

Neil Dyer

How to drive leads through sponsored LinkedIn updates



“...everything you do around the creation of your sponsored LinkedIn update must be dedicated. The landing page, the graphic, the LinkedIn update itself; all dedicated to the target audience you’re looking to attract.”

LinkedIn is one of the best platforms for generating leads. It might not have the same number of users as Facebook and Twitter, but for bringing in leads, it’s one of the best, especially for B2B.

One of the biggest reasons for this is the personal information LinkedIn stores on users. It requires anybody who registers on LinkedIn to enter information including age, job, the company they work for and much more.

This means that sponsoring your content through **LinkedIn’s Direct Sponsored Content ads** (sponsored update) can be a real winner. But, how do you take the next step and make sure you convert these people into leads?

Here are a few ways you can make it happen:

Content specific to target

With the ability to drill down into your target audience, an avenue is opened to drive more leads. The content you produce must be specific to the industry you’re looking to target. The tendency and quick fix, if you’re pushed for time, is to create one broad campaign and target multiple

sectors. This can work and may well drive leads, but you can drive even more leads, by making your content specific to each sector. For example, if your company offers business loans which are available to multiple industry sectors, then split these industry sectors into their own individual campaigns, and use words that resonate with people in those industries.

Dedicated graphic

The image you use could be the difference between someone scrolling past your sponsored LinkedIn update in their news feed, to registering on your site. Make sure you use an image that is relevant to your target audience and the message you’re trying to convey.

Tip: Also, don’t forget to add a registration form to your landing page, this will immediately increase lead conversions as the registration form is easily accessible.

Dedicated landing page

The content produced for the sponsored LinkedIn update must be reflected in the website page that you’re directing traffic to. A dedicated landing page, which is

created specifically for the sponsored LinkedIn update in question, will do this. If the recipient clicks on a link and it doesn’t clearly display what they thought they were going to see, they will quickly drop off your site. A tailored web page will keep them engaged.

Monitor your campaign regularly

You must regularly check the progress of your campaign – it’s really important. ‘Will increasing my cost per click drive more registrations?’ ‘Do I need to alter the criteria of my target audience?’

All these questions can be answered in the Campaign Manager of your LinkedIn Ad dashboard.

Tip: If your Google Analytics is set up correctly, you can track the number of registrations from your sponsored update. You must create a trackable URL in order to do this.

Compliance

Any promotion is subject to the **Advertising Standards Authorities** guidelines. You need to check you comply, but as a guiding principle, as long as your update is true, fair, not misleading and unlikely to cause offence, you should be OK. If you're a financial services company, the content you produce is also likely to be regulated by the FCA guidelines on financial promotions in social media. More on that [here](#).

Dedicated to success

The constant theme here is 'dedicated', everything you do around the creation of your sponsored LinkedIn update must be dedicated. The landing page, the graphic, the LinkedIn update itself; all dedicated to the target audience you're looking to attract. There is no doubt, that to do this takes time, but you **WILL** generate more leads as a result and enhance your brand credibility in the process.

If you need help creating a sponsored LinkedIn ad, or any social media promoted activity, please [get in touch](#).

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About the Author

Neil has a degree in Retail Management from the School of Services Marketing at Bournemouth University. He has been involved in a number of projects including designing an innovative in-store solution for B&Q to help make it easier for shoppers undertaking DIY projects. His role at The Marketing Eye is a Marketing Executive where he is responsible for undertaking a number of social media campaigns, email marketing newsletters and driving website traffic for clients.

Co-ordinates

Email:

neil.dyer@themarketingeye.com

Web:

<http://www.themarketingeye.com/>



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