The Ultimate Cheat Sheet for LinkedIn Ad Types

LinkedIn Sponsored Content

What is Sponsored Content?

How to Get Started

Getting Started

LinkedIn Sponsored InMail

What is Sponsored InMail?

How to Get Started

Getting Started

LinkedIn Dynamic Ads

What is Dynamic Ads?

How to Get Started

Getting Started

LinkedIn Text Ads

What is Text Ads?

How to Get Started

Getting Started

Some Bonus Takeaways

Targeting
Unlike most of Google's ad types, LinkedIn ads are not keyword-based. Instead, you'll target your ads based on the characteristics of your ideal audience, such as their job title, company size, and industry.

Ad Format
Choose from Sponsored Content, Sponsored InMail, or Text Ads. Each format has its own unique benefits and drawbacks, so it's important to choose the one that best fits your campaign goals.

Bidding Type
Choose between cost-per-click (CPC) and cost-per-impression (CPM) bidding. CPC bidding is usually more expensive, but it can be a good way to get more clicks.

Ad Performance Images
Use high-quality images that are relevant to your target audience. Images can be powerful tools for grabbing attention and driving clicks, so make sure they're eye-catching and relevant to your ad copy.

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