

Daniel Šilha

LINKEDIN PROMO

Not only managing campaigns on LinkedIn

WHAT TO EXPECT?

Should you use LinkedIn?

When and where is LinkedIn the right choice?

Promotion opportunities

Organic, paid, and other ways how to be seen on LinkedIn.

Launching paid campaign

Do's and don'ts for starting your campaign.

“

What is your **PURPOSE?**



“

What is your **PURPOSE**
on LinkedIn?

BRAND

LinkedIn is great platform if you want to build brand awareness in really specific target audience.

There are cheaper platforms if you don't care that much about your target group.

People with 5+ years in cloud computing technology

x

40+ year male with kinds

PERFORMANCE

Do you want to show your product?
Use Facebook or Google ads.

Do you want to generate leads through your highly optimized website?
LinkedIn is the way to go.

LinkedIn is expensive and you don't want to test the best landig page or creative on LinkedIn. Go there with precise tactics and make the most out of your 2\$ click. **Test as much as possible on cheaper platforms.**

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Without a **SPECIFIC** target,
you will just lose your way and stop the promo.

BRAND

Percentage of target audience reached

Amount of website visits under the target CPC

Amount of video views @50%

FROM YOUR TARGET AUDIENCE

PERFORMANCE

Amount of conversions under the target CPA.

Amount of conversions under the target CPA.

Amount of conversions under the target CPA.



MINDSET

People come to LinkedIn to learn something new. They grow their business or career there, connect with people from their field and look for new opportunities. They didn't go there because of funny cats or vacation pics.

TARGETING

Unique targeting which you won't find anywhere else. You can target by years of experience, skills, position, company, industry and more.

NEW REACH

Let's face it. Not everyone is on Facebook and a lot of people use ad block. LinkedIn gives you opportunity to reach new people who are open to read and listen.





**SHE
SAID
YES!**



HOW TO BE SEEN

Organic

It's not an urban legend from 2015. Organic is still a thing and works great on LinkedIn. You just have to bring value.

Paid

It is expensive, but not as much as they say. Just set a bid and use right optimization.

People

People have the power. Encourage them to share and to be seen. They are your influencers.

ORGANIC

ALGORITHM

Make it your friend, not an enemy.

- Post when people are most active (7-8, 12, 17-18)
- Use links only when people will click on them
- Text+video, text+image or only text works the best
- Hashtags do help, but Czech language makes it harder
- Post regularly
- Engage with other people
- Resharing content usually doesn't work.

VALUE

Sorry, nobody cares about how awesome you are.
Bring something valuable to the table. Post things which will help other people like learnings, tips, news and stories. Encourage engagement.

TEST

Ads are expensive, organic is free. You can test as much as you want. Usually you will see that the post will work great within the first hours. There is no shame in deleting and reposting. We all have been there.

PEOPLE

AMBASADOR

Encourage people to post their own content or prepare content for them.

FRIENDS

When your company posts, send your people to LinkedIn to increase the engagement.
It's a little bit shady but it will help.

INVITES

Make your sales people with ***load of connections your page admins and ask them to invite the most relevant people to your company page.
100 invites per month.

PAID

BID

You can't let LinkedIn to run wild like you do with Facebook. Use bids and target cost to lower prices.

OPTIMIZATION

Optimizations work. Use them. Conversion optimization is not usually useful for Czechia because of narrow audiences.

CREATIVE

Creative is still the king and has the biggest impact on your outcome. Find the best version on cheaper channel and bring your A game to LinkedIn.

Basic ad settings

TRAFFIC

TARGET COST

I usually get best results with target cost for link click. I usually use the lowest possible cost. CPC is usually around 2 EUR, CPM diffres.

“OR“

Czech republic is not wide enough. Target your audience through multiple features and connect them through „OR“ function.

50k+

Targeting smaller audience is possible but prepare to pay 20-40 EUR CPM. We we able to reach 50 % of 2 000 people TG through LinkedIn.

~~Audience~~ ~~Expansion~~

This feature works great on Facebook, doesn` work well on LinkedIn.

~~COMBINE~~ ~~FORMATS~~

Its not possible to combine more formats in 1 campaign. You have to create separate campaign for each format. Basic link posts work the best. Videos are great too. You can use square images in link posts now.

~~PREPARE~~ ~~MONEY~~

10 EUR per day is minimum media spend. Don`t promote things where 2 EUR link click is too expensive for you. It usually isnt` much better than that.

Basic ad settings

PRICES

8-50 €

CPM

Traffic campaigns can have 40+ EUR CPM and still deliver 2 EUR link clicks.

1-5 €

CPC (link)

Usually the only way how to improve your CPC (link) is to improve your creative.

0,5 -3 €

CP Eng.

