad image(s): Create up to five ads by selecting multiple images from the library or by uploading them directly.
- Headline: Use up to 70 characters to avoid truncation (200 character maximum).
- Description: Use 100 characters to avoid truncation (300 character maximum).
 - » The character limit might vary for ads that appear on third-party apps and sites displayed through the LinkedIn Audience Network (LAN).
 - » The description is displayed on LinkedIn mobile and desktop when your image is less than 200 pixels wide or if your ad is displayed beyond the feed through the LinkedIn Audience Network.
- Call-to-action (optional): Choose from available CTAs.
- Image Alt Text (optional): Add alternative text (alt text) to images so that members using voice-over screen readers can understand what’s in the image (alt text is only visible to members who are using screen readers).



Video Ad Best Practices and Specifications

Video Best Practices

Reach professional audiences through engaging video environments across the LinkedIn Feed and LinkedIn Audience Network. Video ads support all levels of full-funnel marketing, and can be used in the following types of campaigns in Campaign Manager:

- **Brand awareness**
- **Video views**
- **Website visits**
- **Engagement**
- **Lead generation** (Not eligible for LinkedIn Audience Network video placements)
- **Website conversions**

Video is a Sponsored Content ad format. These ads promote video content originally posted on your LinkedIn Page or Showcase Page. To create video ads that haven't been posted on a LinkedIn Page, you can also upload videos directly in Campaign Manager.

After you create and launch your video ad campaign, you can:

- Measure your campaign's performance by reviewing video engagement metrics from your reporting dashboard. You can also get a better understanding of your audience with demographic reporting.
- Retarget your engaged audience by building a Matched Audiences Video view audience segment to apply to future campaigns.



Video Specifications

Videos must meet height and width specifications, as well as aspect ratio specifications. You can calculate an aspect ratio by dividing the video width by height.

Aspect ratio	Minimum	Maximum
Horizontal/landscape: 16:9 (1.77)	640 x 360 pixels	1920 x 1080 pixels
Square: 1:1	360 x 360 pixels	1920 x 1920 pixels
Vertical: 4:5 (.80)	360 x 450 pixels	1080 x 1350 pixels
Vertical: 9:16 (0.56)	360 x 640 pixels	1080 x 1920 pixels

Additional technical video specifications:

Specification	Requirement
Length	Three seconds to 30 minutes <ul style="list-style-type: none">We recommend uploading videos that are 15-30 seconds long, so they can qualify for all possible placements across the LinkedIn Feed and the Audience Network, including in-stream.
File size	Between 75 KB and 200 MB
File format	MP4
Codec format	H.264 or VP8
Frame rate	Less than 30 FPS (frames per second)
Audio format	AAC or MPEG4
Audio size	Less than 64KHz
Video captions	Must be in SRT format
Video thumbnail (optional)	File format - JPG or PNG Maximum file size - 2 MB <ul style="list-style-type: none">The aspect ratio and resolution of the video thumbnail and video should match.

Ad text and destination URL specifications:

Specification	Requirement
Name this ad (optional)	Use up to 255 characters to name your video ad.
Introductory text (optional)	Use up to 600 characters for your intro text.
Video headline	Use up to 70 characters to avoid truncation on most devices (200 max characters).
Destination URL	<p>All URLs must have the http:// or https:// prefix. Use up to 2,000 characters for the destination link.</p> <ul style="list-style-type: none">• If you add URL parameters for third-party tracking, do not use quotation mark characters within the parameter settings to avoid technical errors with reaching your destination URL.• Some special characters (for example: < > ; # % { } [] and others) cause errors when they're included in the query string at the end of the URL. Even if unsafe characters are accepted, they may not be supported in all browsers. If your URL generates an error, copy everything after the question mark into the URL and paste it into a URL encoder like this one: http://meyerweb.com/eric/tools/dencoder/. Then, copy your results and replace the original query string in the URL. This should resolve the issue.
Call-to-action (CTA)	<p>Choose from available CTAs.</p> <ul style="list-style-type: none">• For in-stream video placements, ads may not always include a CTA. However, you can still click the video ad and be taken to a landing page.

Important guidelines to keep in mind for your video ads:

- If a member unmutes the video in their desktop feed and scrolls down immediately (in less than two seconds), the video will continue playing even if less than 50% of the video is visible on screen.
- Videos 20 seconds and under will loop and replay when completed.
- Video ads must contain a video file uploaded directly to LinkedIn, not a link to a third-party site like YouTube or Vimeo.
- Upload a maximum of 25 videos within 24 hours in Campaign Manager.
- You can only upload videos from a desktop device, not from your mobile device.
- Ads can be rejected if they do not meet our advertising guidelines.