



MEDIA CREATIVE PLAYBOOK



SOCIAL LINKEDIN



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BRAND AWARENESS

SINGLE IMAGE



INTRO TEXT

HEADLINE

URL

CTA BUTTON



TEXT RECOMMENDATIONS:

- **Introductory Text** - Use up to 150 characters to avoid truncation on some devices (600 max characters)
- **Headline** - 70 characters or less. Can be more but will be truncated. (200 max characters)
- **Description** - Use approximately 100 characters to avoid truncation. (300 max characters)
Note that ad description will not be visible in most scenarios, and will only appear for a small portion of LinkedIn members
- **Call to Action Button options** - Apply, Download, View quote, Learn More, Sign up, Subscribe, Register, Join, Attend, Request Demo.
- **Destination URL** - URLs must have the "http://" or "https://" prefix. May use up to 2,000 characters for the destination link.



DESIGN RECOMMENDATIONS:

- **File Type** - JPG , PNG
- **Ratio** - 1.91:1 to 1:1
- **Resolution** - At least 1080 x 1080 pixels



TECHNICAL REQUIREMENTS:

- **Maximum File Size** - 5MB
- **Maximum Image Size** - 7680 x 4320 pixels

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BEST PRACTICE >>



LINKEDIN IMAGE ADS BEST PRACTICE

- Write ad headlines that are under 150 characters. Concise headlines lead to more engagement.
- Keep descriptive copy under 70 characters. Note that anything over 100 characters could be truncated on desktop.
- Embed larger images instead of standard thumbnails. An image size of 1200 x 627 pixels is recommended. Content with larger visuals tend to get up to 38% higher CTR (click-through rates).
- Feature a clear CTA (call to action), so your audience knows how to act on their interest.
- Optimize for mobile. Make your landing pages an easy place to view, navigate, and submit information even from a smartphone.
- Every brand has a different recipe for success. Doing A/B testing is recommended to see what works best for the target audience.

BRAND AWARENESS

VIDEO



Xiklab Digital · Following
555 followers
Promoted

Employees are your #1 untapped marketing asset! Studies show that content shared by employees on social media receives 8x m ...more

FREE ON-DEMAND WEBINAR

How to Turn Your Employees into Brand Advocates
Tapping into the hidden power of Employee Advocacy

Sign up

How to Turn Your Employees into Brand Advocates

INTRO TEXT

HEADLINE

CTA BUTTON



TEXT RECOMMENDATIONS:

- **Introductory Text** - Use up to 150 characters to avoid truncation on some devices (600 max characters)
- **Headline** - 70 characters or less. Can be more but will be truncated. (200 max characters)
- **Call to Action Button options** - Apply, Download, View quote, Learn More, Sign up, Subscribe, Register, Join, Attend, Request Demo.
- **Destination URL** - URLs must have the "http://" or "https://" prefix. May use up to 2,000 characters for the destination link.



DESIGN RECOMMENDATIONS:

- **File Type** - MP4, MOV or GIF
- **Ratio** - 1.91:1 to 1:1
- **Resolution** - At least 1080 x 1080 pixels
- **Video Thumbnail** - JPG or PNG only. Max File Size: 2MB



TECHNICAL REQUIREMENTS:

- **Maximum File Size** - 5MB

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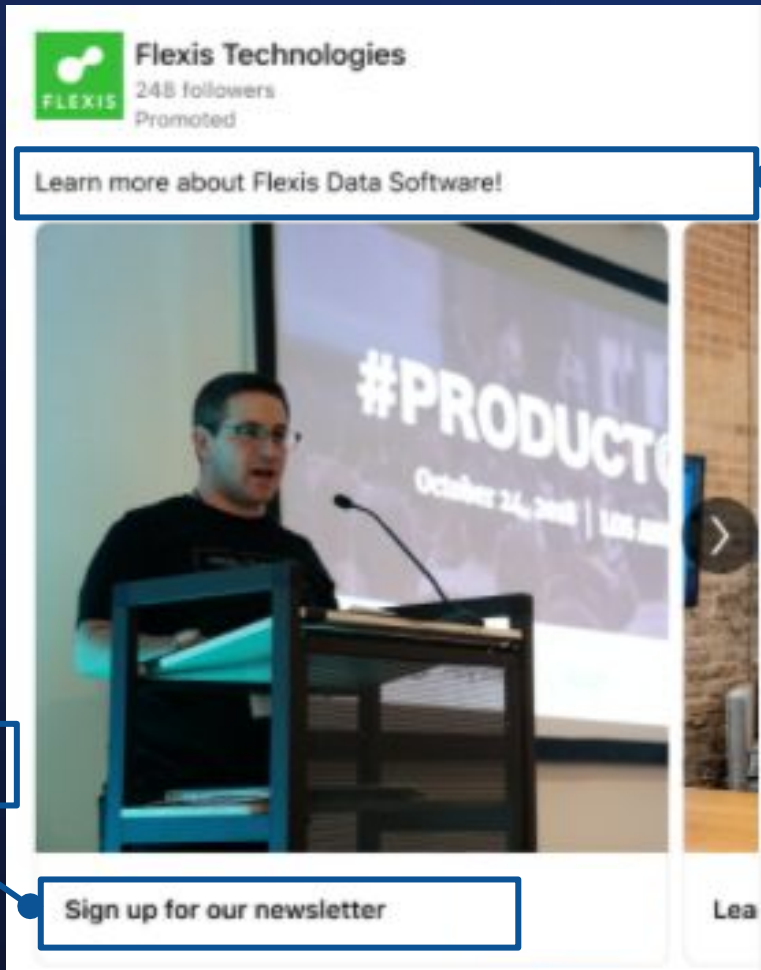


LINKEDIN VIDEO ADS BEST PRACTICE

- Show what you want your audience to see in the first 10 seconds of the video, since viewer attention drops after that point.
- Capture and maintain your audience's attention with visual storytelling.
- Deliver your message with graphics, people, and text that extend viewer attention span.
- Think like a silent film director: a large portion of LinkedIn members will watch your ad with the sound off
- Consider burning in video subtitles.
- Keep videos under 30 seconds for brand awareness and brand consideration goals.
- Be descriptive about the video in the ad headline and text. This will help your audience understand your message.
- Feature a clear CTA (call to action), so your audience knows how to act on their interest.
- Every brand has a different recipe for success. Doing A/B testing is recommended to see what works best for the target audience.

BRAND AWARENESS

CAROUSEL



INTRO TEXT

HEADLINE



TEXT RECOMMENDATIONS:

- **Introductory Text** - Use up to 150 characters to avoid truncation on some devices (255 max characters)
- **Headline** - 45-character limit
Headline text for each image card is a maximum of two lines before being truncated.
- **Destination URL** - URLs must have the "http://" or "https://" prefix. May use up to 2,000 characters for the destination link. Carousel cards may be directed to different destination URLs.



DESIGN RECOMMENDATIONS:

- **File Type** - JPG, PNG
- **Ratio** - 1.91:1 to 1:1
- **Resolution** - At least 1080 x 1080 pixels



TECHNICAL REQUIREMENTS:

- **Minimum of 2 cards and Maximum of 10 cards**
- **Image Maximum File Size - 10MB**
- **Max Image Dimensions - 6012 x 6012 pixels**

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LINKEDIN CAROUSEL ADS BEST PRACTICE

- Capture and maintain your audience's attention with visual storytelling.
- Feature graphics, people, and dynamic text to draw your audience in.
- Include clear messages and calls-to-action on each carousel card description.
- Leverage existing content by packaging together content with a similar theme, or deconstruct a large piece of content into carousel cards.
- Start with 3-5 cards in your carousel, and test adding more cards from there.
- If you tell a story, place the main value add or call-to-action in the final card to encourage your audience to swipe through the whole carousel.
- Be descriptive in the main ad headline and text. This will help your audience understand your message.
- Every brand has a different recipe for success. Doing A/B testing is recommended to see what works best for the target audience.

BRAND AWARENESS

EVENT



INTRODUCTORY TEXT

Flexis

Come join us and hear our chief data scientist George Beck Speak!

Live Fri - 12:30 PM

Fri, Oct 18, 12:30 PM - 1:30 PM
Harnessing Data Webinar

View event



TEXT RECOMMENDATIONS:

- [LinkedIn Event Page](#) required to be linked to the ad
- [Name this ad \(optional\)](#) - Use up to 255 characters to name your ad.
- [Introductory text](#) - Use up to 150 characters to avoid truncation (desktop max of 600 characters).
- [LinkedIn event URL](#) - Add the URL for your LinkedIn event. The image thumbnail used in your LinkedIn Event will automatically be scraped for your ad.

