

Hello Performance Meetup!

Let's Get Started



A few words about me:

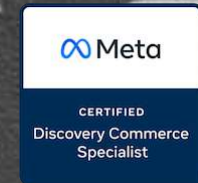
Vasileios Mylonas

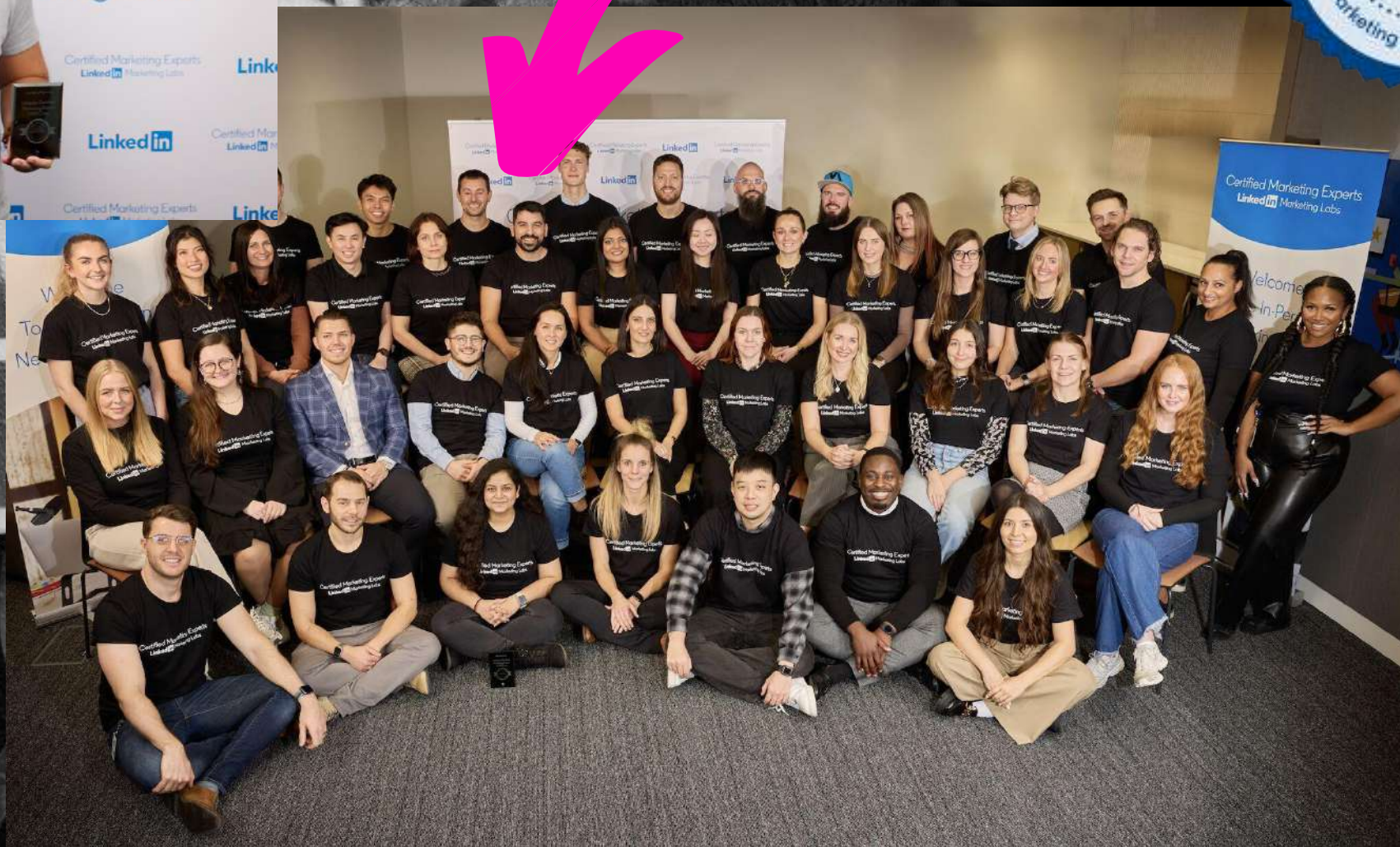
- Studies:

- **BSc, Economic & Regional Development.** Panteion University, Athens, Greece
- **MSc, Economics, Behavioral Economics, Growth & Sustainability.** Tilburg University, Netherlands

- Experience:

- **Digital Advertising (2012 – Now).**
- **Teaching (2017 – Now)**
- **Digital Strategist & Performance Marketing Manager | SEO | SEM**
@Useberry
- **UI/UX and Consumer Behavior Research Enthusiast.**





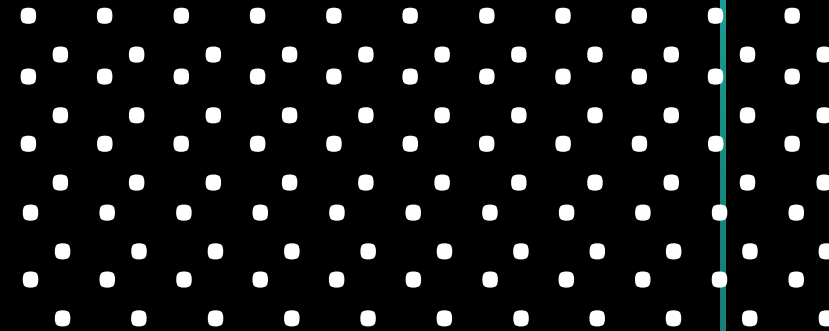
So, LinkedIn

LinkedIn the biggest Professional Network!

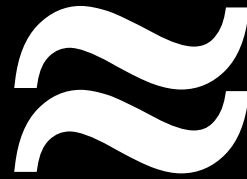
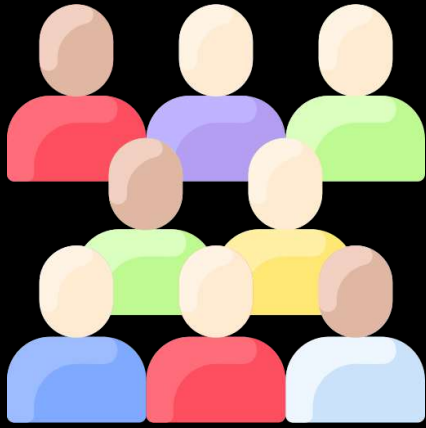


A great opportunity to break through the noise!!

