LinkedIn Message Ads

Getting Started Guide

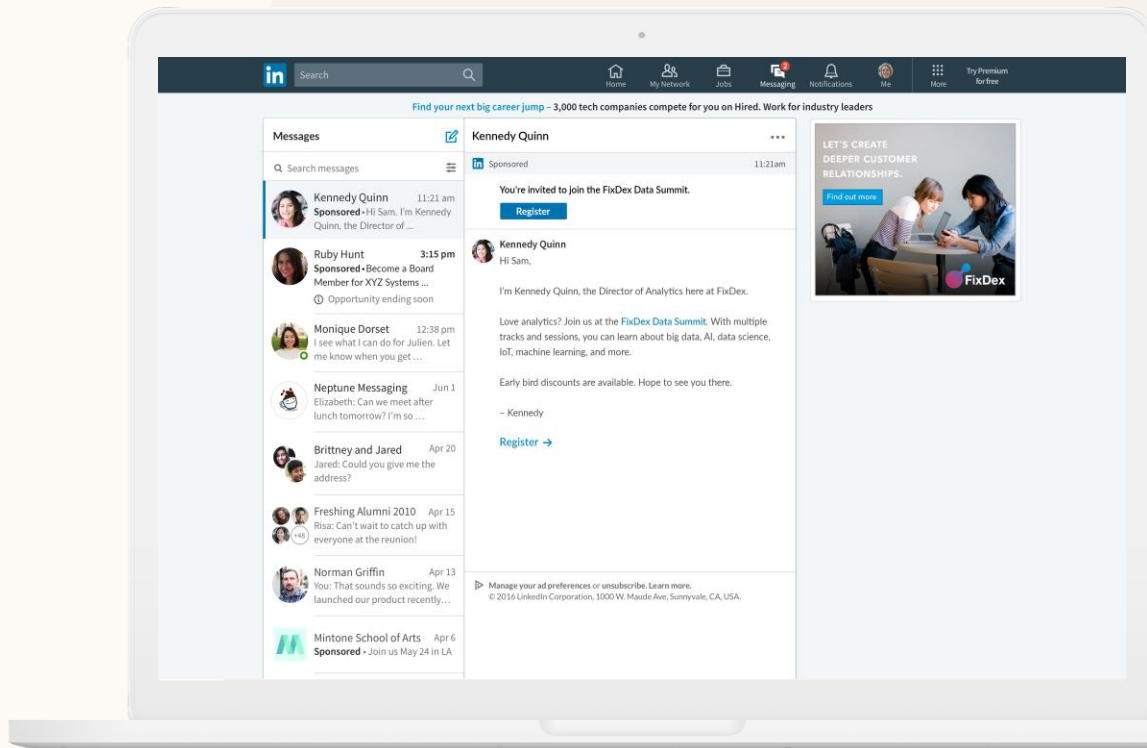**Linked** in
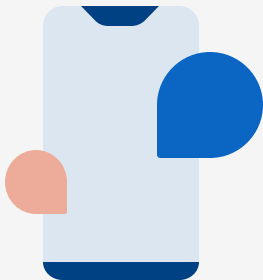
What are message ads?

Message Ads

Send direct messages to your prospects to spark immediate action

The market landscape is changing, presenting both challenges and opportunities for marketers

## More time is being spent on social messaging apps

This is shifting the way people communicate, with each other and businesses. 89% of consumers would like to use messaging with businesses, but only 48% of businesses are using messaging to engage with consumers.[1]
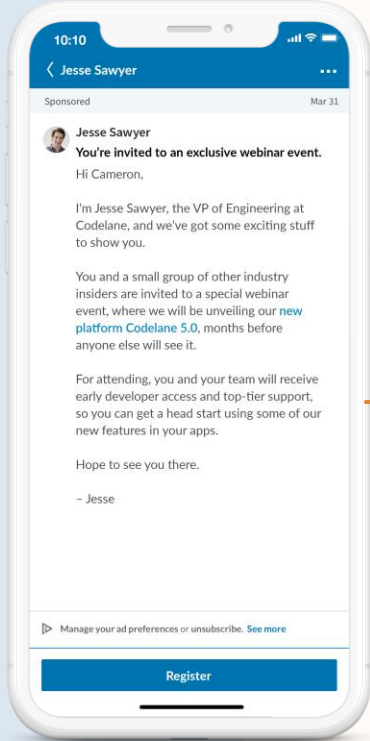
The buying experience matters

