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.

Objective

Let’s get started! Select the objective that best fits your goals below.

### Awareness
- Brand awareness

### Consideration
- Website visits
- Engagement
- Video views

### Conversions
- Website conversions
- Job applicants

Toastmasters suggests: Consideration – Website

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

Locations
- Recent or permanent location
- France
- Los Angeles County, California, United States
- Denver, Colorado, United States

This can be a country, state, city, town, or county.

Start searching for Locations above. For example, you can search for:
- United States
- United Kingdom
- Canada
- Germany
- Netherlands
- Australia
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

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**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.

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.

Click “Next” to continue with your ad.
Create a new ad

Click “Create new ad.”

Create a new Single Image ad for this campaign.

Toastmasters suggests creating a name for the ad.

Next, type the introductory text. This is the copy that will display on your ad. Toastmasters recommends using the preapproved copy that you can find in Section Two.

Add the link to the webpage or landing page that the ad will take the viewer to.

Upload the image from your computer by clicking: “Upload.”

Add the call to action (CTA) to the headline. See Section Two for recommended copy.

Add the description to the ad. This will not be seen on most ads, as it is only available to members with a LinkedIn Audience Network. See Section Two for recommended description copy.

Select a call to action. Toggle on the arrow to select the call to action that works best for your ad campaign. Toastmasters advises “Learn More.”
Final step—review your ad and launch your 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

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

*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!