Greek LinkedIn Insights



Greek LinkedIn Insights

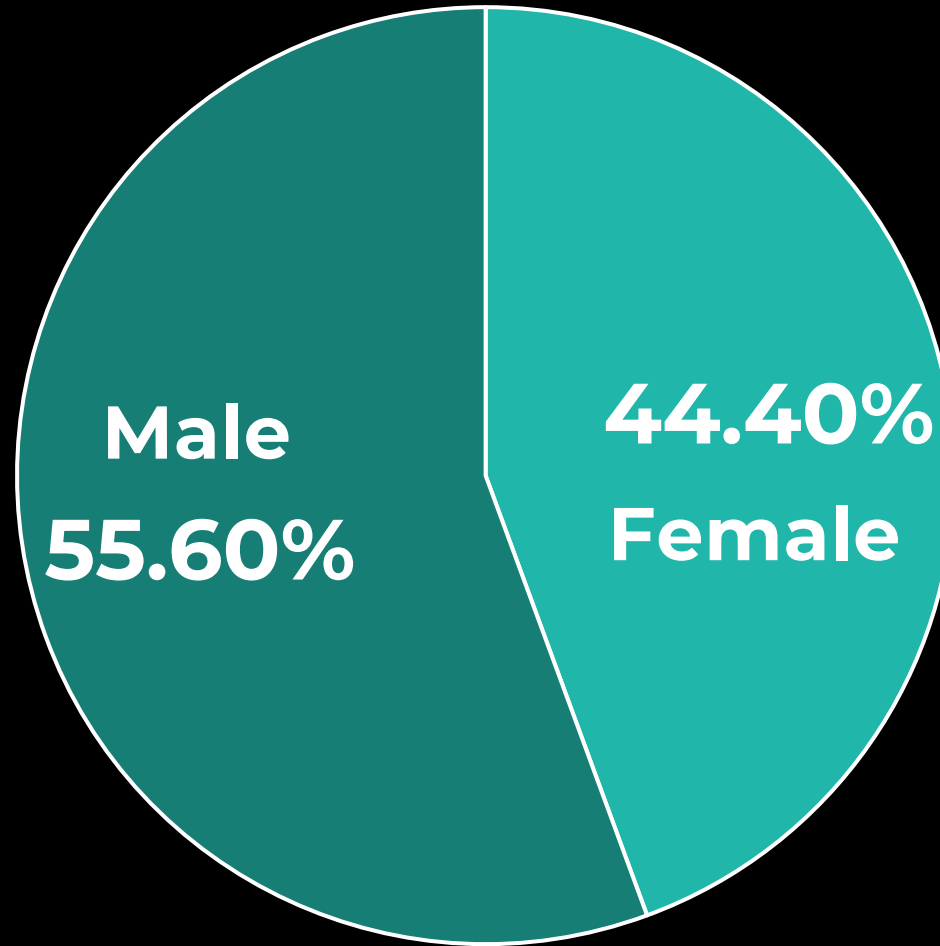


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For additional context, LinkedIn's ad reach in Greece was equivalent to **22.4 percent of the local internet user base** (regardless of age).