8 in 10 of buyers say that the experience a company provides is as important as its products and services. [2]

B2B sales cycles are getting shorter
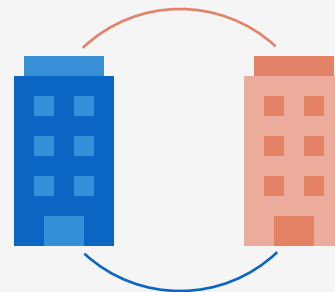
Marketers now need to make every interaction count by delivering a relevant marketing message to the right person at the right time. [3]

Sources: 1) Twilio Consumer Report , 2) Adobe 2019 Digital Trends, 3) LinkedIn Enlightened Tech Report (2019)

With LinkedIn Message Ads, you can send direct messages to your prospects to spark immediate action

10:10

‹ Jesse Sawyer ···

Sponsored Mar 31

Jesse Sawyer
You're invited to an exclusive webinar event.

Hi Cameron,

I'm Jesse Sawyer, the VP of Engineering at Codelane, and we've got some exciting stuff to show you.

You and a small group of other industry insiders are invited to a special webinar event, where we will be unveiling our new platform Codelane 5.0, months before anyone else will see it.

For attending, you and your team will receive early developer access and top-tier support, so you can get a head start using some of our new features in your apps.

Hope to see you there.

– Jesse

Manage your ad preferences or unsubscribe. See more

Register

Deliver a targeted message with a single CTA

Communicate to your prospects without having to worry about character limits

Drive stronger engagement than traditional emails

Messages are delivered in an uncluttered environment so that your brand stands out

Measure the impact of your messages

Understand the ROI, with demographic reporting and conversation tracking.
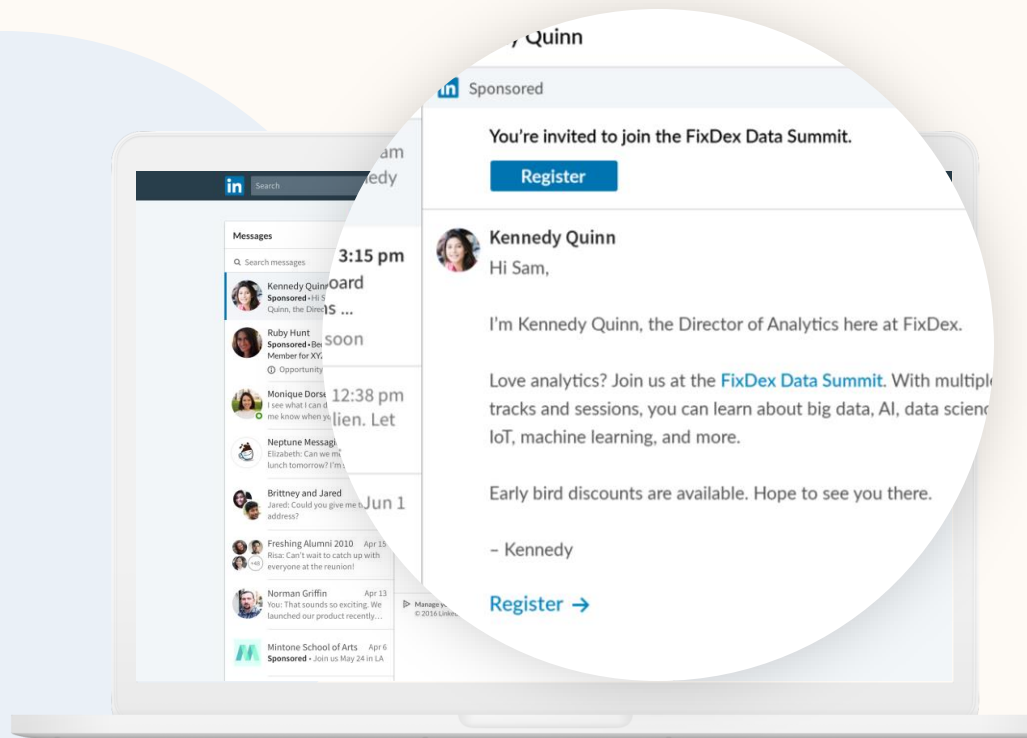
How do message ads work?
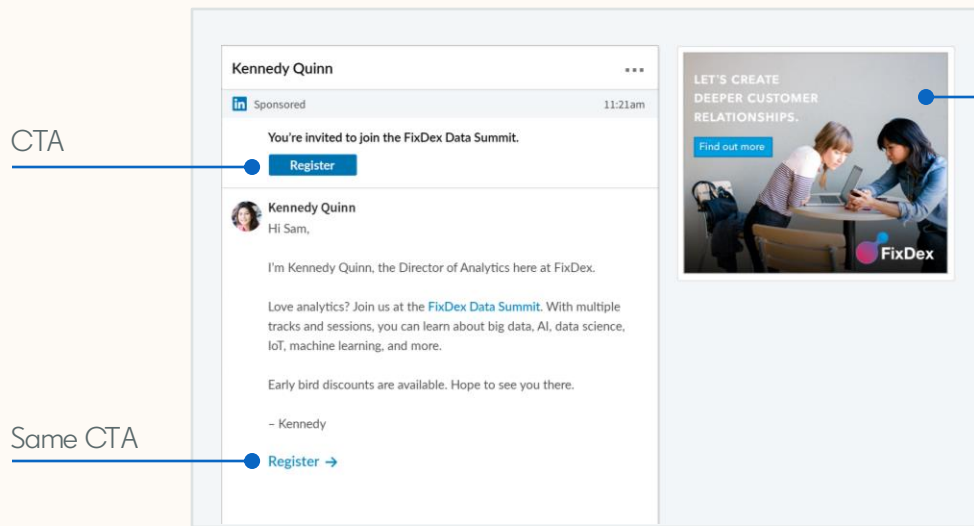
How message ads work

