

Law Firm Guide to LinkedIn Advertising

Discover how you can use Paid LinkedIn to grow your practice



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Introduction to LinkedIn Ads

1

More than 30 million companies use LinkedIn for business. With nearly 700 million members, more and more brands use LinkedIn to network, connect, and promote. Additionally, studies show that 87 percent of LinkedIn users view the platform as a trusted source of information. For lawyers using social media to build their brand, no platform is better to demonstrate knowledge and experience, build trust, and become an authority in their niche.

LinkedIn ads have become an all-too-important tool for identifying new leads and developing those you already have. While it almost goes without saying, LinkedIn's audience are professionals who aren't there for photos of food, cats, or silly memes.

They're there with a purpose in mind and came specifically for industry news and updates and new opportunities. Because of its specific audience, LinkedIn offers unparalleled targeting options based on professional practices and status. So if you want to target decision-makers, this is the social network to do it. Additionally, using LinkedIn advertising, you can reach a higher-value audience. About 75 percent of LinkedIn users have reported incomes of \$50,000 or more.



Why Should Law Firms Use LinkedIn Ads?

2

Business gets done on LinkedIn, and savvy marketers run campaigns on LinkedIn to grow awareness and generate new leads. LinkedIn has the unique advantage of a self-selected and targeted user base. B2B marketers report that 80 percent of their social media leads come from LinkedIn, and it's 277 percent more effective than Facebook in generating leads. The platform's major selling point for marketers is its ability to target an audience by their job, job title, work experience, and more, not just their demographics.



REACH A HUGE AUDIENCE

With LinkedIn, your company gets access to a sizable audience with highly accurate and current data. Even better, many LinkedIn users update their profiles on a routine basis, providing your team with the latest details on that person's work experience and skill set.



ACCURATELY TARGET YOUR AUDIENCE

- Many advertisers love LinkedIn because of the ability to get extremely specific in targeting.
- You can target users by location, job title, industry, education, and interests, and you can easily narrow down your advertising efforts to those who will most likely be interested in your services.



CUSTOMIZE YOUR BUDGET TO YOUR NEEDS

- Traditional advertising requires upfront payment of set amounts. With LinkedIn, you can tailor the investment to your needs and budget.
- Low-cost lead generation efforts tend to cost more money and time in the long run.
- Your firm can change bids in response to campaign performance, allowing you to take a more active role. Although there is a minimum pricing required, it tends to help the performance of campaigns.



CONNECT WITH INDIVIDUALS IN YOUR TARGET AUDIENCE DIRECTLY

- LinkedIn offers the ability to personalize your messaging and outreach.
- Tailor messaging to address people's specific job role, skills, or interest. For example, when sending a Message Ad, don't just use the person's name—mention a challenge that their industry in particular is facing.



CREATE A VARIETY OF ADS, FROM VIDEO TO TEXT

- With the ability to use text, images, or video across different formats, such as Carousel Ads, Message Ads, and more, you can create ads with specific goals in mind. For instance, with Message Ads, you can send direct messages to your prospect's inbox to spark immediate action.
- Before you launch your campaign, review the different ad formats to find the best one for you.



SUPPORT YOUR ACCOUNT-BASED MARKETING CAMPAIGNS

- If you invest in account-based marketing (ABM), which focuses on targeting specific accounts or clients with a dedicated campaign, then LinkedIn advertising works very well.
- LinkedIn includes a tremendous amount of professional information about your target accounts, making it possible for your law firm to target these individuals with accuracy.

LinkedIn Ads Cons



\$6-\$9 clicks

(high cost per click)

(LinkedIn is on the higher end of the spectrum when paying to reach 1,000 people).



No dayparting

(a process where you can schedule ads for certain days of the week or adjust bids for certain times of day when clicks are most likely to result in conversions).