Greek LinkedIn Insights



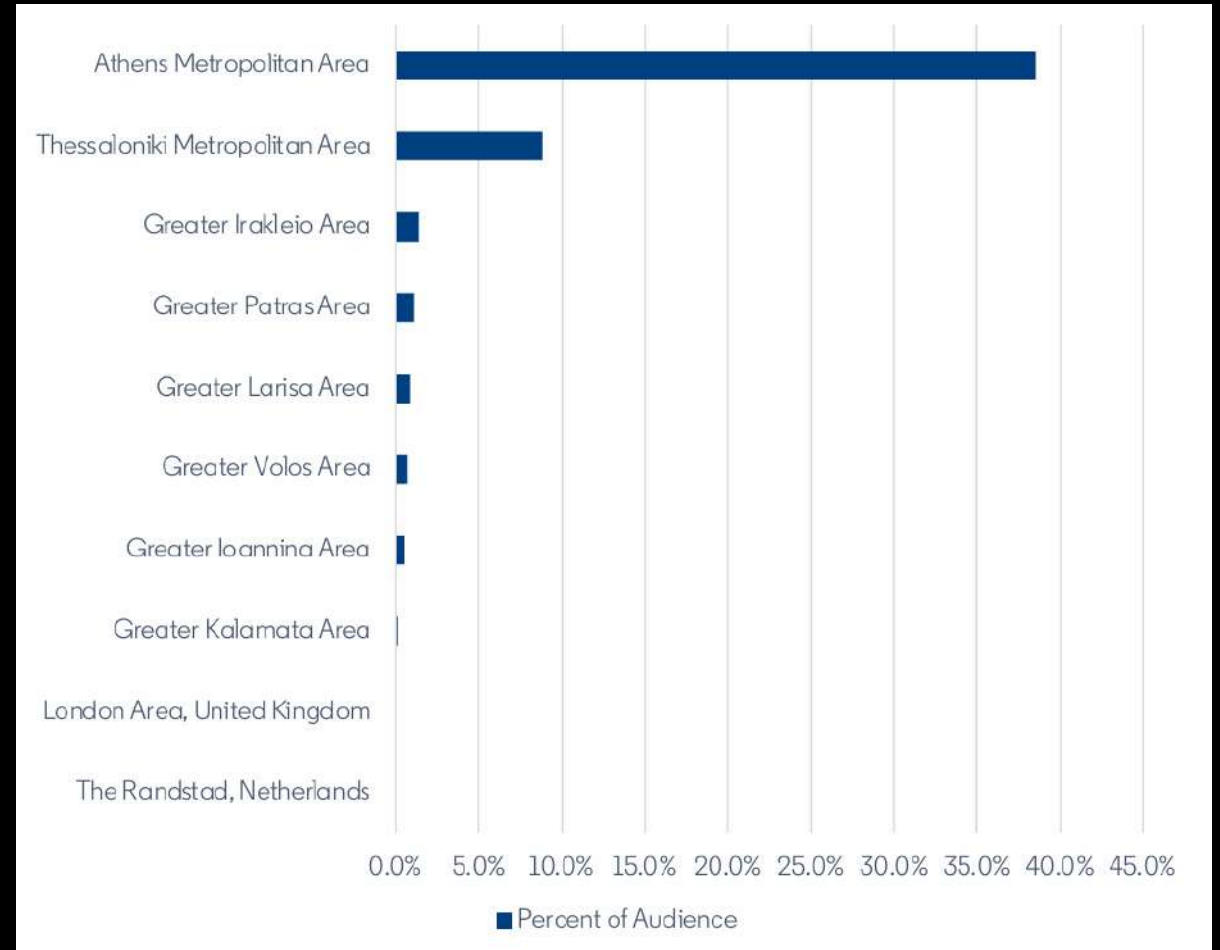
Greek LinkedIn Insights

Devices

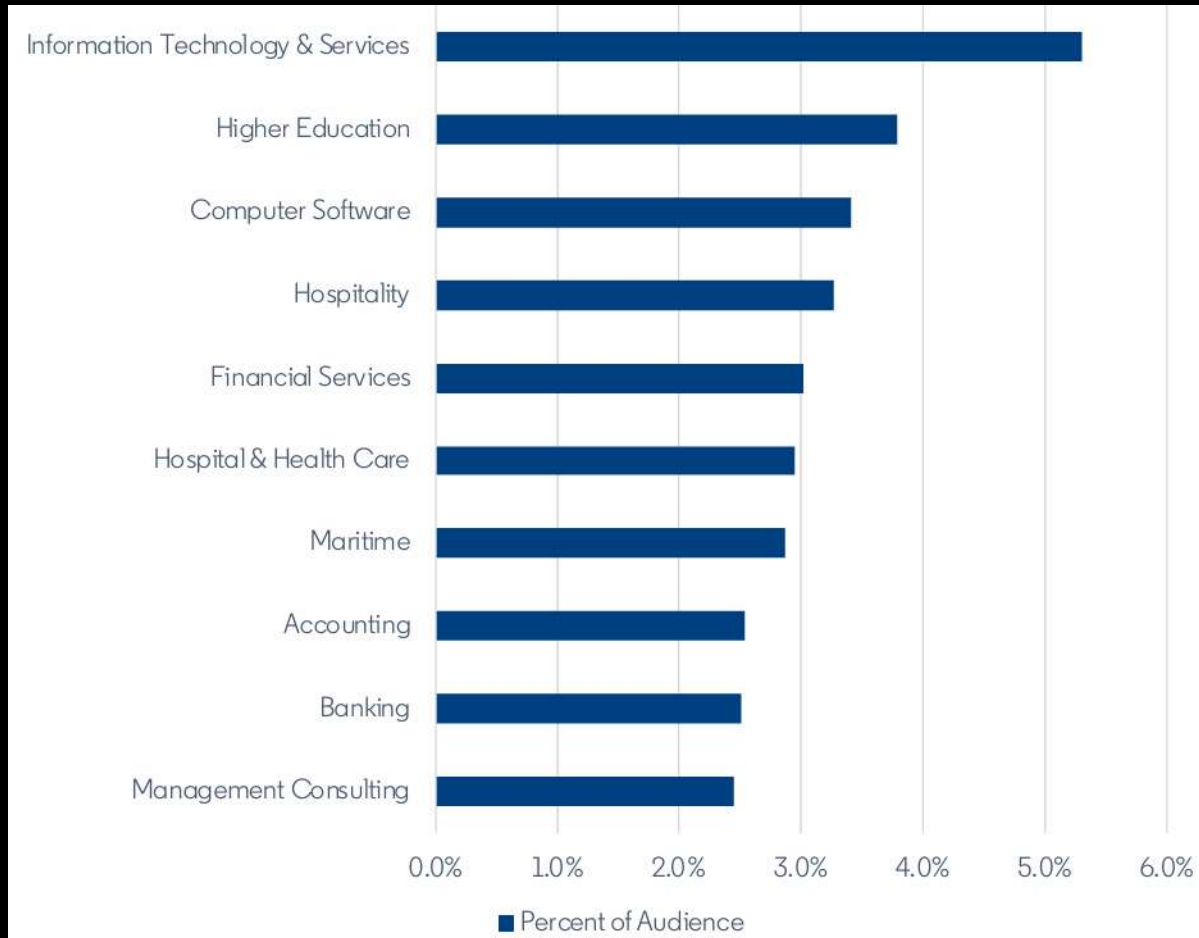


Greek LinkedIn Insights

Top 10 Cities



Greek LinkedIn Insights

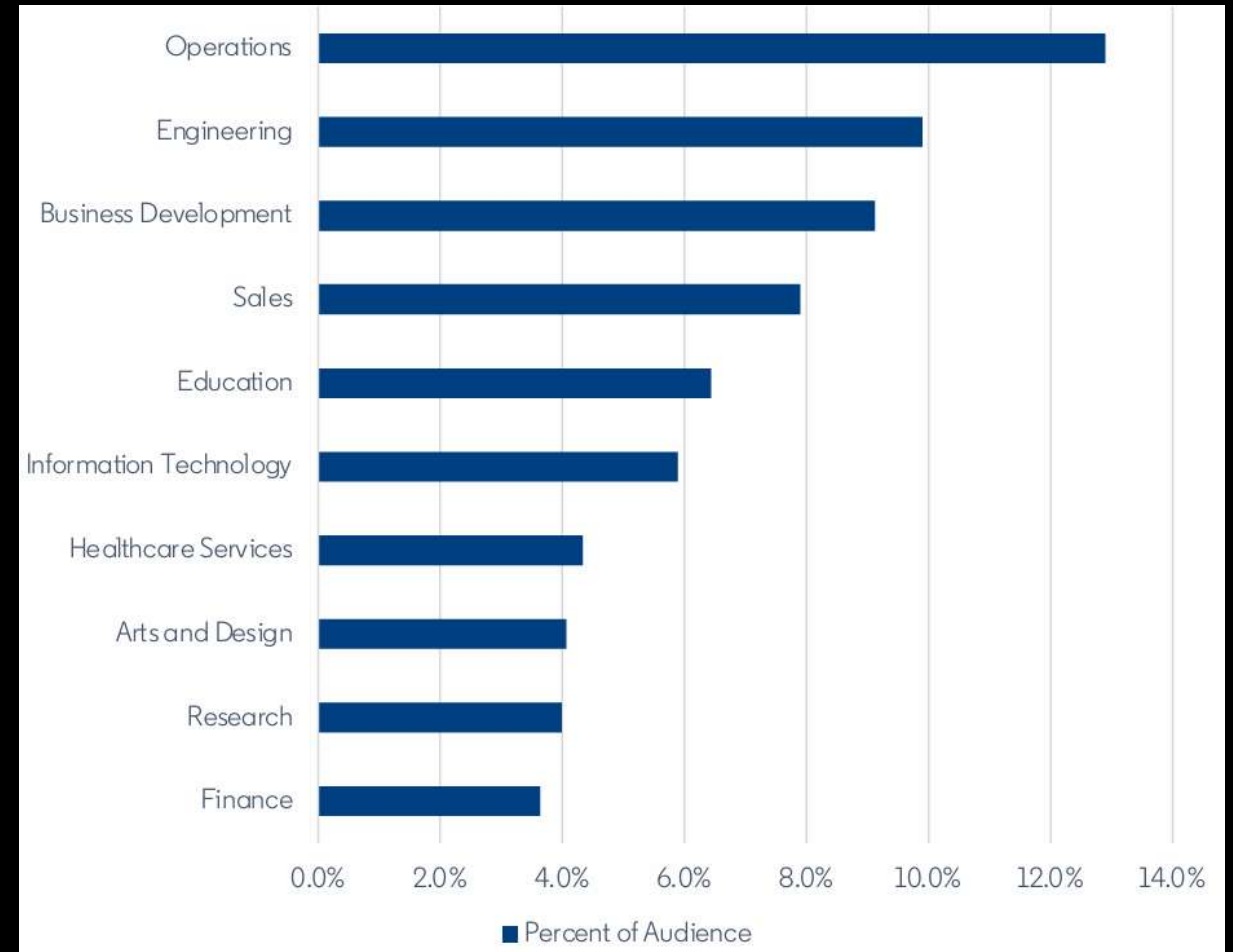


Top 10 Industries

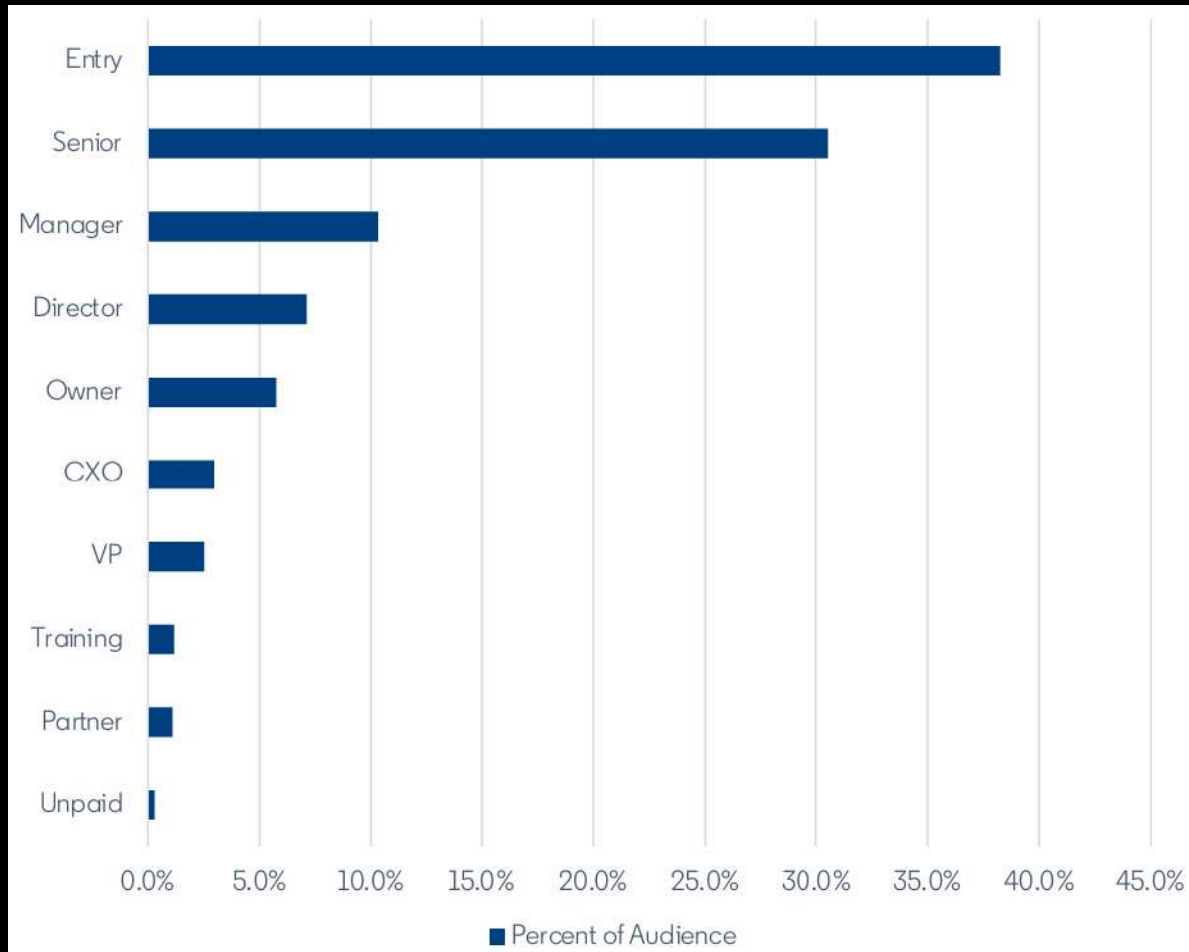