Message ads are delivered to your prospects on both mobile and desktop.

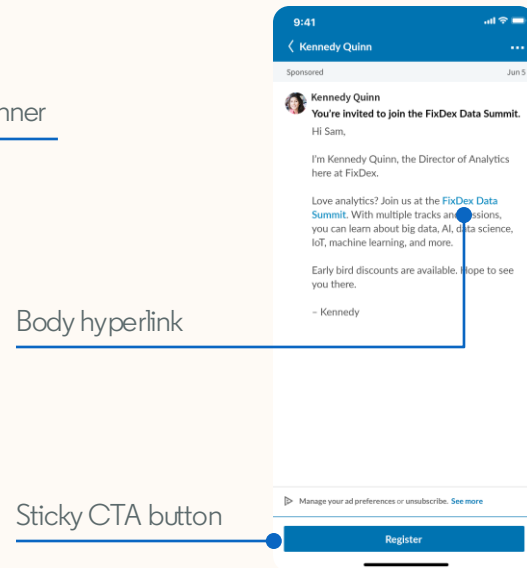Delivered in real-time, when prospects are active on LinkedIn.

The anatomy of a message ad

Prospects can engage with your message ad by clicking on your CTA button, hyperlinks, and banner ad.

CTA

300x250 banner

Same CTA

Body hyperlink

Sticky CTA button

Desktop

Mobile (No banner image)

Setting up your message ad

Step-by-step guidance to creating your message ad campaign

1

Campaign setup

Log into Campaign Manager.

Click "Create campaign."

