



Brand Boost: LinkedIn Content and Creative Best Practices



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Goal for this session



How to grow your brand
through content and
creative



Leveraging LinkedIn to
grow your brand



Be among the first to
leverage new
formats

How to grow your brand through content and creative



Mental availability is an outcome of fame.

Brand fame is founded on the ability to **reach** mass audiences and be seen **frequently**.



Increased mental availability leads to...

Customer loyalty



Long term sales



Competitive moats



Pricing power



Category flexibility



Talent and hiring capabilities



Creating effective content

What content supports brand building?





Creating breakthrough content on LinkedIn

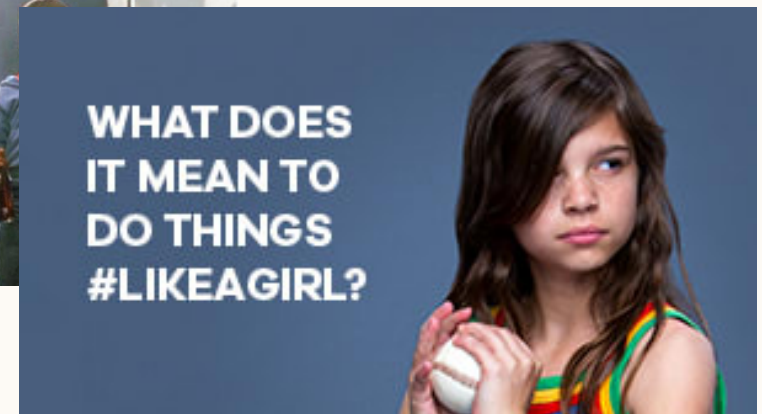
- 1 Embrace Emotional Connection.
- 2 Be Distinctive, Consistently.
- 3 Get Personal.
- 4 Break the Format.
- 5 Bring Your Value to Life.

1

Embrace Emotional Connection

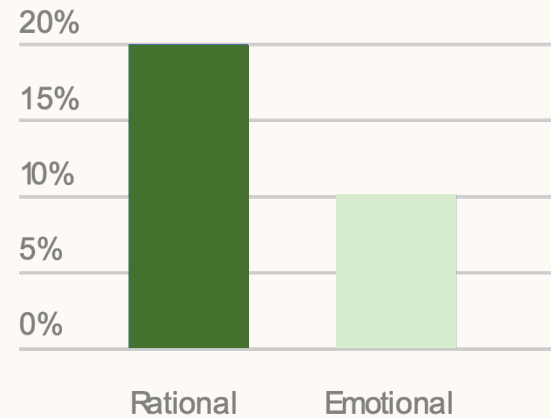


Human brains remember **emotions**, not facts. Whether you laugh or cry, emotional ads are **hard to forget**.

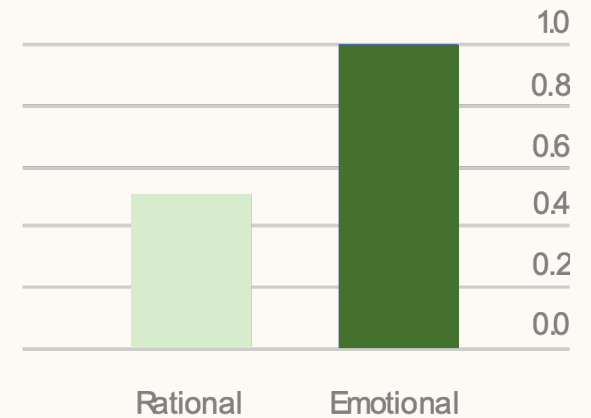


Brands that use
emotional
messaging
experience
long-term
growth.

For in-market
customers, be rational.

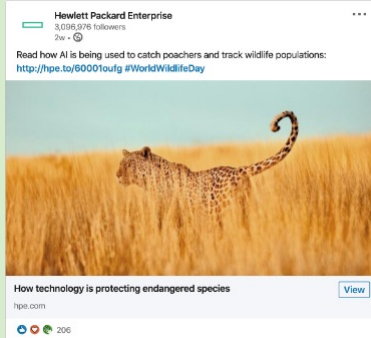


For out-of-market
customers, be emotional.

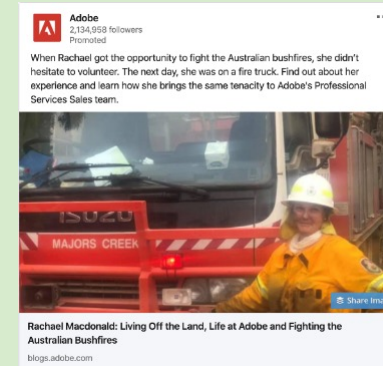


Brands are built by appealing to more than business.

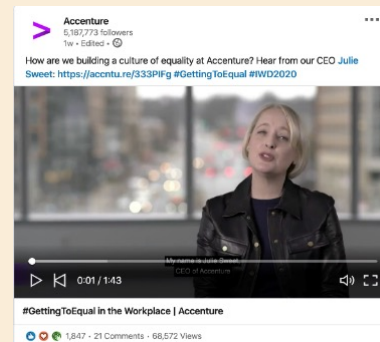
Community & Causes



Personal Stories



Diversity & Equality



Passion & Aspiration

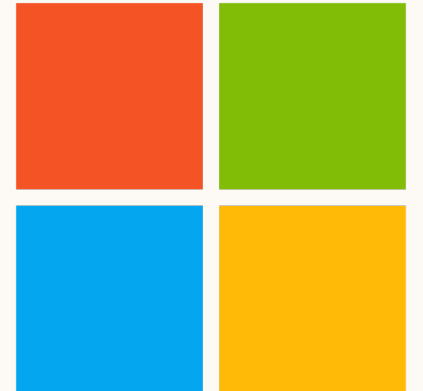
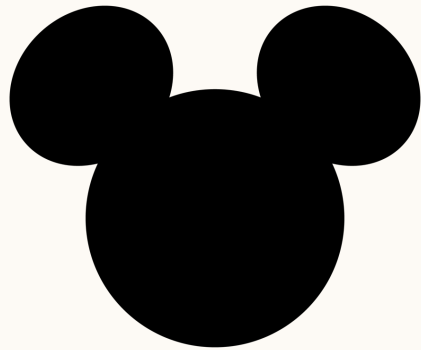


2

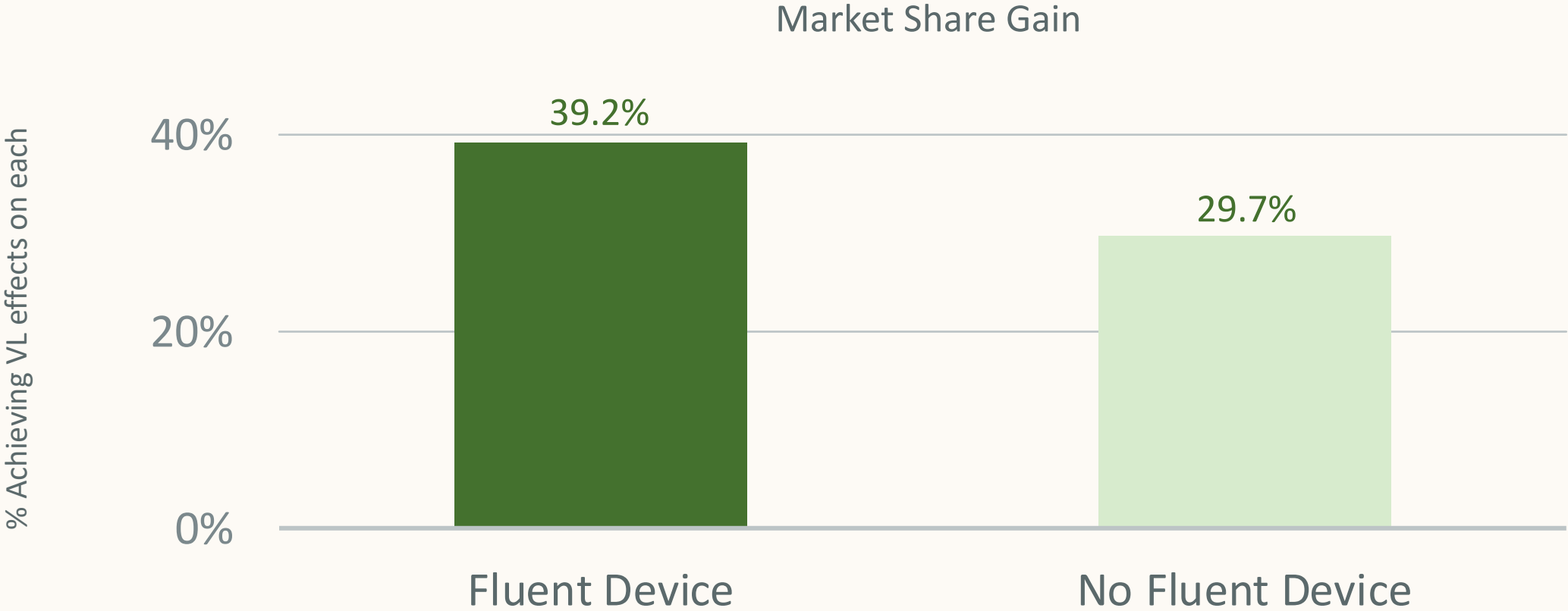
Be Distinctive,
Consistently.



