



# **21 LinkedIn Ad Hacks You Have To Start Using Today**

[saashero.net](https://saashero.net)

# Ad Creation





## Always use the minimum CPC bid

More ad spend doesn't mean better results. The lowest possible bid is often all you need for your campaigns to perform exceptionally and meet their daily budgets.

*\*\*DISCLAIMER\*\* Starting with the minimum CPC bid is always a good strategy, however, in the event ads are getting low impression counts, CPC bids should be raised gradually in order to meet daily budgets.*



## Deselect "enable the LinkedIn audience network"

This is especially true for cold campaigns. The LinkedIn newsfeed is where the highest quality inventory lies. Displaying your ad in the audience network just puts your ad on a bunch of partner sites that chew up your budget with low-quality clicks.



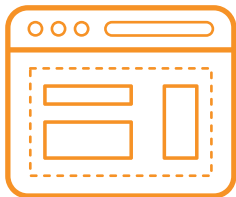
## Utilize LinkedIn's lead gen format

Leverage LinkedIn's powerful lead gen format to deliver the best results. It's the cleanest, most convenient way to convert traffic from LinkedIn campaigns. Lead gen ads utilize a lead form that displays directly on LinkedIn's UI removing the need to send traffic to a dedicated landing page. The best part? The lead form will auto-populate with information from the users profile that you want to collect. Things like name, email, job title, company name, etc. will be pre-filled in the form fields making the conversion experience seamless and extremely user friendly.



## **Create & give away high-value lead magnets**

In this case, you actually should give away your best content for free. Why? Because the quality of the lead magnets you promote has a direct correlation with the success of your campaign. Give away something that people actually want!



## **Host your lead magnets on platforms that support tracking pixels**

Don't just throw a PDF lead magnet in the content library of your website. You won't be able to use tracking pixels there, so you won't know how many times your lead magnet has been viewed or downloaded or by whom. Instead, host them on a third-party sales enablement platform that supports tracking pixels or create a web-based version you can host on your website via a link that isn't shared anywhere.



## **Don't pay for the competition: exclude competitor company names**

Did you know you can exclude certain entities from seeing your ads? It's true! Exclude your competition so you're not paying money for your competition to click on your ads. Either add the company names of your competitors as an exclusion, or create an Account Matched Audience (a csv of your competitors company names and websites) and add it to all of your campaigns.



## Check the "ads" tab on your competitors' LinkedIn pages

Simply put, here's the fastest way to see where your competitors allocate their LinkedIn ad spend. This is an incredibly useful tactic to help you spy on the competition.

---



## Exclude company followers

People who follow your company page won't be useful ad targets if you want a purely cold traffic audience.

---



## This is why open-ended headlines work...

Did that ellipsis (the "dot dot dot") draw you in? It works as it leaves something to the imagination. See if you can give it a try.

# Targeting





## Target users by "permanent location"

LinkedIn's default setting is "recent or permanent location." Unfortunately, this serves ads to those who do business in your target location as well as people who are just visiting the area. If you only want traffic and leads from a specific area, change the setting to "permanent location" to weed out the tourists.



## Go beyond job title targeting

Don't put all your eggs in one basket, as they say. Targeting by job title is a natural inclination for many LinkedIn advertisers. A potential pitfall of using only job title targeting is that not every title carries equal decision making weight across organizations. Try using a combination of job function and seniority in a separate campaign and test it against job title targeting to see which one delivers higher quality leads.



## Exclude job seekers from your ad targeting

In fact, you can leave job seekers out entirely. Since they are searching for a job, they likely aren't interested in spending money on your product. Spend your ad budget more wisely and exclude job seekers from your targeting.

## Exclude entry-level employees from your targeting



Typically, entry-level employees aren't your target customers as they aren't the ones making any company decisions. You want to be in front of the higher-ups who control the budget, not those just getting their feet wet. Be sure to exclude "Unpaid" and "Training" job seniorities from your campaigns (unless, of course, you want these folks to see your ads).

*\*\*DISCLAIMER\*\* you can only exclude Job Seniorities if you are targeting by Job Seniority. If you're targeting by job title, you won't be able to exclude people based on their seniority*

## Create a lookalike audience



Here's a proven way to expand your target audience: Export your contacts and/or company names from your CRM and upload the list into your LinkedIn ads as a Matched Audience (LinkedIn supports both specific companies and people for Matched Audience targeting). Then, create a Lookalike Audience of people with similar characteristics to your MA segment. And voila! Just like that you've got a whole new batch of people to reach right in your target niche.

## Call out your target audience in the first line of your ad copy



Ad copy is not the time to get cute. Sometimes in your efforts to be clever the message gets lost. Instead, speak directly to the person you're targeting right away. Make it clear that this ad is specifically for them.





## **A smarter funnel: use LinkedIn ads to chase high-value cold traffic targets at the top, then retarget on other channels for less**

LinkedIn ads can surely get pricey, especially if you're going for big ticket targets. But the juice is worth the squeeze if you're able to generate value from these clicks. To spend your money wisely, generate interest at the top of the funnel by promoting things like lead magnets, webinars, and ungated blogs. Then, retarget them with transactional offers on Google and YouTube where clicks are a fraction of the cost.



## **Small audiences can lead to big results**

Don't be discouraged by a tiny audience. Focus instead on the value. Sometimes, they can be small, but fierce! A hyper-targeted, niche audience will often have a high conversion rate.

*\*\*\*DISCLAIMER\*\*\* You need an audience of at least 300 people to be eligible to serve impressions on LinkedIn*



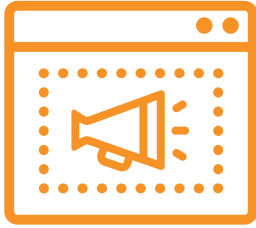
## **Promote your webinars to warmer audiences**

Unless you have deep pockets and a product with a price point that justifies a big ad spend, you should limit your ads to those that are familiar with your brand and try to stay away from cold audiences for offers like attending a webinar. That way, you get a better ROI for your \$20-\$50+ registrations (of which, only about half will show up).

# Post-conversion strategies

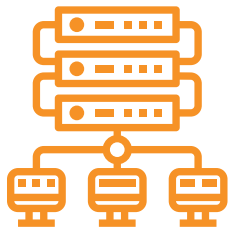


# Post-conversion strategies



## Retarget everyone who opened your lead gen forms

Anyone who opens a lead gen form is a high-value target. Place further content in front of them as they will be highly likely to take further action as they become more familiar with your brand.



## Collect LinkedIn profile urls in your lead gen forms

If prospects are finding your content and/or ads on LinkedIn, it likely means they spend a decent amount of time on the platform. Collect their LinkedIn profile URL in your lead gen forms so you can easily connect with them to start to build real relationships with a targeted, captive audience.



## Invite new connections to 'like' your company page

Grow your audience so your ads are seen by those who have already downloaded your content or connected with you on LinkedIn. These people will be much more likely to click your ads and take action in the future.



[saashero.net](http://saashero.net)