

Assemble your course

Use LinkedIn Campaign Manager to target and achieve your objectives

Select your objective in Campaign Manager to see the relevant ad formats, features, and bid types.

Tips

01 Awareness

Maximise your brand's share-of-voice through impressions

02 Consideration

Encourage prospects to take actions like clicks to a landing page or social views/actions

03 Conversion

Track lead generation actions like whitepaper downloads

01 Get the ball rolling

Awareness

- Use a series of **Video ads** to captivate your audience and bring awareness to a cause, an event, or a brand campaign.
- Use **Single Image and Video ads** in parallel to bring visual stories to life.
- Use **Conversation ads** to deliver personalised messages at scale. Include rich media to visually enhance the topic.

Formats to consider:

- Video ads
- Single Image ads
- Conversation ads

Targeting for awareness:

- Job function + seniority
- Skills or job titles
- Interest targeting
- Look-a-like audiences

Tips

Retarget those who watched **25%** of a Video ad with another Video or Single Image ad to deepen **engagement** during the early stages of the buying process.

02 Design your route

Consideration

For website visits:

Use a Single Image ad with a Conversation ad to give audiences multiple entry points to click through

For video views:

Use Video ads of varying lengths to increase reach and engagement

For engagement:

Use a Video ad with a Carousel ad to make your middle-of-the-funnel campaign even more visual

Formats to consider:

- Single Image ads
- Carousel ads
- Conversation ads

Targeting for consideration:

- Job titles + Member traits
- Uploaded lists
- Website retargeting
- Retargeting by engagement

Split your audience into two segments:

- 1 - Those who watched **50%** of a Video ad - show them a shorter video on a different topic
- 2 - Those who watched **50%** of a video ad - show them another consideration-stage video

Tips

03 Finish with a bang!

Conversion

For lead generation:

Use a Single Image ads and Message ads together with a Lead Gen Form to drive action for product demos, free trials, or event registrations

For website conversions:

Use Single Image ads and Message ads to drive high-intent conversion opportunities such as content downloads and sales demos

Formats to consider:

- Single Image ads
- Carousel ads
- Message ads
- Lead Gen Forms

Targeting for conversions:

- Uploaded lists
- Website retargeting
- Retargeting by engagement

Tips

- Use a **Conversation** or **Message ads** to send a customised message to retarget those who submitted a Lead Gen Form for middle-of-funnel conversions like content downloads.
- Retarget website visitors who downloaded top-of-funnel content with bottom-of-funnel thought leadership or product information to **capitalise on brand familiarity**.

About Transmission:

Transmission is a full-service B2B agency that has vast experience in creating award-winning LinkedIn content and creative. We use our expertise as a LinkedIn Marketing Partner to deliver innovative digital experiences that drive the future of the platform and define what's next for our clients. All in a single, unified offering.