For an ad to work, it must be attributed to your brand. That's why you need "**Fluent Devices**," like logos, characters, iconography, etc.



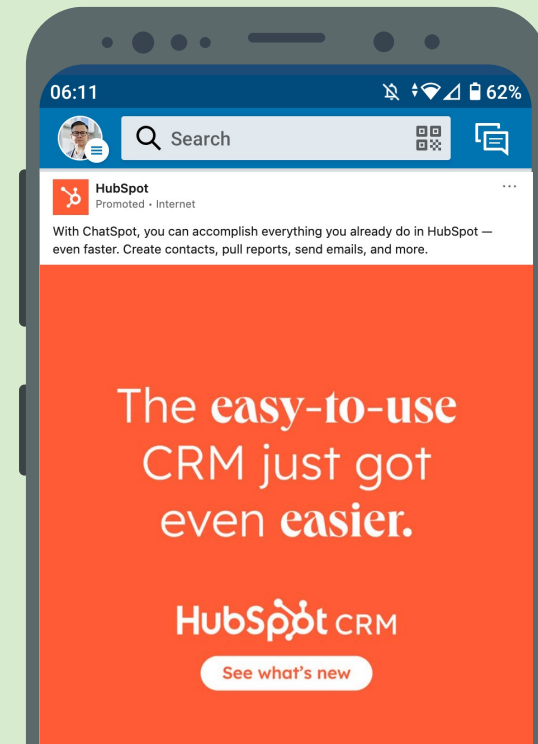
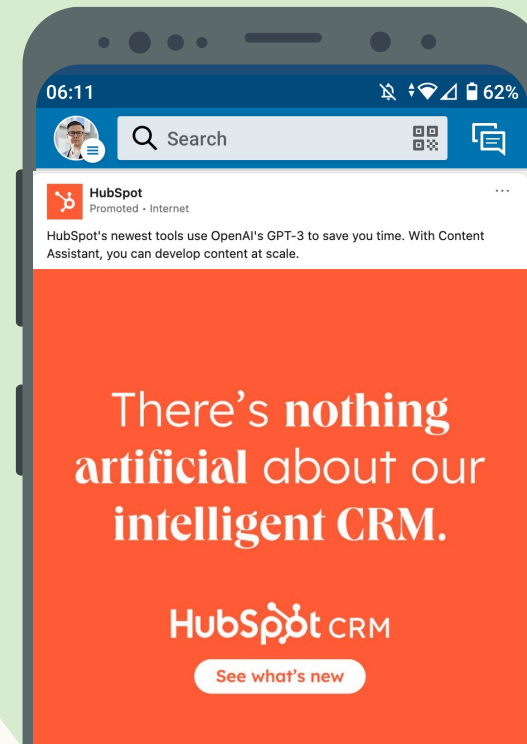
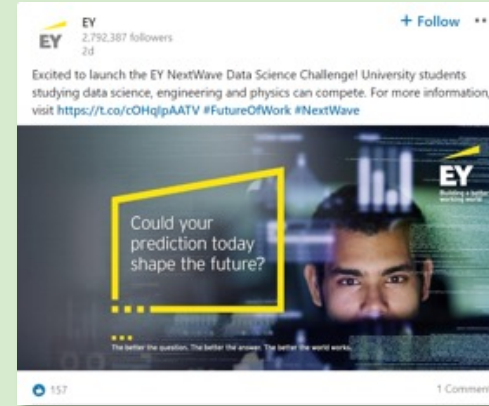
By strengthening the link between your brand and your content, “Fluent Devices” **increase your market share.**



Long-term campaigns with fluent devices are much more likely to achieve profit gain. Business effects data from the IPA's effectiveness database. Lemon, IPA, 2019

Creative tip: Adopt a distinct, ownable, repeatable look

84% of ads don't even get associated with or remembered in context of the brand that produced them.



3

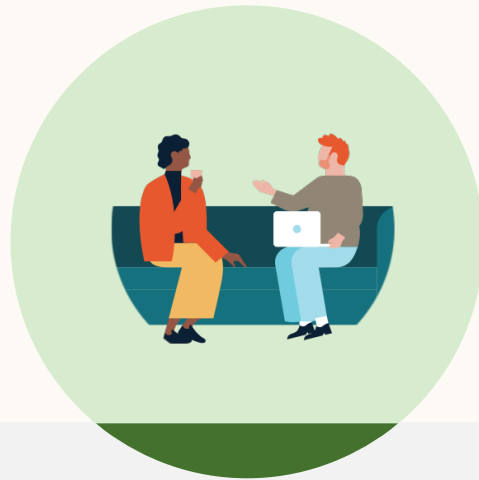
Get Personal



Communicating personal benefits of your brand to your clients delivers **3x** the brand connection of a brand based on the values or achievements of the company.



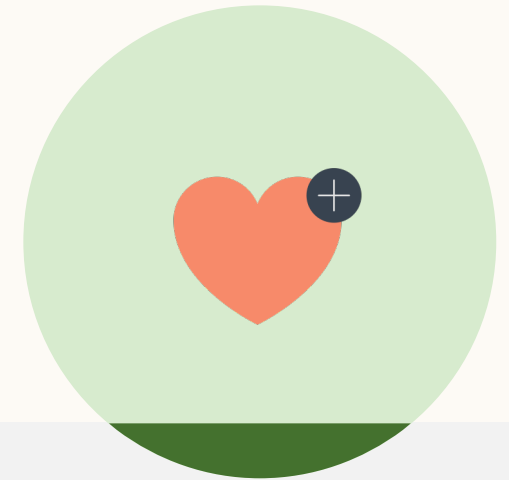
The brand helps me achieve my goals



The brand helps me present myself to others as the person I want to be.



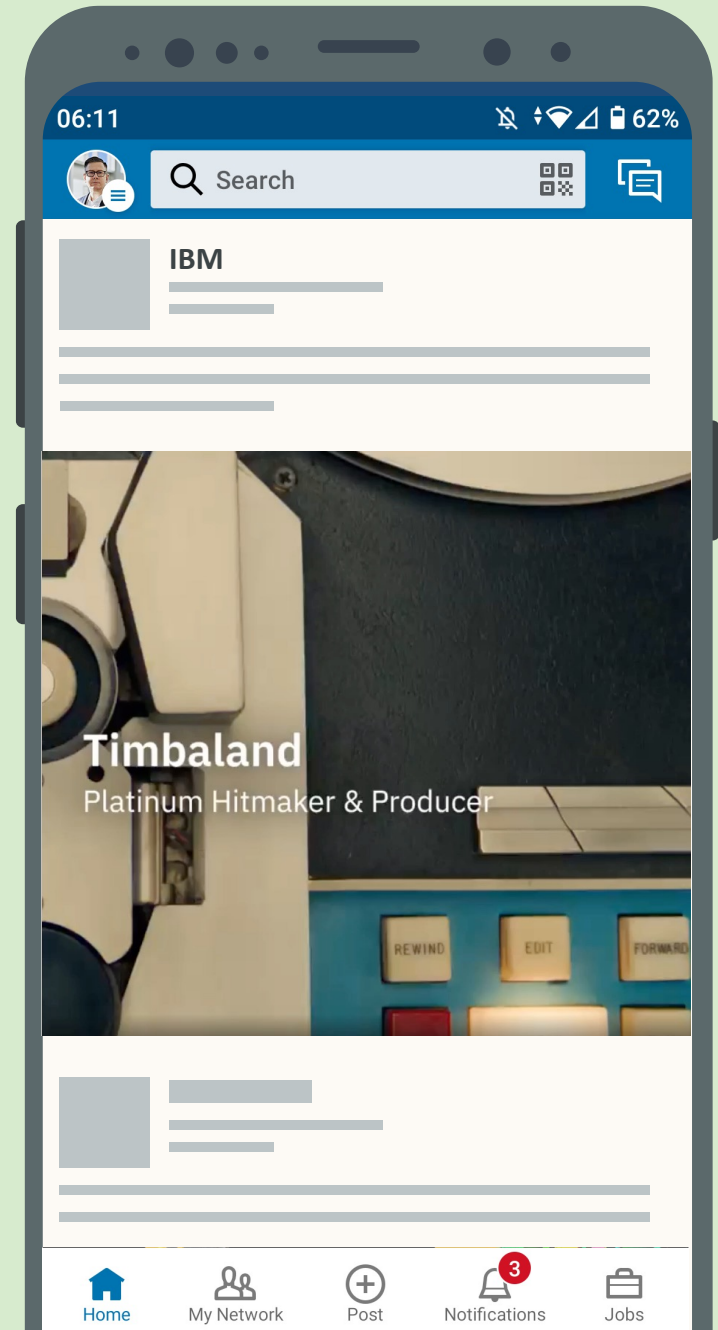
The brand makes my life more meaningful.