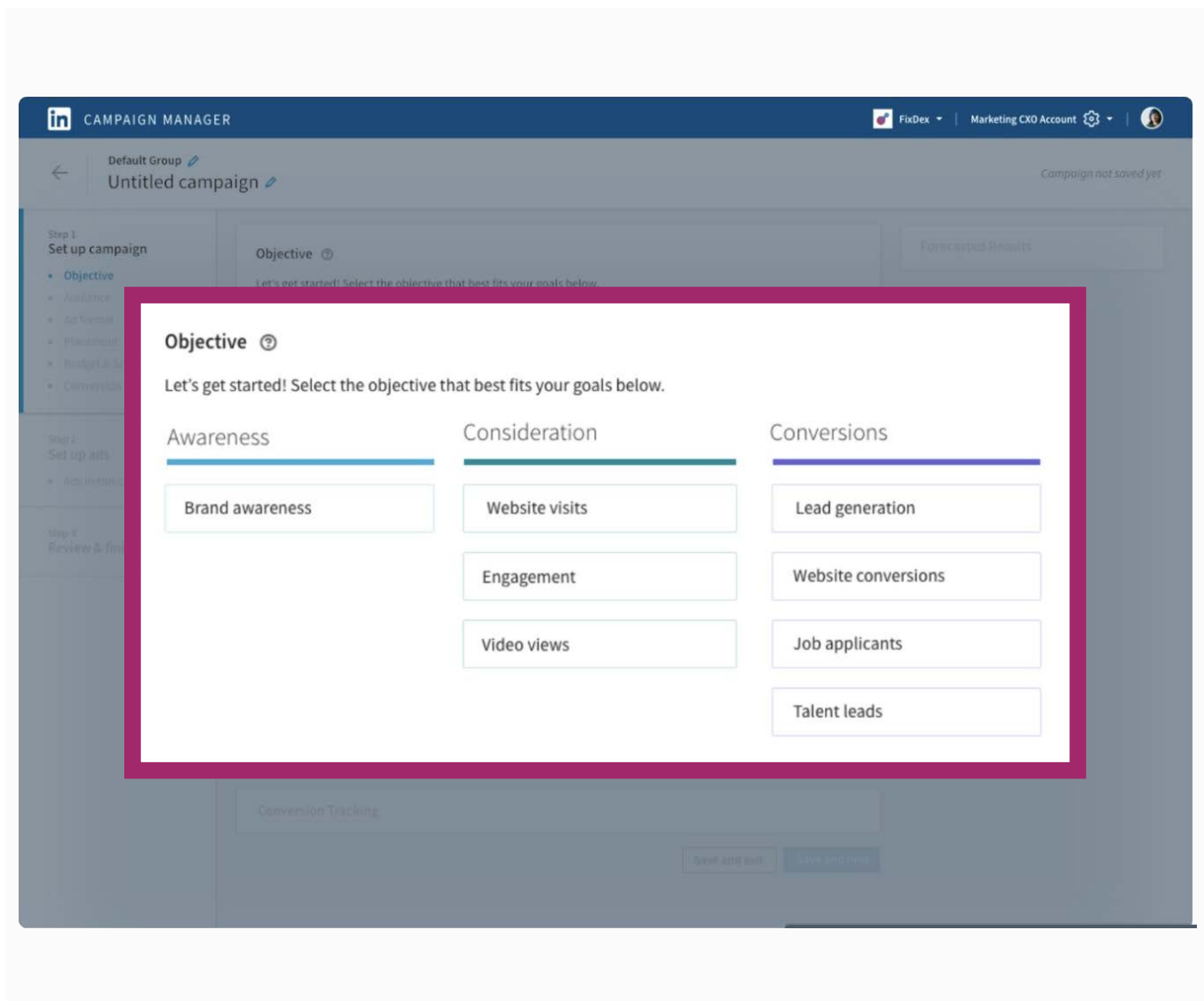
No visible relevance score

(relevance score measures the quality and engagement level of your ads. Your relevance score determines both your cost per click and how frequently a platform will show your ad).

Create Your LinkedIn Ad Campaign

3

First things first, if you are going to advertise on LinkedIn, your law firm needs to have a LinkedIn company page to publish content. Then, you can create an account in LinkedIn's Campaign Manager—the command center of your ad campaign—where you create ad accounts and campaigns, manage their bids and budgets, and gain valuable insights about campaign performance. Once you have that all set up, you can dive into the specifics of LinkedIn ads.



Set Your LinkedIn Ad Campaign Objective

4

Identifying your objective is the first step in LinkedIn's objective-based advertising. This is the call-to-action (CTA) you want your audience to take after seeing your ad. This allows you to streamline and customize your campaign creation. LinkedIn has tools to support the full funnel of objectives, from awareness to conversion.

There are three overarching campaign themes: Awareness, Consideration, and Conversions. Under those themes, some available campaign objectives are:

- Website visits will drive traffic to your website and landing pages, which will also boost brand awareness.
- Engagement will increase engagement with your content and boost followers on your LinkedIn Company Page.
- Lead generation will show a LinkedIn lead generation form with pre-filled LinkedIn profile data to those LinkedIn users most likely to engage with the firm's content.



Naming Campaigns

When naming campaigns, the most important thing is to be consistent. Having a thought-out process and naming convention keeps your ad accounts structured and makes managing them easier. We recommend using some of the following attributes in your naming structure:

- Service/practice area
- Reference to the marketing campaign title
- Campaign type (i.e., webinar, white paper, etc.)
- Targeting criteria: geo/region, industry/function if the campaign is vertical-specific
- A unique campaign ID that matches with other channels
- A date range for the campaign time frame

Which Ad Type Should You Use?

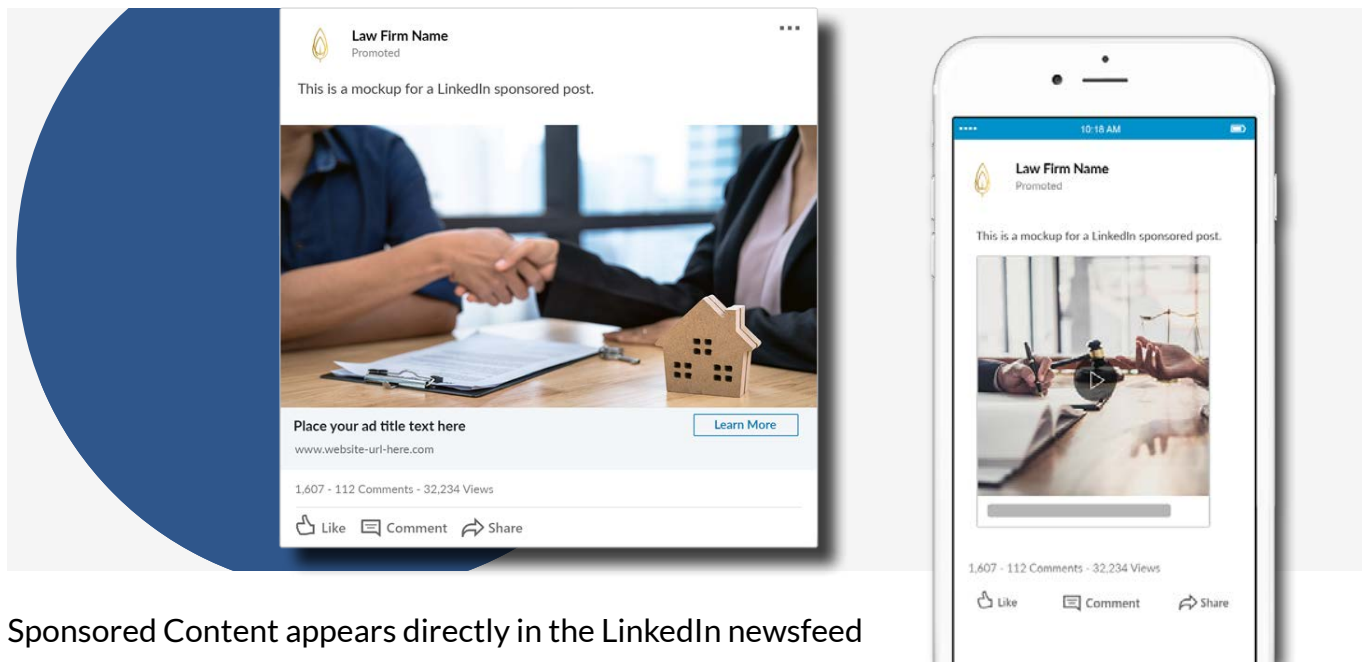
5

Decide on Your LinkedIn Ad Format

Learn how to advertise on LinkedIn with the platform's different self-serve ad formats.