Greek LinkedIn Insights

Top 10 Functions



Greek LinkedIn Insights

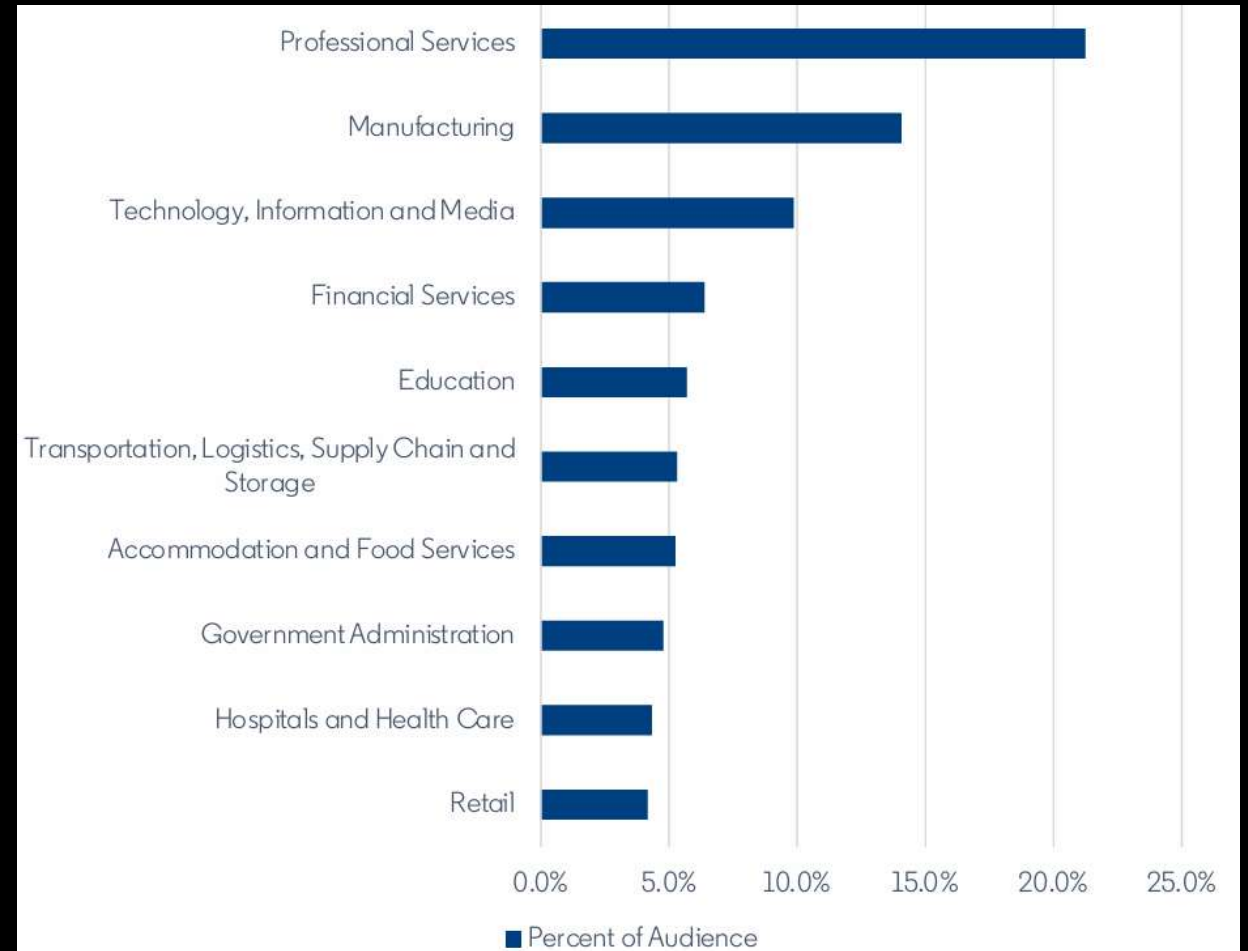


Top 10 Seniorities

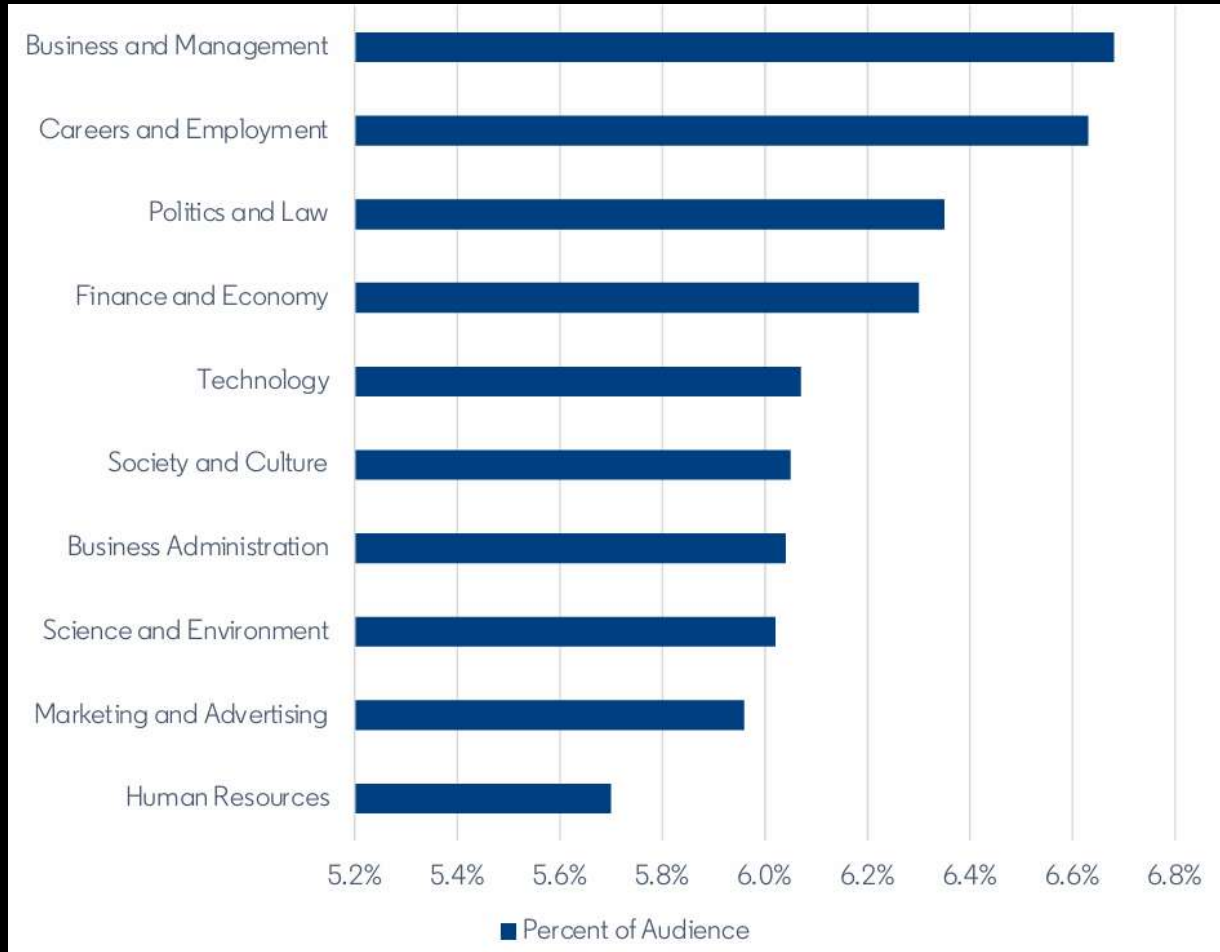


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Top 10 Industry Groups



