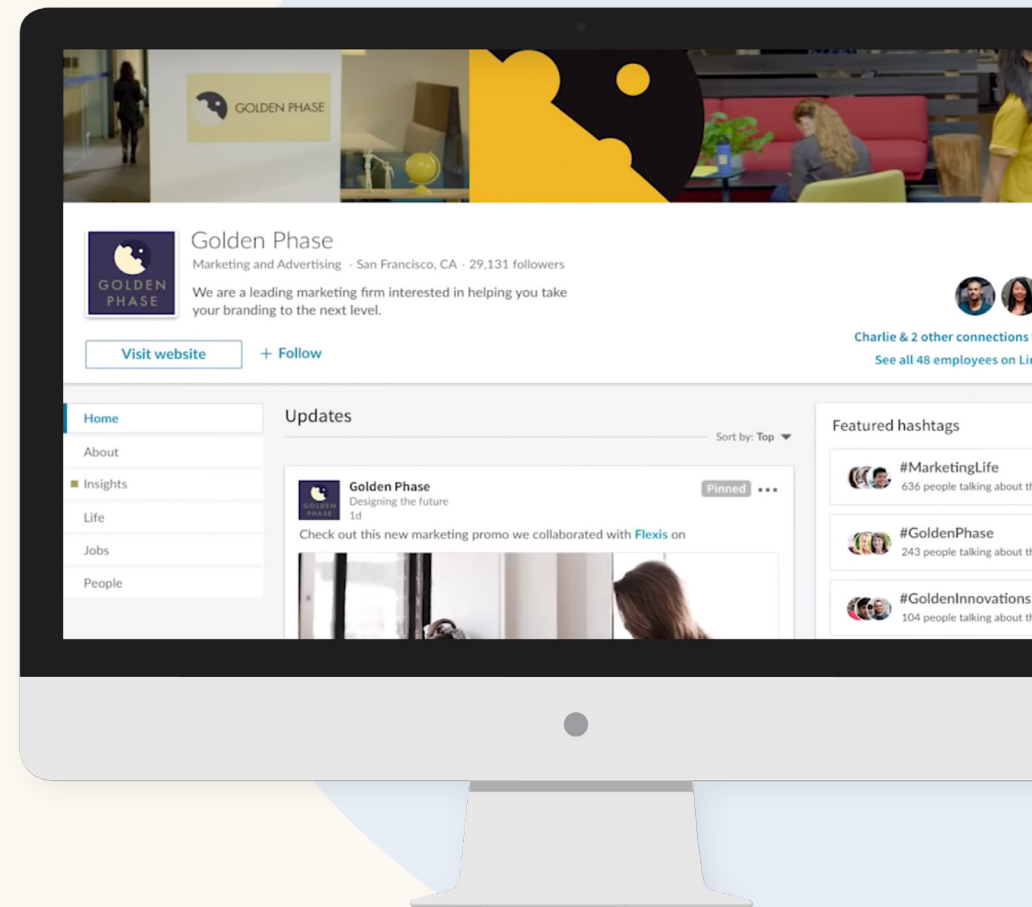


# LinkedIn Pages

## Campaign Optimisation Guide

How to get the most from your LinkedIn Ads



# How to use this guide...

Now that you've set up a LinkedIn campaign, it's time to learn how to improve your results and expand your campaign to attract more of the right customers.

Click on the Campaign Detail or Metric you want to optimise.

Campaign  
Detail



- Content
- Date Filters
- Insight Tags
- Website Audience
- Bidding
- Funnel
- Integration with Leads

Metric



- Daily Spend
- Click Through Rate
- Lead Gen Form Completion Rate
- Lead Quality
- Cost Per Lead
- Text Ad Rate



# Did you check... Your Content?

Consider preparing 4 to 5 different campaign assets to test.

Switch content **every six weeks** to avoid content fatigue. Long-running high-performing ads are at risk of this.



Did you check...

# The Date Filters?

**ALWAYS** ensure the **right dates are selected** on the dashboard; otherwise you may not be able to view any data.



Did you check...

# The Insight Tags?

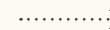
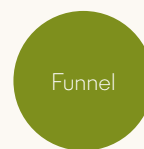
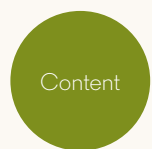
Check the audience profile and note any high engagements.  
**Use this data to inform other campaigns.**



Did you check...

# Your Website Audience?

If website audience has more than **300 unique members**, then try use **retargeting** with LinkedIn Insight Tag.