SPONSORED CONTENT

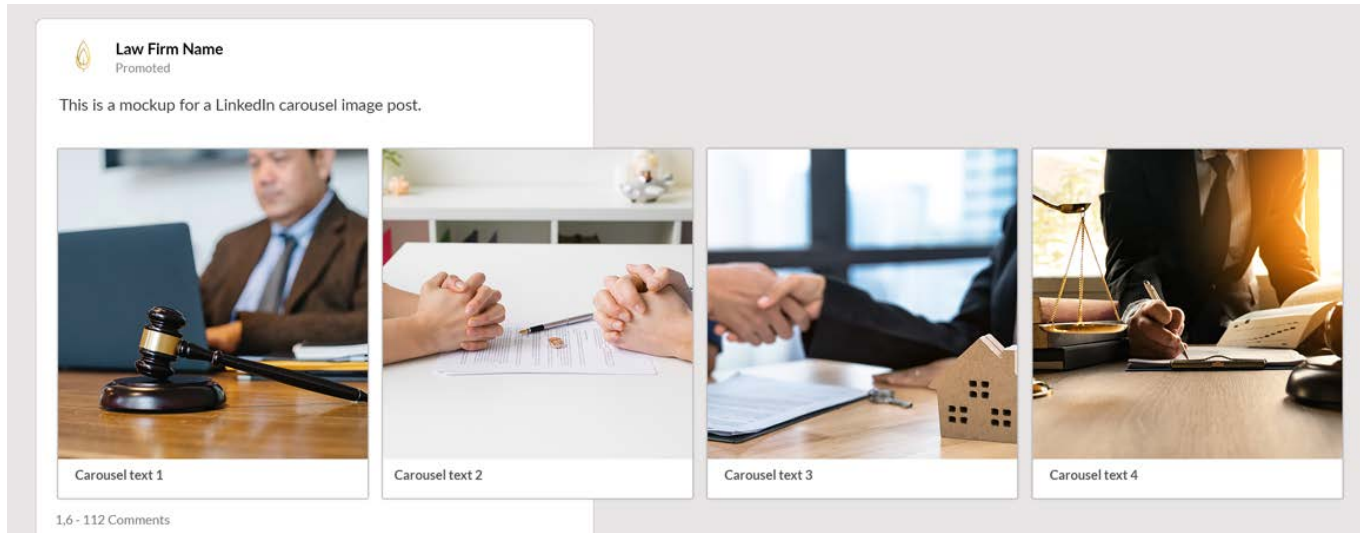
Reach a highly engaged audience in the LinkedIn news feed with single-image ads, video ads, and Carousel Ads.



Sponsored Content appears directly in the LinkedIn newsfeed and is the most popular LinkedIn ad format. With Sponsored Content, you create an image, video, or Carousel Ad with a similar look and feel to other content in the feed—some intro copy, a featured image, and a call to action “headline” leading to a landing page.

Sponsored Content is the strongest performer and the best place to start. For all Sponsored Content ad types, it's possible to repurpose past organic content to boost interest.

Adding camera-recorded or animated sponsored videos into your ad campaign is also an engaging way to catch a user's eye. Keep videos under 30 seconds for brand awareness and brand consideration goals. A study by LinkedIn found that videos under 30 seconds reported a 200 percent lift in view completion rates (Source: LinkedIn internal study, 2018).



Carousel Ads are similar to Facebook’s ad product of the same name. The core of this ad type is a string of image-based cards. You can use the cards to either go in-depth in one offer or advertise multiple offers. You can direct the cards to a landing page or lead gen form, but all cards will have the same destination. As with sponsored video, this option is useful for telling a visual story, great for both brand awareness or conversions. If using Carousel Ads, we advise running a few different tests, such as adjusting the number of cards or the order of the visuals.

We also recommend a minimum of two ads per campaign with different headlines, imagery, or design so you can compare and optimize. The two ads do not need to be significantly different, but just test different combinations of ad copy to see which performs best with your target audience. You can even test video and Carousel Ads. The goal is to try as many quality ads as possible and make decisions based on the data you find on your LinkedIn Campaign Performance tabs.

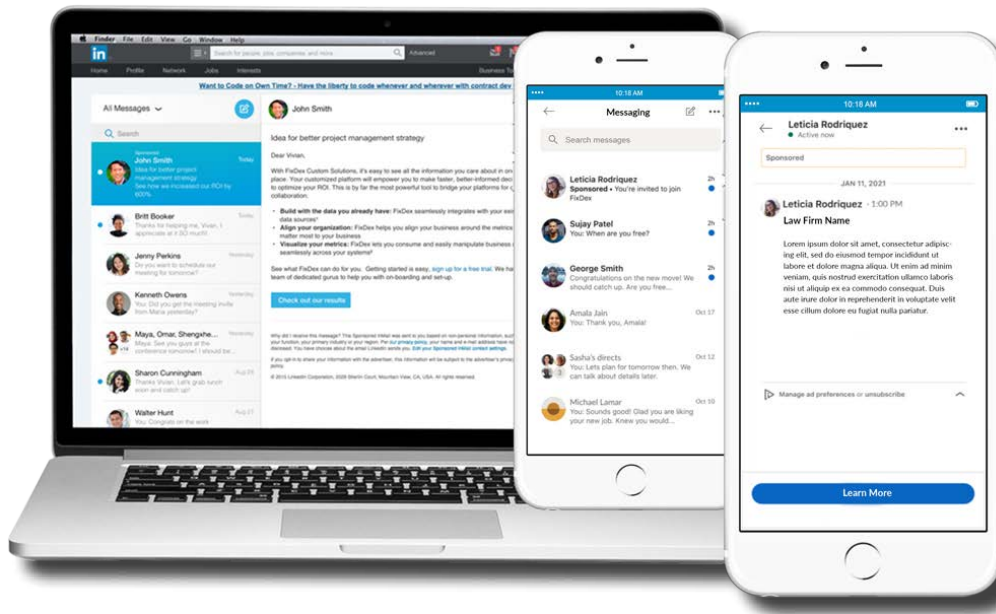


What does it mean to optimize?

Optimization refers to the efforts that maximize business outcomes of your campaigns. Typically this means ROI (return on investment) or ROAS (return on ad spend). Since ROI is measured against an overall marketing budget, it may be tough to define on any one platform. You could use specific metrics as KPIs (key performance indicators) to track ROI, such as the cost per click (CPC) or number of website visits.

SPONSORED MESSAGING

Engage your audience in LinkedIn Messaging, where professional conversations happen.



Sponsored Messaging (formerly called sponsored in-mail) delivers messages directly into users' LinkedIn inboxes. In order to encourage real-time engagement, messages can only be sent when the prospect is active on LinkedIn and in the right mindset. Someone is "active" on LinkedIn when they have a green dot next to their profile photo.

