

Kā efektīvi izmantot LinkedIn?

- ❖ Industrijas un produkti, kas ir labi piemēroti LinkedIn reklāmas izmantošanai
- ❖ Maksas reklāmas integrācija uzņēmuma LinkedIn stratēģijā
- ❖ LinkedIn reklāmas implementācijas process jauniem uzņēmumiem
- ❖ Investīcijas un laiks ar ko jāreķinās, lai redzētu atdevi
- ❖ Efektīvas LinkedIn reklāmas piemēri



LinkedIn ad account management

For brands investing \$3k+ on LinkedIn ads
Strategy | Creative | Optimization



Ivars Krutainis

LinkedIn ads

Madrid, Community of Madrid, Spain · [Contact info](#)

[Don't click here](#)

[3,438 followers](#) · [500+ connections](#)

plain8

Open to

Add profile section

Add custom button

More

Analytics

Private to you



783 profile views

Discover who's viewed your profile.



13,142 post impressions

Check out who's engaging with your posts.
Past 7 days



98 search appearances

See how often you appear in search results.

AERODIUM
Promoted

Affordable, energy-efficient and compact vertical wind tunnels.



AERODIUM


FLYING PEOPLE, TURNING HEADS

MORE ATTENTION **MORE FOOTFALL** **MORE REVENUE**

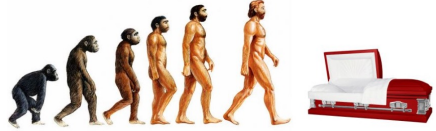
Meet us at IAAPA Expo Europe 2024 [Learn more](#)

Titan Casket
Promoted

A modern casket supplier.



A Natural Selection




Times are changing. Modernize your funeral home with modern caskets

[Request a wholesale account](#)

Mahting Photography
Promoted

Headshots in Denver.

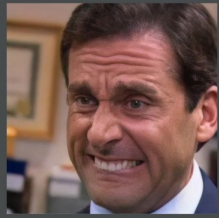


Update your image [Learn more](#)

Get The Right Job
Promoted

Mock Interview and Job Interview Coaching.

Interviewer: Tell me about yourself


You: 






www.inutasert.com

Practise with Türkiye-based expert [Learn more](#)

LABFRESH
Promoted

Ervaar ongeëvenaard comfort en stijl met ons strijkvrije stretchoverhemd.



- STIJKVRIJ 
- VLEKWERKEND 
- STRETCH 
- ZWEET BESTENDIG 
- GEURWEREND 

114.000 LABFRESH-klanten gingen je voor [Learn more](#)

Capitalia
Promoted


Earn 12.23% interest by co-financing Baltic companies.



Invest starting from 200 EUR per project [Learn more](#)

Scott Rosenthal Photography
Promoted

Professional headshots in New York City. Studio located on the Upper East Side in Manhattan.



Everyone deserves a great headshot [Learn more](#)

8 plain8
Promoted

Calling all headshot photographers who want to learn to run LinkedIn ads. I've worked with several headshot photographers for the past four ...see more