Accounts

Techcore_2019_XBT ✕

Order ID: 00632000 | Line ID: a523

Create campaign   Performance Chart

Search by name, campaign ID, or type
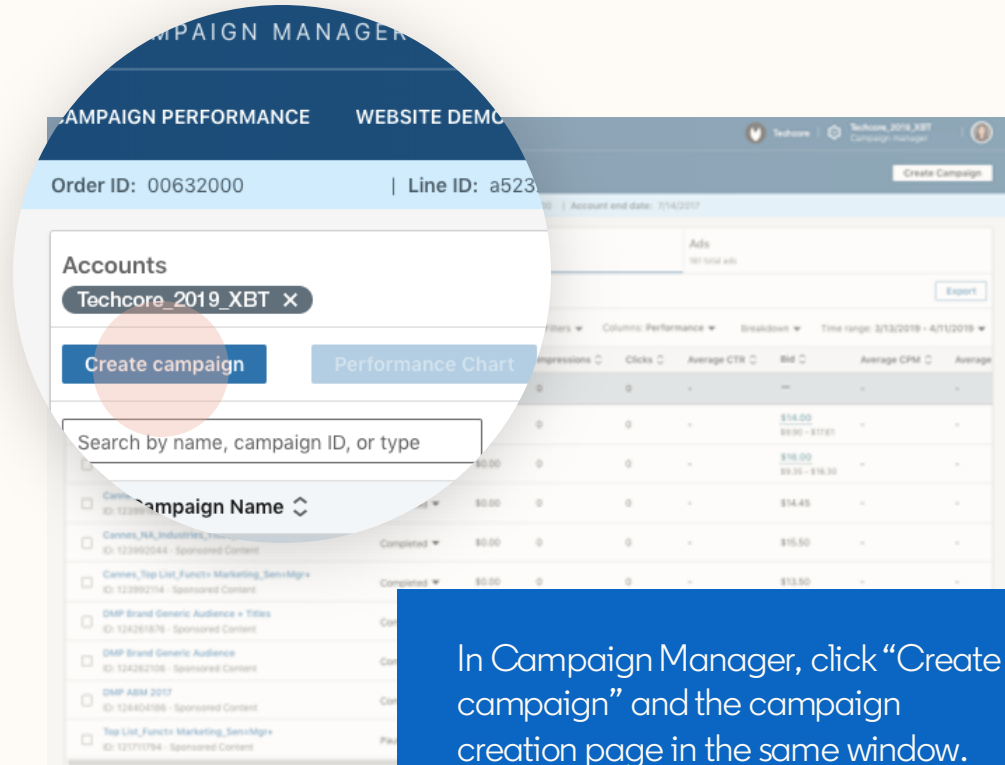
In Campaign Manager, click "Create campaign" and the campaign creation page in the same window.

Choose which campaign objective aligns the most with your marketing objective

Name your campaign and select your objective

CAMPAIGN MANAGER

FixDex | Marketing CXO Account

Default Group
Untitled campaign   Campaign not saved yet

Step 1
Set up campaign
- Objective
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2
Set up ads
- Ads in this campaign

Step 3
Review & finish

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

Awareness   Consideration   Conversions

Brand awareness   Website visits   Lead generation

                         Engagement   Website conversions

                         Video views   Job applicants

Audience

Ad Format

Placement

Brand awareness	Website visits	Engagement	Video views	Lead generation	Website conversions	Job applicants
✕	✓	✕	✕	✓	✓	✕

Message ads are supported under the following objectives:

Select the "Lead Generation" objective to add a Lead Gen Form to your message ad campaign

Drive up to 4x more leads by adding a Lead Gen Form to your message ad.

A Lead Gen Form is pre-filled with accurate professional information from the prospect's LinkedIn profile, such as name, contact info, company name, seniority, job title, and location.

Prospects can sign up without leaving the ad.
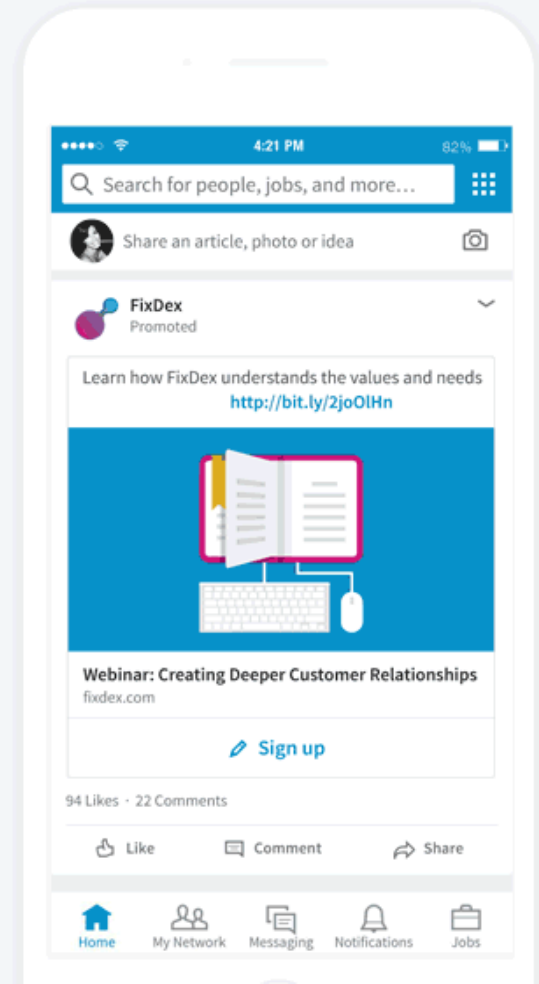
Choose your target audience

Select the desired profile language and location(s) of your audience

Note

After your campaign is saved as a draft, you will NOT be able to change the language.