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LINKEDIN EVENT ADS BEST PRACTICE

- Event must be setup on LinkedIn to be promoted. Ensure that it has complete details because the ad will be redirecting to the Event page.
- Craft a caption that encourages users to click attend, or encourage them to RSVP.
- Make sure that the existing cover photo of the event is relevant as the ad will use the same material.

BRAND AWARENESS

TEXT



The screenshot shows three promoted ads on a LinkedIn feed. The top ad is from LinkedIn with the headline 'Cross the finish line!' and description 'LinkedIn can help you complete your campaign and grow your business.' A callout box labeled 'AD HEADLINE' points to the headline, and another callout box labeled 'AD DESCRIPTION' points to the description. The second ad is from Jira Software with the headline 'Go agile' and description 'Jira Software is free for up to 10 users - get your team started today'. The third ad is from LinkedIn with the headline 'Invitation from LinkedIn' and description 'Place ads on LinkedIn. Acquire new customers for your business. Try it now.'



TEXT RECOMMENDATIONS:

- **Ad Headline** - The headline is the main message seen by your target audience. Use up to 25 characters
- **Ad Description** - The description appears next to the headline. It provides more information to members who see your ad and should include a call-to-action. Use up to 75 characters
- **Destination URL** - The website URL or Company Page that people will visit after clicking on your ad



DESIGN RECOMMENDATIONS:

- **File Type** - JPG, PNG
- **Ratio** - 1:1



TECHNICAL REQUIREMENTS:

- **Image Maximum File Size** - 2MB or smaller
- **Max Image Dimensions** - 100 x 100 pixels

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LINKEDIN TEXT ADS BEST PRACTICE

- Address your audience directly. Grab attention with headlines like “Attn: High-Tech Managers” or “Are You an IT Director?”
- Use a strong CTA (call to action) like “Register Now” or “Sign Up Today!”
- Include an image. They’re optional, but they drive better results.
- Link to a destination (like a customized landing page) that matches the message of your ad.

BRAND AWARENESS

CONVERSATION



The screenshot shows a LinkedIn sponsored message from Vrinda Jalan MBA, ACC. The message text is: "Hi there! I'm Vrinda Jalan, Manager - MBA Outreach & Admissions at Nanyang Business School. Based on your background and work experience so far, I think you would be a good fit for the Nanyang MBA. Would you like to learn more about this flexible programme (12 or 18 month) with an Asia focus?". Below the message is a banner image for "NANYANG MBA" featuring Melissa Vizcarra, with the text "SUCCEED IN ASIA AND BEYOND" and a "FIND OUT MORE" button. At the bottom of the message are two buttons: "Yes, I'm interested" and "I'm not sure".

Banner Creative

Intro Message

Image

CTA Button Text



TEXT RECOMMENDATIONS:

- **Name of Ad** - Use up to 255 characters, including spaces
- **Sender** - Select the sender of the message
- **Custom footer & terms of conditions (optional)** - Use up to 2,500 characters
- **Intro message** - Use up to 500 characters, including spaces and punctuation
- **Image (optional)** - Upload up to a 250 x 250 px image that is a JPG or PNG and may be up to 5 MB
- **Call-to-action (CTA) button text** - Max of 5 buttons. Use up to 25 characters, including spaces and punctuation.
- **Message text** - Use up to 500 characters, including spaces and punctuation
- **Destination URL** - URLs must have the http:// or https:// prefix. Use up to 2,000 characters for the destination link.



