



Toastmasters LinkedIn Ad Guide

Step by Step Instructions

Toastmasters International wants to link you to prosperity!

Because we have run several LinkedIn ad campaigns with global success over the past few years, we are excited to share some concepts and creative elements.

Why LinkedIn? World Headquarters chose it over other social channels to focus on specific audiences. LinkedIn allows advertisers to narrow down demographics by industry, company size, age, education level, job title, and more. The LinkedIn platform, which primarily focuses on professional development and online networking, also aligns nicely with what Toastmasters has to offer.

Please find detailed instruction on how to create a LinkedIn ad in Section One of this guide. You will have access to suggested headlines, ad copy, and images in Section Two—these are the top picks after World Headquarters collected and studied the analytics! Finally, get some quick LinkedIn tips from Toastmasters in Section Three.

Are you ready to reap the benefits of running a LinkedIn ad? Toastmasters is excited for you and your team to experience:

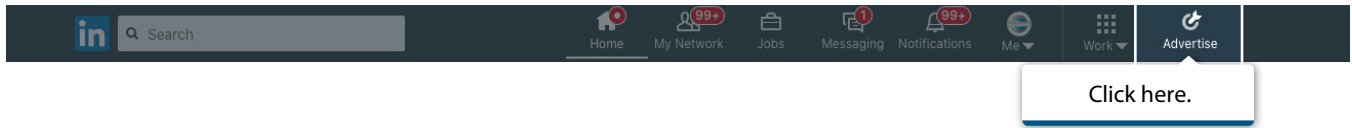
- Brand awareness
- Access to demographics and audience
- New prospective member reach
- Lead engagement
- Website visits

Simply follow this step-by-step guide to get started with LinkedIn today; Toastmasters stands beside you with enthusiasm and in anticipation of your upcoming ad success!

Section One: How to create a LinkedIn ad

- ▶ Sign into your LinkedIn account at www.linkedin.com.

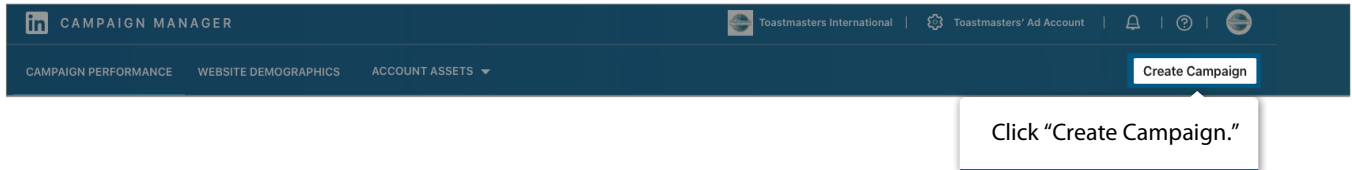
- ▶ Click "Advertise" in the upper right corner.



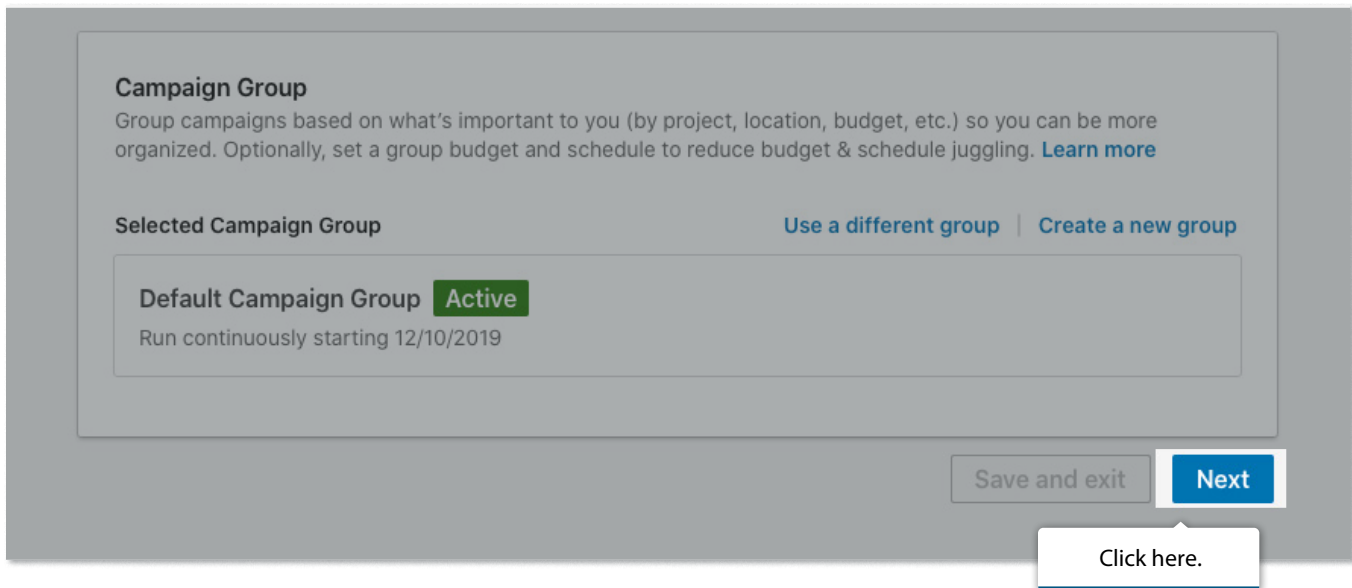
- ▶ Click on your LinkedIn page account.
You want the ad to come from your District or club page, not your individual profile.



