

LinkedIn Sponsored Updates Make Sense

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Sponsored Updates

Why?

More than one-third of the world's 600 million professionals are on LinkedIn.

Sponsored Updates let you publish relevant content straight to the LinkedIn feed of any member on the site, not just your Company Page followers. This is also the only way to reach LinkedIn's mobile users at scale and appear in the feed on desktop, tablet, and smartphone.

These updates allow you to share rich media, e.g., video, presentations, infographics, PDFs, etc., and ensure relevance with a robust targeting functionality.

How do they work?

Once a free, Company Page is created, the admin would login to the page and choose the "Manage" tab in the top, right corner. You'll then see the Ad Campaign or a Sponsored Update campaign.

From our experience with clients, the Sponsored Update campaigns produce better results for the investment.

The admin will enter the daily budget amount, total budget amount, and check off the updates to sponsor. Our recommendation is to sponsor no more than five posts. More than five posts results in few impressions and no clicks for those posts.

Billing information is required prior to a campaign being created. Use a company credit card for payments to be automatically billed. Once the campaign reaches its budget limit, it stops. In our experience, a \$10 per day, \$50 - \$75 total will last about 4 days.

Note: Once a campaign is created, you may not schedule it into the future. It begins as soon as you click save/submit.

Sponsored Updates

Benefits?

- Easy to use.
- Campaign posts are built from posts already on the Company Page. No double entry is needed.
- You may select the group of people you want to see the ad through the targeting feature, right down to the city, age, industry, staff level, and more.
- They look like a regular update, so people are very prone to click on them.
- They are not intrusive, like a large graphical banner or graphical ad.
- Direct lead generation.
- Brand boost.
- Increase traffic to your website/blog.

View this case study shared by NewsCred on the [“ROI of LinkedIn Sponsored Updates.”](#)

Budget?

As mentioned, a \$10 per day campaign is the lowest you can go. With each click averaging \$2-\$4, you limit the number of clicks by using the lowest budget figure.

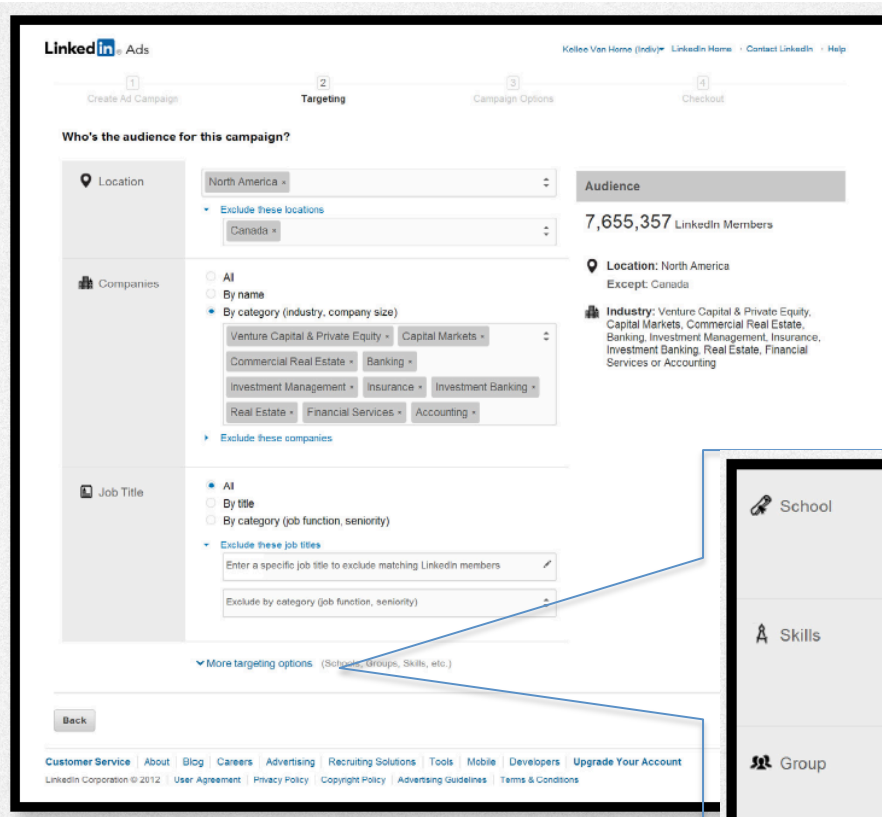
Our recommendation is to spend, on average \$150 - \$250 per month to start, with weekly campaign totals of \$50 - \$75. For that budget, post up to five sponsored updates per week; this directly correlates to the number of posts being made on the company page. Posts that link back to the firm’s website, blog, or lead generation page will have the best impact on website traffic.

