

LinkedIn Text Ads Best Practices

✓ Determine exactly who you are trying to target

If you have multiple target audiences, separate them into different “buckets” and create campaigns tailored to reach each specific audience.

✓ Create focused targeting criteria

When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K - 400K.

Suggestions for types of campaigns:

- Target by Geography/Industry/Seniority (e.g., UK/High-Tech/Manager)
- Target by Geography/Specific Skills (e.g., France/PPC, SEM)
- Target by Geography/Type of LinkedIn Group (e.g., AUS/Recruiting, HR)

✓ Set an aggressive maximum bid

Give your campaigns a higher chance of success by ensuring that you have a competitive bid.

✓ Always include an image

Clear, bright images of business professionals make your ads more personal and appealing to potential clients.

✓ Use a strong call to action

Ads with a strong call to action, such as “Register Now!” or “Sign-up Today!”, perform better.

✓ Create multiple ad variations for each campaign

Use 2-3 active ad variations per campaign to show variety to your audience while also allowing you to see which strategy is most successful (A/B testing).

✓ Address your audience directly

Grab their attention by calling out to your audience in the headline (e.g., “Attn: High-Tech Managers” or “Are You an IT Director?”).

✓ Keep your ads and targeting relevant

Our system serves relevant ads more often and limits ads that rarely get clicks.

✓ Turn off low-performing ads

Active ads with a low CTR can weigh down a campaign and lead to a drop in impressions.

✓ Minor changes can have a big impact

Even simple changes, such as adjusting targeting, raising bids, and refreshing/creating ad variations, can increase your performance.

 [Learn more at marketing.linkedin.com](https://marketing.linkedin.com)