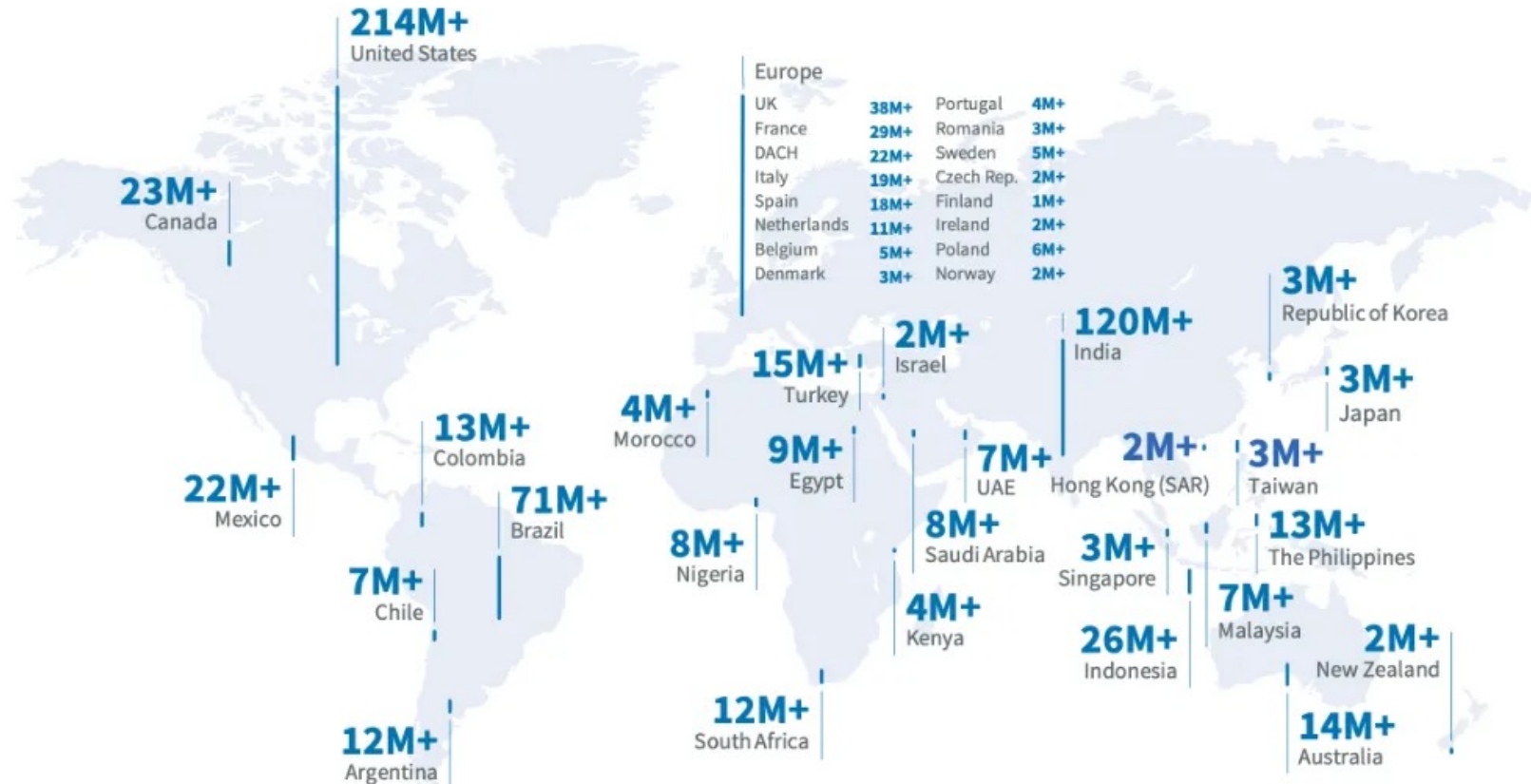


Everyone deserves a great headshot [Learn more](#)

Kāpēc reklamēties LinkedIn?

- ❖ Plaša uzņēmumu auditorija
- ❖ Populārs kanāls eksporta uzņēmumiem
- ❖ Laba atdeve B2B reklāmai
- ❖ Droša un uzticama reklāmas vide
- ❖ Bieži vien, lētāk nekā Google Ads

More than 1 billion members in 200 countries and regions worldwide*





Search



SMARTLYNX
Born *to fly*

SmartLynx Airlines Ltd

Delivering magic worldwide on A320, A321, A330, and Boeing 737 MAX 8 aircraft.

Airlines and Aviation · Marupe, Marupes novads · 58K followers · 1K-5K employees

Ieva & 36 other connections follow this page

[✓ Following](#)

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About

SmartLynx Airlines is the leading ACMI, charter, and cargo airline, delivering magic on A320, A321, A330, and Boeing 737 MAX aircraft. We specialize in full-service aircraft lease services and are an acknowledged ACMI provider world-wide. Recognized as one of the top choices for aircraft lea ... see more

Ad ...


Take your measurement to the next level



B2B marketers need measurement that works


[Download eBook](#)

Affiliated pages



SmartLynx Airlines Crewing
Airlines and Aviation
Showcase page

[+ Follow](#)

