



Conversation Ads

Best Practices Guide

Tips & Tricks to Help You Get the
Most Out of Your Conversation Ads

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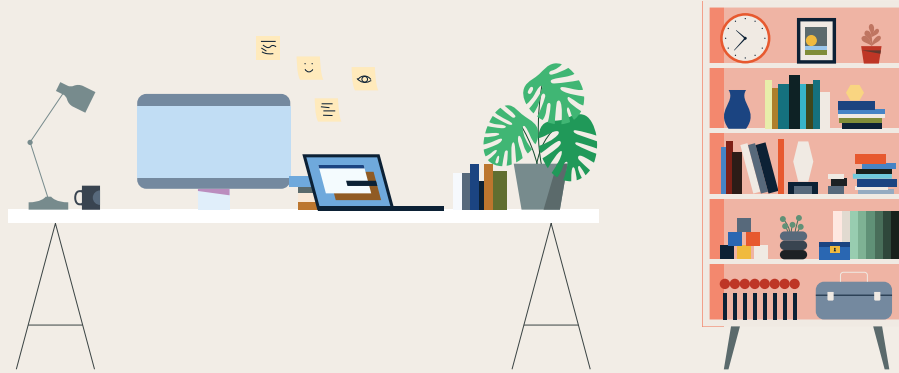
Assets you need to get started

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Preparing for launch:

Assets you need to get started



Assets you need to create a Conversation Ad

Asset	Total characters
CTA buttons	25 characters
Message text	500 characters
Max CTA buttons per message	5 buttons
Banner Image (Desktop Only Delivery)	banner image (300x250px, jpg or png)

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input type="checkbox"/> Brand awareness	<input checked="" type="checkbox"/> Website visits	<input checked="" type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants

Available under two objectives in Campaign Manager

- **Website visits:** Must have at least two CTA buttons leading to a webpage
- **Lead generation:** Must have at least two CTA buttons with a Lead Gen Form

Sender options

When setting up your campaign, you [must request sender approval](#) from a first-degree connection. Upon approval, they will appear as a sender option in Campaign Manager.



Best practices for
ad creation

Ad creation

First, hone in on your target audience

The screenshot displays the LinkedIn Ad Campaign Manager interface for creating a new audience. The top navigation bar includes 'Audience', 'Saved Audiences', and 'Audiences'. A search bar is present with the text 'Search by name'. Below this, there are sections for 'Where is your target audience?', 'Who is your target audience?', and 'Profile language'. The 'Where is your target audience?' section includes a 'Locations' dropdown set to 'United States' and a 'Recent' list of job functions such as 'Science', 'Corporate HR Professionals', 'Customer Experience Professionals', 'Expertise in Development Operations', 'Expertise in Enterprise Resource Planning (ERP)', 'Event Planners', 'Financial Advisors', 'Financial Decision Maker', and 'Information Security Professionals'. The 'Who is your target audience?' section is divided into 'INCLUDE' and 'AND' sections. The 'INCLUDE' section lists 'Job Functions' with 'Finance' selected. The 'AND' section lists 'Job Seniorities' with 'Partner', 'VP', 'CXO', 'Owner', and 'Director' selected. A 'Profile language' dropdown is set to 'English'. A 'Reset audience' link is visible in the top right corner.

Pro tip

Use one of the audience templates available in Campaign Manager.

Targeting

You can use any targeting facets that you currently use with your other LinkedIn ads. Start by setting up your targeting as you would for Sponsored Content.

Some ideas

- Use top performing targets from your other LinkedIn campaigns, but exclude previous converters
- Retarget website visitors — they already know who you are from being on your website

Ad creation

Next,
consider your
budget & bid

Daily budget

Use this when:

- You have a large audience (100k+ members)
- Your campaigns are always on, and there is no specific end date for your offer

VS.

Total budget

Use this when:

- You have a smaller, niche audience (<100k members)
- You have a set end date (i.e., event date is xx and members need to sign up at least 24 hours in advance)

Consider your budget & bid



Note

If you're not hitting your daily budget and your bid is at the top of the range, remember that the Sponsored Messaging frequency cap is once every 45 days. So if your audience is niche, you may be unable to serve them with an ad due to the frequency cap.