Message Ads and **Conversation Ads** can be sent from the LinkedIn profiles of people at your law firm and can target users by name for a more personalized feel. Be thoughtful about what user you choose to send from—a practice area leader with a professional LinkedIn profile image will get the best result. You can send direct messages to your prospect's inbox to spark immediate action. Here's the difference between the two ad types:

- With Message Ads, you can display a targeted message with a single call-to-action button.
- With Conversation Ads, you can set up multiple call-to-action buttons that link to your landing pages, open a lead gen form, or drive engagement with more information in the next message.

Sponsored Messaging can be effective, but it is expensive compared to other options from an impression standpoint. You can target Sponsored Messaging with either an uploaded list or using LinkedIn's platform audiences, and LinkedIn will control when the messages are sent to avoid inundating inboxes with ad messages. *Note: You're charged for each sent message, even if the user doesn't open it.*

LEAD GEN FORMS

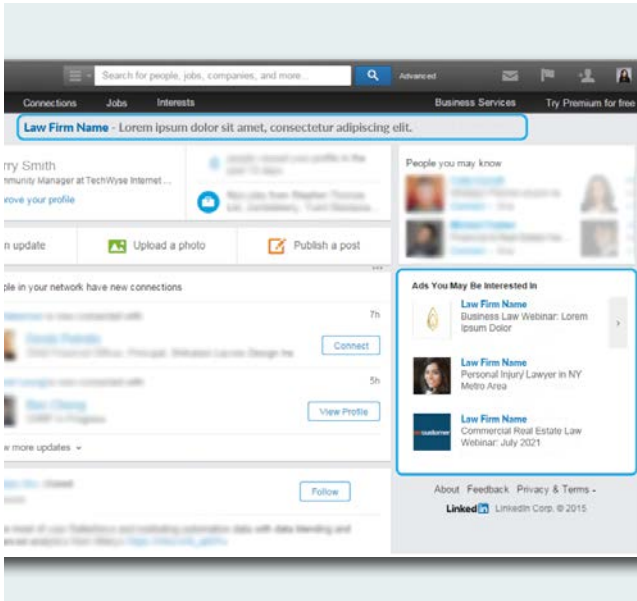
The image displays the LinkedIn lead gen form setup and user experience. On the left, the setup interface includes fields for 'Describe the offer you're promoting', 'Offer headline' (with a 16-character limit), 'Offer detail' (with a 113-character limit), 'Privacy policy URL', and a section to 'Select the lead info you want to collect (7 maximum)'. The selected fields are 'First name', 'Email address', 'Phone number', 'City', and 'State/Province'. In the center, a desktop view of the form titled 'Sign up for our webinar!' shows a pre-filled email address 'anne.smith@example.com' and a 'Submit' button. On the right, a mobile view of the form shows a 'Sign up' button highlighted with a purple border.

If you're collecting leads, try out LinkedIn's seamless pre-filled lead gen forms. When a user clicks on your ad's call-to-action button to engage with your Sponsored Content or Sponsored Messaging, a native digital form will open via the LinkedIn interface, and fields are pre-populated to save effort.

Lead gen forms make collecting leads a seamless process. To set up your LinkedIn lead gen forms for success, sync them with your customer relationship management (CRM) system. This way, you'll reduce the manual work of entering lead information by setting up automatic syncing. From there, you can even have leads dropped into an automatic email marketing campaign.

This image shows a mobile view of the LinkedIn lead gen form. The form is pre-filled with the following information: Email address: jstevens@runity.com, First name: Jill, Last name: Stevens, Job Title: Construction, Company: Runity Inc., and Company size: 1001-5000 employees. A 'Submit' button is visible at the bottom of the form.

TEXT AND DYNAMIC ADS

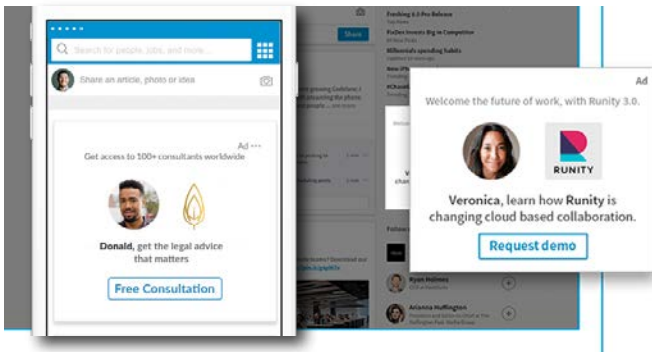


Text ads are an ad placement on LinkedIn where you are limited to a short headline and description. LinkedIn places the ads in a few different locations on the homepage for desktop users. The ads are quite different from Sponsored Content ads in that they are desktop only, cheaper in terms of CPCs, and your reach is much larger.

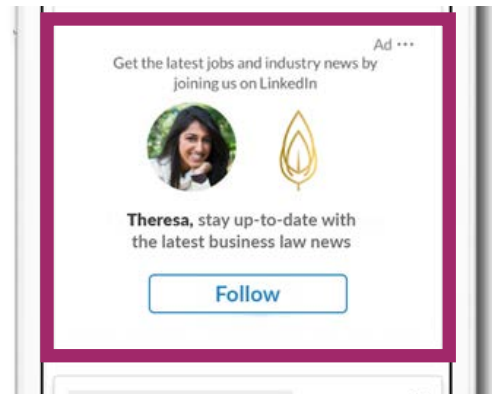
We recommend introducing text ads to your LinkedIn strategy as a way of getting additional volume from an audience that does really well for Sponsored Content. We would not recommend text ads if you have never run

LinkedIn before, as there are fewer levers to pull for optimizations. This is especially true if you haven't yet found an audience that does really well in Sponsored Content.

Spotlight Ads and Follower Ads fall into the **Dynamic Ads** category because they change based on the information a user has already shared in their profile, and they use that information to personalize an ad for that person. There are two different formats:



Spotlight ads: When members click on your spotlight ads, they'll instantly go to your website or landing page. These Dynamic Ads may be seen on desktop devices and are tailored to each member according to their own LinkedIn profile data, such as profile photo, company name, or job title. We recommend running these types of ads for recruiting top talent.



Follower ads: Follower ads encourage members to follow your LinkedIn or Showcase Page on desktop and mobile devices. These ads are tailored to each member, as they feature their profile photo next to your company's logo, plus their first name and your company name in the ad copy.

