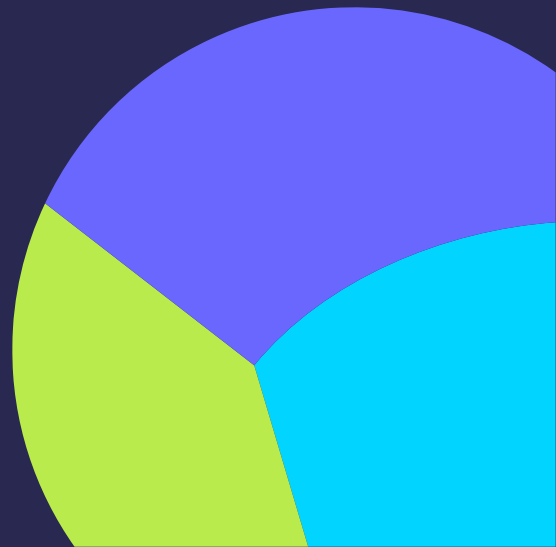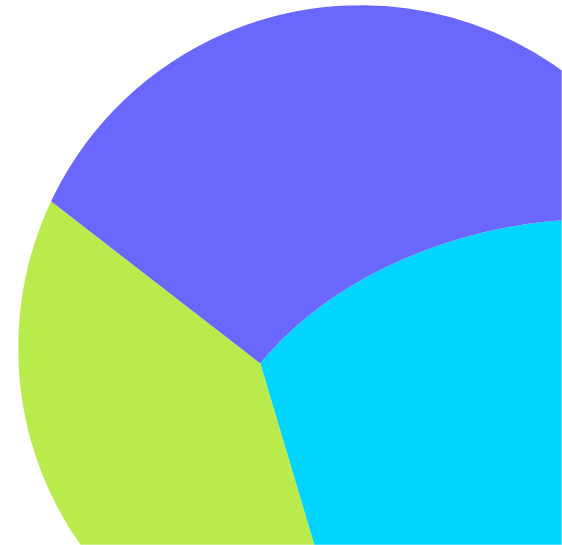# cognism

DG Paid Ads Strategy

Creating demand on LinkedIn

In this lesson

Our full LinkedIn set up for creating demand:

- Channel Strategy
- Audience Structure
- Account Structure
- Campaign Objectives
- Campaign Structure
- Campaign Summary
- Objective Metrics
- Objective KPIs
- Campaign Settings
- Auditing & Optimisations

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Channel Strategy: LinkedIn

These slides are about how we approach LinkedIn.

LinkedIn is our flagship create demand channel - 70% of the create demand budget is allocated to LinkedIn.

As of Apr 2023, we have more than 500 active campaigns targeting four major personas: Sales, Marketing, RevOps, and CSMs.

The overall goal on LinkedIn is reach. We want to reach as many buyers as possible with our top-of-funnel content and bottom-of-funnel messaging. To penetrate as much of the market as possible.

Platform Structure

	Country	Persona	Company Size	Title	Phase	Bucket	Ad Type	Objective
AWARENESS	NAM	Marketing	GN	ICP	Awareness	Content	Static / Video	Traffic
		Sales	EP	ICs		Thought Leadership	Static	Reach
	EMEA					Social Proof		
		RevOps	All	ICP	or specific campaign (ie Boring)	Product Value	Video	Video View
							Document Ads	
REMARKETING	NAM	Marketing	All	All	Remarketing	Demo	Static	Conversion
	EMEA	Sales				Product Value	Video	
		or				Social Proof		
		All						
Example	NAM	Marketing	GN	ICs	Awareness	Social Prood	Static	Reach

The graph on the left and the graphs on the next slide shows how we structure our account on LinkedIn.

We filter our account by:
-Country
-Persona
-Company Size
-Seniority
-Ad Bucket
-Ad Type
-Ad Objective

This extensive filtering enables us to create persona and company focused content in the ads with multiple value propositions.