The brand provides me with some emotional benefit.

Creative tip: Go beyond the static

LinkedIn members spend almost **3X more time watching video ads** compared to time spent with static Sponsored Content.



Video ads earn

30%

more comments per
impression than
non-video ads in feed

79%

of videos on LinkedIn
are watched with the
sound off

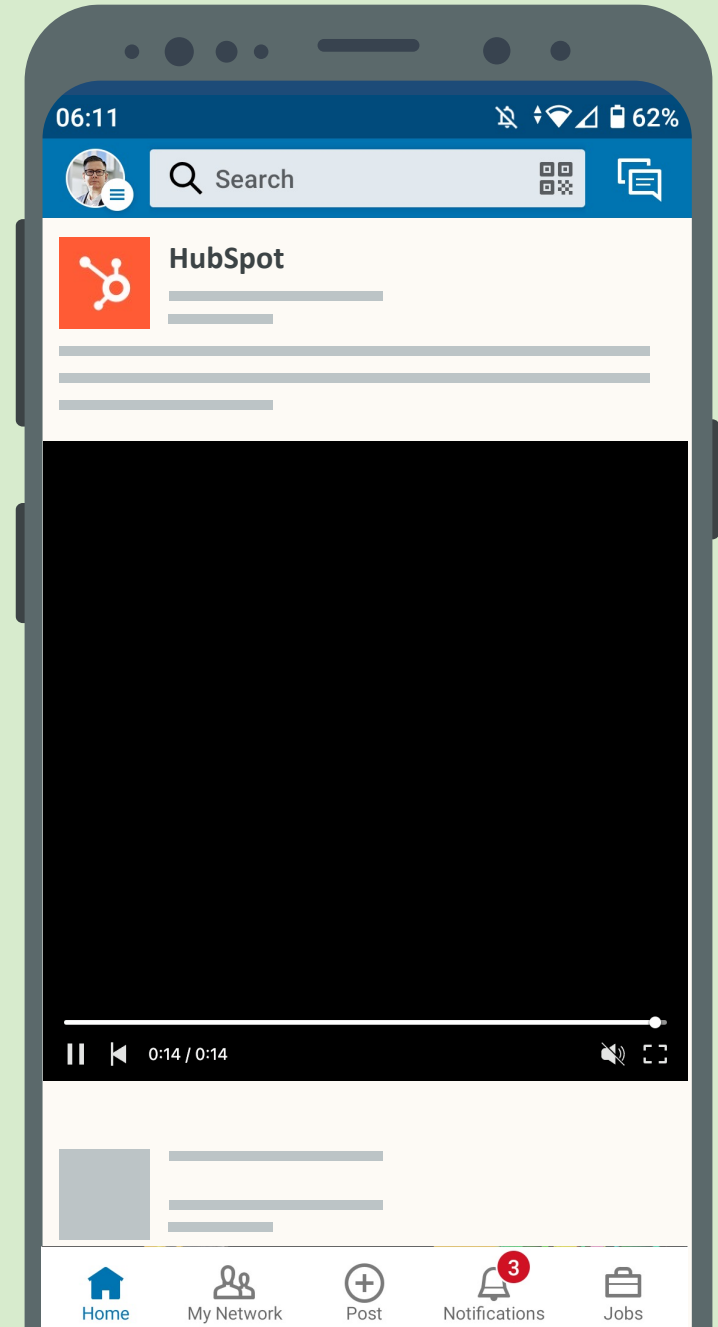
Micro-form **brand** videos help lift view rates

▲ **28%**
Lift in View Rate
for ads 10-15s

10-15 sec

▲ **16%**
Lift in View Rate
for ads 15-30s

15-30 sec



Creative tip: Carousels provide an engaging storyboard experience right in the feed

- ✓ Visual continuity counts!
Give members a cohesive look and feel throughout
- ✓ Use emotions and animations to tease a story
Bite-size info on each card
- ✓ Higher metrics vs. static
Average of 36% increase CTR and 33.3% increase in Engagement



Repurpose and **atomize** your 'big rock' content

Additive content can be assembled together to form a larger anchor asset



Anchor assets can get broken down to maximize their use



4

Break the Format



No matter how great the creative, a single brand touchpoint is **not enough**

B2B Customers make it through **70%+** of the purchase process before they reach out, consuming 10+ pieces of content along the way



Leveraging
LinkedIn to
grow your
brand



LinkedIn Ads

Provide your customers with helpful, relevant content at every point of the buyer's journey

- Target a specific persona with your ads based on a wide range of targeting options
- Sync leads directly from LinkedIn lead gen ads into HubSpot, or create audiences based on any CRM data point and sync them between HubSpot and LinkedIn
- Report on exactly how your LinkedIn ad spend is influencing your bottom line

The image shows a LinkedIn Ads targeting and forecasting interface. The main panel is divided into sections for including and excluding criteria.

INCLUDE

- Greater Seattle Area + Add Locations
- Exclude people in other locations

Exclude All Company Size have been removed. Undo

INCLUDE people who meet one or more of these criteria

Job Function

- Marketing
- Media and Communication + Add Job Function

AND people who meet one or more of these criteria

Member Skills

- Digital Marketing
- Lead Generation
- Demand Generation
- Social Media Marketing
- Content Marketing
- Online Marketing
- Web Marketing Strategy
- Email Marketing
- Social Media
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Marketing Automation
- Integrated Marketing
- Google Analytics

+ Add Member Skills

Forecasted Results

Target audience size
45,000+

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

30-day spend
\$186.00 - \$801.00

30-day impressions
49,840 - 296,900

CTR
0.01% - 0.02%

30-day clicks ★
30 - 131

Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)

Is this forecast helpful? Yes No

Manage LinkedIn lead syncing

Select the ad accounts you would like to sync leads from.

