



## Day 17: Using LinkedIn Advertising to Sell Products and Services

Once you have opened a LinkedIn account for your business and have set up a group, you should also start working on using LinkedIn advertising to sell the product or service you offer. Considering that LinkedIn has a very large list of members, 255 million all over the world and counting, it is absolutely important to make use of it. After all, unlike other social networks, this one is comprised of professionals such as business executives, small enterprise owners and other business minded people. In other words, your advertisements will be seen by the very people who drive business decisions.

The biggest advantage of advertising on LinkedIn is that it offers you extremely precise options to target your potential customers. This PPC (pay per click) advertising medium enables you to get highly effective advertising with a high degree of conversions without spending a great deal of money. In fact, you will be able to reduce your marketing costs over time.

It goes without saying that you need to know how to do advertising on LinkedIn in the correct manner. In order for your LinkedIn advertising campaign to be successful you need to ensure that you do the following:

- A. Define your target customer
- B. Create a landing page meant for the specific service or product you wish to promote
- C. Set a budget
- D. Create an advertisement and post it online
- E. Track results from your LinkedIn advertisement in order to measure its effectiveness

The details of how to use LinkedIn for advertising are as follows:

Resource Sites for examples:

[www.adspecs.liasset.com](http://www.adspecs.liasset.com)

<http://www.vault.liadops.com>

## **A. Define your target customer**

This is of extreme importance or else you will end up wasting a lot of time and money by sending your message to a widespread audience that will not necessarily be interested in your products or services. Even if conversion does happen, it will be at a very high cost. Basically, you need to be aware of

- Who makes the buying decision
- What stage of the buying cycle do different people occupy

You therefore need to know the following information about your target audience:

- Industry
- Designation (not all companies use the same nomenclatures (names or terms) for the same position, you have to keep track of them all)
- Geographical location

Keep in mind that your target audience could consist of individuals as well as groups; your advertisement will have to be formulated accordingly. At the same time, you need to make note of the fact that having too many criteria will severely limit the number of people who will see your advertisement. If you can afford it, you should have more than one campaign, each of which targets people chosen according to two or three criteria only.

## **B. Create a landing page meant for the specific service or product you wish to promote**

You'll need to customize your landing pages so that the message hits home. Make sure that they are

- Crisp and to the point
- Devoid of clutter
- Dedicated to specific services or products or you risk confusing your audience

Landing pages are a very effective way of adding to your mailing list so that you can connect with these people over email. Many companies also use them to offer trial offers since the people visiting the page are predisposed to buying your product or service. If you have targeted the right people then these landing pages will have an impressively high conversion rate.

## **C. Set a Budget**

LinkedIn charges you every time a person clicks on the advertisement. The rate varies according to several factors, but you should expect to pay \$2 per click at the very minimum. Be sure to discuss this in advance before you launch your campaign. There is no long term contract with LinkedIn and you can terminate the ad at any time you want.

Since you will be competing against other advertisers for impressions, it is best to bid slightly higher than the minimum amount stated by LinkedIn. This will ensure that you do get the ads you want, even though they will come at a slightly higher price to you.

#### **D. Create an advertisement and post it online**

You could either do this on your own or hire a marketing consultant to do it for you. Either way, it is a good idea to go through LinkedIn in order to view other advertisements and landing pages. Make sure that the advertisement has:

- Very catchy headline
- Strong call to action, preferably repeated at least once
- Attractive image that is also relevant to the product or service. Please note that the space allowed for images is very small. You therefore need to make sure that it is used well and that the picture can be seen easily.
- Contact details
- Link to website and social media pages

Since you have the option of making 15 variations of the same advertisement, you will be able to work out which combination of features is the most effective one. You'll need to log into your LinkedIn account in order to post the advertisement.

#### **E. Track results from your LinkedIn advertisement in order to measure its effectiveness**

There is no guarantee that your initial efforts will give you the results you want. Therefore, you shouldn't get discouraged easily. Instead, you should measure your results and review all the variations of your advertisements in order to find out for sure whether the results are good. LinkedIn allows you to study the analytics of each advertisement very easily. You should then eliminate any variations that have a very low conversion rate. You could also use Google Analytics to see how much of your traffic comes from LinkedIn sources.

Only if your LinkedIn advertisements give you the desired return on investment should you continue with them as they are. You might even have to go back to the beginning to get your campaign right.

LinkedIn advertisements offer you extremely effective opportunities of communicating your message to the right target audience. Therefore, you need to make a long term commitment to it without letting it remain static. This will definitely help you expand your business in a very satisfactory manner.