DESIGN RECOMMENDATIONS (BANNER CREATIVE):

- **File Type** - JPG or PNG (no flash)
- **Maximum file size** - 2MB
- **Max Image Dimensions** - 300 x 250 px

**CTA BUTTON
TEXT**

IMAGE

**INTRO
MESSAGE**

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LINKEDIN CONVERSATION ADS BEST PRACTICE

- Choose your sender carefully: The sender plays an important role in representing your brand and influencing your audience's experience. So before setting up your sender, ask yourself who would your audience recognize or connect with.
 - Make sure that this person has a high quality LinkedIn profile photo that's visible to the public — and a smile never hurts!
 - Send variations of your ad from different senders to test for effectiveness by the sender's title (prestige), picture (welcoming), or name (recognition).
- When creating content, start with your goal, then strategize your content. Always start with your main goal and/or objective: What is the ideal action you want the member to take when they receive your Conversation Ad?
- Start with your opening message: There's no subject line for Conversation Ads. Like any other LinkedIn message, the first sentence will appear as the subject. Because your audience will see this in their LinkedIn Messaging, make your first sentence count.
- Introduce yourself: When using an individual as a sender, use the opening message to introduce yourself and let members know why you're reaching out. Consider including your name, title, and the company you represent.
- Create an engaging experience: Use multiple messages & buttons, don't include "Not Interested" or "No Thanks" CTAs, ask your email marketing team for ideas, and get creative.
- Tips for crafting your messages: Keep your copy short and sweet and stick to a conversational tone.
- Personalize your content seamlessly by using Macros
- Remember to add a banner image: The banner image is only visible to members when using LinkedIn on desktop, but this space is prime real estate. It's an easy way to ensure your brand is top-of-mind. If you don't upload a banner image, another brand's image can show up in this placement.

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TRAFFIC MESSAGE

The image shows a screenshot of a LinkedIn message interface. On the left is a list of messages. The main message is from Kennedy Quinn, a sponsored message. It features a subject line, a 'Register' button, and a banner image. A callout box labeled 'CTA BUTTON' points to the 'Register' button. Another callout box labeled 'Message Subject' points to the subject line: 'You're invited to join the FixDex Data Summit.'. A third callout box labeled 'Banner Creative' points to the banner image showing two people working on a laptop. A fourth callout box labeled 'MESSAGE TEXT' points to the main body of the message text.



TEXT RECOMMENDATIONS:

- **Name of Ad** - Use up to 255 characters, including spaces
- **Sender** - Select the sender of the message
- **Message Subject** - Subject line appears at the top of your message. Short and impactful subject lines with a clear value exchange work best. Use up to 60 characters.
- **Message Text** - This message will be sent through LinkedIn Messaging. Remember to keep your message concise, relevant and conversational. As a best practice, use up to 1,500 characters.
- **Clickable links** - As a best practice, use up to 3 links
- **Hyperlinked text in message** - Use up to 70 characters
- **Custom Terms & Conditions** - Use up to 2,500 characters
- **Call-to-action (CTA) button copy** - Use up to 20 characters
- **Landing page URL in hyperlink or CTA** - URLs must have the "http://" or "https://" prefix. Use up to 1,024 characters.



DESIGN RECOMMENDATIONS (BANNER CREATIVE):

- **File Type** - JPG, GIF (non-animated), or PNG (no flash)
- **Maximum file size** - 2MB
- **Max Image Dimensions** - 300 x 250
- **Click-through URL**

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LINKEDIN MESSAGE ADS BEST PRACTICE

- Choose a credible sender. Choose someone ideally with a title of director or higher; who is relevant to your message and credible to your audience. Set up your sender using our permissioning process.
- Make sure the sender's profile image is a high-quality, professional image of their face. Of course, a friendly smile goes a long way.
- Introduce yourself. Let your audience know who you are and why you're reaching out.
- Keep your subject line concise, relevant and conversational. Consider using keywords such as: "Exclusive invitation", "Connect", "Opportunities", and "Join us/me".
- Limit your message to under 500 characters.
- Add a hyperlink to the body of your message to boost click performance.
- Personalize at scale. Use LinkedIn macros, like first name and job title, to seamlessly personalize your ad to each recipient.
- Add a banner image. The banner image is only visible to recipients viewing your ad on desktop, but this space is prime real estate for ensuring your brand is top of mind. If you don't upload a banner image, another brand's image can show up in this placement.

BRAND AWARENESS

DYNAMIC ADS - FOLLOWER



TEXT RECOMMENDATIONS:

- **Ad description (above images)** - The description is text at the top of your ad. Use up to 70 characters, including spaces.
- **Ad headline (below images)** - The headline is the text displayed right beneath your image or logo. Use up to 50 characters, including spaces.
- **Company name** - The company name is the bold text that will appear in your ad headline or it is displayed when a member moves their cursor over the company logo.. You can include the name of your organization or other custom text. Use up to 25 characters, including spaces.
- **Call-to-action (CTA) button text** - The call-to-action (CTA) is what you want your target audience to do after seeing your ad.
 - Non-followers of your Company or Showcase Page will be prompted to 'Follow' your page.
 - Current followers of your Company or Showcase Page will not be prompted to follow your page. You can choose which call-to-action they will see from Visit careers, Visit company, Visit jobs, Visit life.