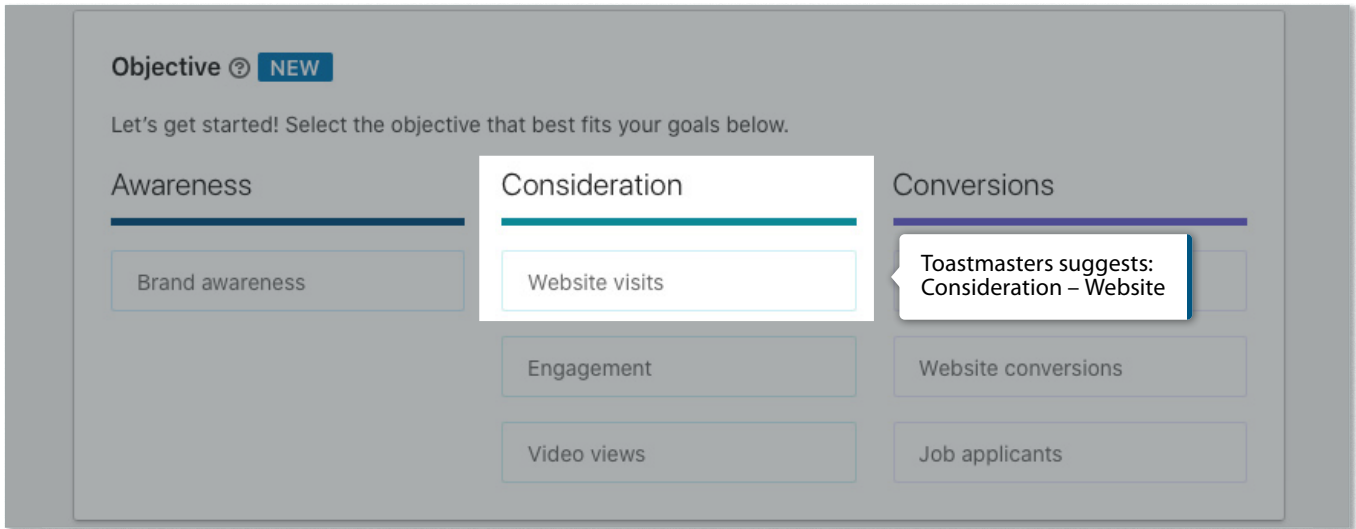
- ▶ You will be redirected to LinkedIn Campaign Manager:



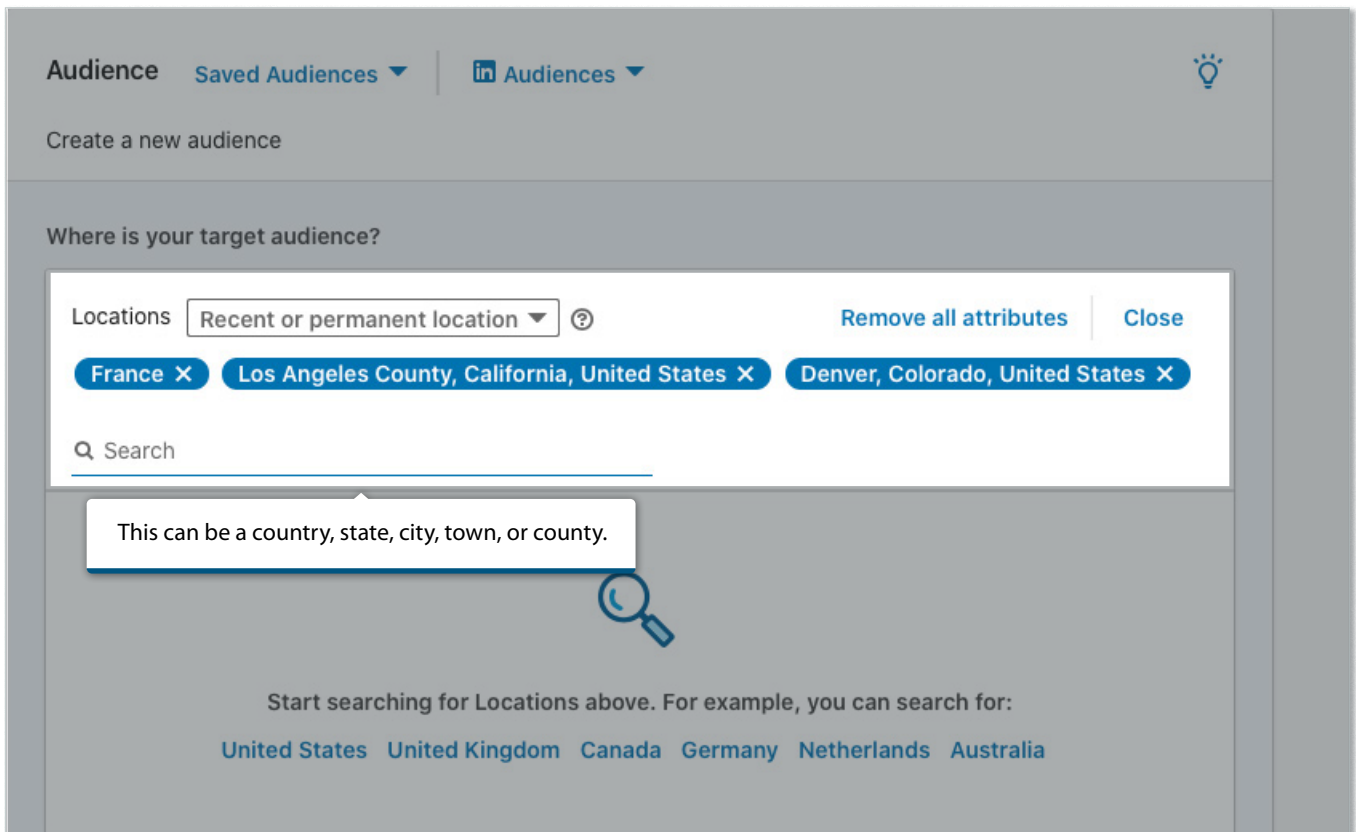
- ▶ LinkedIn will prompt you to a Default Campaign Group. *Optional: You can create a custom campaign group. Toastmasters is currently using the Default Campaign Group.





- ▶ Set up your campaign by choosing an objective.



- ▶ Choose your audience by location. Type in the desired location.



- ▶ Optional: Narrow your audience further. See Toastmasters tips in Section Three of this guide.

Your audience has their Profile Language set to **English**  


Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Narrow audience further

Exclude people by audience attributes and Matched Audiences

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








Enable Audience Expansion 

[Reset audience](#) [View audience summary](#) | [Save as template](#)

- ▶ Set ad format.

Ad format

Choose your ad format

 Single image ad	 Carousel image ad	 Video ad	 Text ad
 Spotlight ad	 Message ad	 Conversation ad	

To start, Toastmasters recommends: Single image ad.

- ▶ Toastmasters suggests selecting LinkedIn Audience Network.

Placement

LinkedIn Audience Network ⓘ
Reach up to 25% more of your target audience by running your ads on LinkedIn and our partner apps and websites.

Enable the LinkedIn Audience Network

Confirm the blue box is checked.

[Show Audience Network advanced options](#) ▾

- ▶ Select your budget and schedule. Input your daily budget, select your start date. You have the option to run your ad continuously and manually stop the ad or to select a hard stop date for your ad by inputting an end date.