Forecasted Results		
Potential LinkedIn members reached		
30,000,000+		
1-day	7-day	30-day
1-day spend		
\$40 - \$50		
CTR		
0.5% - 1.2%		
1-day impressions		
3,000 - 10,000		
1-day clicks ★		
3,000 - 10,000		
Note: Forecasted results are an estimate and do not guarantee actual campaign performance.		
Learn more		
Is this forecast helpful? Yes No		

Bidding

If you are using a **Daily Budget**, set your bid somewhere within the bid range. Monitor spend over a few days. If hitting daily budget cap, consider lowering your bid. If you are not hitting daily budget cap, increase your bid, as this means your competition may be winning out.

If you are using a **Total Budget**, set your bid at the top of the bid range.

This will help ensure:

- You deliver your budget in full ASAP
- Remain competitive against other bidders in the auction

Ad creation

Choose your sender carefully

Pro tips

- Make sure that this person has a high quality LinkedIn profile photo that's visible to the public — and a smile never hurts!
- Send variations of your ad from different senders to test for effectiveness by the sender's title (prestige), picture (welcoming), or name (recognition).

The screenshot shows the LinkedIn ad creation interface. At the top, there are three numbered steps: 1, 2, and 3. The current step is 'Basic info', with the instruction 'Get started by providing a few basic details for your ad.' Below this, there is a field for 'Name this ad'. A modal window titled 'Sender' is open, showing a selection of senders. The first sender is 'Kira Oliver', with a profile picture, name, and title 'Digital Marketing'. The second sender is 'FixDex University', with a logo and title 'Education'. There is an 'Add sender' button in the top right of the modal. Below the sender selection, there is a 'Banner creative (optional)' section with an 'Upload' button and instructions: 'Image must be 300 x 350; JPG or PNG; up to 2MB'. Below that is a 'Custom footer (optional)' section with a checkbox and the text 'Add customer footer for terms and conditions, or disclaimers'. At the bottom, there is a 'Lead Gen Form' section with a dropdown menu and the text 'Note: you can only use one Lead Gen Form in this ad'. There are 'Cancel' and 'Next step' buttons at the bottom of the modal.

Note

At this time, company senders are only available through your LinkedIn rep. Company senders will be widely available in late 2020.

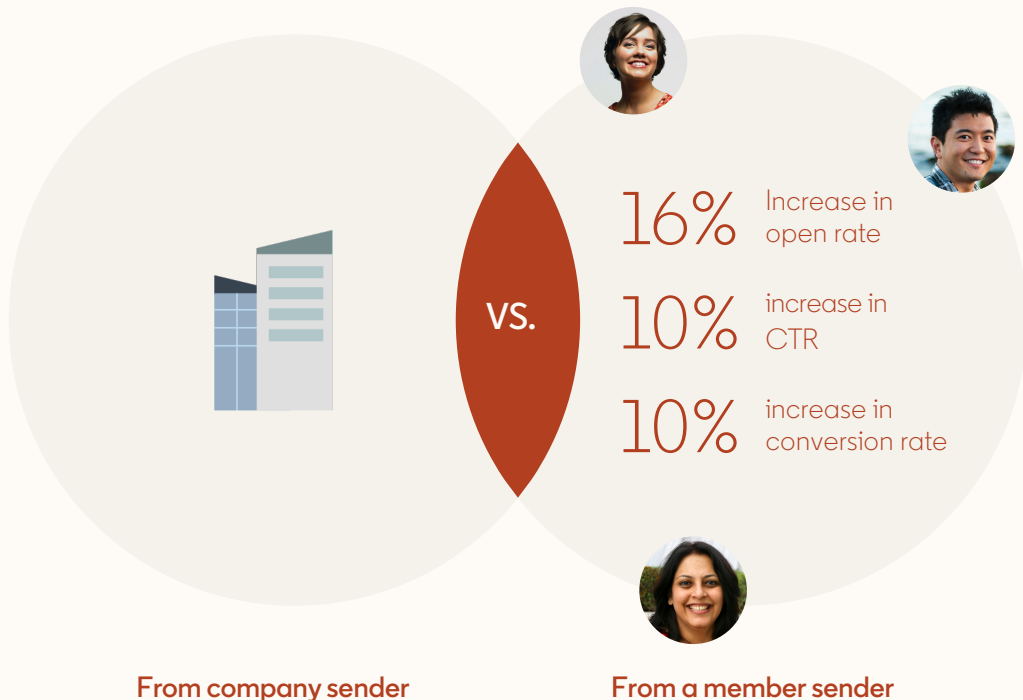
The sender plays an important role in representing your brand and influencing your audience's experience. So before setting up your sender, ask yourself who would your audience recognize or connect with.

