

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

- Lead engagement
- Access to demographics and audience
- Website visits

New prospective member reach

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.

| Linked |
|---------------------------------------------------------------------------------------|
| Welcome Back |
| Don't miss your next opportunity. Sign in to stay updated on your professional world. |
| Email or Phone |
| Password |
| Sign in |
| or |
| G Sign in with Google |
| Forgot password? |
| New to LinkedIn? Join now |

• Click "Advertise" in the upper right corner.

| in Q Search | Home | My Network | d Jobs | Messaging Notifications | € Me ▼ | Work v | ک Advertise | |
|-------------|------|------------|------------------|-------------------------|-----------|-------------------|-----------------------|---|
| | | | | | | Click | here. |] |

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

| 508191203 Nonprofit Organization Management |
|---------------------------------------------|
|---------------------------------------------|

> You will be redirected to LinkedIn Campaign Manager:

| in campaign manager | 🎯 Toastmasters International 🛱 Toastmasters' Ad Account 🗛 🕐 😂 |
|---------------------|-----------------------------------------------------------------------|
| | Create Campaign |
| | Click "Create Campaign." |

• 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.

| | you (by project, location, budget, etc.) so you can be more shedule to reduce budget & schedule juggling. Learn more |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Selected Campaign Group | Use a different group Create a new group |
| Default Campaign Group Active | |
| Run continuously starting 12/10/2019 | |
| | Save and exit Next |

• Set up your campaign by choosing an objective.

| Let's get started! Select the o | objective that best fits your goals below. | |
|---------------------------------|--------------------------------------------|---------------------------------------------------|
| Awareness | Consideration | Conversions |
| Brand awareness | Website visits | Toastmasters suggests: Consideration – Website |
| | Engagement | Website conversions |
| | Video views | Job applicants |

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

| Audience Saved Audiences 🔻 🖬 Aud | diences 🔻 | ,Ö. |
|------------------------------------------------|-------------------------------------------------|----------|
| Create a new audience | | |
| Where is your target audience? | | |
| Locations Recent or permanent location 🔻 | Remove all attributes | Close |
| France X Los Angeles County, Californ | nia, United States × Denver, Colorado, United S | states × |
| Q Search | | |
| This can be a country, state, city, town, or c | county. | |
| | O, | |
| Start searching for Locati | ions above. For example, you can search for: | |
| United States United Kingdo | om 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 💌 💿 |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| in areas where a local language is available, to reach all | selected here. English may be selected as the default language, even users in the region. |
| Who is your target audience? | |
| Narrow audience further | |
| Exclude people by audience attributes and Matc | hed Audiences |
| LinkedIn tools may not be used to discriminate based on per race/ethnicity. Learn more | ersonal characteristics like gender, age, or actual or perceived |
| ✓ Enable Audience Expansion | |
| Reset audience | View audience summary Save as template |

• Set ad format.

| Ad format | | | |
|-----------------------|-------------------------------------------------|-----------------|---------|
| Choose your ad format | | | |
| | To start, Toastmasters recommends: Single image | e ad. | |
| Single image ad | Carousel image ad | Video ad | Text ad |
| | | | |
| Spotlight ad | Message ad | Conversation ad | |

• Toastmasters suggests selecting LinkedIn Audience Network.

| Placement | |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------|
| LinkedIn Audience Network ③ 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.

| Dudast 0. Oshadula | | | | | |
|------------------------------------------------------------------------------------------------------------|-------------------|--|--|--|--|
| 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 ③ | | | | | |
| Schedule | | | | | |
| Run campaign continuously | | | | | |
| Start date | | | | | |
| 10/14/2020 | | | | | |
| Your campaign will run continuously starting from October 14 , 2020 with no end date. | | | | | |
| Bidding NEW | | | | | |
| Optimization goal ③ | | | | | |
| Landing page clicks Change | | | | | |
| Bidding strategy ⁽²⁾ | | | | | |
| 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 conti | nue with your ad. | | | | |
| Previous Save an | nd exit Next | | | | |