Audience Structure

- We are not over-segmenting the campaigns, instead, we are using large audiences with fewer segments (content type & persona) - so that we can lower ad costs and increase the reach

- The biggest problem of hyper-segmented audiences is ad fatigue; small audiences are likely to see our ads more frequently therefore we need to constantly create new assets. Additionally, small audiences could hamper the reach

- Starting consolidated allows us to focus on reach and scale

- (Start large, then gradually add negative job titles and industries as optimisations)

Campaign Objectives

- Reach, reach, and reach. Reach is emphasized for a reason, it is the best way to penetrate the potential audience

- We use **REACH** for ads that have messages that can be consumed in-feed. With reach, we are not after CTR, we are after engagement. (like product ads, or thought leadership)

- We use **TRAFFIC** objective if in-feed consumption isn't the goal (like a blog post, or case study)

- Video view objective is used for the video content, and - no surprise - this objective works much better than other objectives for video content. (This is basically **Reach for Videos**)

- Conversion objective tends to hold reach back so badly, this **should only be used** in retargeting campaigns

Campaign Structure

We use **4 objectives** in our ads

- **Reach** (brand awareness)
- **View** (video views)
- **Traffic** (website visits)
- **Conversions** (website conversions)

- Content campaigns = **Traffic**

- Demo campaigns = **Conversions**

- Remarketing campaigns = **Conversions**

- Product Value, Social Proof, Thought Leadership campaigns = **Reach**

- But if there is a video ad in the PV, SP or TL campaigns = **View**

Other objectives LinkedIn has:
- Engagement (mostly for event sign ups and company page followers)
- Lead generation (for ebooks and retargeting)
- Talent leads (job posts)
- Job applicants (job posts)

- It's possible to have a reach campaign with a video ad, but what we have discovered is that the LinkedIn algorithm does much better when the view objective is used in the video campaigns.*

Campaign Objectives Summary

- **REACH** for in-feed consumed content
- **TRAFFIC** for outside-feed content
- **VIDEO VIEW** for video content
- **CONVERSION** for form submissions

Important Metrics in Objectives

- **REACH** =
  Average Frequency, Engagement Rate, Reach,
  CPM, Cost per Result, Impressions.

- **TRAFFIC** =
  CTR, ER, CPC,
  Impressions, average frequency.

- **VIDEO VIEW** =
  50% View rate, Completion rate,
  CTR, View rate

- **CONVERSION** =
  Conversion rate, cost per conversion, CTR,
  CPC, impressions

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Objective KPIs

- **REACH** =
  - Ad copy
  - Ad image

- **TRAFFIC** =
  - Ad copy
  - Ad image
  - Landing page content
  - Landing page experience

- **VIDEO VIEW** =
  - Ad copy
  - Video length

- **CONVERSION** =
  - Ad copy
  - Ad image
  - Value proposition
  - Landing page content
  - Landing page experience - no distractions!
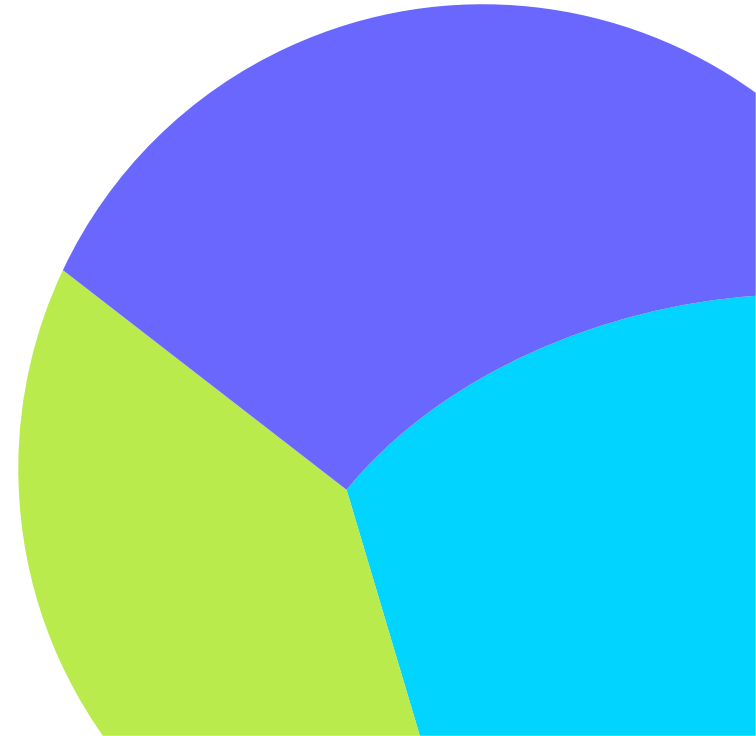
Frequency

