

LINKEDIN ADS: A NO-NONSENSE GUIDE TO GROWING YOUR BUSINESS

Let's cut to the chase: LinkedIn ads are a gamechanger for businesses in this industry. But with so many options out there, it's easy to feel overwhelmed. You don't need a PhD to make LinkedIn ads work for you—you just need the right strategy. This guide breaks it all down, so you can start seeing real results without the fluff.

Why LinkedIn ads?

LinkedIn isn't just another social media platform. It's where professionals go to network, learn and make decisions. With over 830 million users, it's a goldmine for reaching the people who matter most to your business—whether they're facility managers, procurement specialists or office designers.

The best part? LinkedIn ads are designed for businesses like yours. They're targeted, professional and measurable. Let's dive into the ad formats that can help you get ahead.

Sponsored Content: the attention-grabber

Sponsored Content is your go-to for getting noticed. It appears right in your audience's LinkedIn feed, just like a regular post. It can include images, videos or even documents.

Why it works:

- It feels natural, not pushy.
- You can showcase your expertise or highlight new products.
- LinkedIn's targeting lets you reach the exact audience you want.

Example: If you've got a new ergonomic chair, create a Sponsored Content post showing how it improves posture and productivity. Pair it with a headline like: "Tired of aching backs at work? We've got the solution."

Text Ads: simple and effective

Text Ads are small, straightforward ads that appear on the side or top of the LinkedIn desktop page. They include a headline, a short description and a small image.

Why they work:

- They're budget-friendly and easy to set up.
- They help drive traffic to your website or landing pages.
- They're great for promoting free

consultations, guides or special offers.

Example: Use a Text Ad to promote a free workplace assessment or downloadable resource.

Message Ads: personalized outreach

Message Ads (formerly Sponsored InMail) are direct messages that land in your audience's LinkedIn inbox. The best part? You don't need to be connected to the recipient to send the message.

Why they work:

- They have a high open rate (around 45 percent).
- You can personalize the message with the recipient's name, job title or company.
- They're perfect for invites



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Video Ads: show, don't tell

Video Ads bring your products and services to life. They appear in the LinkedIn feed and can include product demos, customer testimonials or behind-the-scenes content.

Why they work:

- They're engaging and hold attention better than static ads.
- They are perfect for explaining how your solutions solve real-world problems.
- They build trust by showing your products in action.

Example: Create a video showing how your office furniture transforms a cluttered workspace into a sleek, ergonomic, organized environment.

Carousel Ads: showcase multiple products

Carousel Ads let you feature up to 10 images or cards in a single ad. Users can swipe through to see different products, features or benefits.

Why they work:

- They are interactive and encourage engagement.
- They're great for product launches or showcasing a range of solutions.
- They can tell a story or highlight multiple features in one ad.

Example: Use a Carousel Ad to showcase different types of office furniture, from desks and seating to storage solutions.

Why LinkedIn ads are worth it

LinkedIn ads are a natural fit for businesses in the workplace solutions industry. They allow you to reach decision-makers on a platform designed for professionals. Plus, LinkedIn provides detailed analytics, so you can measure your results and refine your strategy over time.

Getting started

Whether you're looking to generate leads, showcase your products or build relationships with decision-makers, there's a LinkedIn ad format that's perfect for your needs. With a little creativity and a clear understanding of your audience, you can create LinkedIn ads that deliver real results for your business.

Ready to give LinkedIn ads a try?

Here's how to get started:

- Define your goal: Are you looking to generate leads, drive website traffic or build brand awareness?
- Know your audience: Use LinkedIn's targeting options to reach the right people based on their job title, industry or company size.
- Start small: Begin with a small budget to test different formats and see what works best.
- Track your results: Use LinkedIn's analytics to measure your success and optimize your campaigns.

to webinars, demos or exclusive events.

Example: Send a Message Ad inviting procurement managers to an exclusive product demo.

Dynamic Ads: tailored to the individual

Dynamic Ads automatically personalize themselves based on the viewer's LinkedIn profile. They might include the recipient's name, job title or company logo.

Why they work:

- They grab attention because they feel personal.
- They're great for promoting job openings, products or special offers.
- They build trust by feeling authentic, not salesy.

Example: Use a Dynamic Ad

to promote a special discount to procurement managers at specific companies.

Lead Gen Forms: effortless lead capture

LinkedIn's Lead Gen Forms are pre-filled from LinkedIn profile information, so nothing needs to be typed in.

Why they work:

- They're easy for users to complete, so you get more leads.
- They deliver high-quality, accurate data.
- They can be integrated with customer relationship management and email marketing tools for easy follow-up.

Example: Use a Lead Gen Form to offer a free consultation or downloadable guide.