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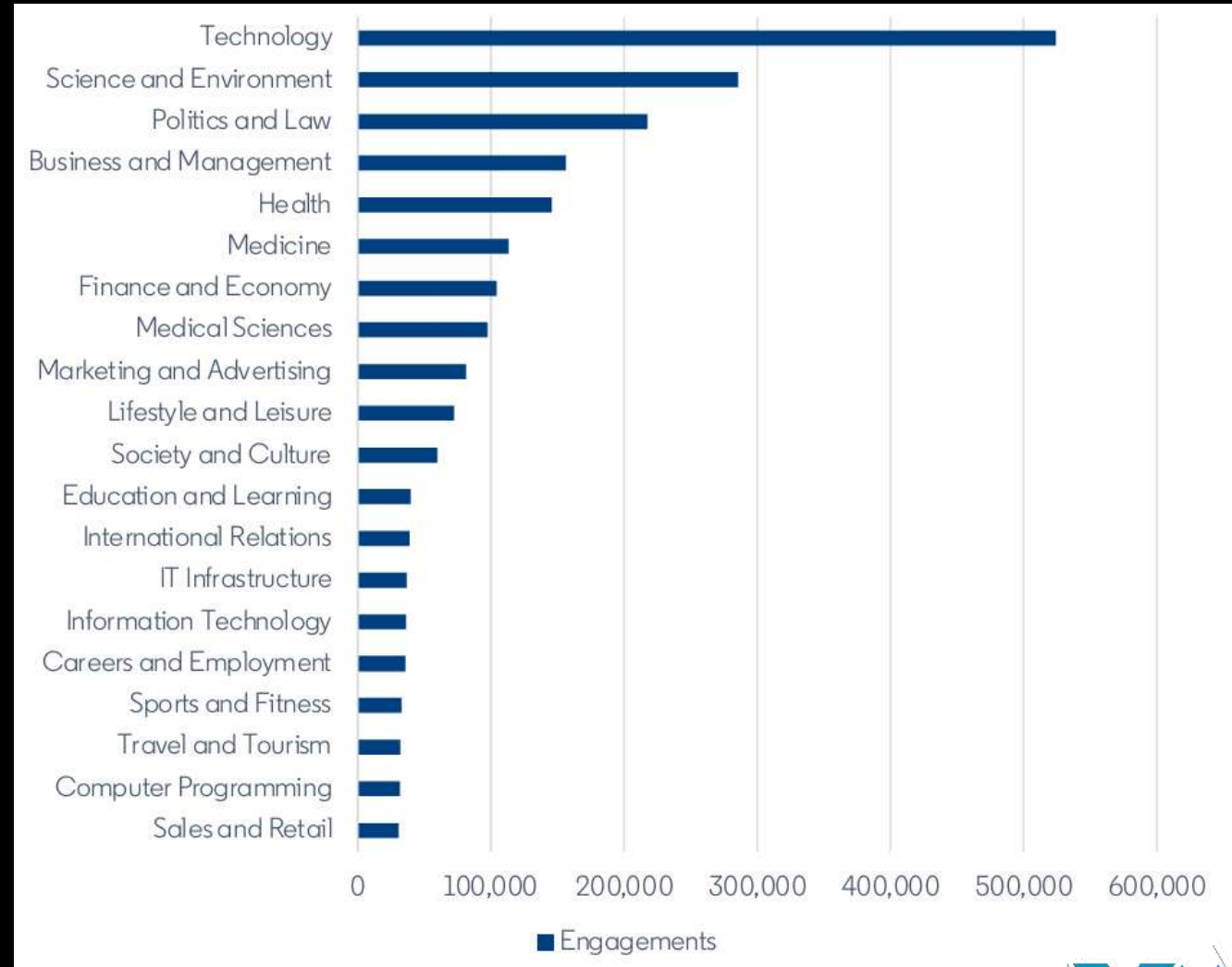


Top 10 Interests

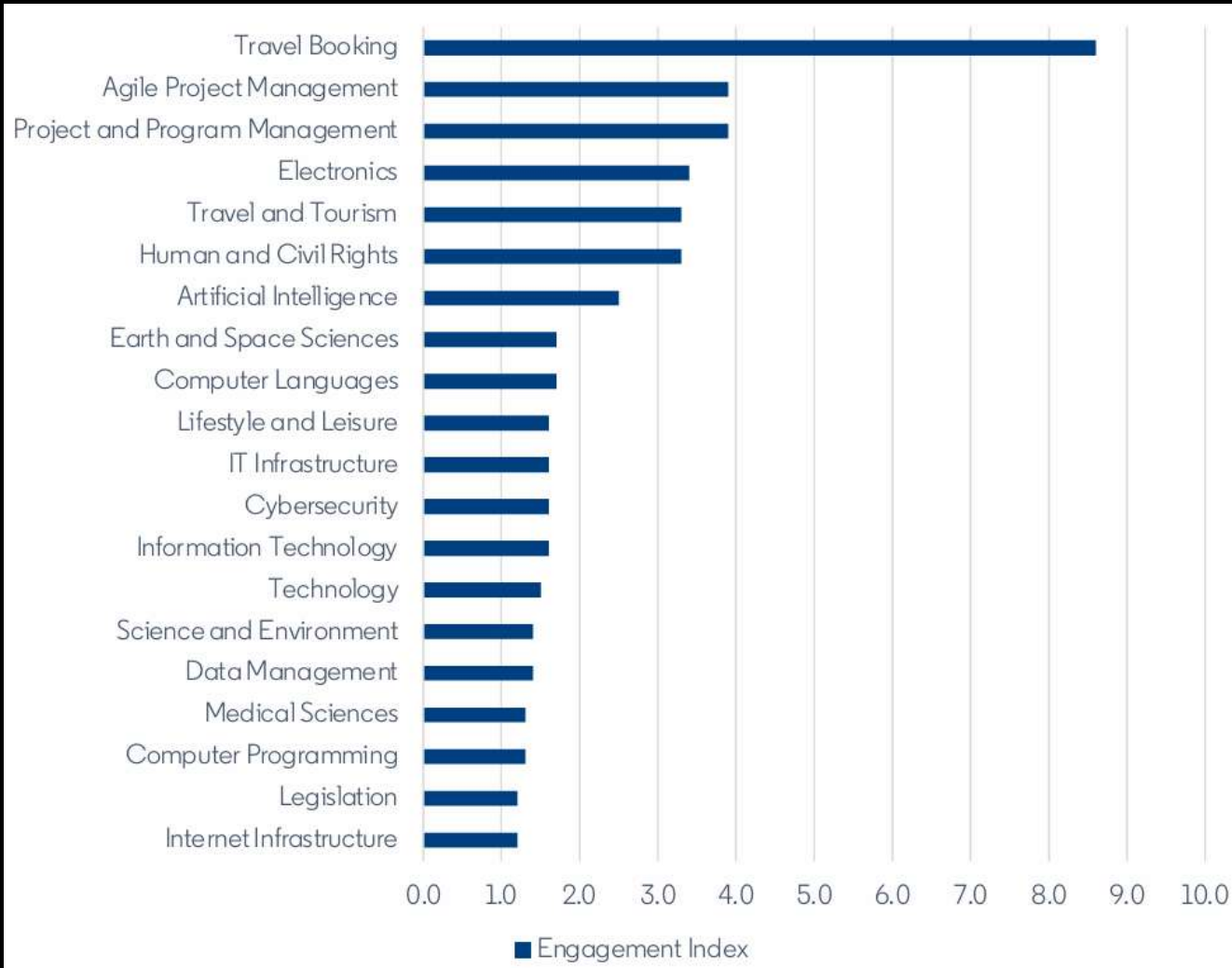


Greek LinkedIn Insights

Top Topics Engaged



Greek LinkedIn Insights



Top Topics that we Engage more than the rest of the platform.





So why should I advertise there?