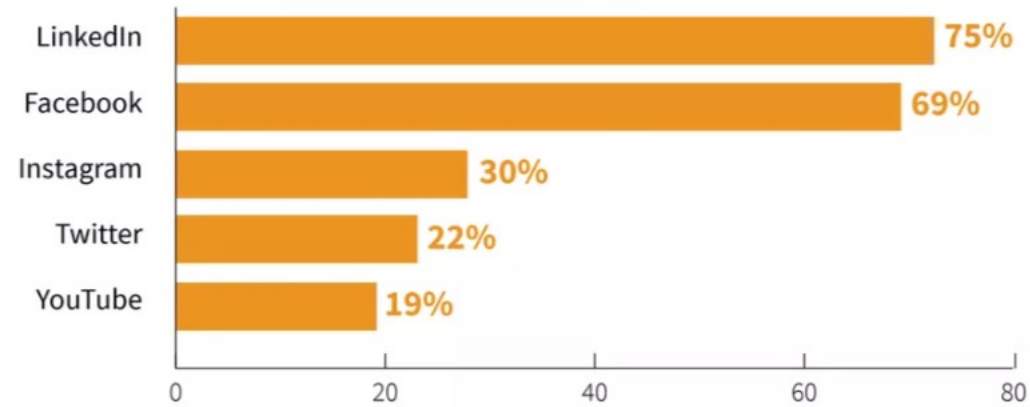


Avia Solutions Group
Airlines and Aviation
Parent

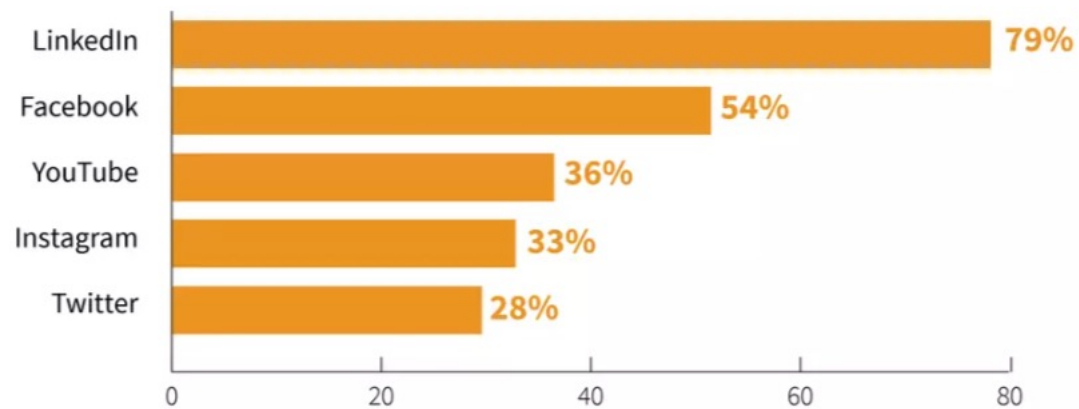
Maarten & 6 other connections follow this page

[+ Follow](#)

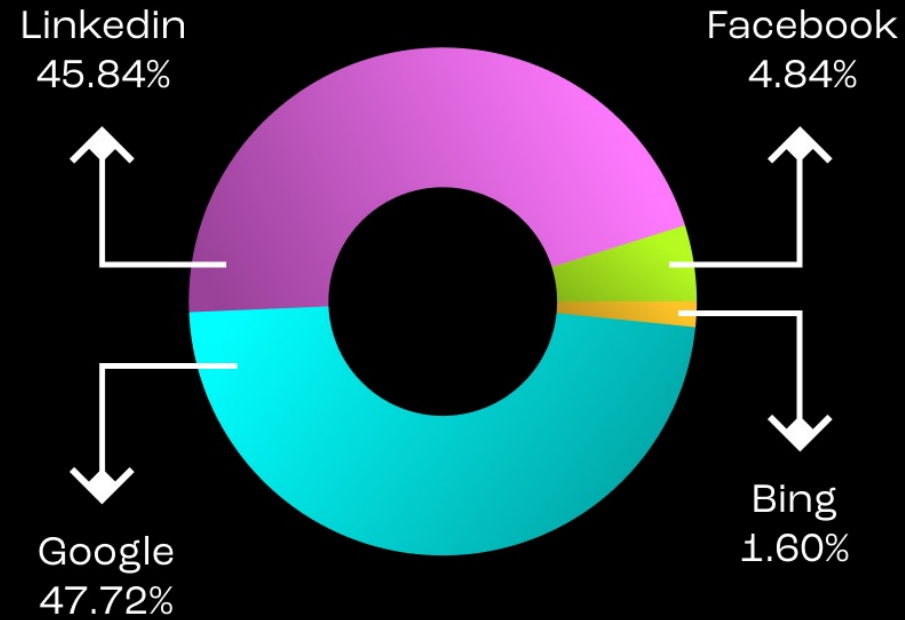
Paid Social Media Platforms B2B Content Marketers Used in Last 12 Months (Top 5)



B2B Paid Social Media Platforms That Produced Best Results in Last 12 Months (Top 5)



Channel Budget Distribution





Ad Networks



Performance Metrics



	FACEBOOK	GOOGLE SEARCH	LINKEDIN
CPC	€1.80	€4.00	€4.30
CPM	€9.10	€236.60	€28.70
CTR	0.5%	5.6%	0.6%
COST PER COMPANY	€243	€243	€138
COST PER CONTACT	€157	€254	€411
ROAS	29%	78%	113%
BUDGET	11%	39%	31%