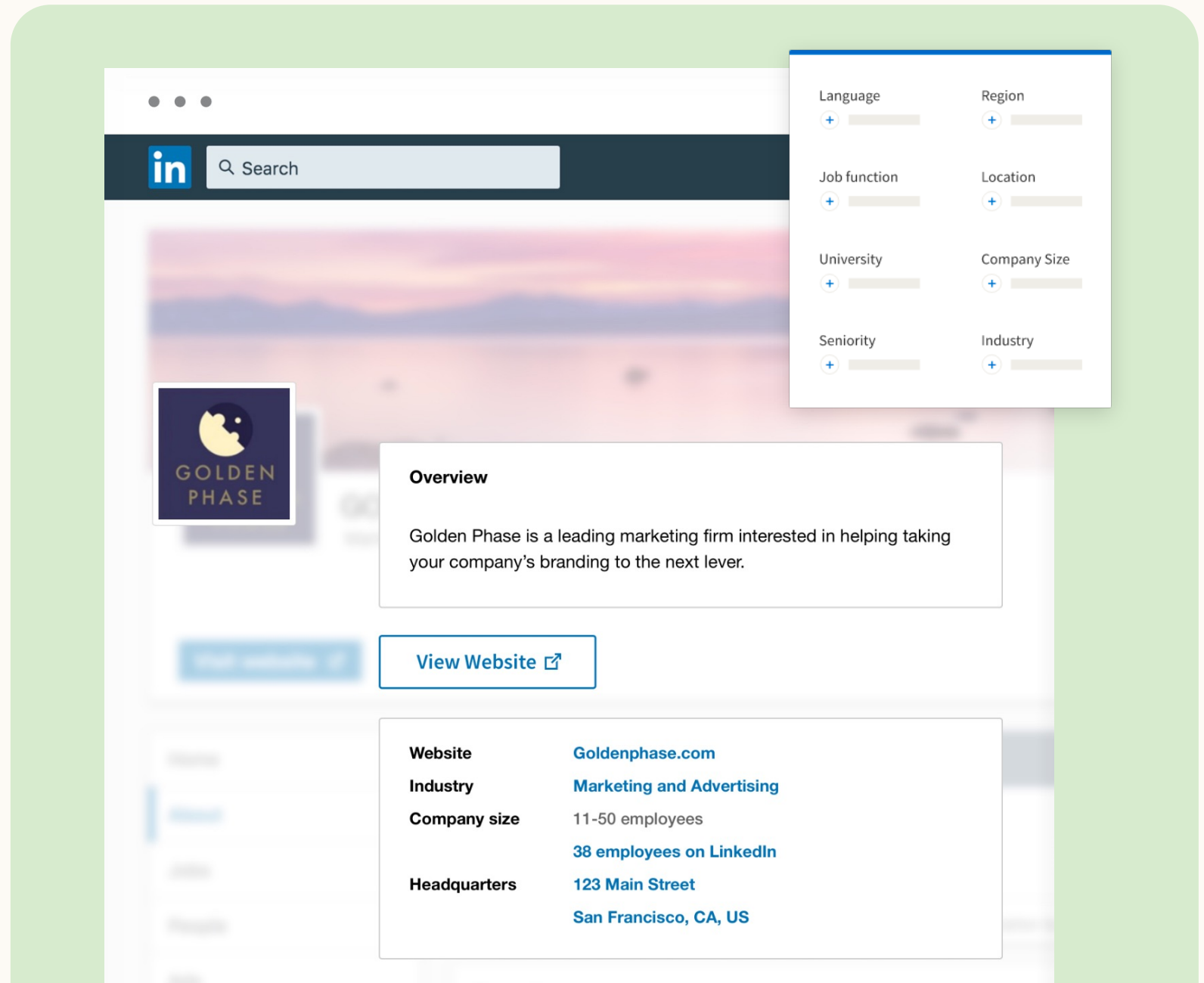
<input checked="" type="checkbox"/>	NAME	PAGE ID
<input checked="" type="checkbox"/>	HubSpot Ads	

Save Cancel

LinkedIn Pages

Drive brand awareness and quality engagement that helps build a community

- Join the conversations that matter and post content and engage with your audience. This will help you to connect and go deeper with them.
- Know and grow your audience and discover what's trending with your target audience.
- Engage your people and recognize individuals and teams, re-share their best mentions and comments.



The image shows a screenshot of a LinkedIn company page for 'Golden Phase'. The page header includes the LinkedIn logo and a search bar. A search filter overlay is visible in the top right corner, showing filters for Language, Region, Job function, Location, University, Company Size, Seniority, and Industry. The main content area features the company logo, an 'Overview' section with a description, a 'View Website' button, and a 'Website' section with details about the company's website, industry, size, and headquarters.

Language + **Region** +

Job function + **Location** +

University + **Company Size** +

Seniority + **Industry** +

Overview

Golden Phase is a leading marketing firm interested in helping taking your company's branding to the next lever.

[View Website](#)

Website [Goldenphase.com](#)

Industry [Marketing and Advertising](#)

Company size 11-50 employees
[38 employees on LinkedIn](#)

Headquarters [123 Main Street](#)
[San Francisco, CA, US](#)

LinkedIn Marketing Objectives



Awareness

Brand awareness



Consideration

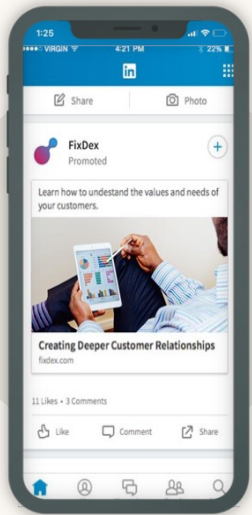
Website visits
Video views
Engagement



Conversions

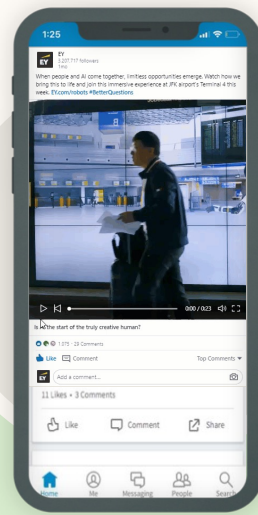
Website conversion
Lead generations
Job applicants

LinkedIn Ad Formats



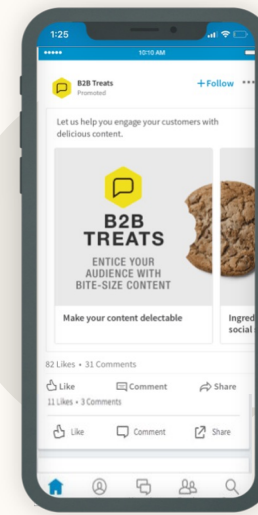
Single Image Ad

Reaches highly engaged professionals in the feed on desktop and mobile



Video Ad

Allows you to create a rich vision of your client's brand



Carousel Ad

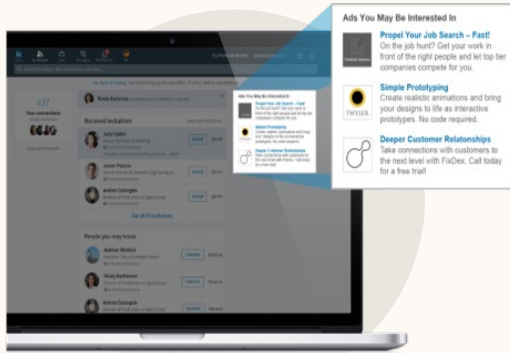
Showcases multiple offerings at once or deep dive on one.



