

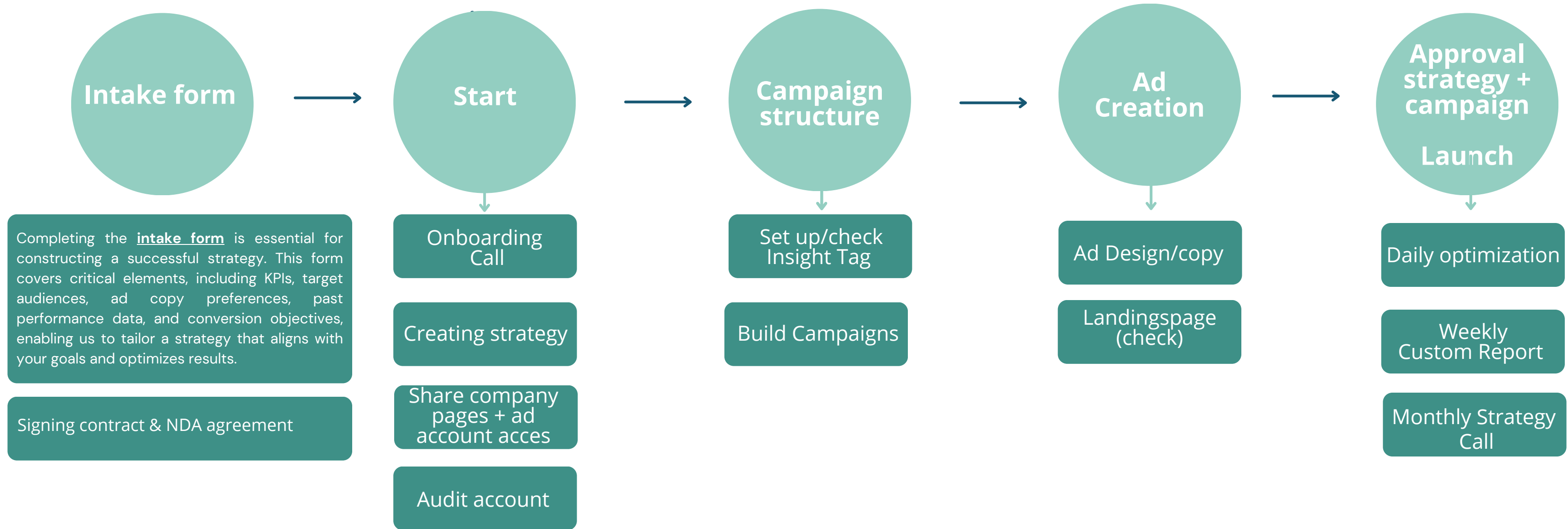


PIMIENTA

Onboarding LinkedIn Ads + Audit

CREATED BY JULIE VAN DER LANDE

LINKEDIN ONBOARDING



LINKEDIN ADS OFFER



LINKEDIN ADS AUDIT & CAMPAIGN MANAGEMENT

- Account Audit
- Check Conversions with Insight Tracking,
- Set up new campaigns + A/B testing
- Monitoring, Rapportage & Optimalisatie

€499,-
Per
Month*

**Excluding VAT, excluding advertising budget + minimum 3 months commitment.*

LINKEDIN ADS AUDIT



1. No Tracking Conversions: Tracking conversions is essential for optimizing your campaigns. Without it, you may be optimizing for the wrong metrics, leading to inefficient spending.

2. Using LAN (LinkedIn Audience Network):

LAN can consume a significant portion of your budget, and the traffic it generates may not be of high quality. Be mindful of its impact on your campaign's performance.

3. Enabling Audience Expansion: LinkedIn's Lookalike audience builder may not always produce relevant results. It can show your ads to an audience that isn't genuinely interested in your offerings.

4. No Retargeting: Prioritize retargeting campaigns as they typically account for over 90% of conversions. This is a cornerstone for achieving success on the platform.

5. Using "Or" Targeting When Meant "And": Double-check your targeting rules. Mistakenly using "or" instead of "and" can result in your ads reaching the wrong audience, impacting campaign effectiveness.

6. Showing Bottom-of-Funnel (BoFu) Ads to a Cold Audience: Displaying BoFu ads to a cold audience can waste your budget, as cold audiences are less likely to convert on LinkedIn.

7. Not Monitoring Frequency: Keep an eye on ad frequency. Aim for a sweet spot of 4-9 ad views per user over 30 days. Excessive frequency (e.g., 12 or higher) can be counterproductive.

8. Audiences Too Big: Be cautious if your audience size is significantly larger than your budget allows. A too-large audience can lead to low ad frequency, making it hard for people to remember your brand and take action.

9. Campaign Quality: Assessing your Campaign Quality Score is valuable for understanding the relevance of your campaigns compared to competitors. To check this score, export a campaign performance report from Campaign Manager, located under the "Campaign Quality Score" column.

10. Optimal Bidding: Avoid the "Max Delivery" bidding strategy, as it often leads to increased spending with little performance gain. Start with a manual CPC at the lowest bid and adjust gradually based on your daily spend for better budget control and optimization.

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