Some ideas

- To drive product demos, consider having your Conversation Ad come from a Director of Product
- To drive MBA applications, consider having the Conversation Ad come from the Head of Admissions
- To drive event registrations, consider having the Conversation Ad come from the CEO

Member sender outperforms company sender

In one Sponsored Messaging campaign:



In most cases, ads that are sent from a member sender have shown **stronger results** than messages sent from a company.

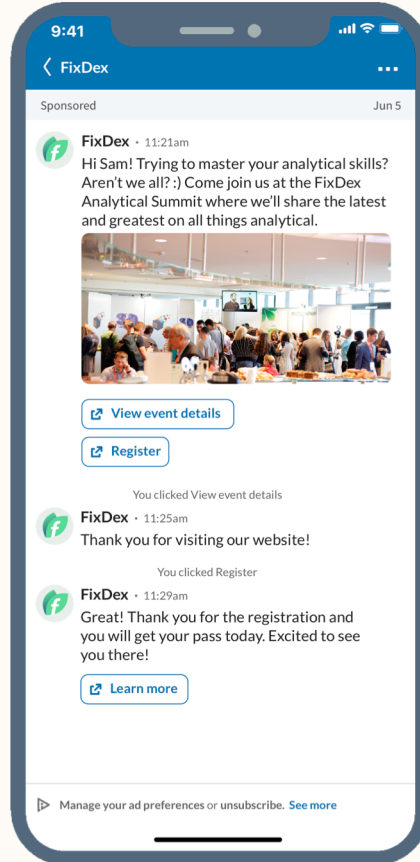
In one case of a Sponsored Messaging campaign testing a member sender, we saw:

- 16% increase in open rate
- 10% increase in CTR
- 10% increase in conversion rate

Ad creation

When creating content, start with your goal, then strategize your content

With so much flexibility and conversation paths to choose from, it can be overwhelming to know where to start.



Always start with your main goal and/or objective: **What is the ideal action you want the member to take when they receive your Conversation Ad?**

Some ideas

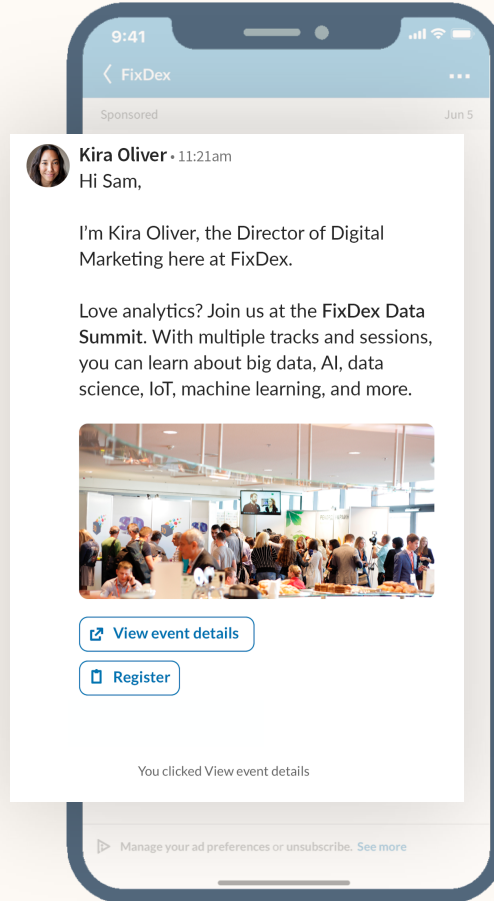
- **To drive brand consideration:**
Link to your blog posts, pre-recorded webinars, or industry trends and analysis
- **To drive leads and turn prospects into customers:**
Share product demos or tutorials, customer success stories, or invite prospects to attend an event

Ad creation

Start with your opening message

Pro tip

There's no subject line for Conversation Ads. Like any other LinkedIn message, the first sentence will appear as the subject. Because your audience will see this in their LinkedIn Messaging, **make your first sentence count.**



Introduce yourself

When using an individual as a sender, use the opening message to introduce yourself and let members know why you're reaching out.