Document Ad

Read and interact with your promoted documents

LinkedIn Ad Formats



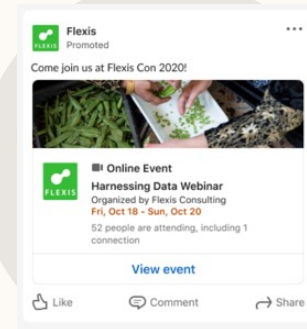
Text Ad

Simple ads served on the right-hand side or top of the LinkedIn desktop feed



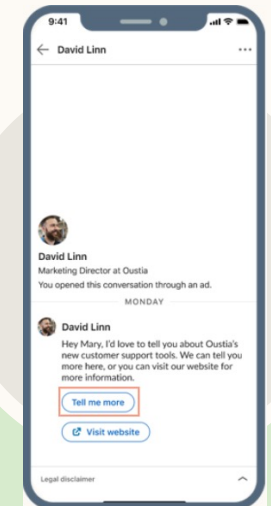
Dynamic Ad

Personalizes your creative to resonate with buyers



Event Ad

Helps promote LinkedIn events from your Page

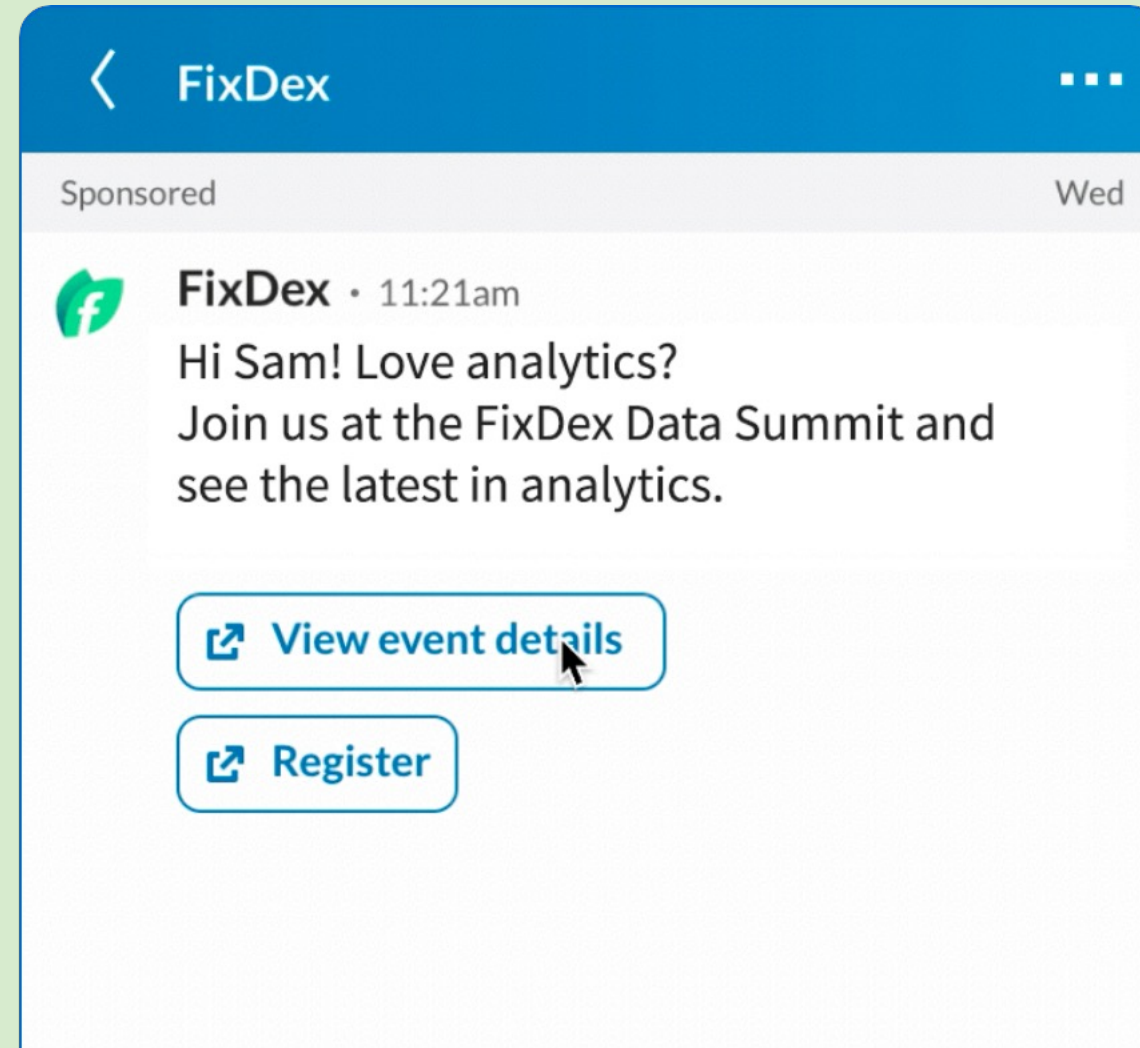


Sponsored Messaging

Sends timely, convenient, relevant private messages

Sponsored Messaging

Sends timely, convenient, and relevant private messages



Be among the
first to
leverage new
formats



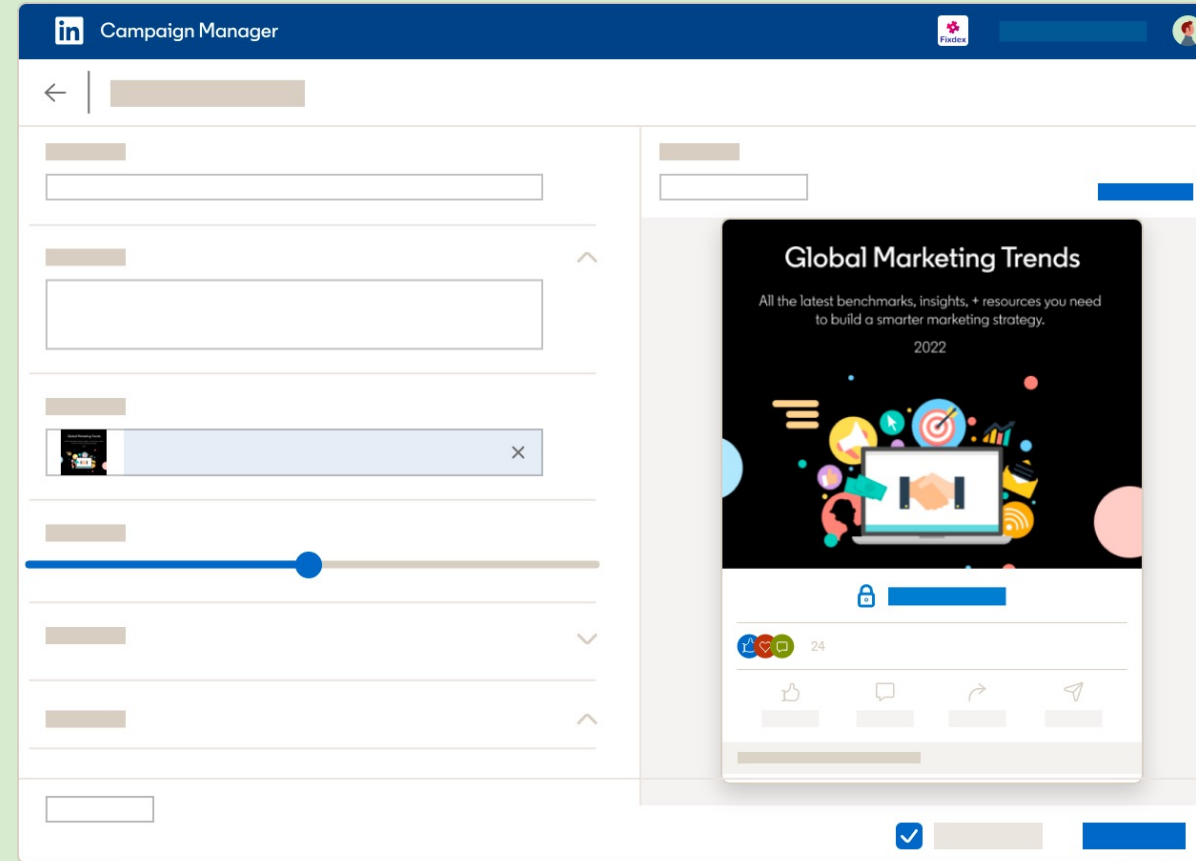
Introducing LinkedIn Document Ads



What are LinkedIn Document Ads?

Document Ads allow advertisers to promote documents directly in the LinkedIn feed, where members can easily read and download content without having to leave the platform.

Choose to share your content freely to build awareness and grow thought leadership or gate your document with a Lead Gen Form to capture interested leads.



Why Document Ads?



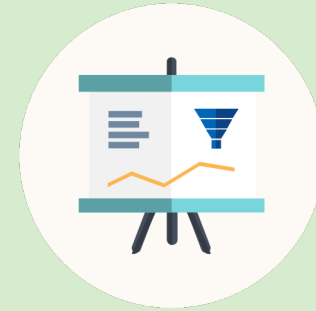
Build awareness and nurture key audiences

Boost engagement with audiences by sharing educational, inspiring content they can read and download directly in their feed.



Collect quality leads

Capture quality leads by gating your document with a Lead Gen Form. Share a preview of your document to generate interest and convert at scale.



Measure audience interest in your content

Learn how much of your document is read and downloaded to inform your strategy across all phases of the marketing funnel.

What can you do with Document Ads?



Leverage your full content library of eBooks, case studies, white papers, infographics, or slides to nurture audiences and increase interest



Collect high-quality leads at scale by requiring members to exchange information for access to your full document



Drive engagement and conversions across all phases of the marketing funnel



Measure impact of your content by understanding member interest and engagement with your document



