

LinkedIn Paid Advertising Options Checklist

1. Sponsored Content:

- **Description:** Ads appear directly in users' feeds, blending with organic posts. Includes single images, carousel ads (multiple images), or video content.
- **Goal:** Promoting products, services, blog posts, case studies, or brand awareness.
- **Payment Model:**
 - **Cost Per Click (CPC):** Pay when someone clicks the ad (e.g., visiting your website or downloading content).
 - **Cost Per 1,000 Impressions (CPM):** Pay based on how many times the ad is shown (regardless of clicks).
- **Best For:** Brand awareness, traffic generation.

2. Sponsored InMail:

- **Description:** Personalized messages sent directly to users' LinkedIn inboxes, designed for direct outreach or event invitations.
- **Goal:** Engage users with personalized communication that feels non-promotional.
- **Payment Model:**
 - **Cost Per Send (CPS):** Pay when a message is successfully delivered to the inbox.
- **Best For:** Highly targeted campaigns, event invites, or personalized outreach.

3. Text Ads:

- **Description:** Small ads that appear in the right sidebar of LinkedIn pages. Includes a headline, description, and image.
- **Goal:** Drive traffic on a budget.
- **Payment Model:**
 - **Cost Per Click (CPC):** Pay when someone clicks the ad.
 - **Cost Per 1,000 Impressions (CPM):** Pay for every 1,000 impressions.
- **Best For:** Cost-effective campaigns, low-budget businesses, and those new to LinkedIn advertising.

4. Dynamic Ads:

- **Description:** Highly personalized ads that change based on the viewer's LinkedIn profile (e.g., featuring the user's name, photo, or job title).
- **Goal:** Boost engagement by creating a more personalized experience.
- **Payment Model:**
 - **Cost Per Click (CPC):** Pay when someone clicks the ad.
 - **Cost Per 1,000 Impressions (CPM):** Pay based on impressions.
- **Best For:** Increasing brand awareness, boosting followers, and highly targeted campaigns.

5. Lead Gen Forms:

- **Description:** Integrated with other LinkedIn ads (e.g., Sponsored Content, Sponsored InMail), allowing users to submit their contact information without leaving the platform.
- **Goal:** Lead generation, such as offering gated content like eBooks, whitepapers, or free consultations.
- **Payment Model:**
 - **Cost Per Click (CPC):** Pay when users click and submit their contact details.
 - **Cost Per 1,000 Impressions (CPM):** Pay based on the number of impressions.
- **Best For:** Collecting leads and building contact lists.

6. Video Ads:

- **Description:** Engaging video content that appears in users' feeds to tell stories, demonstrate products, or share testimonials.
- **Goal:** Increase engagement with high-quality visual content.
- **Payment Model:**
 - **Cost Per Click (CPC):** Pay when a user clicks on the ad.
 - **Cost Per 1,000 Impressions (CPM):** Pay for every 1,000 impressions.
- **Best For:** Brand awareness, audience engagement, storytelling, and visual content.

Quick Overview of Payment Models:

- **Cost Per Click (CPC):** You pay only when a user clicks on your ad (ideal for driving traffic or conversions).
- **Cost Per 1,000 Impressions (CPM):** You pay based on how many times your ad is shown (great for increasing visibility or brand awareness).
- **Cost Per Send (CPS):** You pay for each message successfully delivered (specific to Sponsored InMail).

Each ad format has its strengths depending on your advertising goals (e.g., brand awareness, lead generation, traffic, or engagement). Carefully selecting the right ad type and payment model is essential for maximizing ROI.