Do business where business is done

We connect with
professional audiences



Decision makers
at scale

Driving
meaningful
engagement



Mindset to
do business

In an **environment**
that yields results



Trusted platform
delivering
impact



Decision makers at Scale

LinkedIn members:

- Are iconic business leaders
- Have more buying power
- Drive business decision

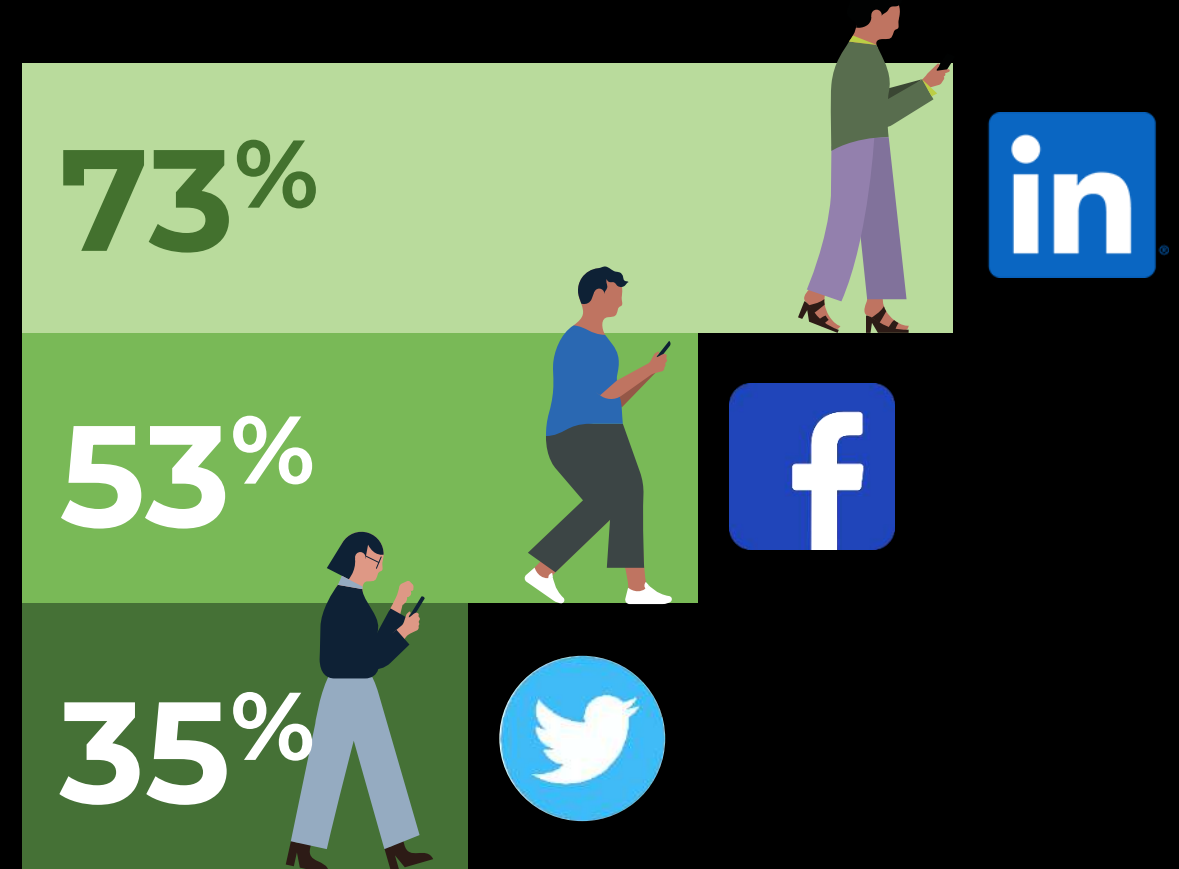


LinkedIn users are 2x more intent-driven

“

When I visit ...,
it's usually to
accomplish a
specific task
rather than to
kill time

”





How do I run successful Campaigns?

The Building Blocks for Marketing Success



Optimize Your Campaigns



Target the Right Audience



Select the Right Ad



Selecting the Right Ad

Writing Content for LinkedIn Ads

- Make it easy to remember.
- Keep it simple and valuable.
- Focus on numbers that tell a story.
- Create content for your audience, but not only them.

When you know your audiences and their pain, your messaging will resonate.



Writing Content for LinkedIn Ads

- Ensure the content can be shared.
- Use vastly accepted sources
- Keep it professional
- Keep the headline under 60 characters.

Start with a question or quote to hook the reader.



Writing Content for LinkedIn Ads

- Successful posts provide clear value oriented towards helping professionals be more productive and successful through:
 - Advice
 - Education
 - Interesting Facts



Creative for LinkedIn Ads

- Stick to High-Quality Photos
- Keep Banner Text Short and Relevant
- Maintain Consistent Branding and Messaging Between Ads and Landing Pages
- Make Your Offer Clear to Your Audience
- Test and Move Quickly With Creative Changes





Targeting the Right Audience

The 40 - 40 - 20 Rule:

Developed in the 1960s by marketing guru Ed Mayer, the 40/40/20 rule is designed to help marketers understand where to focus their efforts. The rule consists of three core elements that were critical to the success of marketing campaigns before the Internet.

But those elements are still relevant today.

1. **40%** of the success depends on the **target audience**
2. **40%** of the success depends on the **offer**
3. **20%** of the success depends on the **creative**

Therefore, adding the right audience to your campaigns is as important as writing your amazing content.



Targeting on LinkedIn

Why ad targeting on LinkedIn is different?

Even if you're an experienced digital marketer, targeting on LinkedIn is different from other platforms.

You can target based on what people do professionally instead of what they do in their personal lives.



Targeting on LinkedIn

1. **Location, location, location:**

First, define where you would like to reach LinkedIn members.

2. **Build your audience, with a wide range of targeting attributes.**

- **Company:** Connections, Followers, Industry, Company Name, Size
- **Demographics:** Age & Gender
- **Education:** Degrees, Fields of Study, and Member Schools
- **Job Experience:** Job function, Job Seniority, Job title, Member Skills, and Years of Experience
- **Interests:** Groups and Member Interests



Targeting on LinkedIn

3. Use LinkedIn audience templates

The screenshot displays the LinkedIn Audience Builder interface. At the top, there are tabs for 'Audience', 'Saved Audiences', and 'Audiences'. Below the tabs, there is a search bar labeled 'Search by name'. A dropdown menu is open, showing a list of audience templates, each with a LinkedIn logo icon to its right. The templates listed are: 'Members with a Bachelor's Degree', 'Expertise in Biotechnology', 'Expertise in Bitcoin / Blockchain', 'Expertise in Computer Science', 'Corporate HR Professionals', 'Customer Experience Professionals', 'Expertise in Development Operations', and 'Expertise in Enterprise Resource Planning (ERP)'. At the bottom of the dropdown menu is a link that says 'See all audiences'. The background of the interface shows the 'Where is your target audience' section with a 'Locations (Recent or Permanent)' filter set to 'United States' and an 'Exclude' option for 'people in other locations'. The 'Who is your target audience' section is partially visible at the bottom.

Audience Saved Audiences Audiences

Create a new audience

Where is your target audience

Locations (Recent or Permanent)

United States

Exclude people in other locations

Your audience has their Profile

Your audience size will vary depending on the language is available, to reach all

Who is your target audience

This is a previously used audience

Include people who have AND

Search by name

- Members with a Bachelor's Degree
- Expertise in Biotechnology
- Expertise in Bitcoin / Blockchain
- Expertise in Computer Science
- Corporate HR Professionals
- Customer Experience Professionals
- Expertise in Development Operations
- Expertise in Enterprise Resource Planning (ERP)

See all audiences



Targeting on LinkedIn - Tips

1. Avoid hyper-targeting

Limited scale will hurt your initial campaigns, so we recommend not adding more than two to three targeting facets. A good rule of thumb when starting out is to keep the target audience over 50,000 for Sponsored Content and Text Ads, and over 15,000 for Message Ads.