Dreamdata

Benchmarks



Industrijas un produkti, kas ir labi
piemēroti LinkedIn reklāmai

- ❖ B2B SaaS produkti
- ❖ Enterprise IT un Programmatūra
- ❖ Specifiski ražošanas produkti (\$10k+ ACV)
- ❖ Finanšu un Nekustamā īpašuma serviss
- ❖ Lüksuss B2C preces (\$1k+ AOV)



Cognism
Promoted

Hey marketer, we give your team unmatched access to the European C-suite - with contact data that is 3x more likely to connect on average 📞

There are ZERO data providers that will help us expand into international marke-

Say hello, hola and bonjour to Cognism 🙌



Data to expand into international markets 📞

[Learn more](#)



Guidehouse
Promoted

Let Guidehouse help design, fund, and implement your Solar for All programs to maximize community benefits.



MAXIMIZE YOUR IMPACT

Get expert support to maximize your Solar for All award

[Learn more](#)



Prada
Promoted

A rediscovery of classic formal wear with sporty details, modern knits, and statement accessories.



ise and control Google Chrome

Prada FW24 Men's Collection

[Learn more](#)



Ārsti

Juristi

Valsts
Darbinieki



Finansisti

IT speciālisti

Mārketinga
speciālisti

Maksas reklāmas integrācija uzņēmuma LinkedIn stratēģijā

- ❖ Organiskais saturs un LinkedIn lapa pirms reklāmas
- ❖ Reklamē organiskos rakstus lai sasniegtu ideālo klientu
- ❖ Darba sludinājumi (kā reklāma)
- ❖ Fokuss uz 95% auditorijas kas pašlaik nav tirgū

Paramé Marketing
0 followers
Promoted

Fed up with not being able to generate high quality leads? ...see more

**ATTENTION: FOUNDERS OF SMALL B2B
BUSINESSES...**

**OUTSOURCE ALL YOUR
LEAD GENERATING
MARKETING NEEDS TO
US**

FOR ONLY £999 PER MONTH

easyExit
6 followers
Promoted

↑ New posts

"We were under massive pressure, we didn't know which way to turn until we met the easyExit Group. Since they acquired the business, we have ...see more

FACING UNSECURED DEBT?

**HOW TO
AVOID
INSOLVENCY**

LEARN MORE

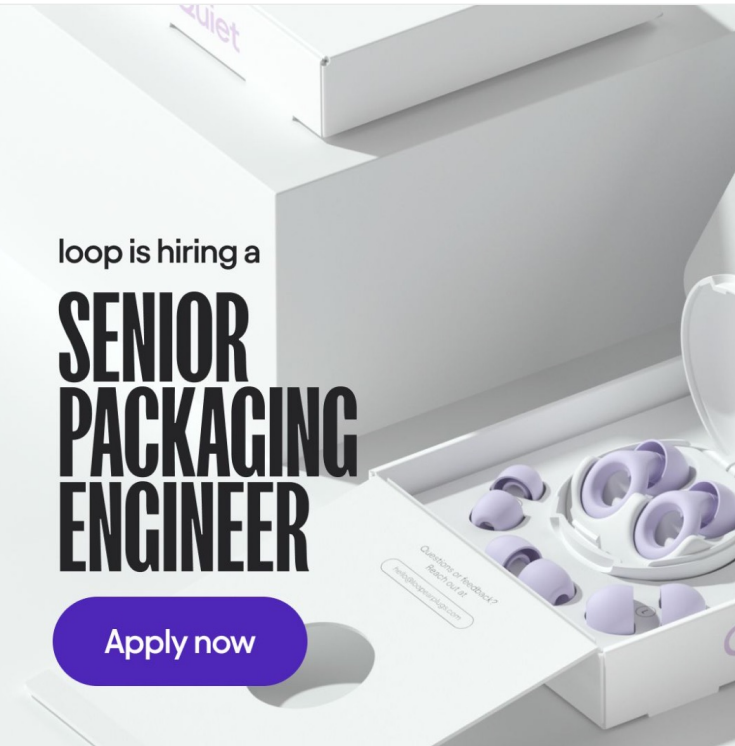
Reklāma bez organiskās bāzes ir izmesta nauda



Loop Earplugs

Promoted

We are seeking a talented Senior Packaging Engineer to join our dynamic A-player team. Learn more about working at Loop and apply to join our team of fun and creative professionals! 🧠💡



🚀 Senior Packaging Engineer (Antwerp or Amsterdam)

[Apply](#)



Dylan Hey · 1st

CEO at Heydigital.co - Leading SaaS Performance Marketing & Creative Agenc...