Also, those that offer the best tips for your target market, such as financial planning tips, personal budgeting, and/or college planning, retirement, or estate planning tips, may receive higher click rates.

Sponsored Updates – Targeting Options

Create the campaign with specific targeting options in mind. Try to keep the list to 450,000 (best practice) or slightly higher. The larger the audience with a small budget, the faster the budget will be consumed.

If you have a large geographic or demographic spread, consider multiple campaigns with the specific target audience in each. For example, if you were to target a large geographic region, consider breaking the campaign into parts based on age, industry, skill, or gender. Split test the campaigns to see which group performed the best to help influence future campaigns.



Sponsored Updates – Budget Setting

In this example, you can see the budget for this campaign. The click-rate price is set, along with a recommendation by LinkedIn for the amount. Total daily budget is available, along with how long the campaign should run.

Setting a campaign date of one week (our recommendation) prevents the campaign from running “forever” with no money. If you do not choose an end date, you have to turn the campaign off to receiving emails that it’s not running due to low / no budget.

You can see the Audience size chosen in the targeting section of the campaign set up. Plus, full details are shared. You can see this audience size is way too large, with over 7.6 million members.

The screenshot displays the LinkedIn campaign setup interface, specifically the 'Campaign Options' step. The interface is divided into four numbered steps: 1. Create Ad Campaign, 2. Targeting, 3. Campaign Options, and 4. Checkout. The 'Campaign Options' step is active, showing payment and budget settings. A blue arrow points from the text above to the 'Audience' section on the right. Two red boxes highlight specific areas: one around the 'Audience' section and another around the 'How long should we run your campaign?' section.

How would you like to pay for this campaign?

- Pay when someone clicks on your update - Cost per click (CPC)
Social actions are free.
Select a bid (max amount you're willing to pay when someone clicks)
4.38 USD Suggested bid range: 4.38 - 4.66 USD. Minimum Bid: 3.50 USD
- Pay every time we show your update - Cost per 1,000 impressions (CPM)
18.86 USD Suggested bid range: 18.86 - 20.16 USD. Minimum Bid: 15.00 USD

What is your budget for this campaign?

- Daily Daily budget must be at least 10.00 USD.

How long should we run your campaign?

- Indefinitely
- Until

Audience

7,655,381 LinkedIn Members

Location: North America
Except: Canada

Industry: Venture Capital & Private Equity, Capital Markets, Commercial Real Estate, Banking, Investment Management, Insurance, Investment Banking, Real Estate, Financial Services or Accounting