Audience

Create a new audience   Select an audience ▼ | Reset audience

Profile language ⑦

Audience

Create a new audience   **Select an audience ▼** | Reset audience

Profile language ⑦

English ▼

Start building your audience by searching for attributes of individuals you want to reach

🔍 Search   Learn more about targeting criteria

Audience attributes   ›   Company
Add targeting criteria like job title,
industry, or skills   Demographics

                                                                        Education

Matched audiences   Job Experience
Use your data to retarget website
visitors or reach known contacts and   Interests
accounts

+ Exclude people

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

☑ Enable Audience
    Expansion   ⑦   View audience summary | Save as template

Narrow down your target audience

Refine "audience attributes" including: Company, demographics, education, job experience, and interests.

Leverage advanced targeting features such as Matched Audiences to re-target accounts, contacts, and website visitors.

Campaign setup

Once your targeting is set up, you can see real-time ad result forecasting

Forecasted Results ⓘ

Target audience size
150,000,000+

1-day   7-day   30-day

30-day spend
$220.00 - $900.00

30-day impressions
7,200 - 36,000

CTR
2.4% - 3.6%

30-day clicks ★
340 - 1,500

Note: forecasted results are an estimate and do not guarantee actual campaign performance. Learn more about how we forecast results
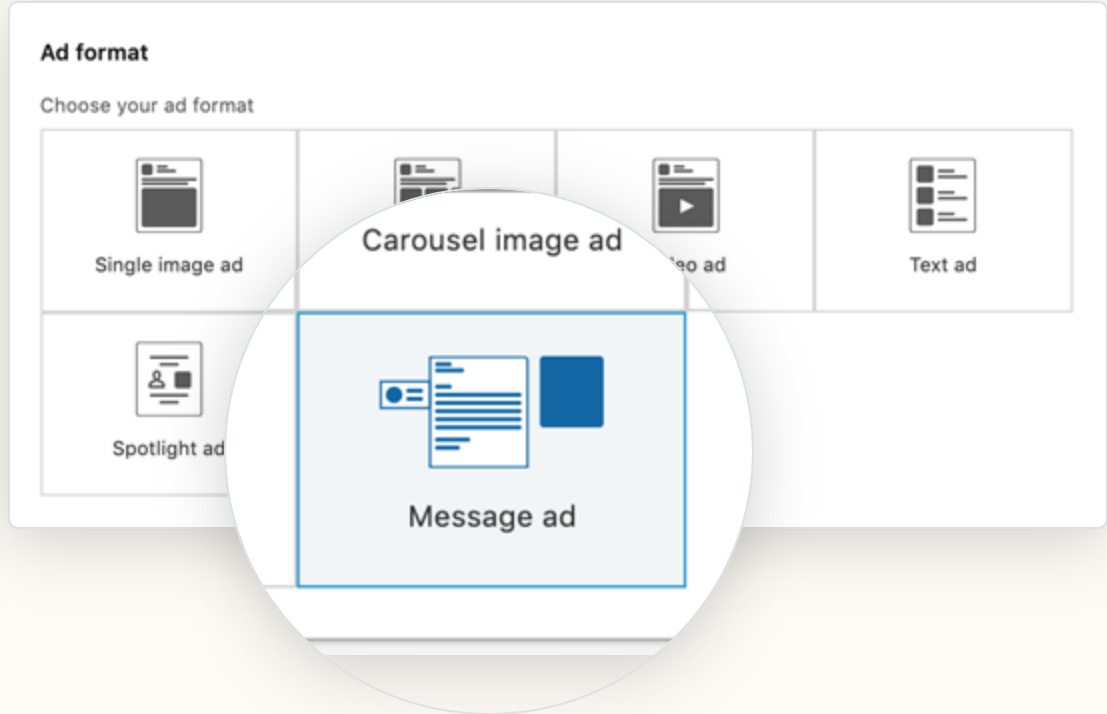
Is this forecast helpful? Yes   No

Audience

Create a new audience   Select an audience ▾

Profile language ⓘ
English ▾

Locations Recent or permanent location ▾ ⓘ
INCLUDE
United States ✕

⌂ › North America › United States

☐ Canada   ▦ Alabama
☐ Saint Pierre and Miquelon ▦ Alaska
☑ United States   › ▦ Arizona
                            ▦ Arkansas
                            ▦ California
                            ▦ Colorado

Exclude

+ Add

+ Exclu

Forecasting will change with targeting criteria, bid, daily budget.