Promoted

by Hey Digital - Leading SaaS Performance Marketing & Creative Agency

A recent study by Meta said that 70% of a paid social campaign's success is determined by the creative.

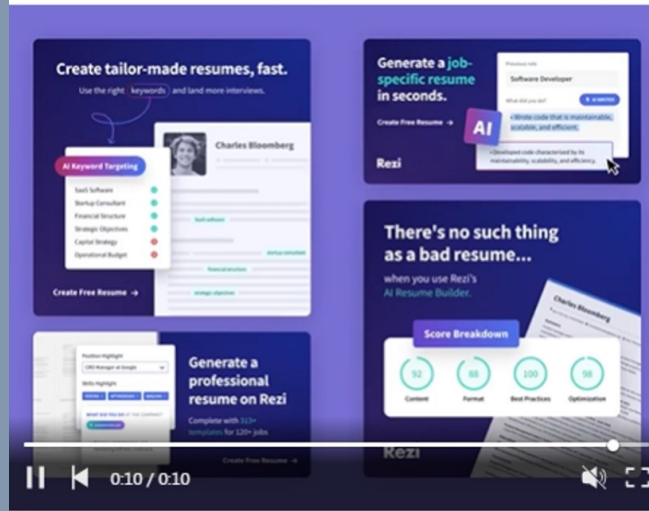
I'm not entirely sure how accurate this is or how it's measured.

But I do know with 100% certainty that many SaaS companies simply don't have the resources available to build the quality of creative that they need.

Thumb-stopping creatives are essential when trying to generate more efficient spend and performance from your campaigns.

And fortunately, at Hey Digital we have an extremely strong creative team.

Here are a few of our January creative highlights 📌



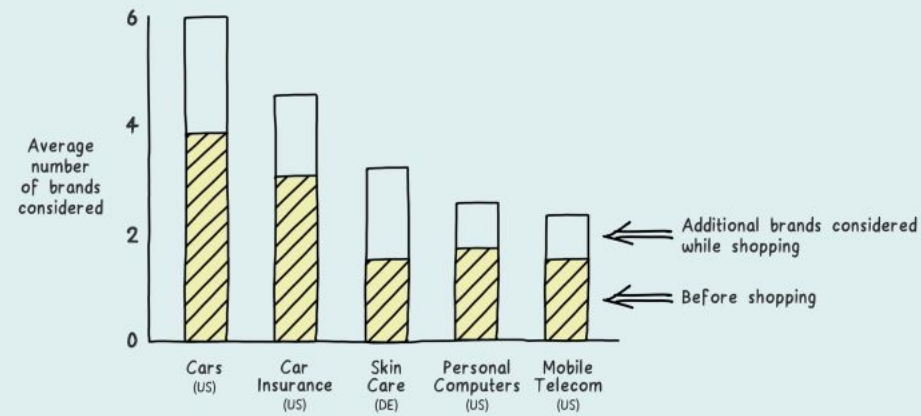
January SaaS Creative Highlights 📌

👍👏 You and 95 others

21 comments · 2 reposts

PEOPLE CONSIDER ONLY A FEW BRANDS WHEN SHOPPING

People tend to have between 2 and 4 brands in mind before shopping and consider another one or two when shopping. This is why brands need to come to people's minds when a buying need emerges. Advertising that connects a buying need with the brand in people's minds helps to build this 'mental availability.'



SOURCE: McKinsey 2001 'The Consumer Decision Journey'.
Inspired by a post from Ethan Decker (<https://www.linkedin.com/in/ehdecker/>).

© Dan White www.smartmarketing.me

LinkedIn reklāmas implementācijas
process jauniem uzņēmumiem


- ❖ LinkedIn kompānijas lapa
- ❖ Skaidra ideālā klienta definīcija
- ❖ Radošais adaptēts LinkedIn platformai



LABFRESH

We fight overconsumption by developing intelligent apparels that repel stains and odour, so we wash less & buy less.