Designate Your LinkedIn Audience

—Targeting Tactics

LinkedIn targeting is unique because members are incentivized to keep their profiles accurate and up-to-date for networking, personal branding, and job opportunities. With LinkedIn, you can reach a quality audience consisting of leaders, decision-makers, influencers, and buyers.

By advertising on LinkedIn, you are getting your message in front of the right person when they are most engaged. And audience creation is where LinkedIn sets itself apart as a platform. There are nearly 700 million users on LinkedIn across hundreds of countries, 30 million companies, and tens of thousands of industries and job titles. Targeting criteria can be layered in an extremely intentional and specific fashion. You can target members using profile-based demographic information, such as job title, seniority, company name, and more.

LinkedIn Targeting

These are the general options offered as you begin to identify who you want to target.



Professional: job title, job function, seniority, skills, groups



Demographics: gender, age, geography



Company: category/industry, company size, company name

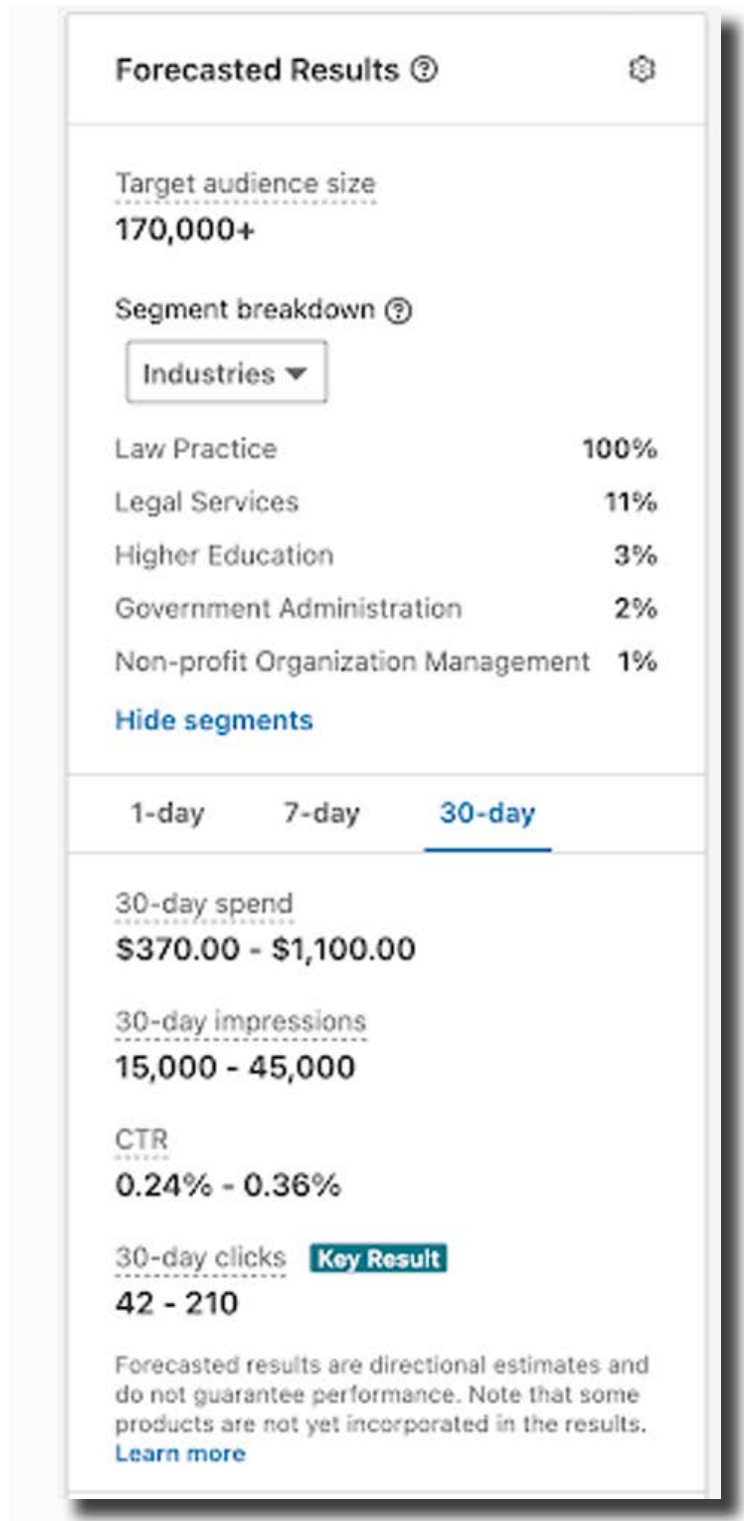


Audience targeting templates: LinkedIn audience templates are sets of pre-populated targeting options that help advertisers reach their targeted audiences. You can even save them for use in similar campaigns or to revisit at a later time.



Education: school name, degree/field of study

Boolean logic for targeting queries—On LinkedIn, you're able to create targeting queries using Boolean logic terms (and/or), which will allow you to build larger audiences for campaigns, as you can target multiple profile facets, such as job function, seniority, and titles.



LinkedIn has improved the campaign forecasting panel in the Campaign Manager, so marketers can see the makeup of their target audience right on the dashboard as they build out their audiences. Marketers can also customize the panel to include specific professional characteristics, such as top industries, years of experience, and company sizes. For an optimal campaign performance, it's recommended to aim for an audience size of 50,000 or more for single-image and text ads and more than 15,000 for Message Ads.