Select "Message ad" as your ad format

Only one ad format can be selected per campaign

Note

Message ads will NOT run on the LinkedIn Audience Network — they will serve on LinkedIn only

Ad format

Choose your ad format

Single image ad

Carousel image ad

Video ad

Text ad

Spotlight ad

Message ad

Set up your campaign budget and schedule

- Set a total budget, or daily and total budget

- You are only able to bid on a cost-per-send basis

About scheduling

- Start date cannot be in the past

- An end date is not required. Campaign will end either when total budget is reached or campaign end date

Add conversion tracking to monitor the valuable actions people take on your website

Conversion tracking lets you see how your ads led to valuable actions on your website, including content downloads, sign-ups, purchases, and more.
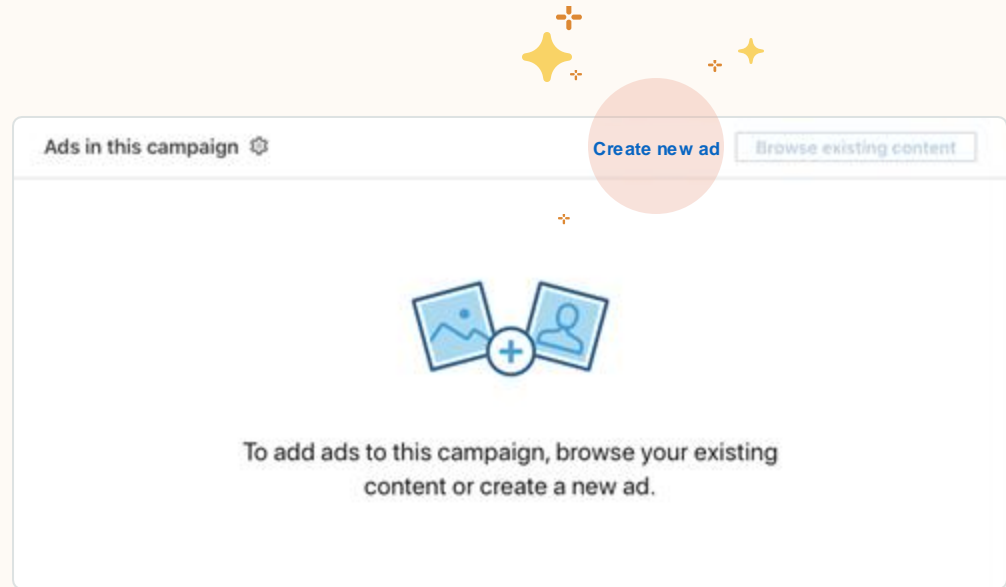
Visit our help center for details.

Conversion tracking (optional) ⓘ

Measure the actions members take on your website after clicking or viewing your LinkedIn ad.

+ Add conversions
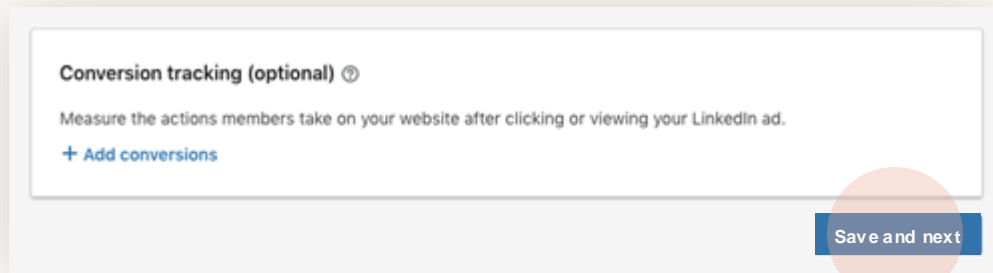
Save and next

Once you've completed the campaign setup, click "Save and next" to continue to set up your ads.