Consider including your name, title, and the company you represent.

Decide what your call-to-action buttons will do

You can select up to 5 CTA buttons per message

Link to your landing page

Open a LinkedIn Lead Gen Form

Drive engagement with more information in the next message

9:41

< FixDex

Aren't we all!? :) Come join us at the FixDex Analytical Summit where we'll share the latest and greatest on all things analytical.

[View event details](#)

[Register](#)

[Tell me more](#)

You clicked View event details

FixDex · 11:25am

Thank you for visiting our website!

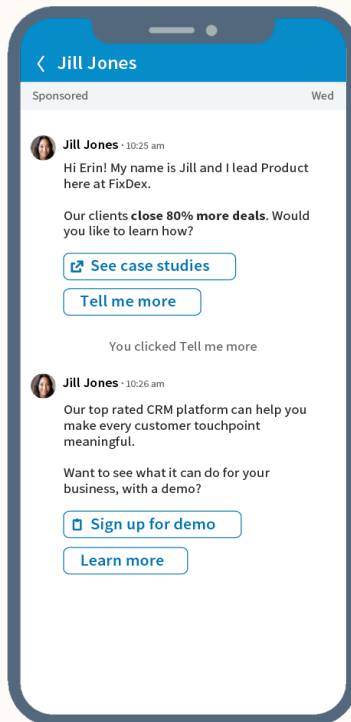
You clicked Register

FixDex · 11:29am

Great! Thank you for the registration and you will get your pass today. Excited to see you there!

[Learn more](#)

Create an engaging experience



✓ Use multiple messages & buttons

Remember, your conversation should have 2 to 5 layers. Each layer will consist of message text and at least 2 CTA buttons with responses to the question in your message. For instance, if your goal is to drive content downloads, share two pieces of content that your audience can choose from.

✓ Don't include "Not Interested" or "No Thanks" CTAs

Avoid including this in the first layer of your conversation. Prospects who aren't interested will just close the ad. Instead, focus on using CTAs they can learn from.

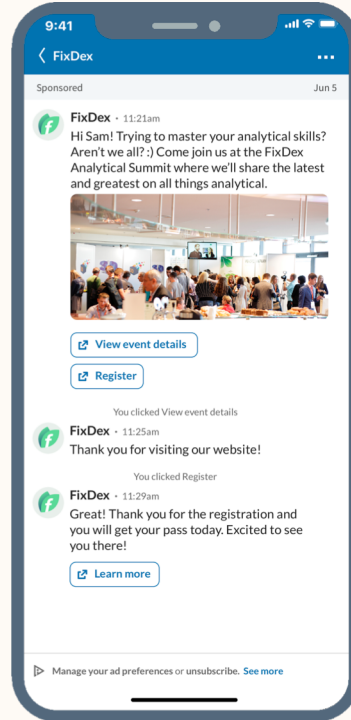
✓ Ask your email marketing team for ideas

Check in with your email marketing team to understand what works best for them. Use their top performing email copy as inspiration for your Conversation Ad.

✓ Get creative

With all of the flexibility in the product, Conversation Ads can be used in a variety of ways. Don't be afraid to experiment!

Tips for crafting your messages



Keep your copy short and sweet

Conversation Ads are meant to feel more like a live conversation. Keep your messages short and friendly, and don't forget about the character limits. Consider using language that is more casual, the way you would over the phone.

