

***Rotman***

# LINKEDIN MARKETING CAMPAIGNS FOR SMALL BUDGETS

Presentation for U of T Field Day

Tuesday, March 27, 2018 Prepared by Stephen Watt

#UofTFieldDay



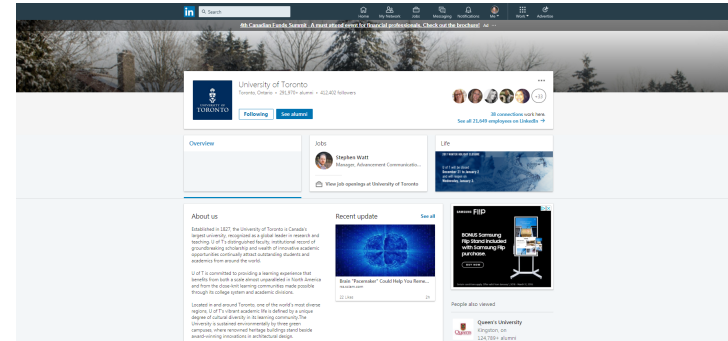
Rotman School of Management  
UNIVERSITY OF TORONTO

# LinkedIn: The Landscape

University of Toronto and  
The Rotman School

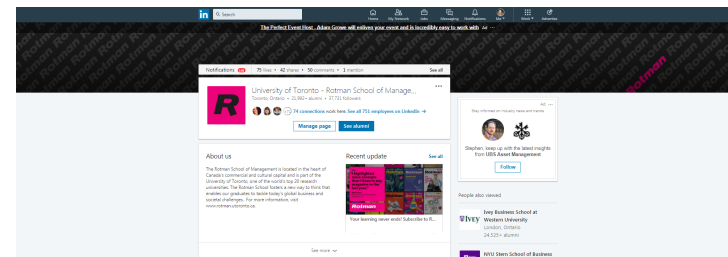
**U of T:**

400,000 followers  
292,000 alumni



**Rotman:**

37,000 followers  
22,000 alumni



# LinkedIn: How to Win on Content

**Be useful.**  
**Be reputable.**  
**Be relevant.**



# Advertising: The Dreaded Funnel



**Awareness**

**Interest**

**Consideration**

**Action**



*The downward nudge:  
Your LinkedIn ad at work*

# Steps to create a winning ad on LinkedIn



# 1. Create your ad



**R** University of Toronto - Rotman School of Management  
37,734 followers  
1w

In the Scarborough area? Business Edge is headed your way for an info session!  
<https://lnkd.in/ezqKHBi>. March 22 from 6-7 pm at U of T Scarborough.

**" Thanks to Business Edge, my paradigm has shifted from 'poor me, I need a better job' to 'I am a professional – how can we mutually benefit?' "**

DEEPA PHILLIPS  
Learning and Development Architect  
Pearson Education

**Business Edge** Educated outside of Canada? Try Business Edge:  
<http://uoft.me/Edge>

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UNIVERSITY OF TORONTO

Business Edge: Your professional advantage  
rotman.utoronto.ca



Short intro text, keep it “above the fold”



Testimonial (10 words)  
or call to action (5-7 words)




Aspirational image

## 2. Create 4 variations

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Colour changes

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*"When I moved to Canada, I was confident that I would accelerate in my career. It did not work out that way – until I discovered Business Edge."*

NEELAM ADVANI  
Banking Advisor/Account Manager, RBC  
Business Edge graduate

Rotman School of Management UNIVERSITY OF TORONTO **Ontario** Educated outside of Canada? Try Business Edge: <http://uoft.me/Edge>


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Image/quote changes

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# 3. Create a landing page

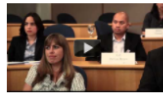


## Business Edge: Your professional advantage

Home > Professional Development > Business Edge for Internationally Educated Professionals > Business Edge

Welcome to your future

You left a good job to build a new career in Canada. Now it's time for your next move. Offered by the Rotman School of Management - Canada's #1 business school - the Business Edge program gives you the skills and network you need to take your career to the next level.



