

HOW TO MAKE THE MOST OF 'THE PERFECT NETWORK,' ACCORDING TO A LINKEDIN ADS EXPERT

Credit for concepts to AJ Wilcox



DON'T LET AN UNFINISHED PROFILE HOLD YOU BACK

If the fact that your personal LinkedIn profile isn't quite where you would like it to be is causing you to hesitate about advertising your business on the platform... stop. AJ says a lackluster personal page is really no big deal.

THINK OF LINKEDIN AS A SILENT FOCUS GROUP

One of the greatest advantages of LinkedIn Ads, according to AJ, is that they offer awesome feedback to advertisers, especially when compared with ads on other social networks.



KNOW WHEN IT'S TIME TO INVEST IN A PROFESSIONAL



Since advertising on LinkedIn is pricier than the alternatives, the mistakes become expensive. Basically, when it comes to LinkedIn ads, you might want to consider going with the old adage about spending money to make money... especially if you don't want to spend additional money correcting mistakes.

DON'T ASK TOO MUCH OF YOUR AUDIENCE

A LinkedIn Ad pro like AJ can advise on everything from ad spend to ad content, but there are a few best practices most brands and companies can benefit from as they're developing a LinkedIn strategy. To start with, think about LinkedIn ads as an opportunity to introduce the audience to the basics of what you do.



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