

Marketing Tips: How to Advertise Your Agency on LinkedIn



It's the world's [largest professional network](#) — home to more than 450 million members in more than 200 countries.

Since its launch in 2002, LinkedIn has grown into an incredible platform. For recruiting new employees and promoting company news, LinkedIn is a great place to be.

The best part? Launching an advertising campaign on LinkedIn is easy. It takes just a few minutes. And all you need is a LinkedIn account.

Types of LinkedIn advertising

There are two types of advertising on LinkedIn: [sponsored content](#) (like a Facebook promoted post) and [text ads](#) (like a Facebook page like ad).

Which type will get you higher engagement? Well, because sponsored content lives in the feed and not off to the side, it's easier for users to spot — which means it's easier for them to read and take action.

Text Ad



Sponsored Content



Determine which unit makes the most sense for your message. Then, use it to increase brand awareness, drive leads and maybe even build your audience.

Targeting LinkedIn ads

To get your ad in front of right people, you can target with precision. LinkedIn's targeting options include:

- By school
- By degree
- By field of study
- By job title/function
- By industry and company size
- By seniority
- By interests

That means if you're hoping to hire someone with a certain degree, you can target an ad specifically to them. If you're partial to graduates from a certain university, you can run an ad only they will see.

The cost of LinkedIn ads

Whichever unit you choose, you can pay by clicks or impressions, and you can stop your ad at any time.

There's only one rule: You have to spend at least \$10 a day throughout your campaign. Other than that, you can spend as much or as little as you'd like. And you can control how long you'd like your campaign to run.

Fun fact

Today, there are more than [40 million](#) students and recent college graduates on LinkedIn. They're LinkedIn's fastest-growing demographic, which makes ads about career opportunities such a natural fit.

Questions about [advertising on LinkedIn](#)? Take a peek at their [FAQ](#). Or, for more information, check out some of their [success stories](#).