Advanced Targeting Tactics

7

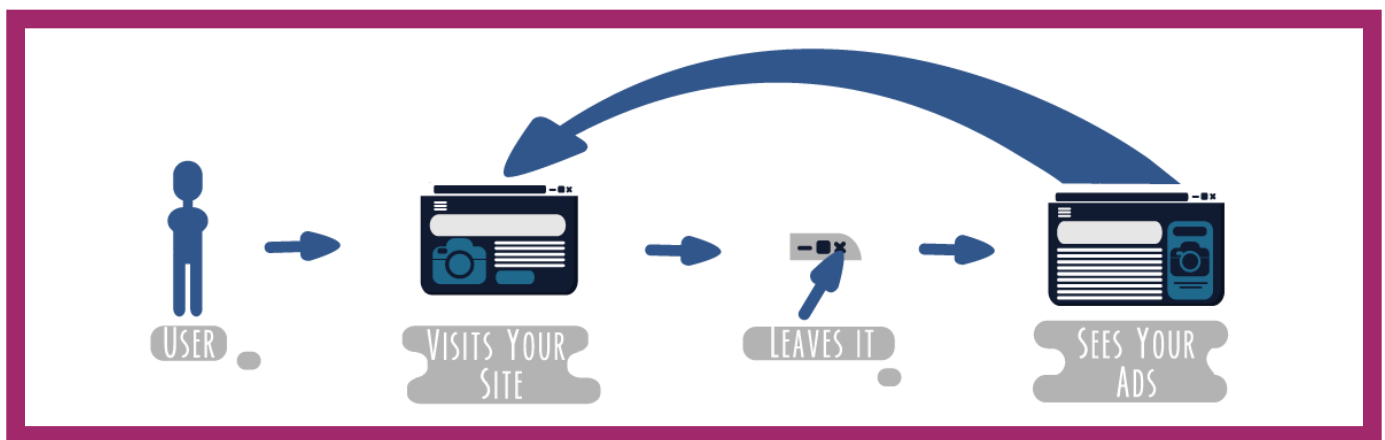
Customize Your Targeting for Powerful Results

Use LinkedIn Matched Audiences for Custom Targeting

Whether you want to nurture warm leads, sell to existing clients, re-engage people who have visited your site, or find more people who match an audience already familiar with your law firm, customizing your ad targeting with Matched Audiences can help.

Matched Audiences is a set of targeting options to combine your law firm's first-party data (such as company names or emails from your CRM) with LinkedIn's professional data. This results in a richer marketing strategy that builds on what you're already doing.

Matched Audiences includes Retargeting, Contact Targeting, Account Targeting, and Lookalike Audiences.



RETARGETING

Retargeting gives marketers the opportunity to serve ads to audiences that have already visited your site, tracked by a LinkedIn Insight Pixel placed on your law firm's website. The LinkedIn pixel is a piece of lightweight JavaScript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors. It allows you to segment website visitors and define audiences by the pages they visited on your site, and then tailor ad content to reactivate interest. Retargeting helps you move more users who previously engaged with your ad content through your sales funnel.



CONTACT TARGETING

With Contact Targeting, you can market to prospects and known contacts by securely uploading your email address lists or connecting to your contact management platform. You can get started with a Comma Separated Values (CSV) file upload; just make sure you have at least 10,000 email addresses.



ACCOUNT TARGETING

Account Targeting helps you run account-based marketing (ABM) campaigns by matching your target companies against the 12+ million LinkedIn Pages on LinkedIn. You can upload a CSV file of company names along with company URLs. To meet your specific marketing objectives, you can further layer additional profile information, such as job function or seniority, to get your content in front of the most appropriate people in the organization.



LOOKALIKE AUDIENCES

By using Lookalike Audiences, you make it possible for your content to be seen by people who are similar to your target audience in their demographics and interests. Lookalike Audiences use a proprietary algorithm to build upon your selected audience. It combines the traits of your ideal client with LinkedIn's member and company data to help you target new audiences. You can create a lookalike audience of up to 15 times the size of your original list.

Lookalike Audiences works best when you already have a high-performing audience. This might be a list of people who have already been to your website or a list of people who have downloaded something from your site, or it could just be a tailored account list.

More Advanced Targeting Tactics

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MIND THE AUDIENCE EXPANSION TOOL

If you're doing any sort of account-based marketing approach and targeting by company name, be sure not to select the Audience Expansion checkbox. If you do, LinkedIn will take that direction and start broadening your reach and showing your ad to people outside your desired targets. This is a waste of time and won't help you reach your goal.



TARGET BY INTERESTS

Interest targeting lets you reach members with relevant ads that match their professional interests—based on the content they share and engage with on LinkedIn. With interest targeting you can fine-tune your campaign targeting by using more than 200 professional interest categories, such as artificial intelligence, global economy, customer experience, cloud computing, technology, and more.



REACH NICHE AUDIENCES ON LINKEDIN WITH GROUP TARGETING

Instead of demographic targeting, you can target members of relevant groups and gain access to a far more niche audience. You can, of course, layer job titles and/or job functions on top of this targeting.

The theory of targeting by group is that people will generally only join a group if they are explicitly interested in that topic. Therefore, you can advertise to group members with a fair degree of certainty that you are reaching the right people with your message.



EXCLUDE AUDIENCE MEMBERS IN YOUR CAMPAIGNS

After you've created your audience, tighten it up even more with audience exclusions options. You can choose to exclude people based on their demographics or you can exclude lists of people—such as a list of your current clients.

EXCLUDE people who have **ANY** of the following attributes

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Q Search

[Learn more about targeting criteria](#)

Audience attributes

Add targeting criteria like job title, industry, or skills



Company

Demographics

Education

Job Experience

Interests

Matched audiences

Use your data to retarget website visitors or reach known contacts and accounts



A/B TESTING = ALWAYS BE TESTING!

The key to reaching the right LinkedIn members and making your advertising money count is to adopt an “always be testing” mindset. None of the recommendations we offer are one-size-fits-all. That’s why it’s so crucial to test and figure out what works for you.

A/B test your targeting by running two similar campaigns with a single variation in your targeting options. Anything more can skew the results. Do this by creating your campaign, duplicating it, and then making that one tweak to your targeting parameters. For instance, you could see if your results improve when you target based on interests instead of job titles, or target by function instead of industry.


No matter how much you do and how much you learn, it will always be hard to predict how the public will react to an ad. You can also test out different creative images and/or different ad copy and headlines to see which version of an ad works best so you can learn and optimize going forward.

Crafting Successful Ads

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Your ads should tell a story and show immediate value by incorporating your value proposition. Keep content short, be upfront with your message, call out noteworthy quotes and stats, and choose concise CTAs. Have a purpose and show your benefit or your offer in a very distinct and clear way. Make sure to convey a sense of urgency with a very obvious CTA.



**Omni Bridgeway**
2,487 followers
Promoted

Clients facing Intellectual Property woes?
Empower them with IP financing.
Let litigation finance help your clients on the road to success.




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#MeetTheTeam

"Litigation financing can provide claimants with the resources they need to unlock the value of their most important IP."

Sarah Tsai, Investment Manager, Omni Bridgeway



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Many employees sign an agreement without much thought, assuming that the terms are both legal and non-negotiable. However, that may not be true. Depending on the nature of the position, non-competes can be negotiated. Download this document to learn more.