- Ad fatigue = diminish in ROI

- We need to serve enough content to our prospects so that brand awareness and recall are present, BUT not too many impressions per user where ad fatigue kills effectiveness

- **Ad frequency** = Metadata suggests that ad frequency per user **should not exceed 3.5 on LinkedIn**, and **4 on Facebook.** Refine Labs says **up to 7** is fine (30 days time-frame). To be on the safe side, I prefer not to exceed 3 both on LI and FB

You should have retargeting campaigns with high frequency!

But be careful if it's not too much. 👉

✅ Look at your reach & frequency and ensure you don't invest too much in one campaign with certain creative. Recalculate your budgets according to them.

✅ Set multiple creatives and formats. Even though all will not perform the best, they give variety and freshness to the audience.

✅ Refresh your ads often. At least once a month. Or pause old ads and turn them on after a few weeks. It will maybe cause a drop but don't run them for too long.

✅ Shorten your audiences for different creatives/CTAs and tell a different message after one or two weeks.

✅ Exclude short audiences of people who engaged to give them a break. Let them be hit by another campaign.

✅ Use multiple placements to increase the frequency.

Otherwise, it's sometimes like an annoying salesman who is trying to catch you everywhere.
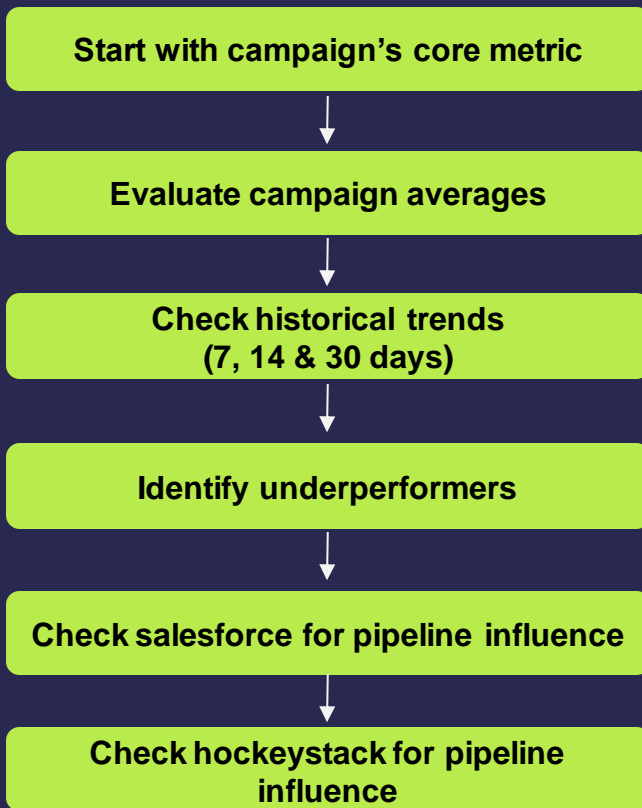
PS: This ad has another 2 similar comments
PSS: Check your accounts! It's one of you 😄

Optimisations

- We generally run each ad for 7+7 days before making any changes (unless an ad is performing very poorly, or if a clear winner is present)

- When optimising the ads, we need to consider both the **metrics depending on the ad objective** and **ad frequency**. For instance, cost per conversion isn't a very important metric for the reach objective; or an ad that has perfect metrics with a 10 frequency might need to be replaced soon

- Avoid comparing CTR between campaigns where the objective is not the same; however, CTR can be a good indicator of ad performance within the campaigns that have the same objectives

- When optimising existing ads or creating new ones, **NEVER** choose auto-placement, audience expansion, or partner network options in any of the ad channels.