DESIGN RECOMMENDATIONS:

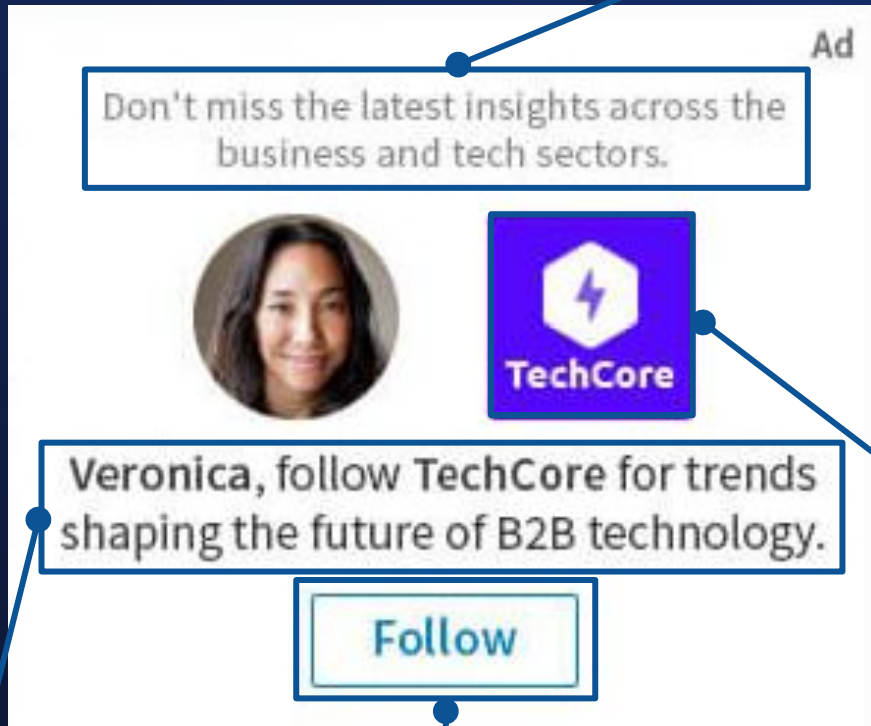
- **Ad image** - Upload a company logo or image in .jpg or .png format that is less than 2 MB. Minimum image size: 100 x 100px.
 - Note: Smaller company logos may appear pixelated and may not perform as well. Larger company logos will be reduced to 100 x 100px. Company logos that are not square will be reduced so that the largest dimension fits.