Budget & Schedule

ⓘ Your Campaign Group is scheduled to run from 12/10/2019

Budget

Set a daily budget ▾

Daily Budget

\$50.00 Actual amount spent daily may vary ⓘ

Schedule

Run campaign continuously

Start date

10/14/2020

Your campaign will run **continuously** starting from **October 14, 2020** with no end date.

Set a start and end date

Bidding **NEW**

Optimization goal ⓘ

Landing page clicks [Change](#)

Bidding strategy ⓘ

Maximum delivery (Automated) - Get the most results possible with your full budget

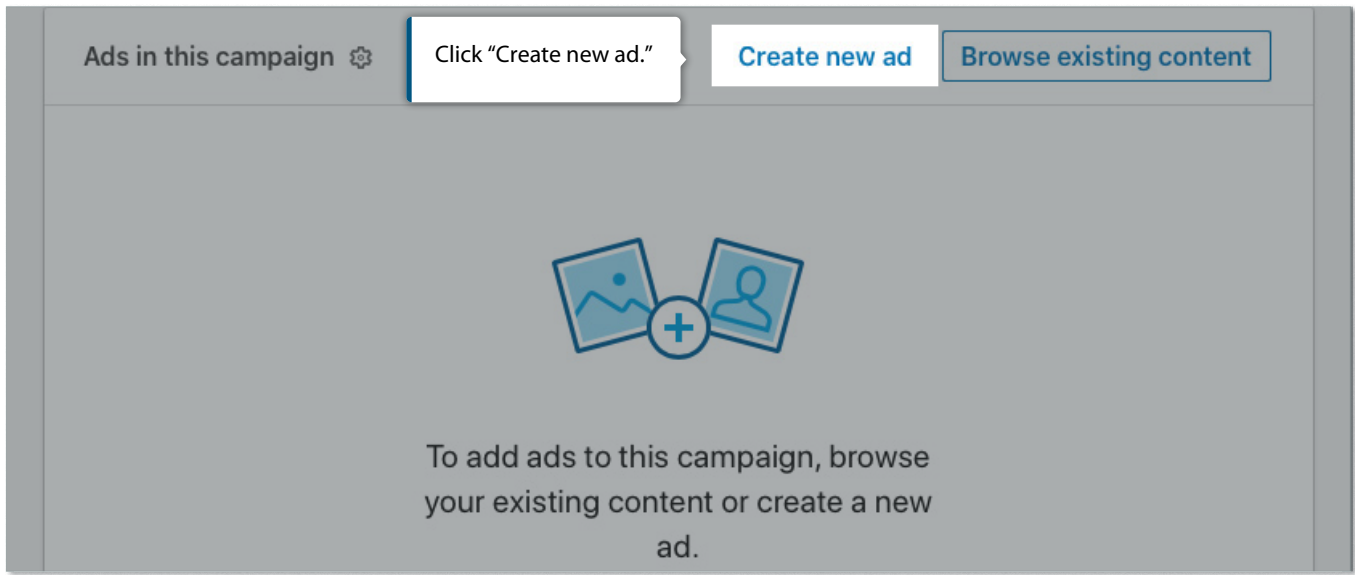
Target cost - Get the most results possible while staying near your cost goal

