

# From Strategy to Success: How Ocozzio Executes Paid LinkedIn Ad Campaigns

A 10-Step Process to Ensure Alignment, Set Expectations and Drive Results

**Pre-production**

Responsibility: **ocozzio** 

### STEP 1 | Discuss Campaign Goals and Gather Information

Before the development and launch of a paid LinkedIn campaign, we need to determine key factors to ensure we execute an impactful ad that resonates with your key audience.

**Ocozzio will make strategic recommendations for your paid LinkedIn ads**, but it's important that all components are discussed and agreed upon to make sure we are in alignment with campaign expectations and goals.

What we need for a successful ad:

- > **Goal**
- > **Ad URL (Landing Page, Collateral, etc.)**
- > **Target Audience**
  - Geographic Region
  - Contact List
  - Target companies, titles, industries
  - Exclusions (competitors, clients, etc)
- > **Budget\***
- > **Run Time**
- > **Integrate in HubSpot?**
- > **Part of a Larger Marketing Strategy?**

*\*Based on audience, objective and run time, our Digital Marketing Team can pull performance forecasts to determine the optimal budget for the ad.*

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### STEP 2 | Identify Your Ad Objective

Your objective will guide creative and KPIs. Your options are:

- > **Brand Awareness:** Increase visibility and recognition of your brand.
- > **Website Visits:** Drive traffic to your website or landing page.
- > **Engagement:** Boost likes, comments, shares and event responses.

**! We can identify users that engage with your ad so you can follow up with them directly!**

- > **Video Views:** Promote video content to maximize views.
- > **Lead Generation:** Collect leads directly on LinkedIn via pre-filled forms.

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### STEP 3 | Identify Your Ad Type


Let's match your message with the right format. Your options are:

- > **Single Image Ad:** A static image with copy in the feed.
- > **Video Ad:** Short videos that play in-feed.
- > **Carousel Ad:** Swipeable cards to showcase multiple images or offers.
- > **Thought Leadership Ad:** Boost visibility of expert perspectives through sponsored content from key individuals.
- > **Follower Ad:** Encourages users to follow your LinkedIn Page.

**! Great option for brand awareness at a relatively low cost!**

- > **Document Ad:** Share downloadable content like whitepapers or guides.
- > **Lead Gen Forms:** Collect leads from your ads on LinkedIn with pre-filled forms.
- > **Conversation Ad:** Message-style ads in LinkedIn Messaging with multiple CTAs.
- > **Article Ad:** Promote LinkedIn Articles and Newsletters created by your brand or thought leaders.
- > **Text Ad:** Small, clickable text-based ads that appear in the sidebar.

**Development**

Responsibility: **ocozzio** 

### STEP 4 | Target Your Audience

Audience building happens in parallel with creative development. Our Digital Team will align with your Account Manager and Strategist to ensure targeting reflects your ideal prospects.

What we need for a successful ad:

- > **Contact List Upload:** Match contacts from your email database to LinkedIn profiles.\*
- > **Company List Upload:** Target employees at specific companies using a CSV upload.\*
- > **Location Targeting:** Narrow by country, region, county or city.
- > **Job Title:** Target specific roles (e.g., "CEO").
- > **Job Function:** Group users by general function (e.g., HR, Finance).
- > **Job Seniority:** Filter by levels like entry, manager, director, VP, C-suite.
- > **Company Name:** Target employees at specific companies.
- > **Company Size:** Focus on businesses based on employee count.
- > **Industry:** Filter by industries like healthcare, finance, tech.
- > **Skills:** Target users with specific skills listed on their profiles.
- > **Member Groups:** Reach members of certain LinkedIn Groups.
- > **Education:** Target by degrees, fields of study or schools.
- > **Years of Experience:** Filter based on career stage or tenure.
- > **Website or Landing Page Retargeting:** Reach people who've visited your website via the LinkedIn Insight Tag.\*
- > **Engagement Retargeting:** Retarget users who interacted with your LinkedIn content or ads.\*

**! It's just as important to tell us who you want to exclude like competitors and clients!**

LinkedIn advertising leverages self-reported company and individual profile data for audience targeting, which limits control over accuracy if users have not properly classified their roles or organizations.

*\*Uploaded lists must be more than 300 contacts or companies and can take up to 48 hours to match*

**Development**

Responsibility: **ocozzio**

### STEP 5 | Ad Development

Your Account Manager will coordinate closely with your Marketing Strategist, Copywriter, Graphic Designer and our Digital Marketing Team to ensure the ads follow best practices and are optimized to meet your campaign goals.


**Development**

Responsibility: **ocozzio**

### STEP 6 | Landing Page or Content Review

Where you send your target audience and the value exchange is just as important as strong ad creative. Ensuring that you have best practices in place like message alignment, clear headlines, strong CTAs, high-quality content and a value-driven offer can make or break a LinkedIn ad.

**Finalize**

Responsibility: 

### STEP 7 | Approval

Before we go live, we need your sign-off on:

- > **Ad Creative**
- > **Target Audience**
- > **Ad Objective**
- > **Run Time**
- > **Budget**

**Launch**

Responsibility: **ocozzio**

### STEP 8 | Ad Launch

Your Account Manager will notify you once the ad is live and can provide access to you to monitor the ad performance in real time.

**Reporting**

Responsibility: **ocozzio**

### STEP 9 | Ongoing Reporting

Depending on the length of your ad and agreed upon terms, your Account Manager will work closely with our Digital Marketing team to conduct regular check-ins to monitor ad performance, report on key ad KPIs and make adjustments as needed.

**Reporting**

Responsibility: **ocozzio**

### STEP 10 | Final Reporting

Once the campaign ends, we will provide an analytics report that identifies KPIs, audience demographics, insights and recommendations for future campaigns.