DESCRIPTION

AD IMAGE

HEADLINE

CTA
BUTTON

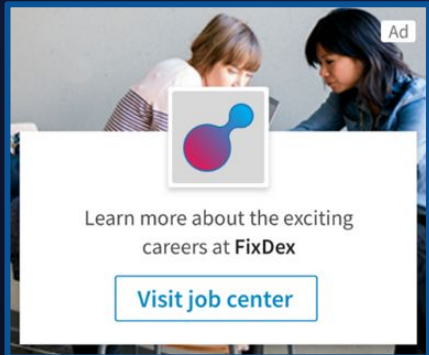
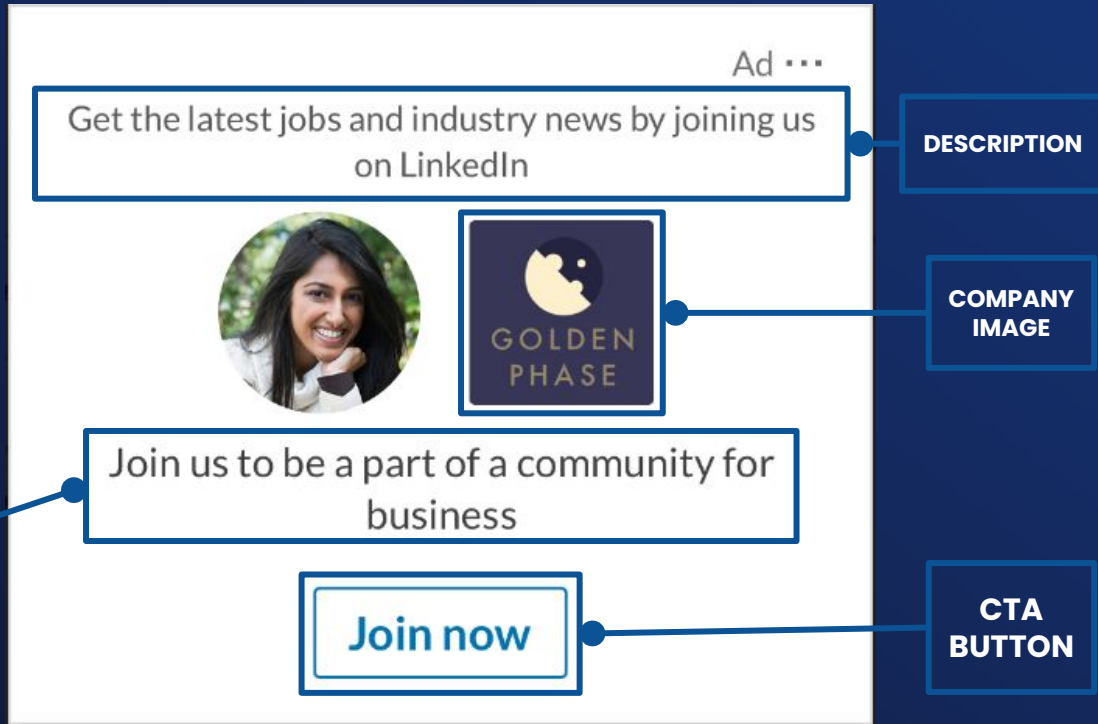


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BRAND AWARENESS

DYNAMIC ADS - SPOTLIGHT



CUSTOM BACKGROUND



TEXT RECOMMENDATIONS:

- **Ad description (above images)** - The description is text at the top of your ad. It provides more information to people who see your ad. Use up to 70 characters, including spaces.
- **Ad headline (below images)** - The headline is the text displayed right beneath your image or logo. It is the main message seen by your target audience. Use up to 50 characters, including spaces.
- **Company name** - The company name is the text that will appear when a LinkedIn member hovers over your company image. You can include the name of your organization or other custom text. Use up to 25 characters, including spaces.
- **Call-to-action (CTA) button text** - The call-to-action (CTA) is what you want your target audience to do after seeing your ad. Use up to 18 characters, including spaces.
- **Landing page** - Include a link to send people to your landing page, like your website



DESIGN RECOMMENDATIONS:

- **Company image** - Central image in your ad. Your company logo is the default, or you can upload another custom image. Minimum image size: 100 x 100px for JPG or PNG, less than 2 MB
 - Note: Smaller company logos may appear pixelated and may not perform as well. Larger company logos will be reduced to 100 x 100px. Company logos that are not square will be reduced so that the largest dimension fits.
- **Custom background image (optional)** - If you include a background image, there will be no ad description, and the member's profile photo will not be pulled into the ad. The image must be exactly 300 x 250px and 2MB or less.