Retail Apparel and Fashion · Amsterdam, North Holland · 4K followers · 11-50 employees

 Maarten & 4 other connections follow this page

 Message

 Following



- Home**
- About
- Posts
- Jobs
- People
- Insights

About

Since 2017 we've been working hard on making the most advanced and durable menswear in the world. This is our way of cleaning up the fashion industry. Wash less. Wear more. Buy less. That's good news for both your wallet and the planet. We have offices and flagship stores in Copenhagen and Amst ... [see more](#)

Contact info
labfresh.eu

Funding via Crunchbase
Product crowdfunding
US\$ 159.2K
0 total investors

← Founders in Chicago

Draft

Manage ▾

Edit

Create Campaign

- Summary
- Content
- Location
- Member
- Company



Top locations	Audience members
Chicago, IL	16,000 (53%)
Naperville, IL	770 (3%)
Evanston, IL	560 (2%)
Barrington, IL	300 (1%)
Northbrook, IL	300 (1%)
Oak Park, IL	290 (1%)
Aurora, IL	260 (1%)
Arlington Heights, IL	240 (1%)
Schaumburg, IL	230 (1%)
Highland Park, IL	220 (1%)

30,000

Potential LinkedIn members reached

Where is your target audience?

Locations (Permanent)

Greater Chicago Area

Exclude people in other locations

Your audience has their Profile Language set to **English**

Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the language member accounts have selected on their profiles.*

*This does not apply for Sponsored Messaging.

What are the typical audience member attributes? [View all](#)

100% Work in the Business Development function	100% Have the seniority of Owner	97% Have the title of Founder
87% Are skilled in Business Strategy	73% Have 12+ years of experience	

Who is your target audience?

Include people who have **ANY** of the following attributes:

Job Titles (Current)

Founder, Co-Founder

City/Country + Job Title/Industry + Company Size



Earn 12.23% interest by co-financing Baltic companies.

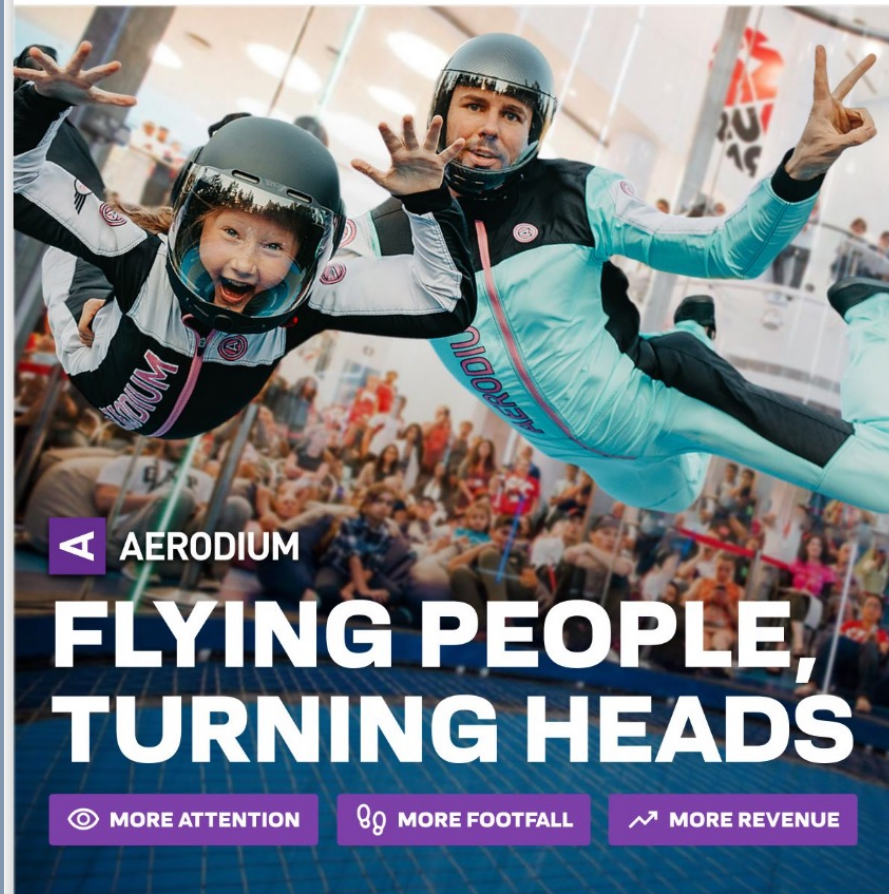


Invest starting from 200 EUR per project

[Learn more](#)



Affordable, energy-efficient and compact vertical wind tunnels.