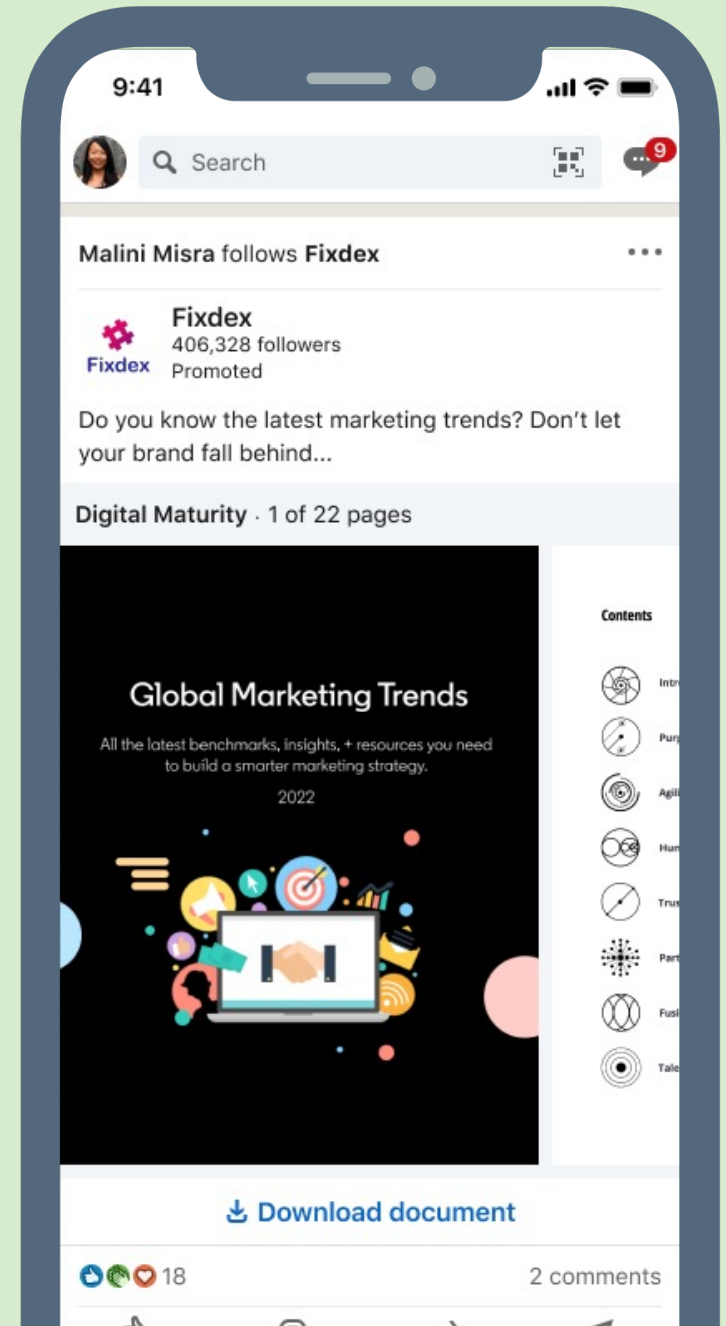
How do LinkedIn Document Ads work?



How do they look in the feed?

Document Ads are delivered to a member's newsfeed where they can easily view and quickly read your Document without needing to leave LinkedIn.

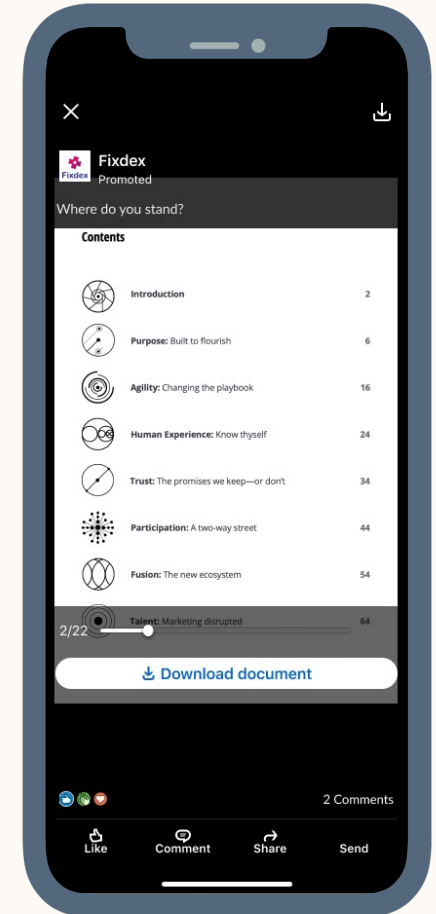
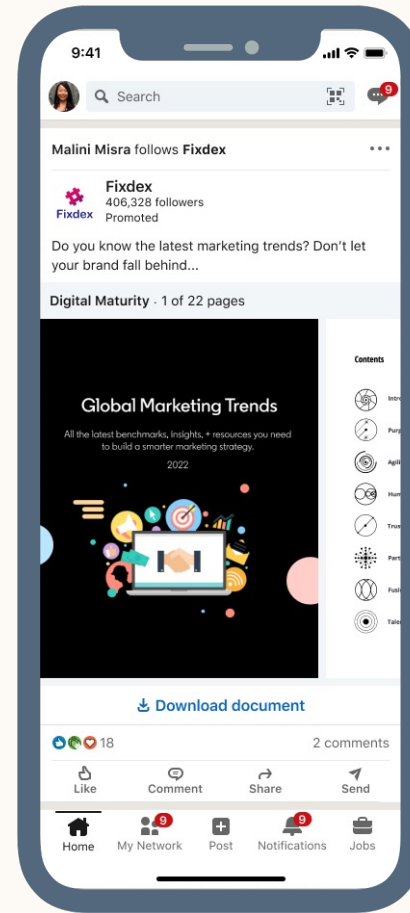
Advertisers can decide to provide members full access to their document or require members to complete a Lead Gen Form before accessing their content.



What is the ungated experience?

Members will be served Document Ads in the newsfeed where they can read the entire document without having to leave LinkedIn or provide additional information.

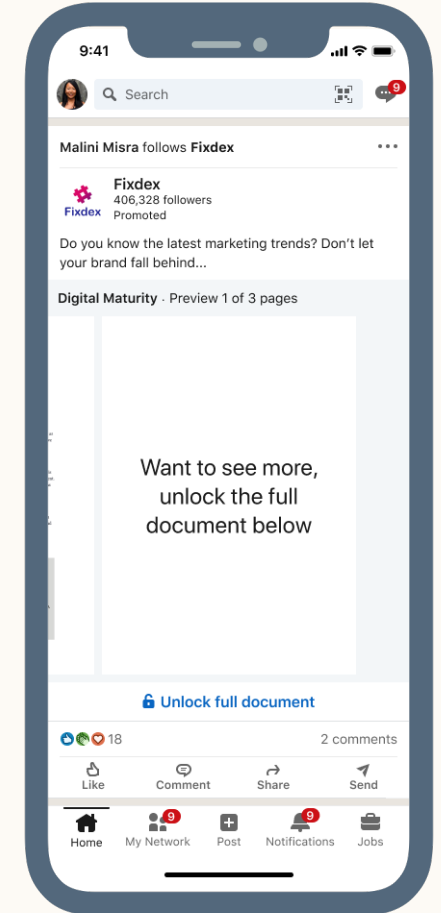
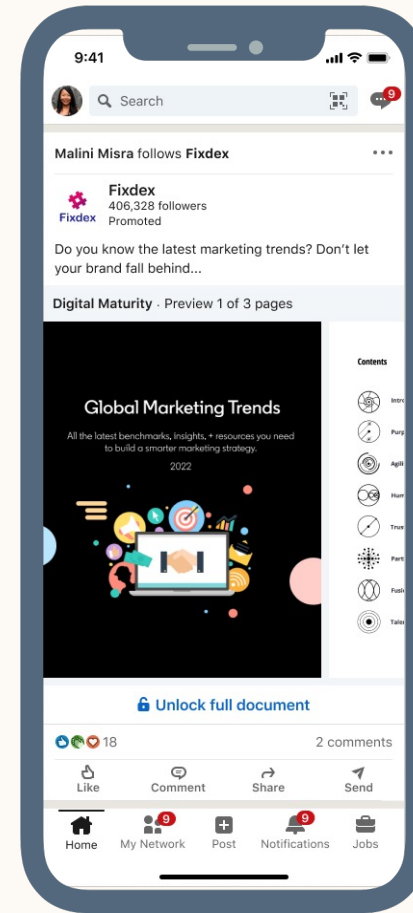
Users can download your document directly to their desktop or mobile device.



What is the Lead Gen Form Experience?

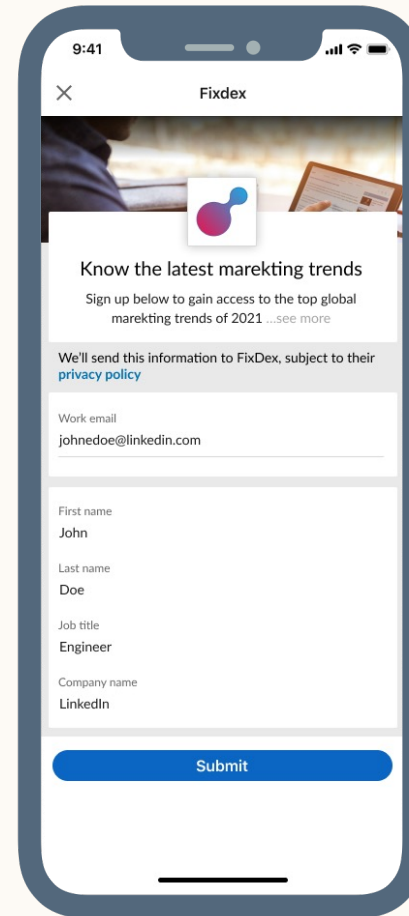
Members will be served a preview of your Document Ad in the newsfeed.

Once they view the maximum number of pages, they will need to select “Unlock Document” and complete a Lead Gen Form to view the full document.



What is the Lead Gen Form Experience?