2

Message ad set up

Under "Browse existing content," click "Create new ad" or select an existing ad.

Ads in this campaign ⚙

Create new ad | Browse existing content

To add ads to this campaign, browse your existing content or create a new ad.

Create your ad

Assign a name for your message ad that's distinctive, to make it easy to differentiate ad variations.

Choose the sender:
To add a team member as a sender, click "add sender." Make sure the sender is already your first-degree connection. They will need to approve your request.

Create your ad

Name this ad ⊙

FixDex Data Summit Executive v1   11

1. Sender ⊙

Select the sender of your message.   Add sender

Kennedy Quinn   YOU

2. M

Add sender   ✕

Send approval request

Alex Med

Alex Medina · 1st
FixDex National Transformation and A.I. Officer

Canc

Add a subject

- Keep the subject line concise, relevant, and conversational with a clear call-to-action.
  We recommend keywords like "Connect," "Opportunities," and "Join us/me"

- 60 characters max.

2. Message ⑦

Subject ⑦

You're invited to join the FixDex Data Summit
                                                                13

Message text ⑦

| **B** | *I* | U | ☰ | ☷ | x² | x₂ | 🔗 | Insert custom fields ▾ |

Create your message

- Introduce yourself, and state a clear purpose for your outreach

- Keep message short and sweet. We recommend < 500 characters

- To boost conversion, add hyperlinks to make it easy for prospects to engage

- 1,500 characters max.

2. Message ⓘ

Subject ⓘ

You're invited to join the FixDex Data Summit   13

Message text ⓘ

B I U | ≔ ≔ x² x₂ 🔗 | Insert custom fields ▾

Hi %FIRSTNAME%,

I'm Kennedy Quinn, the Director of Analytics here at FixDex.

Love analytics? Join us at the FixDex Data Summit. With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more.

Early bird discounts are available. Hope to see you there.

– Kennedy

Message ad setup

Custom footer, CTA, banner image

- Add a custom footer with a disclaimer, or terms & conditions (optional)

- By default, LinkedIn's terms & conditions will be shown in the footer of each message ad

Custom footer & Terms and Conditions ⓘ

☐ Add customer footer for terms and conditions, or disclaimers.

Call-to-action ⓘ

| Download | 20 |

Landing page URL ⓘ

https://fixdex.com/datasummit

Image

Upload a banner creative with your ad   **Upload image**

300 x 250; JPG or PNG; up to 2MB. Adding a banner creative reserves that ad space for you. The banner only shows on desktop but not on mobile or the **conversation window**
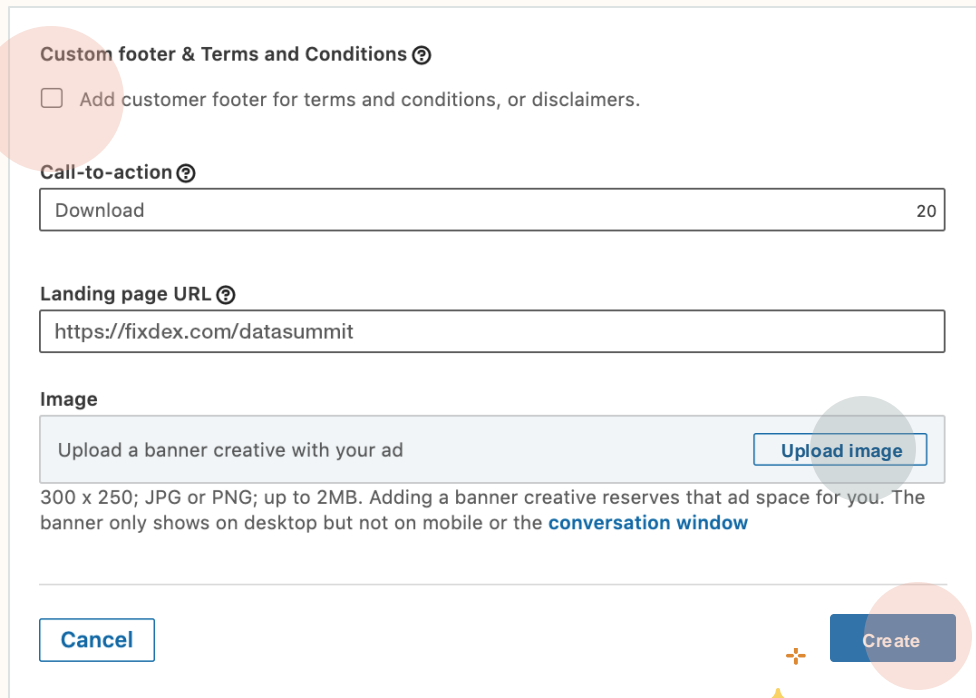
Cancel   Create

CTA (required):
Enter the exact text for the call-to-action button. Up to 20 characters.