[Show additional options](#) ▾

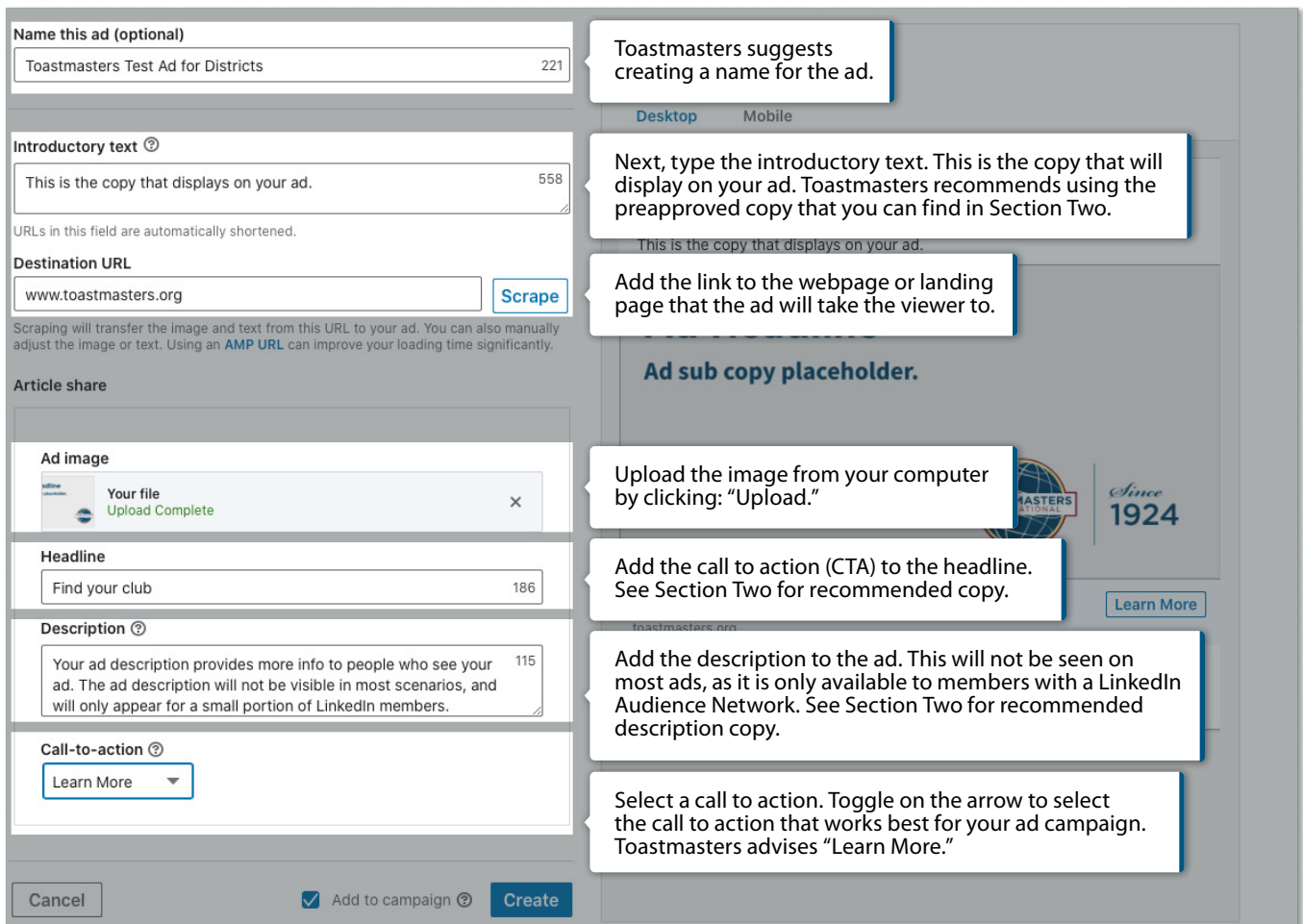
Click "Next" to continue with your ad.

[Previous](#) [Save and exit](#) [Next](#)

► Create a new ad



► Create a new Single Image ad for this campaign.



► Final step—review your ad and launch your campaign.

Name this ad (optional)

 221

Introductory text ⓘ

 558

URLs in this field are automatically shortened.

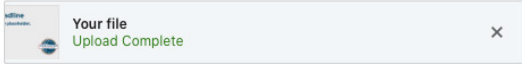
Destination URL

 [Scrape](#)

Scraping will transfer the image and text from this URL to your ad. You can also manually adjust the image or text. Using an [AMP URL](#) can improve your loading time significantly.

Article share

Ad image



Headline

 186

Description ⓘ

 115

Call-to-action ⓘ

Preview

[Desktop](#) [Mobile](#)



Toastmasters International
999 followers
Promoted

This is the copy that displays on your ad.

Ad Headline

Ad sub copy placeholder.