Engagement shouldn't be your main goal. Engagement doesn't drive sales.

Basic ad settings

BREAKDOWNS

CAMPAIGN MANAGER

CAMPAIGN PERFORMANCE TESTING WEBSITE DEMOGRAPHICS ACCOUNT ASSETS

Demographics for 15 campaigns

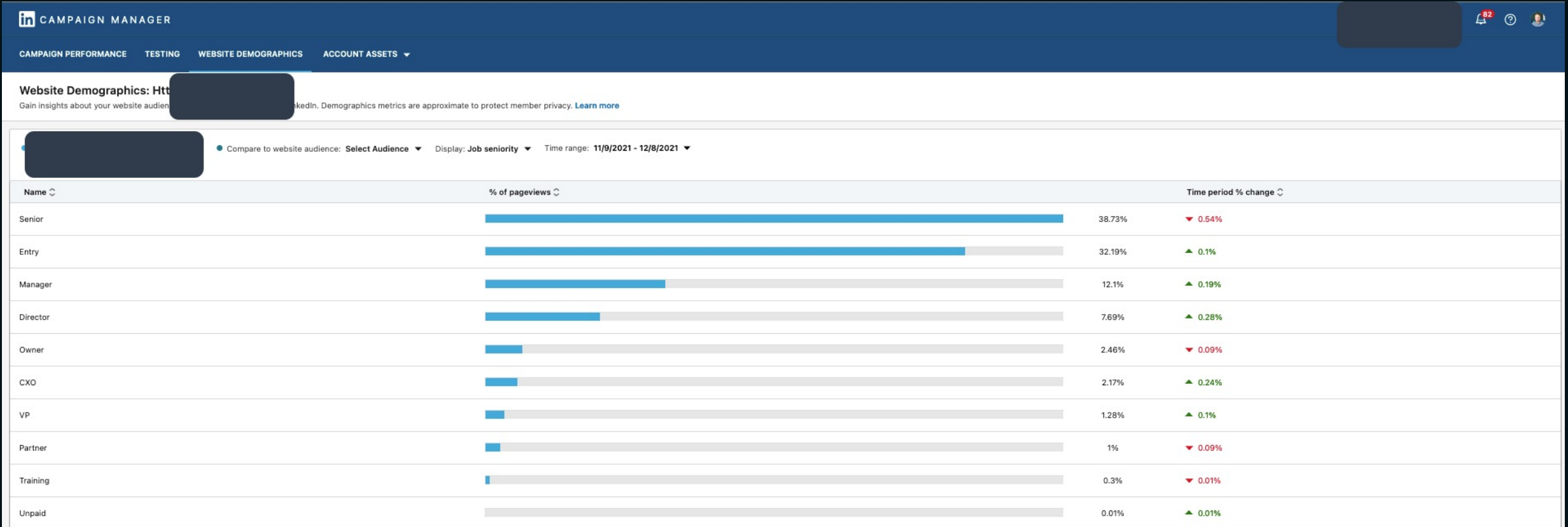
View: Demographics Display: Job seniority Columns: Performance Time range: 9/10/2021 - 12/8/2021

Demographics metrics are approximate to protect member privacy. [Learn More](#)

Name	Impressions	Clicks	Average CTR
Senior	17,854 (34.31%)	90 (37.34%)	0.5%
Entry	13,421 (25.79%)	68 (28.22%)	0.51%
Manager	5,358 (10.3%)	23 (9.54%)	0.43%
Director	5,174 (9.94%)	11 (4.56%)	0.21%
Owner	2,953 (5.68%)	10 (4.15%)	0.34%
CXO	2,525 (4.85%)	18 (7.47%)	0.71%
VP	1,408 (2.71%)	Below reporting minimum	-
Partner	1,364 (2.62%)	Below reporting minimum	-
Training	292 (0.56%)	Below reporting minimum	-
Unpaid	121 (0.23%)	Below reporting minimum	-

Basic ad settings

BREAKDOWNS



Basic ad settings

BREAKDOWNS

The screenshot displays the 'Forecasted Results' section of an ad campaign. It includes a table for segment breakdown and a dropdown menu for selecting the breakdown type.

Forecasted Results [Settings icon]

Target audience size
92,000+

Segment breakdown [Help icon]

Function ▼

Human Resources	30%
Business Development	12%
Operations	10%
Sales	8%
Information Technology	7%

[Hide segments](#)

1-day 7-day **30-day**

Target audience size
92,000+

Segment breakdown [Help icon]

Function ▼

- Function
- Seniority
- Years of experience
- Company size
- Industries
- Interests

30-day spend

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LinkedIn brings great opportunities for marketers who **know** their **audience** and **target**.

DANIEL ŠILHA