Campaign Details

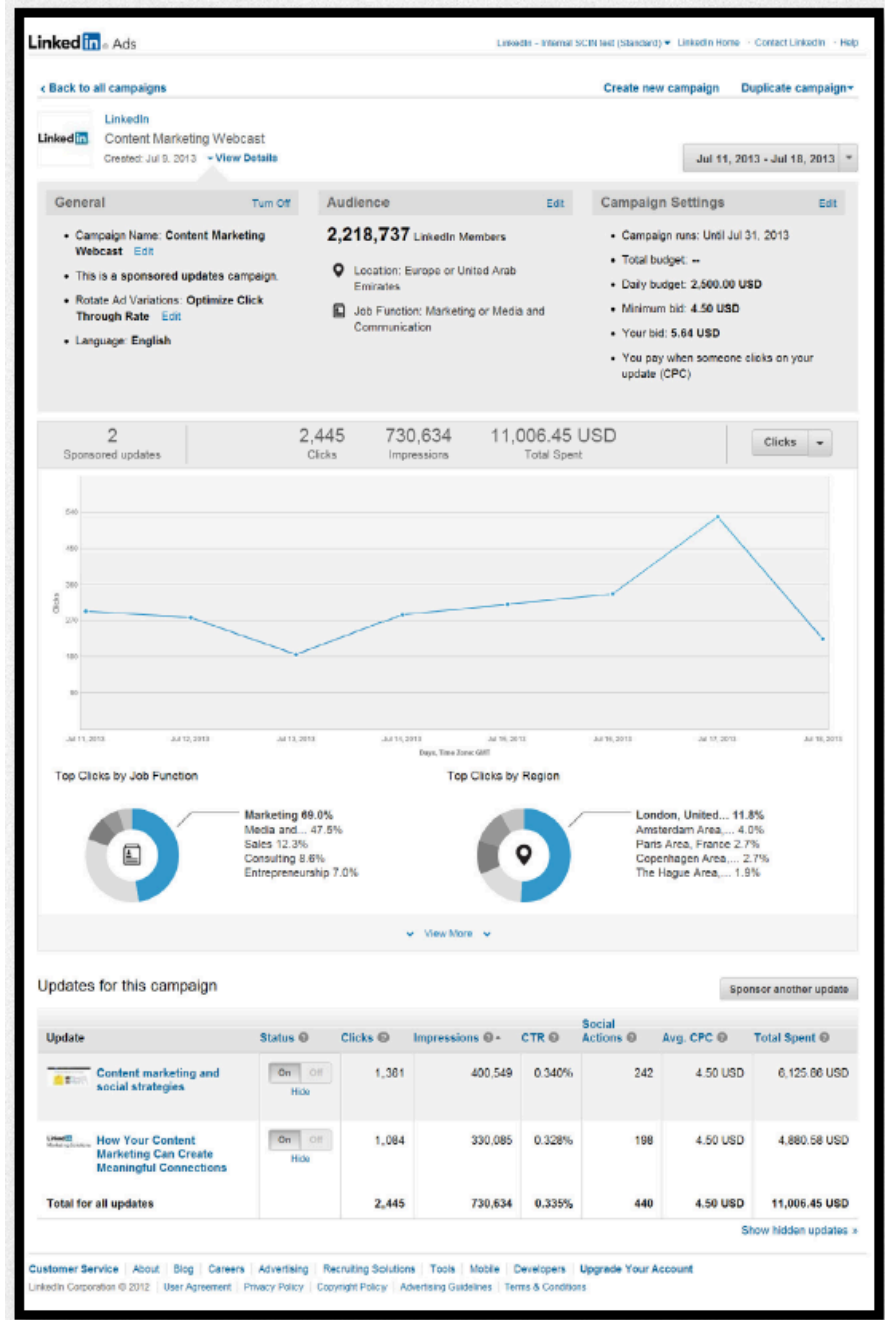
- Minimum bid: 3.50 USD
- Your bid: 4.38 USD
- You pay when someone clicks on your update (CPC)
- Daily budget: 25.00 USD
- Campaign runs: Indefinitely

Sponsored Updates – Full Campaign

Once the target and budget are set, you are ready to choose the Sponsored Updates.

Choose them carefully, and consider these tips:

- Use posts with engaging photos.
- Consider 1/2 to 2/3 of the posts to point back to your website.
- Share posts from other resources to help build referral links and to support your website link building strategy.
- Post three to five posts, but not more for a limited budget of \$50 - \$75 per campaign.
- Split campaigns if the target audience is larger than 450,000.
- Run low-budget campaigns for one week at a time to reduce the system emails about low/no budget.
- Monitor, track, and report on the campaign success.



Who is Penheel Marketing?

Social media and digital marketing consulting firm for CPA firms, small businesses, and non-profits.

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Blogging

Create blog content quickly while getting SEO tips and best practices pointers.



Social Media

Publish content to your social accounts, then nurture leads based on their social engagement.



Marketing Analytics

Website analytics, online advertising analytics. See which sources are generating the most leads.



Search Engine Optimizations

Improve your rank in search engines by finding and tracking your most effective keywords.



Email

Send personalized, segmented Emails based on any information in your contact database.



Lead Management

Track leads with a complete timeline-view of their interactions with your firm.