All leads will receive a confirmation message in their LinkedIn inbox that includes the downloadable document, a thank you message, and an off-site link.



9:41

Fixdex

Know the latest marketing trends

Sign up below to gain access to the top global marketing trends of 2021...see more

We'll send this information to FixDex, subject to their [privacy policy](#)

Work email
johndoe@linkedin.com

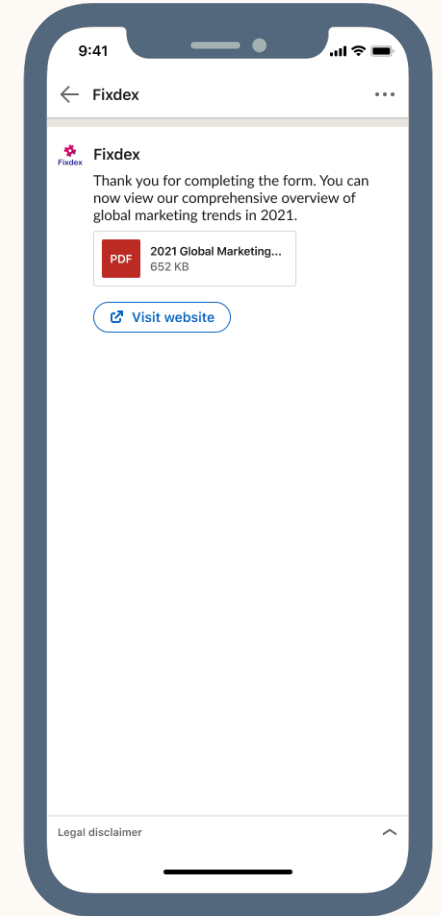
First name
John

Last name
Doe

Job title
Engineer

Company name
LinkedIn

Submit



9:41

Fixdex

Fixdex

Thank you for completing the form. You can now view our comprehensive overview of global marketing trends in 2021.

PDF 2021 Global Marketing...
652 KB

[Visit website](#)

Legal disclaimer

LinkedIn Examples

9:41

Search

John Smith likes this

LinkedIn Marketing Solutions
4,604,902 followers
Promoted

Let's connect the dots on why we need to give our campaigns more time to gain traction before deeming them 'successful' or 'unsuccessful'

Return to growth 2021

The Case for Slowing Your ROI Measurement

Connecting the Dots of Disconnected B2B ROI Measurement

The disconnect

- 77%** of marketers measure ROI in month one of their campaign — before the actual sales cycle is complete
- Among them, **55%** admit to having a sales cycle of > 3 months
- Only **4%** of marketers measure ROI over > 6 months

The typical B2B sales cycle length

Time Interval	Existing customers (%)	New customers (%)
<1 month	20	10
1-3 months	40	20
4-6 months	25	30
7-9 months	10	15
10-12 months	5	10
>12 months	5	18.1%

Source: "The Disconnect and ROI" by research, 2019

Return to growth 2021

9:41

Search

John Smith likes this

LinkedIn Marketing Solutions
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Promoted

This just in: B2B Doesn't have to be boring. Engaging creative is disruptive, interactive and inspiring. See how brands are winning over eyeballs in these examples.

Pocket guide

3 Traits of the Most Engaging B2B Creative

Return to growth 2021

LinkedIn

9:41

Search

John Smith likes this

LinkedIn Marketing Solutions
4,604,902 followers
Promoted

We recently partnered with Edelman to identify and highlight strategies for engaging B2B customers in 2021. Uncover the five strategies and how to implement them on the LinkedIn platform.

5 New B2B Customer Engagement Strategies

Return to growth 2021

LinkedIn

Introducing LinkedIn Thought Leader Ads



What are LinkedIn Thought Leader Ads?

This new format allows you to sponsor your thought leaders' posts, helping you **authentically communicate through a trusted voice to build brand equity** and stay top-of-mind when your target audience is ready to buy.



Why Thought Leader Ads?



Build credibility by communicating through a trusted voice

Promote authentic content from real employees to generate brand trust.



Distinguish your brand as an industry authority

Share unique perspectives from your executives, industry experts, or top talent to position your employees as category leaders and stand out from competitors.



Grow community around your thought leaders

Generate followers and engagement for thought leaders in your organization to amplify their personal brand.

Goal

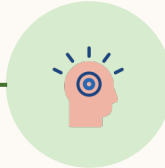
Content type

Demonstrate your expertise in a sector, industry, or vertical



Knowledge sharing. Amplify your thought leaders' perspectives on industry trends, proprietary research, and trending news to establish them and your brand as a subject matter expert.

Educate an audience on your brand



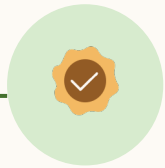
Company information. Highlight company announcements and demonstrate your mission & values from the voice of your organization's employees and executives.

Warm potential leads



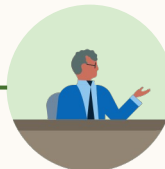
Product announcements. Let your audience know about product launches and updates straight from the team who played a role in building it - helping your audience gain a deeper appreciation and understanding of your products and services.

Position your organization as an employer of choice



Personal perspectives. Share authentic employee stories about your workplace culture, diversity & inclusion initiatives, corporate social responsibility plans, and open roles to connect with potential candidates.

Build trust with shareholders and the public



Executive content. Enable your leaders to share major company news to engender trust amongst customers, shareholders, and the public.

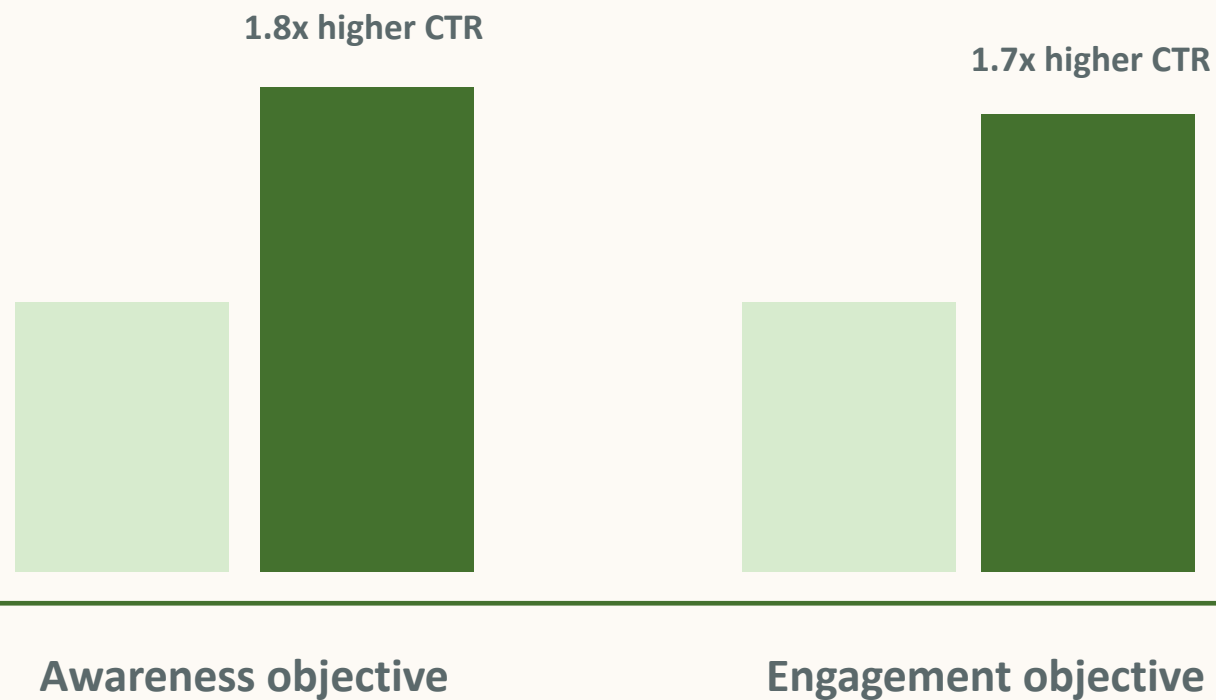
Leverage LinkedIn Thought Leader Ads
to **capture your audience's attention** and
stay top of mind.



1.7x

Thought Leader Ads have an average of **1.7x higher click-through rate (CTR)** than Single Image ads*

*Based on a select group of early pilot testers from 2/8/23-4/25/23. Data may be impacted by early adopter bias and is considered directional.