- Always look at the demographics data to exclude the irrelevant industries, and job titles; but don't do this for job functions. For instance, you might see a job function of "community service" but this doesn't necessarily mean that we're actually targeting this title; but it might be like someone having a second experience on their LinkedIn like a charity

Auditing

- The campaign audits take place not only in-platform but also on Google Data Studio, Salesforce, and Hockeystack

- On GDS, we've created specific reports for each campaign so that we can track the performance on the weekly, monthly, and quarterly levels easily

- We also track the performance on the pipeline level with Salesforce and Hockeystack therefore, before pausing any ads, we make sure that pausing the ad won't impact the pipeline negatively

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```
Start with campaign's core metric
        ↓
Evaluate campaign averages
        ↓
Check historical trends
(7, 14 & 30 days)
        ↓
Identify underperformers
        ↓
Check salesforce for pipeline influence
        ↓
Check hockeystack for pipeline influence
```

Measuring the Success of Product Value

- Although it wasn't quite possible to measure the success of the create demand campaigns before, we integrated Hockeystack, an attribution tool, at the beginning of Q1-23

- Thanks to Hockeystack, now we can tie the impressions to revenue - therefore, even if someone hasn't click on our ads before, we can understand if their journey, at some point, has been influenced by our campaigns

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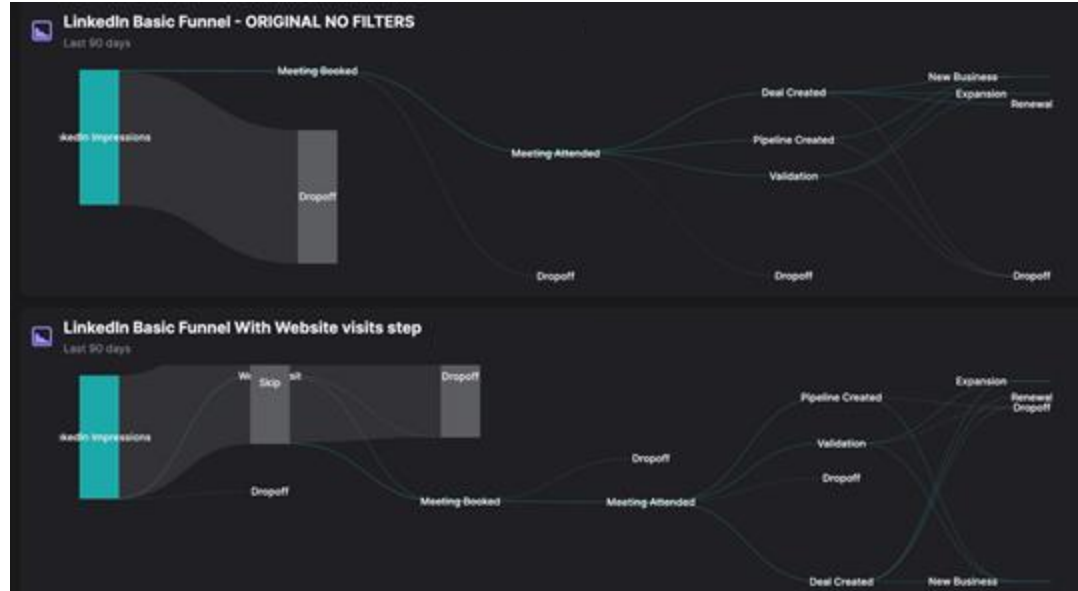
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Creating Demand on
Facebook, YouTube & Reddit