Meet us at IAAPA Expo Europe 2024

[Learn more](#)

Investīcijas un laiks ar ko jāērēķinās,
lai redzētu atdevi

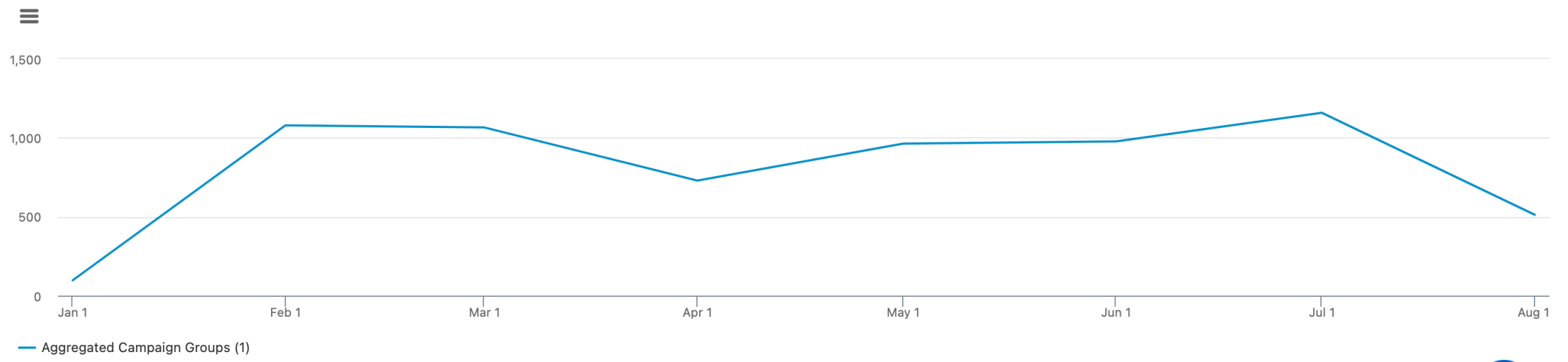
- ❖ \$1500 mēnesī, 3 mēneši minimums
- ❖ Lielas CPM un CPC svārstības
- ❖ LinkedIn nav Meta vai Google

← **Performance for 3 Campaign Groups**

Performance Demographics

Aggregate On **Display: Clicks** Time range: 1/23/2024 - 8/16/2024

Total clicks: **6,580**



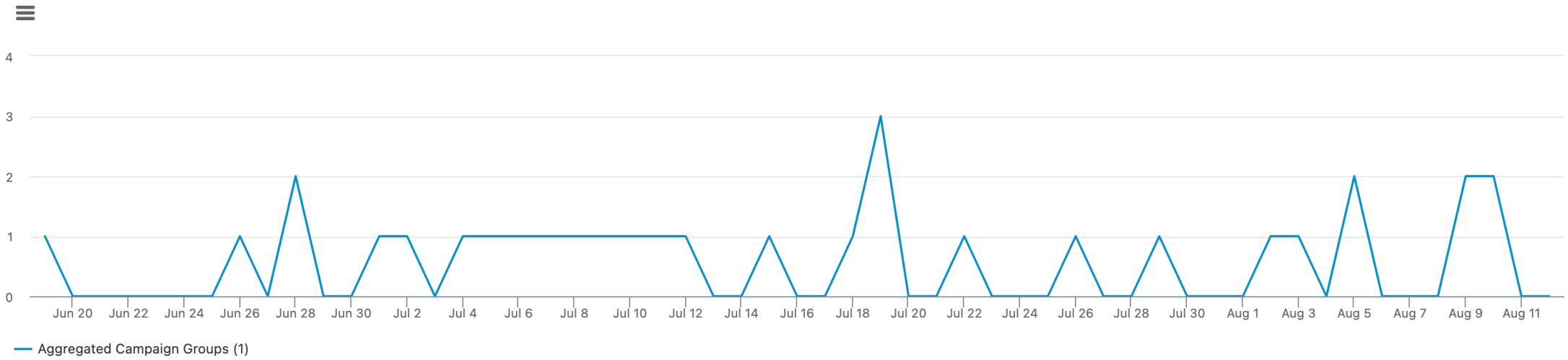
Country/City	Average CPM	Average CPC
Denver (US)	\$22.01	\$3.63
New York (US)	\$28.02	\$3.53
London (UK)	£10.38	£1.96
Netherlands	€11.36	€1.71
Latvia	€17.68	€1.44
Istanbul (Turkey)	€2.83	€0.92

← Performance for Campaign Group: Funeral Homes

Performance Demographics

Aggregate On Display: Leads ▼ Time range: 6/19/2024 - 8/12/2024 ▼

Total leads: 31





Efektīvas LinkedIn reklāmas piemēri


Intercom
Software Development

in

Their platform Intercom's platform

The complete customer service platform



Ad #21


Dovetail
Software Development

in

**Build what's good
Not what's possible**



Try Dovetail for product teams




Ad #22

Jasper
Software Development

in

AI won't be able to replicate our brand voice.