8 Reasons Why Your Non-Compete Agreement May Not Be Enforceable in New York



RASCO | KLOCK

8 Reasons Why Your Non-Compete Agreement May Not Be Enforceable in New York

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**Sheehy, Ware & Pappas, P.C.**
119 followers
Promoted

Workplace safety enforcement will become more aggressive and robust under the Biden administration. Download this document to view a checklist of what employers can expect from the new administration.



What to Expect: Changes to OSHA Under the Biden Administration

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Setting Your Ad Budget and Schedule

10

Before investing a lot into one campaign, test and measure the success of each campaign and ad variation. You don't want to put thousands of dollars into an ad that doesn't resonate with your target audience. Additionally, make sure to set a daily budget, as well as a total budget, so that you don't spend all your money in one day and stretch it out over weeks.



Schedule

Choose a date for your campaign to start. You can indicate for your campaign to be shown continuously or until an end date.



Bid Type

As on other platforms, LinkedIn advertising costs are determined by your bids and budgets. This means that your overall ad spend will vary depending on your goals, because this determines the types of ads that you choose for your campaigns and the budgets that you set.

LinkedIn ads compete in auctions based on how much you are willing to pay for a specific action, like a click. When you create a campaign in Campaign Manager, you'll select your bid type and set your bid. That ad will compete against other advertisers' ads that target the same audience.

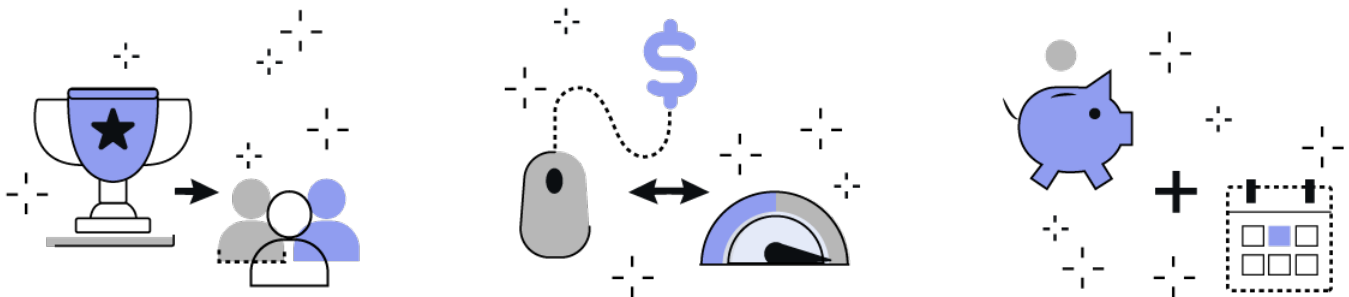
There are currently four bidding options:

- **Automated bid**, which allows LinkedIn to determine what amount will maximize your campaign objective and whatever option you choose (Clicks, Impressions, or Conversions).

- **Maximum cost-per-click (CPC) bid**, where you'll be charged each time someone clicks on your ad. LinkedIn will suggest a bid range depending on your budget and the competition for your ads—the more advertisers bidding on a similar campaign, the higher your bid will need to be. This bid is the maximum you will be charged. If the current rate is lower than your max bid, you will only be charged the current rate.
- **Maximum pay-per-1,000 impressions (CPM) bid**, where you'll be charged a certain amount each time your ad is viewed by every 1,000 people on LinkedIn. This option is unavailable if you're using the LinkedIn Audience Network option.
- **Enhanced CPC bid**, where you'll bid on a cost-per-click (CPC) basis, and LinkedIn will optimize the bid to those more likely to click, engage, or convert. Enhanced CPC bidding is limited to these campaign objectives: website visits, engagement, lead generation, and website conversions. LinkedIn recommends this option to optimize most for conversions or leads.

Deciding on the best maximum bid can be tricky. When deciding between CPC and CPM, think about your overall goal. Do you want as many people as possible to see your ad to help with something like a branding campaign? If so, CPM might be your best option. Or do you want more people to click on your ads to drive traffic to your website or generate new leads? Then CPC might be better for you.

As for your optimal maximum bid, some trial and error might be necessary. LinkedIn will give you a suggested bid, which is a good place to start. Then, think about when your audience is most likely online. You'll want to bid higher during that particular time to be sure that your ads are the ones being seen.



Evaluating Performance and Optimizing

11

In order to understand the impact of your hard work and investment, you should continuously measure your ad performance. Don't wait until the end of your campaign to check performance; instead, take the time to review your campaign performance daily (if you can).

The Campaign Performance page in Campaign Manager gives you access to a thorough reporting dashboard that summarizes the performance of your campaigns in real time. When you sign into Campaign Manager, you'll automatically access the reporting dashboard. You can compare metrics, such as clicks, impressions, click-through rate (CTR), social actions, and more to learn which campaigns and ad creatives are most effective.

CAMPAIGN MANAGER

Account

7 total accounts

Campaigns

Choose an account

Ads

Choose an account

Create account

Time Range: 03/07/17 - 03/14/17

Export

Account Name

Company Name

Status

Created Date

Total Budget

Campaigns

Search by account name

Search by company name

All

All time

☐

7 accounts

3 company pages

—

—

\$25,300.50


3,231

—

☐

Marketing CXO Account

Account ID: 354325321



FixDex

New York, Internet

Active

03/08/2017

\$2,500.30


50

Enterprise

☐

EMEA Account

Account ID: 545342345



FixDex

New York, Internet

On Hold

03/09/2017

\$5,502.50


45

Enterprise

☐

House Sponsored Content NAMER

Account ID: 432432153



Codelane

New York, Internet

Active

03/10/2017


\$6,304.30

21

☐

House Dynamic Ads APAC

Account ID: 643264334



Codelane

New York, Internet

On Hold

03/10/2017


\$1,500.25

73

☐

APAC Marketing CXO Account

Account ID: 754375422



Mintome

New Jersey, Marketing & Advertising

Active

03/12/2017

\$4,030.15


12

Enterprise

☐

NAMER Marketing CXO Account

Account ID: 432545316



Mintome

New Jersey, Marketing & Advertising

On Hold

03/14/2017

\$8,020.30


68

Enterprise

☐

NAMER Marketing CXO Account

Account ID: 432545316



Mintome

New Jersey, Marketing & Advertising

On Hold

03/14/2017

\$8,020.30

33

Enterprise

Previous

1

Next

Help Center

Certified Partners

Privacy & Terms

LinkedIn

LinkedIn Corporation © 2016



Understand your audience

Use campaign demographics to learn more about your audience. See who engages with your ads. View by traits such as job titles, company names, and industries. Once you understand which audiences respond best to your ads, you may want to create new targeting audiences based on your findings.