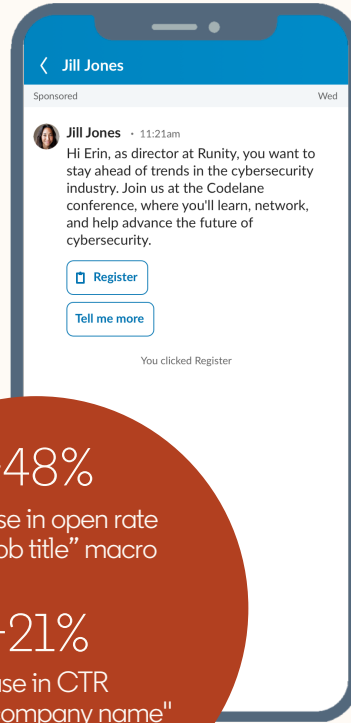
Stick to a conversational tone

While you may be engaging a B2B audience, remember that it's people who make the decisions to buy your product or service, and they want to know that your brand is human and authentic.

Pro tips

- Speak simply, avoid big words and concepts
- Ask questions to keep the two-way dialogue going
- Eliminate formalities, but don't be too informal (don't use slang.) Write as if you're talking to a friend.

Personalize your content seamlessly



+48%

increase in open rate
with "job title" macro

+21%

increase in CTR
with "company name"
macro

Personalize by using Macros

One of the key benefits of Conversation Ads is that you can personalize this — it's a 1:1 interaction with a prospect!

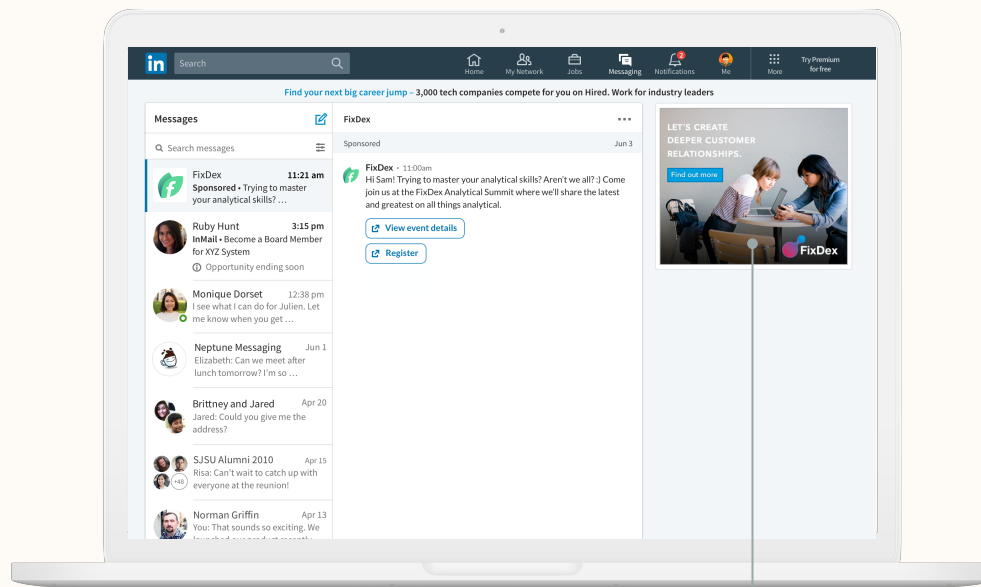
Our macros allow you to pull a member's LinkedIn profile data into your ad for instant personalization. We offer these the following macros:

- First name
- Last name
- Job title
- Company name
- Industry

One case study showed that using a company name in a Sponsored Message campaign boosted CTR by **21%**, while another case study showed using the Job Title macro boosted open rates by **48%**.

Ad creation

Remember
to add a
banner
image



The banner image is only visible to members when using LinkedIn on desktop, but this space is **prime real estate**. It's an easy way to ensure your brand is top-of-mind.

If you don't upload a banner image, another brand's image can show up in this placement.