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JOB APPLICANTS

DYNAMIC ADS - JOBS



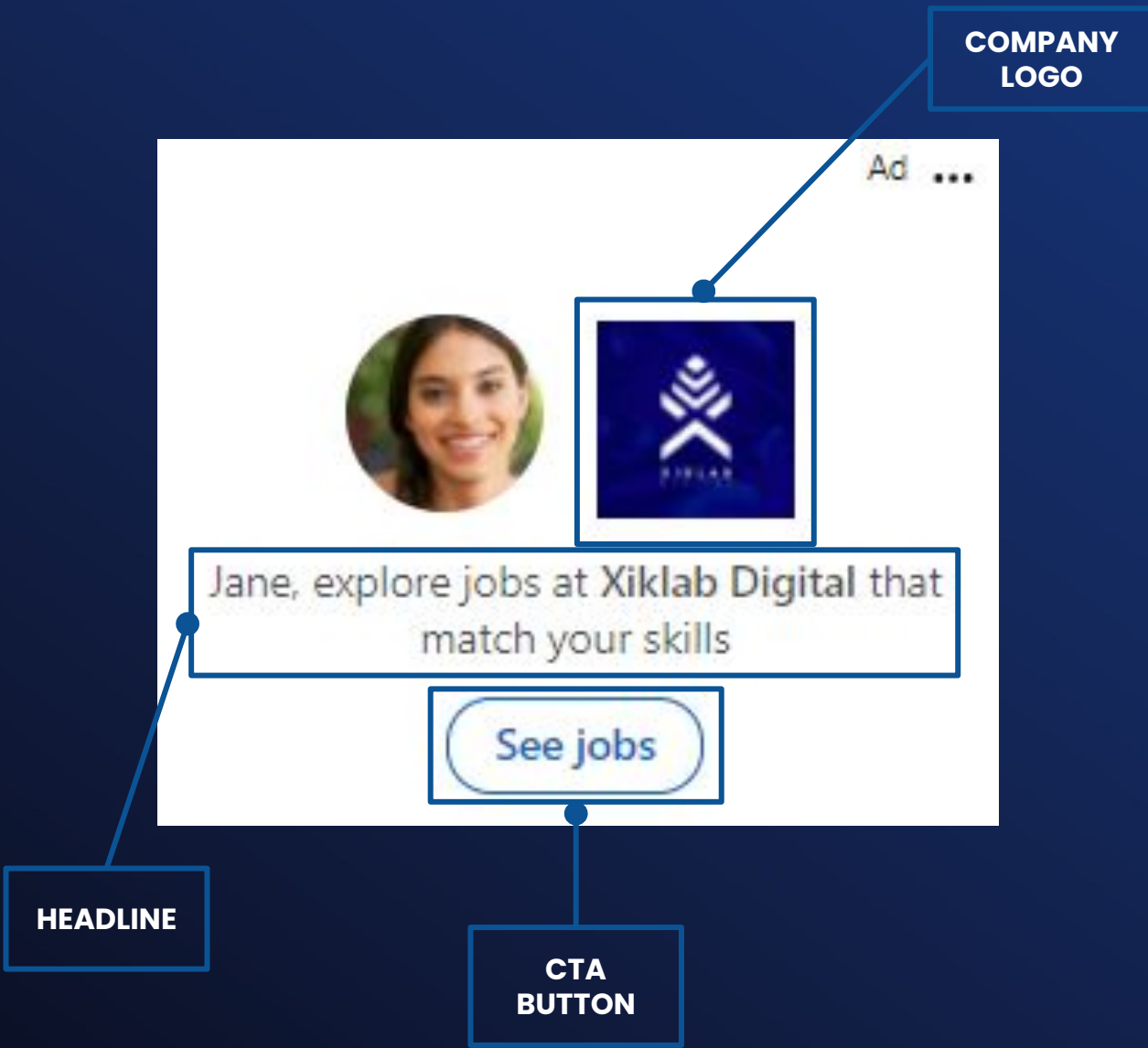
TEXT RECOMMENDATIONS:

- **Ad headline** - The headline is the main message seen by your target audience. Up to 70 characters, including spaces.
- **Company name** - Use up to 25 characters, including spaces.
- **Call-to-action (CTA) button label** - Choose from one of the pre-set CTAs (Careers at Company Name, See More Jobs, View More) or supply your own custom text. For "Picture Yourself" and "Jobs Page" ads, the CTA is automated. For the "Jobs of Interest" ad, you can customize the CTA.
 - Note: Pre-set options are automatically translated but custom text is not. Use up to 44 characters, including spaces.



DESIGN RECOMMENDATIONS:

- **Company logo** - Recommended minimum logo size: 100 x 100px
 - Note: Smaller company logos will appear smaller and may not perform as well. Larger company logos will be reduced to 100 x 100px. Company logos that are not square will be reduced so that the largest dimension fits.



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LINKEDIN DYNAMIC ADS BEST PRACTICE

- Capture your audience's attention with visual personalization:
 - Include macros to include personal details such as name and company for a more personalized ad experience.
 - For spotlight ads, try uploading a custom background image to add more visuals to your ad.
- Be descriptive in the main ad headline and text. This will help your audience understand your message.
- Feature a clear CTA (call to action), so your audience knows how to act on their interest.



THANK YOU!