Image (optional, but highly recommended):

- 300x250 banner image

- Shows on desktop only (not on mobile)

- If no banner image is provided, then another brand's image may appear next to your message ad

Click "Create."

Custom footer & Terms and Conditions ⓘ

☐ Add customer footer for terms and conditions, or disclaimers.

Call-to-action ⓘ

Download	20

Landing page URL ⓘ

https://fixdex.com/datasummit

Image

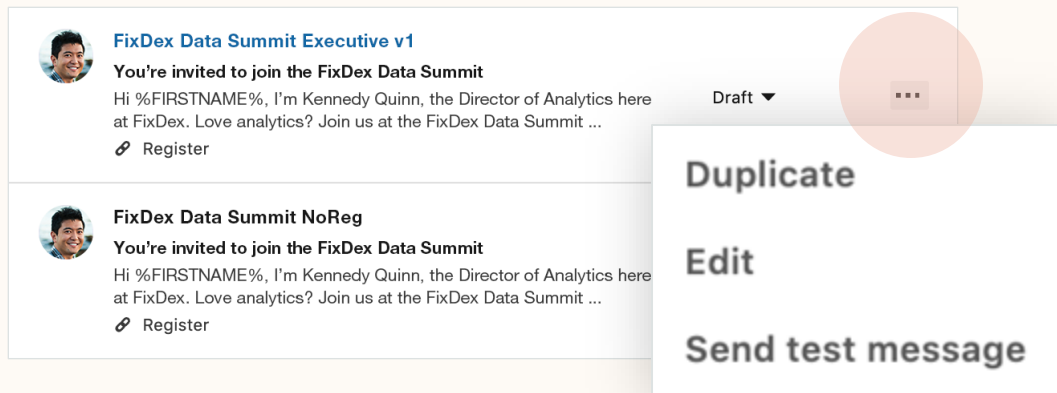| Upload a banner creative with your ad	Upload image

300 x 250; JPG or PNG; up to 2MB. Adding a banner creative reserves that ad space for you. The banner only shows on desktop but not on mobile or the **conversation window**

Cancel

Create

Before sending your message ad

Click on the "•••" in the ad view menu to:

- Duplicate the ad

- Edit the ad (only when still in draft mode)

- Send a test message to yourself, to preview what the prospect would see, and to ensure accuracy

FixDex Data Summit Executive v1
You're invited to join the FixDex Data Summit
Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit ...
🔗 Register

Draft ▼   •••

FixDex Data Summit NoReg
You're invited to join the FixDex Data Summit
Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit ...
🔗 Register

Duplicate

Edit

Send test message

3

View message ads performance

Monitor your ad performance

View robust reporting and success metrics directly in the Campaign Manager dashboard.

Track campaign metrics such as:

- Sends
- Opens
- Open rate
- Click Through Rate
- Clicks (button, banner, link)
- And more

In the "columns" dropdown menu, switch to "Sponsored InMail."

If you added a Lead Gen Form to your message ad, switch to "Conversions & Leads."

Defining Campaign Manager reporting metrics

Metric	Definition
Sends	Number of times your ad was delivered
Opens	Number of times your ad was first opened
Sponsored Messaging Clicks	Clicks on a CTA button, body hyperlink, and desktop banner
Button Clicks	Sum of clicks on your CTA button
Banner Clicks	Sum of clicks on your desktop banner
Link Clicks	Number of clicks on any hyperlinks in your message body
Open rate	% of Opens divided by Sends
Click to Open rate	% of Clicks divided by Opens
Cost per send	Spend divided by Sends
Cost per open	Spend divided by Opens

Evaluate your campaign based on your objectives and goals. Lower funnel metrics such as Leads, Conversions, and related metrics are also available.

Thank you

Visit the [message ads homepage](#) for case studies, how-to videos, and best practices.

Linked in