

How LinkedIn is Different from other Social Media Advertising Platforms

In the age of social media, businesses use various platforms to reach the audience in different ways. It has become a powerful way for companies of all sizes to reach prospects and consumers. The different social media platforms like Facebook, Twitter, Instagram, LinkedIn, and Pinterest are allowing businesses to create a remarkable success story. However, amongst all the social media platforms available, LinkedIn has emerged to be one of a kind.

Officially launched in 2003, LinkedIn has become a platform for professionals to meet and discuss their requirements and build long-lasting professional relationships. It was created to offer the public a website that serves a specific requirement – building connections between job seekers and prospective employers. But over the years, it has gained prominence as a platform for digital advertising as well.

Most of the informal marketing channels like Facebook, Twitter, Snapchat, and Instagram differ from LinkedIn, which is focused more on connecting hard-to-reach business-oriented audiences with a targeted message. It can be an overwhelming daunting task to find the ideal platform to craft and orchestrate your advertising initiatives, given the plethora of social networks available. With the various characteristics of these platforms and the available options for marketers, the once sharp line separating the social advertising platforms has become blurry.

But LinkedIn's unique capabilities outshine others and separate it from its counterparts in the digital domain.

True Professional Social Platform: Content that aligns with the careers and professional profiles, engages users more specifically on LinkedIn. The platform is a playground for people looking for advancements in their careers, connecting with peers, following industry news, and promoting their skills and knowledge. LinkedIn with more than 600 million users, puts quality before quantity. With other social media sites that boast of a staggering number of users, the quality tends to take a backseat. However, advertising on LinkedIn facilitates marketers to reach the top-of-funnel audience seamlessly. It is the professional setting of the platform that helps businesses to reach clients and consumers and they are also more receptive to the message.

Professional Profile Targeting: When quality precedes quantity, businesses are more prone to getting effective results out of their campaigns. Due to high-use activity, the biggest social network advertising platforms are more likely to bring in irrelevant audiences that could destabilise the ongoing campaign. LinkedIn on the other hand, with its paid advertising capabilities, delivers a relevant and professional audience. It helps the businesses to connect with decision-makers who have the final say, making the approach more direct. It also enables the marketer to integrate lead generation forms into campaigns and supports a range of display, text, video, carousel, and dynamic advertising formats. While other platforms also have these capabilities, LinkedIn's targeting options are more advanced and specifically tailored to a professional audience. The profiles on LinkedIn are rarely as static as those of the other networks, as members keep updating and editing their professional information. For advertisers, this means they can reach LinkedIn users based on authentic member-generated data, such as experience, company, education, and other relevant interests and demographics.

Conversion rates are better: Nowadays, conversions are becoming more challenging in an era of an ad-saturated world. In a cluttered marketing landscape, competitive conversion rates do not happen until it is addressed with proper strategy. LinkedIn, in this prospect, stands out as it accurately delivers the message to the right prospects and therefore generates a higher visitor-to-lead conversion rate.

LinkedIn, being a professional site, gains a competitive advantage. That environment cannot be replicated anywhere else

Higher Advertising costs, but bigger ROI potential: Accurately speaking, LinkedIn advertising is more expensive than other platforms. Still, its features would not derail the budget that is being worked on. The ROI factor plays a major role – a costly investment that generates greater return is preferable to a smaller investment that does not deliver at all. The minimum daily budget required to run an advertising campaign on LinkedIn is \$10, with a \$2 minimum bid for Cost-Per-Click or Cost-Per-Mille on text ad campaigns. By comparison, other social network channels allow you to invest as little as \$1 per day in a campaign. But the biggest concern is that you get what you pay for.

Matched Audience Targeting: LinkedIn's Matched Audiences program has become the secret lead-generating weapon for today's digital marketer. Available for every advertising format, this targeting feature allows one to match business data with LinkedIn's robust user-generated content for even better marketing outcomes. This feature enables marketers to retarget the website visitors for further engagement build customised audiences and run account-based marketing campaigns by uploading CSV lists of contacts, email addresses, or company names. Based on these factors, lookalike audiences can be identified, enabling marketing to new customers who have similar characteristics as the existing ones.

LinkedIn advertising separates itself from the crowd on the strength of its valuable audience and its unrivalled targeting options for each ad format and marketing goal. LinkedIn marketing platform's long-term benefits facilitate excellent results despite the higher initial investment involved.