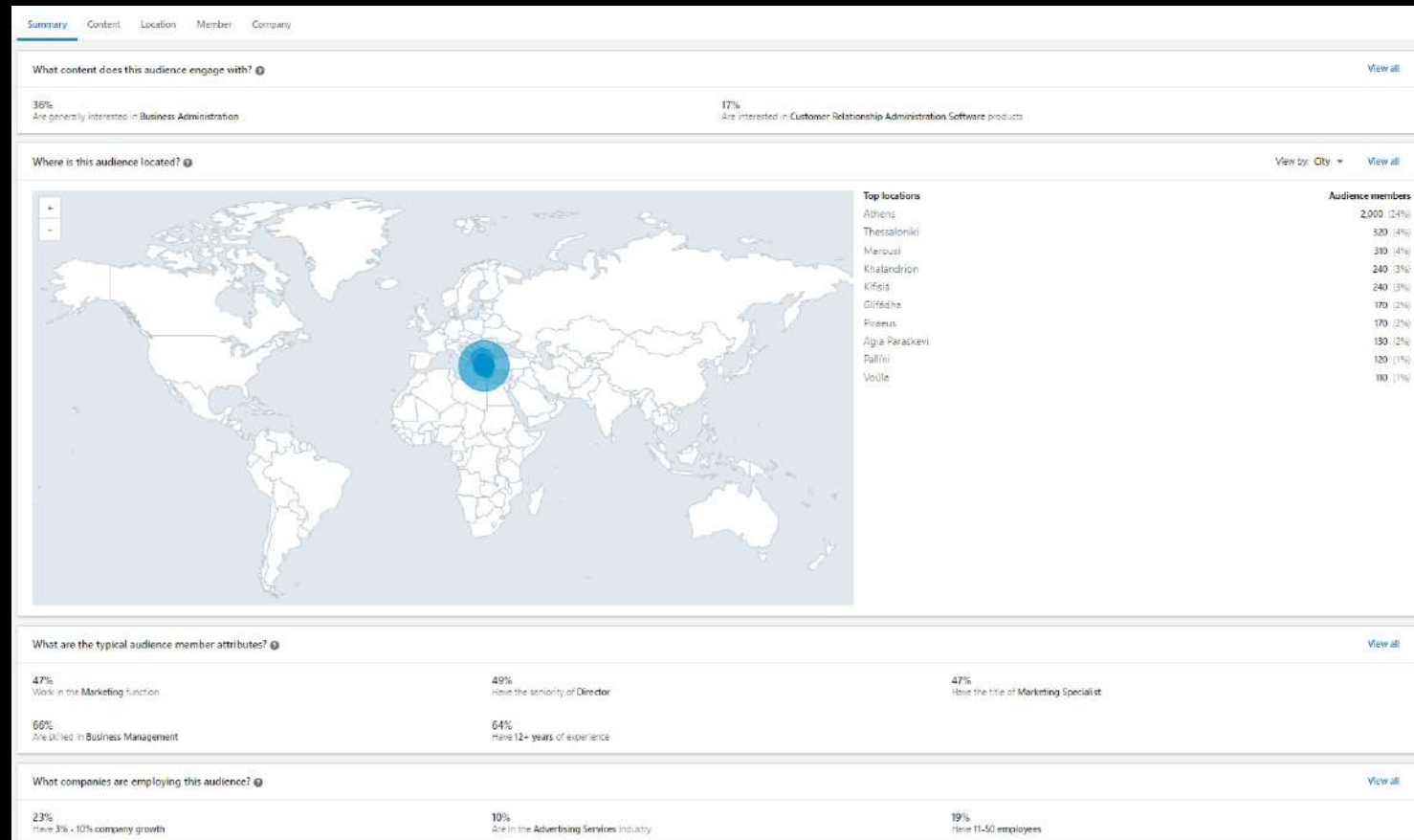
2. Increase your reach with custom targeting options:

On our platform, you have the option to enable Audience Expansion or build a lookalike audience. When using either option, LinkedIn's algorithms will identify additional audience members similar to your target audience.



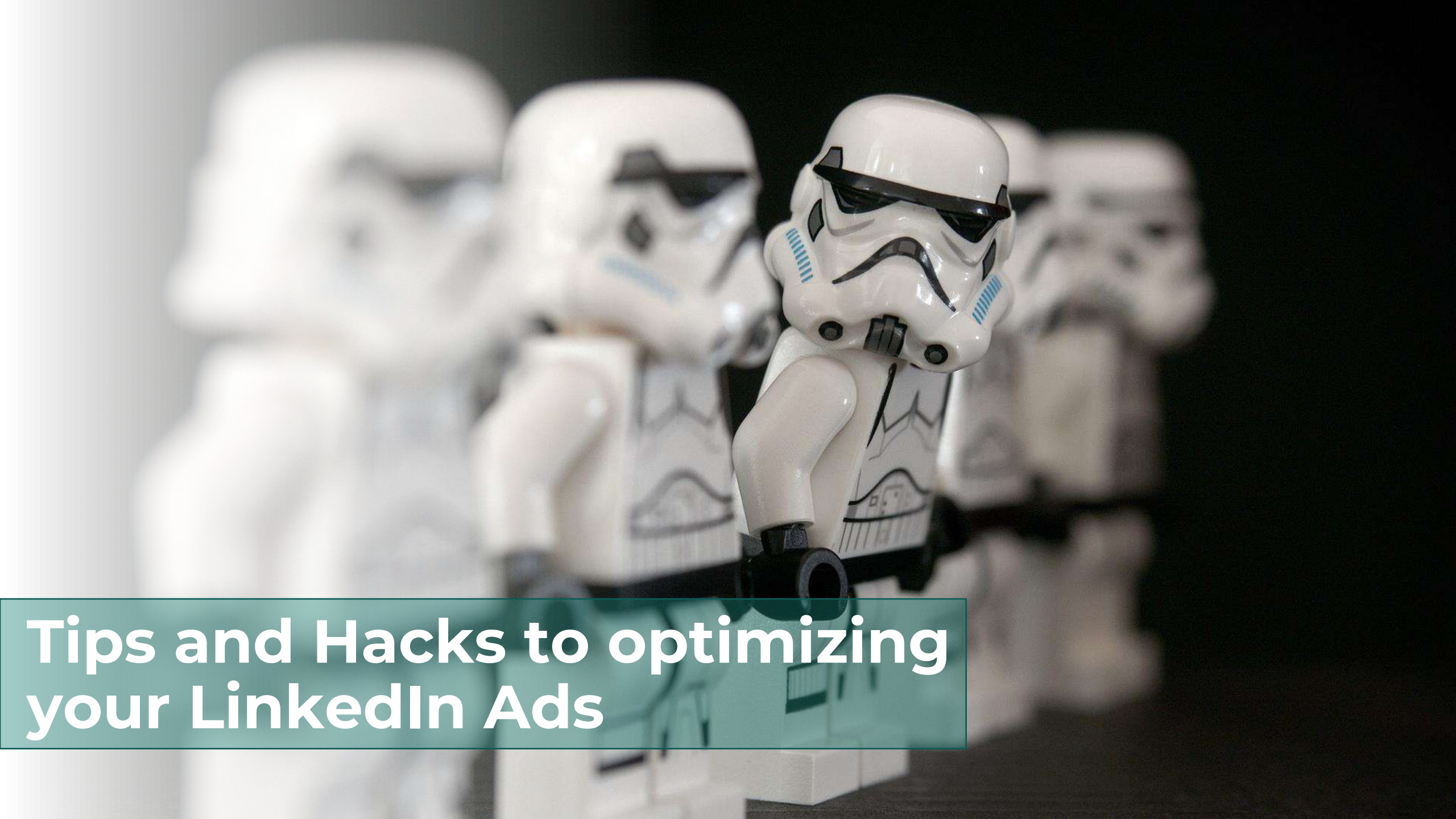
Targeting on LinkedIn

3. Use LinkedIn audience insights, for both saved and matched audiences





“Consistency wins every single time”



Tips and Hacks to optimizing your LinkedIn Ads

Make sure that your ads:

Your Ads should:

1. Be tailored to your Target Audience
2. Be aesthetically pleasing and in harmony with the look and feel of your brand, with its corporate colors;
3. Include some very brief information about your product or service
(although, this is sometimes not necessary depending on the niche)
4. Incorporate a powerful Call to Action that encourages the user to act
5. Be accompanied by a text copy of no more than 3-4 lines