# Did you check... Your Bidding?

If metrics seem low, check your bidding and ensure your bids are competitive. **Bid \$1 higher** than the top recommended bid until you build high engagement rates.

**Never use automatic bidding for the start of a campaign. Use manual bidding until your ad has stabilised.**

## Only utilise auto bidding when:

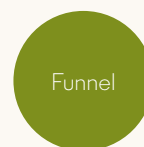
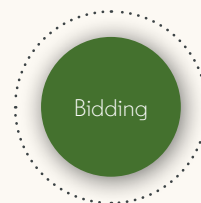
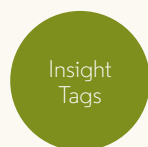
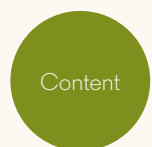


Campaign is consistently delivering daily budgets > 7 days in a row

Audience Size > 100,000  
(This is relative to daily budget)

Daily Budget < 70% of total forecasted daily budget

Run Activity > 3 weeks  
(2 weeks post optimisation)



# Did you check... Your Funnel?

**Try a multi-product** strategy to accelerate people through the funnel. **Track the right metrics** at each journey.

- > **CTR** measures the relevancy of your message.
- > **Conversion** measures your LGF and creative alignment.



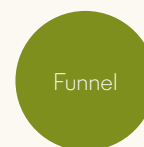
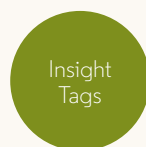
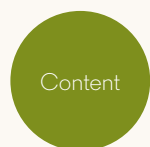


# Did you check... Your Integration with Leads?

**Download the latest version** of leads if you're using LGF or check that Marketo is accurately downloading leads.

Marketo requires **at least one lead** to be generated before you can check if it's working.

Marketo connection expires bi-monthly; **ensure they're renewed often.**



# What is your... Daily Spend?

We recommend a daily cap of **at least AUD \$100.**

This provides around **10 clicks per day.** If you're hitting your daily spend, your ads are not reaching your entire market.

Increase your daily cap to increase engagement.



What is your...

# Click Through Rate?

Is the CTR over .04%?

**YES**

Your ads are capturing above average attention; your message is relevant and engaging.

**NO**

Your ads are not resonating. Consider making changes; edit the content or change the audience.



# What is your... Lead Gen Form Completion Rate?

If rate is  
**above 11%**

... your ad is converting well.



If rate is  
**below 11%**

... check the ad format and test a different LGF. Ensure your message is clear or change it.

Note: If LGF is low but CTR is high, it's likely your image may not match or has a disconnect to the LGF.

Audiences fields can affect LGF completion rates; try to use **no more than five fields**.



- For warm audiences and retargeting, use more fields.
- For cold audiences, use less fields (email and name only).
- Phone number fields can decrease completion rates but increase lead quality.



# What is your... Lead Quality?

.....→ **STRONG**  
Perfect. Move to the next question.

.....→ **WEAK**  
Refine your targeting.



# What is your... Cost Per Lead?

\$\$\$

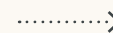
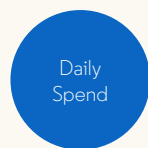
Check lead quality. Note: CPL costs can be high if you're targeting a small but **highly targeted audience** (< 10,000 members); the cost may be worth the quality.

\$\$

If targeting more than 100,000 members, **aim to get CPL in the median range.**

\$

Campaigns that drive content downloads with broad targeting tend to have lower CPLs.



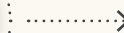
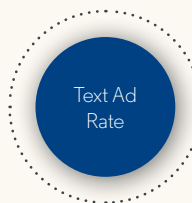
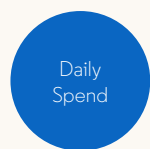
What is your...

# Text Ad Rate?

Aim to get this rate

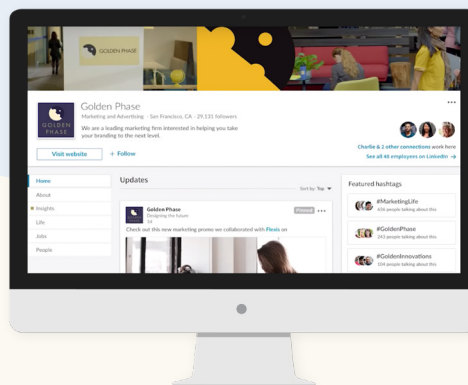
**higher than 0.01%.**

If it's under, edit or turn it off.



# You have completed

## The Optimisation Quick Guide



For more information, visit

<https://business.linkedin.com/marketing-solutions/linkedin-pages>