The Impact of Business Edge  
Business Edge: For internationally-educated professionals

### Next Program Offering

April 28 - September 15, 2018

The application is now open.  
Deadline: April 9, 2018

Email [BusinessEdge@rotman.utoronto.ca](mailto:BusinessEdge@rotman.utoronto.ca) with any questions.

### Information Sessions

Come to our information sessions to explore Business Edge and get your questions answered.

Thursday, March 22, 2018  
6:00 - 7:00pm (Scarborough)

Tuesday, April 2, 2018  
6:00 - 7:30pm (Toronto)

[Register Now](#)



NEELAM ADVANI  
Banking Advisor/Account Manager, RBC  
Business Edge graduate

### Find your edge

If you have at least a year of work experience in Canada, and are looking for a job that better fits your abilities and potential, consider Business Edge, a program offered by the Rotman School of Management at the University of Toronto. Through a combination of classroom sessions, one-to-one coaching, and online simulations, Business Edge gives you the skills and knowledge you need to achieve your professional goals.

The most significant barrier that internationally-educated professionals face when they come to Canada is a lack of understanding of the local job market and its workplace culture. Business Edge will help you overcome these hurdles by helping you master your ability to communicate, negotiate, influence and lead. Topics include:

- Leadership skills
- Career planning
- Salary negotiation
- Advanced communication
- Networking the Canadian way

### AT A GLANCE FACTS AND FIGURES

### INTERESTED? START YOUR APPLICATION



The funnel: Interest to action



Continuity: Ad to landing page



Concision: Short and sweet



# 4. Set up conversions



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### AT A GLANCE FACTS AND FIGURES

### INTERESTED? START YOUR APPLICATION



Learn more: 10 points



Contact us: 25 points



Register now: 100 points


## 5. Target your audience


Your estimated target audience


93,000+ LinkedIn members


[Learn more](#)


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 Toronto, Canada Area


 Bachelor's Degree, Master's Degree


 exclude: Sales, Direct Sales

 Entry, Manager

 Computer Hardware, Computer Software, Internet, Telecommunications, Biotechnology, Pharmaceuticals, Consumer Goods, Banking, Financial Services, Real Estate, Accounting, Civil Engineering, Information Technology and Services, Logistics and Supply Chain, Computer & Network Security, Wireless, Capital Markets, Import and Export, Mechanical or Industrial Engineering, Business Supplies and Equipment

exclude: Medical Practice, Medical Devices, Alternative Medicine, Legal Services

 5+ years

 Audience expansion: Enabled

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LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)



Aim for 100,000 people



Exclude sales people



Job function, not title

## 6. Set bid and budget

Business Edge - Scarb infoshesh 2 - March 22 2018

| Performance                | Ads      | Audience    |
|----------------------------|----------|-------------|
| Sponsored Content campaign | 4 Active | 93,000+ Lin |

What do you want to optimize your campaign for?  
We can automatically improve your campaign based on your settings.

Website Visits  
Maximize the number of people visiting your website.

Conversion tracking (optional) ⓘ  
Measure conversions from your ads on LinkedIn.  
Business Edge - click to program page X  
[Select conversions](#)

Bid Type ⓘ  
 CPC - Cost per click (recommended)  
 CPM - Cost per impressions  
Select "Awareness" as your campaign optimization target to use CPM as a bid type.