With website demographics, you can discover the content preferences of your audience to see which content resonates best with your audiences. Just be sure you have the LinkedIn Insight Tag installed on your website. Your web developer will know how to install it.

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors.

Determine your social media KPIs

Measure your performance through social media KPIs (key performance indicators). Doing so will help you adapt your campaigns to suit your goals and your clients. Depending on your goals and objectives, the key performance indicators (KPIs) will differ, and what metric you are evaluating will slightly vary by LinkedIn ad type. Additionally, it's important to let ads run for at least a week before making any changes or turning off. Advertisers have to let the analytics build before making decisions. Below are some of the most important KPIs to measure.

Below are some of the most common KPIs to measure performance. Focus on the KPIs that map to your campaign goals.



Click-Through Rate (CTR)

The number of people who clicked on your LinkedIn ad divided by the number of impressions. This metric is a good indicator of how engaging your ads are, since it shows how many people were interested enough in your message to take a next step. If you generate a low CTR, you're likely not appealing to your audience and need to figure out why. (In that case, do some A/B testing!)



Cost Per Click (CPC)

Though not the most important factor, how much you're paying per click should factor into your decisions. You also want to understand how much it costs to access a certain audience on LinkedIn. Some audiences are more expensive than others (e.g., decision-makers, senior management).



Conversion Rate

This number points to anyone who has taken an action that you wanted them to. For example, in lead generation campaigns, that action could be filling out a form. It might be supplying information, subscribing to a newsletter, or downloading content. Be sure to implement the LinkedIn Conversion Pixel to your "Thank You" page so that you can track conversions right in Campaign Manager.



Cost Per Conversion (or Cost Per Lead)

Though every law firm measures this a little differently, the important takeaway is a clear picture of how much your firm must spend to get a lead to take a desired action.

Benchmarks for LinkedIn Campaign Performance

Knowing which metrics to keep an eye on is a great first step. However, without context, those numbers aren't always insightful. We've compiled some benchmarks shared by LinkedIn for the different types of advertising they offer.

Sponsored Content

In North America, the CTR across all of LinkedIn Sponsored Content ads is about 0.35 percent, while paying between approximately \$7 to \$11 per click. It's worth noting that for very high profile targets—for example, a CEO of a Fortune 500 company—you could pay closer to \$20 per click.

In terms of conversion rate, that metric varies across industries and which part of the funnel you're targeting.

For sectors like legal, where you are likely attempting to first provide value through gated content, you can expect about a 15 percent conversion rate (exchanging contact information for the content) of something with real value. If your conversion rate is under 10 percent, you need to step back and evaluate the value of what you're offering, the messaging, landing page, etc.

Based on the numbers above, if you're paying \$7 to \$11 per click and getting conversion rates in this range, your cost per conversion will probably be around \$30 to \$60. If you find that your law firm's LinkedIn ad campaigns are getting above \$75 per conversion, start looking at what you need to adjust.

Text Ads

Text ads are LinkedIn's cheapest ad format, so if you're looking for a low cost per conversion, start here. Unfortunately, they do tend to have a lower CTR of 0.025 percent on average—meaning they get about 2.5 clicks out of every 10,000 times they're shown. Generally, if you have above a 0.03 percent CTR, that's outstanding. Below 0.025 percent requires testing and optimization. With those statistics, the average CPC on text ads should be \$3 to \$6.

Sponsored Messaging

Sponsored Messaging is a more complex ad format for legal marketers. In these cases, you're paying purely to send a message to an individual with no guarantee that they'll see, open, or click on it. That being said, the average open rate is about 50 percent. From there, an average of 3 percent to 4 percent will end up clicking on the offer inside. Doing the math, you'll see that Sponsored Messaging is LinkedIn's most expensive ad format, at an average of roughly \$23 to \$58 per click. On the other hand, if a large percentage of people take action on the ads, you can actually drive your costs down.

How will you know if your ad is performing poorly?

If the CTR is less than 0.35 percent, that means that the ad isn't resonating or catching the attention of your law firm's target audience, or the ad has been running long enough and you've hit ad fatigue.

Low impressions might mean that you're not bidding high enough, but that's also dependent on the audience you're targeting. Typically, it's more expensive to reach decision-makers on the platform. If you notice you're having trouble achieving a meaningful number of impressions, try increasing your bid in small increments. Another way you can optimize your law firm's LinkedIn ads is to change the targeting strategy. Since users join groups based on expertise, industry, and interests, advertising within niche groups can be a great way to gain exposure to your target audience. LinkedIn's platform offers powerful ways to target these groups when creating campaigns.

Industry predictions continue to spotlight LinkedIn for business, and not just as the career site that they so often have been known for, but for brand awareness. But with more and more advertisers launching and optimizing LinkedIn ads every day, it's going to take all the effort and knowledge you can gain to keep bringing in new customers at the right cost.

If you notice that an ad is performing poorly, try swapping out the image rather than pulling it down entirely. Bright colors, high contrast, and easily identifiable photos tend to work best. Remember, videos tend to outperform static image ads, so if you have the resources to use video instead, we recommend doing so.

Conclusion

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No matter the size of your law firm or the audience you want to reach, the platform makes it easy to set affordable budgets, bid types, and campaign end dates. The tools LinkedIn created are designed to help you market to a very targeted audience. Follow the tips we laid out to identify and reach your desired audience, choose a bid amount, and craft successful ads.



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Guy Alvarez is the founder and Chief Engagement Officer of Good2bSocial. Guy, a former practicing attorney, is one of the top digital marketing consultants in the legal industry. Guy's experience includes leading senior digital marketing roles at KPMG, ALM, and The Practising Law Institute. With a background in technology and marketing, Guy emerged as an early adopter and advocate of social media. Guy went on to cultivate his social media expertise as a consultant for a broad range of clients, including consumer goods specialists, such as Pernod Ricard, as well as legal industry leaders, such as vLexis-Nexis and LMA.



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About Good2BSocial

At Good2bSocial, we work with leading law firms and companies in the legal industry who are serious about growth but are often frustrated that they've spent time, money, and effort on their website and on digital marketing, yet they still don't produce the results they had hoped for.

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Visit good2bsocial.com for more legal marketing tips.

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