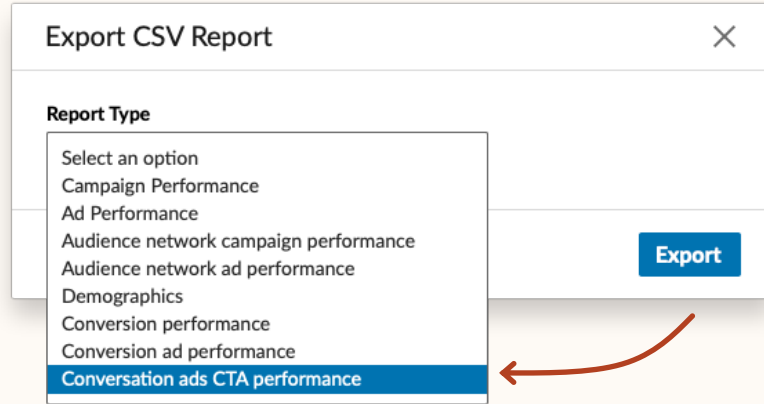


Best practices
for reporting &
optimization

Better understand your audience's intentions

With Conversation Ads, you get additional reporting detailed reporting.

Using the “Conversation ads CTA performance” reporting, you can gain deeper insights about your target audience like how many people click on each offer and how engaged they are in the conversation.



To access this report, click on “export,” then select the “Conversation ads CTA performance” option.

Review what buttons have the highest CTRs, most efficient CPLs, or strong conversion rates.

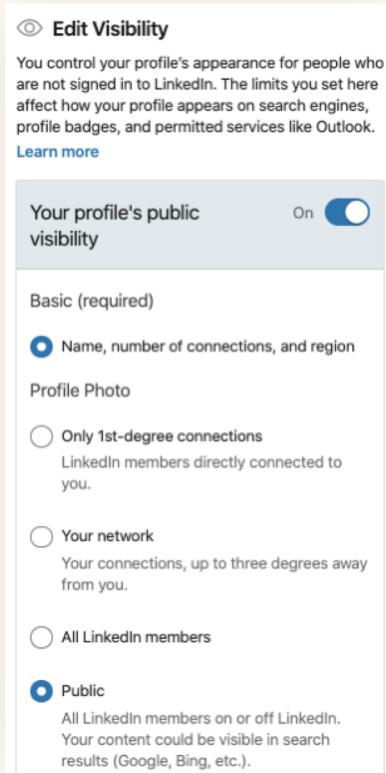
How can I interpret this report?

Once you export this report, you can pivot the data by CTA Button copy. You’ll be able to see volume of clicks by CTA Button to help tell the story of what is engaging vs. what’s not.

Is demographic reporting available?

Yes! You can still view demographic reporting in Campaign Manager as you can with other campaigns. Use this to understand who’s opening your messages, and who’s clicking and optimize your targeting from there.

Easy ways to optimize your Conversation Ad



- ✓ **If you are seeing low open rates, double check your sender**
Make sure the sender's profile image is a high-quality, professional image of their face (no group shots!). Of course, a friendly smile goes a long way. Ask sender to make sure that their profile photo is visible to LinkedIn members (set to "All LinkedIn Members" or "Public" so all recipients can see it).

- ✓ **Review your initial message to make sure the ask is clear**
Seeing drop-off after the first message? Revisit the copy, and make sure the ask is clear. Try asking a question or teasing the conversational format of the message.

- ✓ **Use rich media**
Seeing lower engagement? Considering adding in rich media (like photos). **Note:** Video support will roll out later this year, but you can add a link to a video.

Checklist for success

Things to consider
before setting up your
Conversation Ad campaign

- ✓ **Establish your target audience** Who are you trying to reach?
- ✓ **Pick your sender** Find someone in your organization to be the face of your message. You'll need to request their permission to be the sender!
- ✓ **Write a compelling intro message** What will compel your target audience to open your message?
- ✓ **Personalize** Use macros to really personalize your message. You can use Name, Job Title, Company, and Industry.
- ✓ **Craft your messages** What are you trying to say to your target audience? Make sure that all key information is included, and use a very clear CTA.
- ✓ **Create an engaging experience** Use CTA buttons to get your prospect to visit a landing page, fill out a Lead Gen Form, or request more info via an automated text response.
- ✓ **QA & launch** Send yourself a test message to make sure everything looks good. Make sure to check how it looks on mobile too!
- ✓ **Measure & optimize** Review campaign performance, demographic reporting, optimize your target and creative. Always be iterating!

Thank you

Visit the [Conversation Ads website](#) for case studies, how-to videos, and best practices.