Daily budget ⓘ  
Your campaign's actual daily spend may be up to 20% higher. [Learn more](#)  
 (Minimum budget: CA\$15.00 (includes amount already spent))

Bids ⓘ  
The suggested bid to reach your audience and spend your budget is: CA\$10.92.  
(Other similar advertisers are bidding between CA\$9.93 - CA\$17.23.) [Learn more](#)  
 (Minimum bid: CA\$4.30)

Campaign start date ⓘ  
 Start Immediately  
 Schedule start  📅



\$100 a day minimum



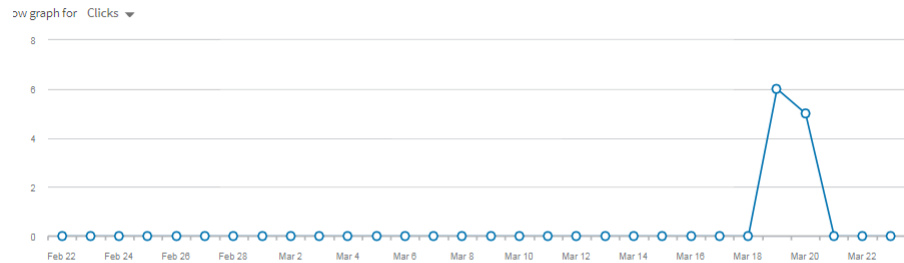
Go \$5 over the recommended minimum



Run 3 days minimum

# 7. Run, then measure

Conversion: 1    Impressions: 741    Clicks: 11    Social actions: 0    Total spend: CAS100.00



|       |        | Performance |        | Conversions |        | Social Actions |           |          |           |             |
|-------|--------|-------------|--------|-------------|--------|----------------|-----------|----------|-----------|-------------|
| Ads   | Status | Impressions | Clicks | Avg. CTR    | Social | Total eng.     | Avg. eng. | Avg. CPC | Avg. CPM  | Total spent |
| Total |        | 741         | 11     | 1.484%      | 0      | 11             | 1.484%    | CAS9.09  | CAS134.85 | CAS100.00   |

|  |   |     |   |        |   |   |        |         |           |          |
|--|---|-----|---|--------|---|---|--------|---------|-----------|----------|
|  | Direct Sponsored Content name: BE - Scarb - March 2018 - 1 - D...<br>In the Scarborough area? Business Edge is headed your way. <b>Active</b><br>session! <a href="https://lnkd.in/ezqKHBi">https://lnkd.in/ezqKHBi</a><br>March 22 from 6-7 pm at U of T Scarborough.<br>Creative ID: 63073324 | 27  | 0 | 0%     | 0 | 0 | 0%     | CAS0.00 | CAS0.00   | CAS0.00  |
|  | Direct Sponsored Content name: BE - Scarb - March 2018 - 3 - N...<br>In the Scarborough area? Business Edge is headed your way. <b>Active</b><br>session! <a href="https://lnkd.in/ezqKHBi">https://lnkd.in/ezqKHBi</a><br>March 22 from 6-7 pm at U of T Scarborough.<br>Creative ID: 63073314 | 191 | 2 | 1.047% | 0 | 2 | 1.047% | CAS9.73 | CAS101.88 | CAS19.46 |
|  | Direct Sponsored Content name: BE - Scarb - March 2018 - 1 - D...<br>In the Scarborough area? Business Edge is headed your way. <b>Active</b><br>session! <a href="https://lnkd.in/ezqKHBi">https://lnkd.in/ezqKHBi</a><br>March 22 from 6-7 pm at U of T Scarborough.<br>Creative ID: 63073304 | 47  | 1 | 2.128% | 0 | 1 | 2.128% | CAS7.98 | CAS169.87 | CAS7.98  |
|  | Direct Sponsored Content name: BE - Scarb - March 2018 - 4 - N...<br>In the Scarborough area? Business Edge is headed your way. <b>Active</b><br>session! <a href="https://lnkd.in/ezqKHBi">https://lnkd.in/ezqKHBi</a><br>March 22 from 6-7 pm at U of T Scarborough.<br>Creative ID: 63073304 | 476 | 8 | 1.681% | 0 | 8 | 1.681% | CAS9.07 | CAS152.43 | CAS72.56 |



Social actions: Sharing and liking



Audience metrics: Who responded?



Clicks: Compare by ad



Conversions: Actions taken, **registrations**

**Step 8:  
Do it again!**

**#UofTFieldDay**

**Thank  
you.**