Find your club [Learn More](#)

toastmasters.org

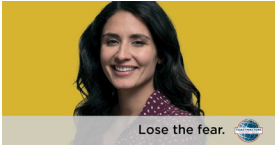
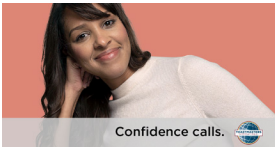
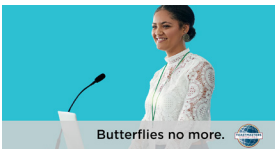
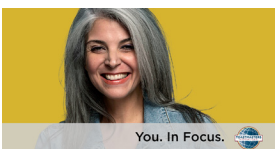
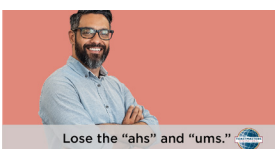




[Like](#) [Comment](#) [Share](#)

[Add to campaign](#) ⓘ

Click "Create" to launch your campaign.

The actual layout and final appearance of your ad may look slightly different from this preview. To see the final version, view the preview after saving your ad.

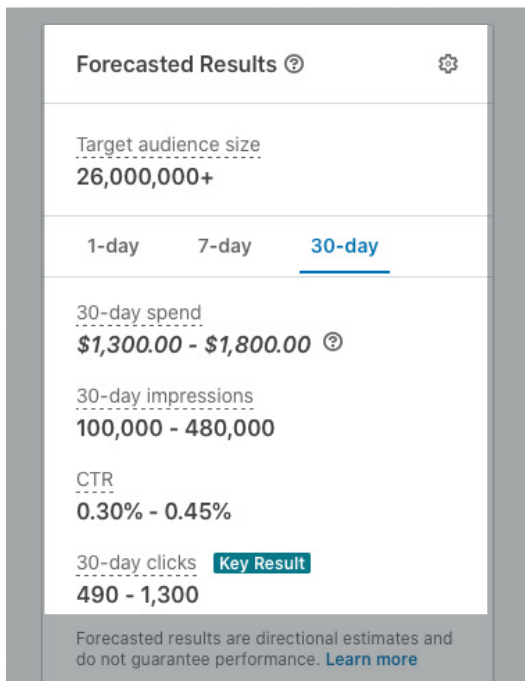
Section Two: Toastmasters Recommended Copy and Images for LinkedIn Ads

Ad Headline	Ad Copy	Headline	Ad Image (Click on the image to download)
Colorful Personality Theme*			
Lose the fear.	It doesn't have to be a nerve-racking experience. Deliver your next speech with the help of Toastmasters.	Find my club	
Confidence calls.	Find the power within you by building your leadership and communication skills at a nearby Toastmasters club.	Find my club	
Butterflies no more.	Your meeting nerves will be under control, thanks to Toastmasters.	Find my club	
You. In focus.	Advance your career and achieve personal growth by becoming a member of Toastmasters International.	Find my club	
Lose the "ahs" and "ums."	Drop the filler words and gain control of your nerves. Your leadership skills await at Toastmasters International.	Find my club	
Microphone Theme*			
Breathe. Smile. Deliver.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Step up. You got this.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Snap them out of boredom.	Worried they may not be interested in what you have to say? Bore them no more by joining Toastmasters today.	Find my club	
Breathe. Smile. Inspire them.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	

*The novel background colors used in these World Headquarters-created ads are an exception to Toastmasters' brand rules and should not be reproduced in any other locally developed materials. The colors are being tested for possible future use.

Section Three: LinkedIn Tips from Toastmasters

- ▶ Budget carefully: Add 20% to your daily ad spend. Example, if you have a \$20-per-day budget, place an ad spend of \$16, so the ad price caps at \$20. To learn more checkout the **LinkedIn bid process**.
- ▶ Pick a target audience: You can select location, age, job title, industry, and many other demographics to further narrow your audience.
- ▶ Keep the copy within the character limits. Name this add (255 character limit), Introductory text (600 character limit), Headline (200 character limit), and Description (300 character limit).
- ▶ Monitor your results daily. This will help you review your ad performance, as well as monitor your daily budget.
- ▶ Change the ad if the current ad is not performing.
 - LinkedIn will give you a forecasted click-through rate once your audience is selected. If the ad falls below the forecasted CTR, you might want to change your ad or demographics.
 - Below is a screenshot of the forecasted results. This is available on your ad page.



- ▶ Test the link before you publish the ad.
- ▶ Review copy for spelling or grammar errors.
- ▶ Most importantly, have fun with this advertising experience, all while learning what works best for you and your District.

Good luck with your LinkedIn ad. If you have any questions, please contact: socialmedia@toastmasters.org. We look forward to getting social with you!