Not anymore



Ad #23

Gong
Software Development

in

STRATEGIC INITIATIVE Top performing

BULLET-PROOF YOUR GTM PLAN




Ad #24

gusto
Financial Services

∞

Payroll and HR built to scale.



Ad #25

Ditto.ai
Software Development

□

STRATEGIC INITIATIVE Top performing

Fix your hero copy without hours of research

Before After

Apple repair shop with fast turnarounds. **We'll fix your bad Apples. Fast.**

TRY [DITTO.AI](#) FOR FREE

Ad #26

Identify an existing pain point then immediately offer a solution



Walnut
Software Development



Don't let MQLs slip away—captivate their interest with embedded demos 

Call out the substitute's shortcomings & assert confidence in your solution

Screenshots are so 2019
Embed killer product tours in minutes

Break the pattern in your prospect's feed with comic art



Frame the problem in a creative way

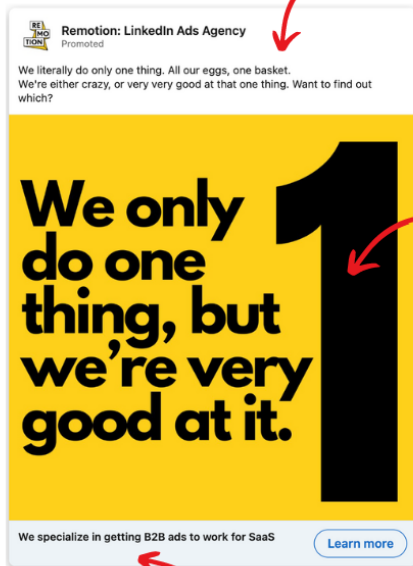
Capability + benefit

Walnut.

Embed killer demos in minutes.
Increase your conversion rate!

Learn more

Headline: Love the ballsy headline. Would skip the question. Two lines is enough.



Body: The visual and clear copy draws attention in the feed. Most ads are overloaded with size 12 text blocks.

Call to Action: Reinforcing who this is for, like.

Headline: Good to know. The second sentence feels like a CTA, which should go to the bottom of the ad.



Body: Play on your strengths, showcase your products. Nice.

Would highlight more the tag line "IKEA DOES BUSINESS". It gets lost in the visual.

Call to Action: Love the tag line "IKEA does business", but would use it in the visual. CTA could just be to "book a consultation".

Headline: Short, punchy headline. It's clear what the offer is. Corporate gifts for your team.



Body: Showcase the product and known brand (TikTok) to drive credibility of your offering. If TikTok buys from them, they must be legit.

Call to Action: I like the use of slang, to make the brand more relatable, but missing "learn more" button.

swedbank latvija

Search by keyword

Country

Date

Search

17 ads match your search criteria



Swedbank Latvija
Promoted

Be at the forefront of shaping the future of AI-driven innovation! If you are passionate about AI, data and developin...

Data Scientist

Multiple Locations

APPLY

Powered by *Teamtailor*

Data Scientist - Swedbank Group

Are you passionate about AI, data and developing state-of-the-art solutions at scale?. In Swedbank you have the...

[View details](#)



Swedbank Latvija
Promoted



Swedbank Latvija
Promoted

Join our team alongside Mihails Čebotars! We're seeking a passionate colleague skilled in partnership management and bus...



Join Swedbank team

[View details](#)



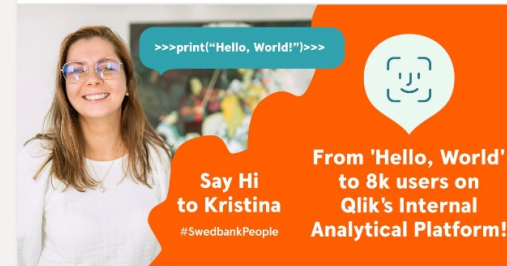
Swedbank Latvija
Promoted

Entrepreneurship World Cup #EWC2024 – Your company's step towards global scale! An opportunity to gain confidence in you...



Swedbank Latvija
Promoted

Meet our Kristina! She's our dashboard magician, responsible for creating and managing interactive BI dashboards. With h...



Join Swedbank team

[View details](#)



Swedbank Latvija
Promoted

Join Swedbank's AI leadership team and drive innovation by spearheading

Jautājumi