Breakdown by objective

Content creation tips and tricks for Thought Leader Ads

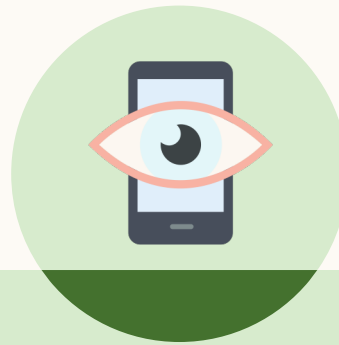


TIP: Utilize @mentions to help your audience discover relevant people and Pages.



Keep it relevant and timely

Don't wait for perfect, share a real-time reaction or analysis to industry news. Where is the intersection of your expertise, your interests, and the interests of your community?



Include an image or video


Posts that include an image or video receive higher rates of engagement and create a more positive member experience. Thought Leader Ads work with single images and videos, so be sure to pick one that best aligns with your content.




Share a strong point of view

Show up with a unique perspective and sharp point-of-view on an industry trend, best practice, or recent news. How can you help shape the conversations in the industry and offer a forward-thinking point of view? What's your niche?

Creative Examples

Thasunda Brown Duckett  · 2nd + Follow ...
President & CEO at TIAA
Promoted by TIAA

I'm a firm believer that everyone deserves to retire with dignity, and I'm proud of our ongoing efforts to help close the retirement savings gap for women. Shockingly, more than half - 54% - of Black Americans don't have the savings to retire. Creating a better future for all Americans is a cause worth fighting for, and you bet we're fighting for it. Together we can #RetireInequality.
<https://bit.ly/3IU3V5h>



TIAA

Mark Huber · 2nd + Follow ...
The Marketing OS that automates manual marketing
Promoted by Metadata

The best case studies are the ones that write themselves.


This week, I met with **Andrew** and **Cristal** from Webex Events to learn how they used Metadata to increase pipeline by 60% with 73% less ad spend in three months.

You read that right. 60% more pipeline. 73% LESS ad spend. Three months.


Shoutout to these two and the rest of the Webex Events marketing team. This type of performance is nuts, especially in a down economy.

PS Case study coming real soon 🙄

Metadata

Kristina Hooper  · 2nd + Follow ...
Chief Global Market Strategi...
Promoted by Invesco US

Credit Suisse's financial troubles have raised echoes of the '08-'09 Global Financial Crisis. Combined with the collapse of Silicon Valley Bank, Signature Bank, and Silvergate, all eyes are on the wider banking sector to see how it weathers ongoing headwinds. What does this mean for our investment outlook? See our latest insights. <https://inves.co/3JeFo2I>



Invesco

5

Bring Your Value
to Life



“I’ll have what she’s having.”

Social Proof: We adopt the opinions and follow the behaviors of the majority

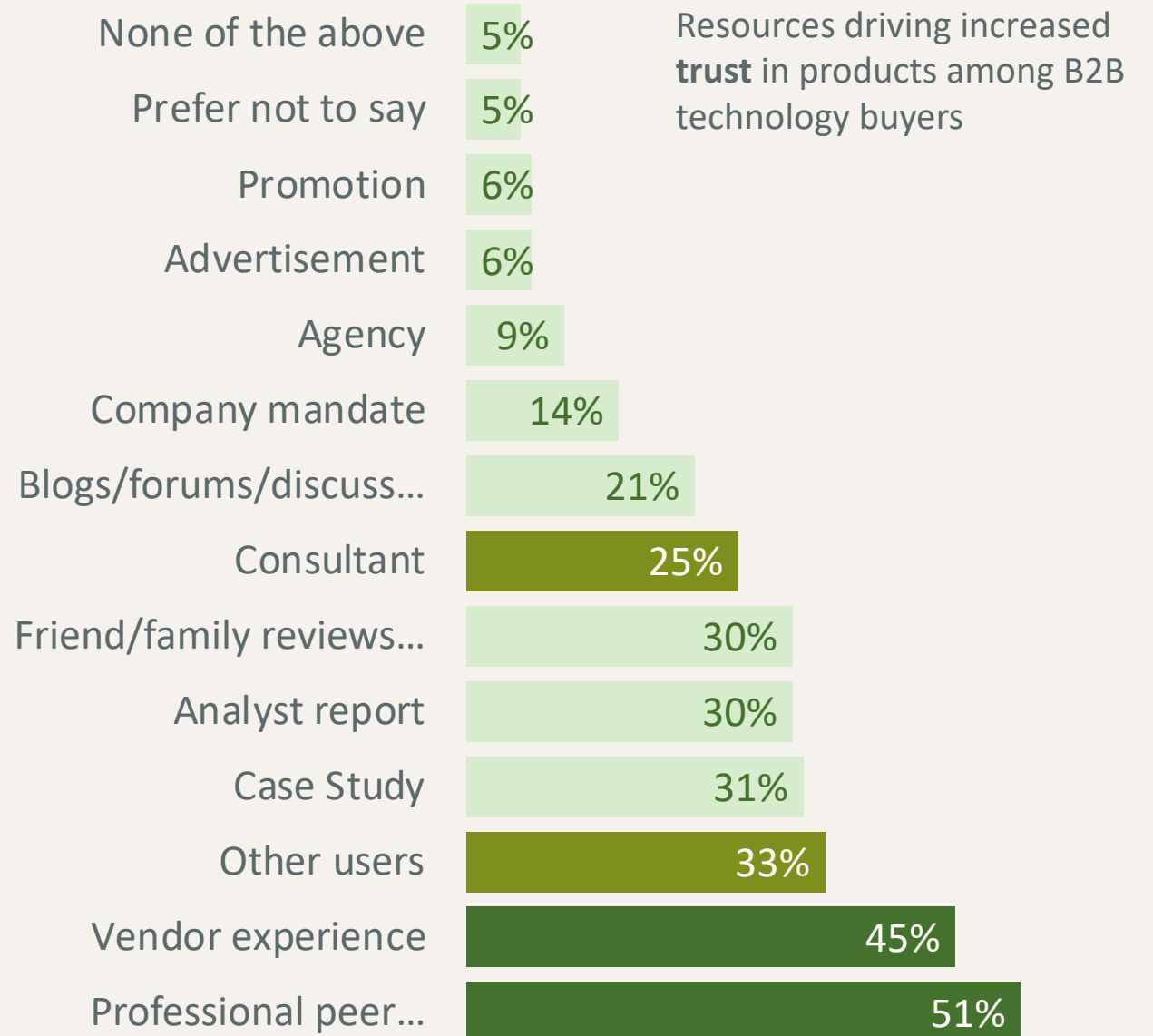


Social Proof can sway confidence and trust in a purchase

1 in 2

buyers say that peer validation is a primary vehicle for increasing trust of a product.

Q7: Below are some different resources related to purchasing a [PIPE FROM HS5]. Which resources influence your company's purchase and how? (N=5,894)



Conversion Tracking

Measure the true impact of your LinkedIn ads, so you can optimize them to be even better

- See how your ads led to valuable actions on your website, including content downloads, sign-ups, purchases, and more. Plus, you can track conversions from people who viewed your ad, not just those who clicked.
- Get more conversions without lifting a finger by using automated bidding where Campaign Manager will set the bid for you to reach more members.
- Get access to demographic data on audiences that are converting — including their job titles, companies, industries — and use this intelligence to improve your campaign's targeting and content.

Filters (1) Columns: Conversions & Leads

Conversions	Click Conversions	View Conversions
2,115	260	1,855
651	155	
191	10	
25	3	

Bid type

Automated bid

Automated bid - Let our system bid to get more conversions for your budget.

Maximize for:

Clicks

Impressions

Conversions

View: Demographics Display: Job function Time range: 10/7/2018 - 11/5/2018

Name	Job function	Conversions	Conversion rate
Business Development	Job title		
Sales	Company		
Operations	Company industry	194 (18.48%)	4.77%
Education	Job seniority	94 (8.95%)	1.7%
Marketing	Company size	71 (6.76%)	0.64%
Arts and Design	Location	54 (5.14%)	0.92%
Human Resources	Country	44 (4.19%)	6.48%
		41 (3.9%)	1.32%
		31 (2.95%)	1.61%

Get notified about LinkedIn CRM Sync!

What is LinkedIn CRM Sync?

This integration makes your HubSpot CRM and Sales Navigator better and stronger. Bringing up-to-date Sales Navigator data and insights into your CRM enriches, improves, and brings your CRM to life! Integrating your CRM with Sales Navigator unlocks the workflows and efficiencies of Sales Navigator.

Benefits:

- Streamline your sales process
- Enhance lead targeting and engagement
- Access rich data insights, all in one place

Private Beta Fall 2023 | Full Access in 2024



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