Optimizing Campaigns

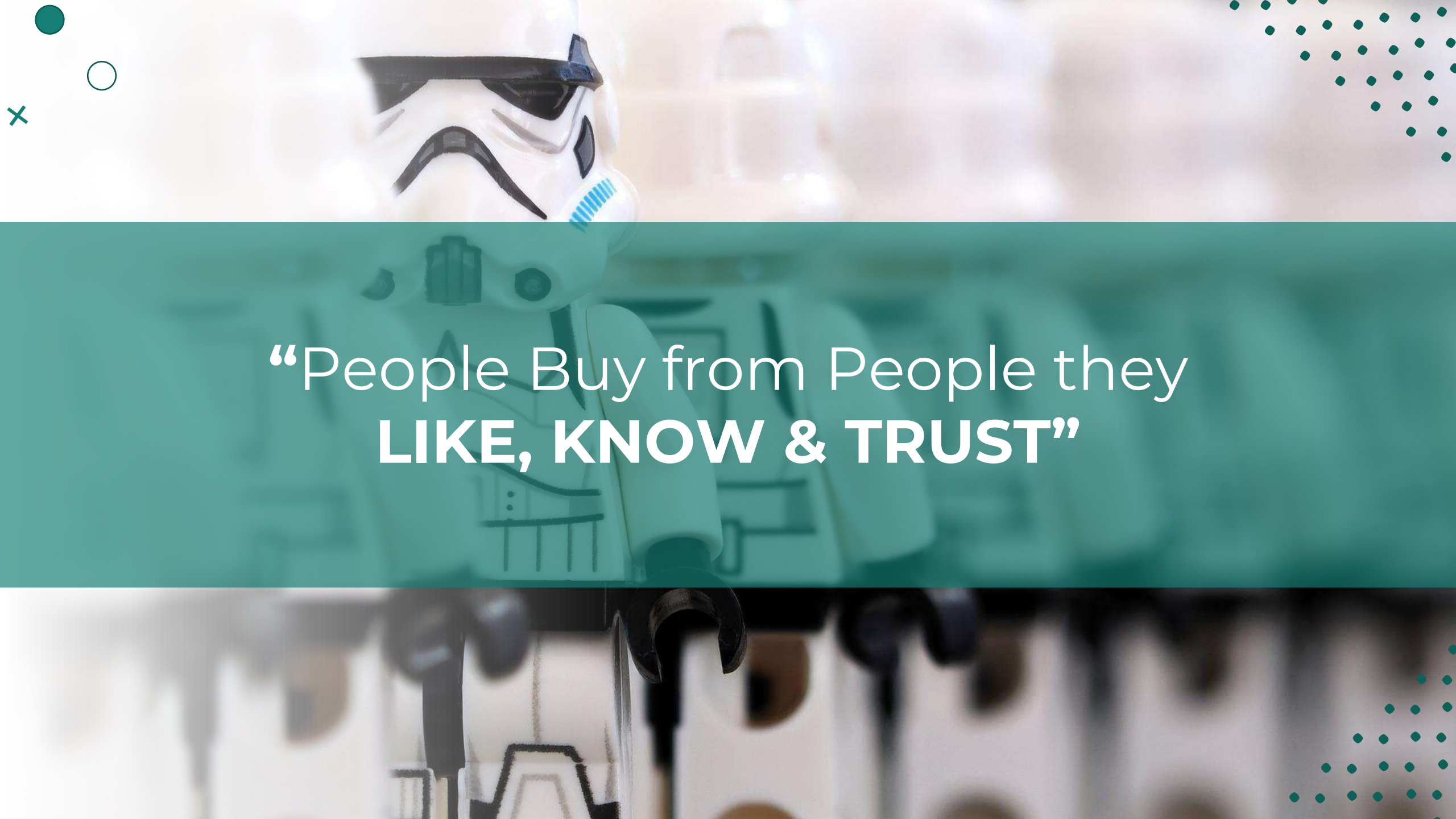
1. **Social ad campaigns can always be improved**
2. **Set a reminder** for yourself to check and optimize your campaigns.
3. **Tweak one variable at a time**: Just because your ad is under-performing doesn't mean you need to scrap the whole thing. Test different variations of the same ad to see what factor is contributing to or hindering its success.
4. **Get - and stay - familiar with your audience**: Check out your buyer persona and conduct new research on the audience attributes that might need to be tweaked so the very best people are always seeing — and hopefully engaging — with your ads.



Optimizing Campaigns

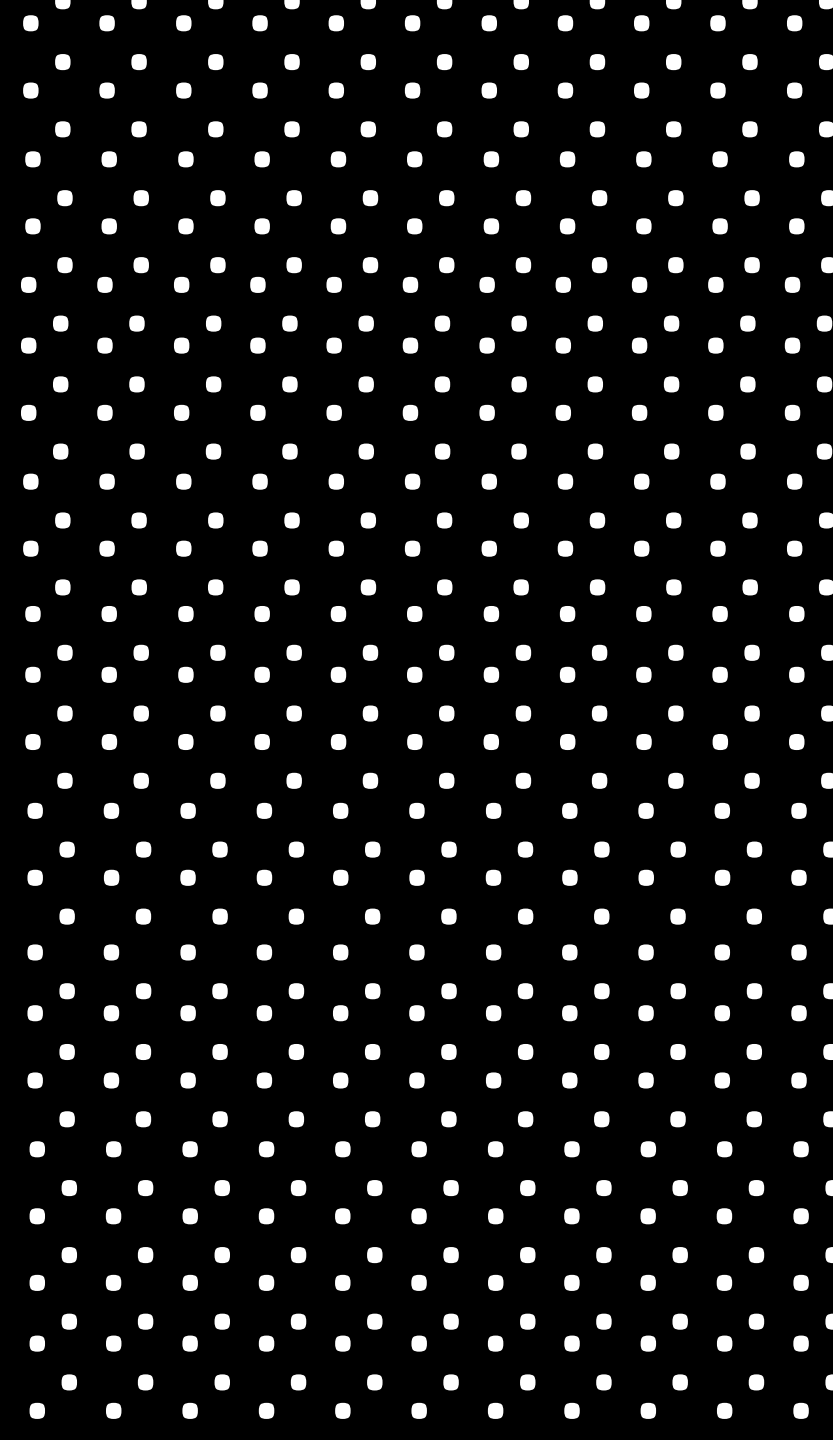
5. **Review the Analytics:** use UTMs and keep track of the campaigns that bring actual qualified/valuable traffic to your website.
6. **Go with the flow:** Invest in the campaigns bringing the best results and minimize the expenditure on the underperforming ones.
7. **Creating micro-campaigns:** reduce costs and gain more visibility. Instead of running one big campaign that reaches 100,000 people, consider running 10 micro-campaigns that reach 10,000 people each. That is of course if your company will benefit from this move!





“People Buy from People they
LIKE, KNOW & TRUST”

Questions?



Thank you!



Vasileios Mylonas
Come say hello! 🖐️