• Create a new ad



• Create a new Single Image ad for this campaign.

| Name this ad (optional) Toastmasters Test Ad for Districts 221 | Toastmasters suggests creating a name for the ad. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| | |
| | Desktop Mobile |
| Introductory text ⁽²⁾ | Next, type the introductory text. This is the copy that will |
| This is the copy that displays on your ad. 558 | display on your ad. Toastmasters recommends using the preapproved copy that you can find in Section Two. |
| URLs in this field are automatically shortened. | |
| Destination URL | This is the copy that displays on your ad. |
| www.toastmasters.org | Add the link to the webpage or landing page that the ad will take the viewer to. |
| 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. | |
| adjust the image of text. Using an AMP ORL can improve your loading time significantly. | Ad sub copy placeholder. |
| Article share | Au sub copy placenoidel. |
| | |
| Ad image | |
| Ad image | Upload the image from your computer |
| Your file X Upload Complete | by clicking: "Upload." |
| | 1924 |
| Headline | Add the call to action (CTA) to the headline. |
| Find your club 186 | See Section Two for recommended copy. |
| Description @ | Learn More |
| Description ③ | |
| Your ad description provides more info to people who see your 115 | Add the description to the ad. This will not be seen on most ads, as it is only available to members with a LinkedIn |
| ad. The ad description will not be visible in most scenarios, and will only appear for a small portion of LinkedIn members. | Audience Network. See Section Two for recommended |
| | description copy. |
| Call-to-action ③ | |
| Learn More 💌 | |
| | 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." |
| | |
| Cancel Add to campaign ⁽²⁾ Create | |

Final step—review your ad and launch your campaign.

| Name this ad (optional) | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| Toastmasters Test Ad for Districts 221 | Preview |
| | Desktop Mobile |
| ntroductory text ③ | |
| This is the copy that displays on your ad. 558 | Toastmasters International 999 followers |
| JRLs in this field are automatically shortened. | Promoted This is the copy that displays on your ad. |
| Destination URL | |
| www.toastmasters.org Scrape | |
| Scraping will transfer the image and text from this URL to your ad. You can also manually | Ad Headline |
| adjust the image or text. Using an AMP URL can improve your loading time significantly. | Ad sub copy placeholder. |
| Article share | Au sub copy placenotaen. |
| Your file Upload Complete × | Since 1924 |
| Find your club 186 | Find your club Learn More |
| Description ③ | toastmasters.org |
| Your ad description provides more info to people who see your 115 ad. The ad description will not be visible in most scenarios, and will only appear for a small portion of LinkedIn members. | └ Like |
| Call-to-action ③ | |
| Cancel Add to campaign ③ Create | Click "Create" to launch your campaign. |

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 The | eme* | |
| Lose the fear. | It doesn't have to be a nerve-racking experi- ence. Deliver your next speech with the help of Toastmasters. | Find my club | Lose the fear. |
| Confidence calls. | Find the power within you by building your leadership and communication skills at a nearby Toastmasters club. | Find my club | Confidence calls. |
| Butterflies no more. | Your meeting nerves will be under control, thanks to Toastmasters. | Find my club | Butterflies no more. |
| You. In focus. | Advance your career and achieve personal growth by becoming a member of Toastmas- ters International. | Find my club | You. In Focus. |
| Lose the "ahs" and "ums." | Drop the filler words and gain control of your nerves. Your leadership skills await at Toast- masters International. | Find my club | Lose the "ahs" and "ums." |
| | Microphone Theme | * | , |
| Breathe. Smile. Deliver. | Your next presentation will captivate them, thanks to Toastmasters. | Find my club | Breathe. Smile. Deliver. |
| Step up. You got | Your next presentation will captivate them, | Find my club | |

| Deliver. | thanks to Toastmasters. | | Breathe, Smile, Deliver |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------|
| Step up. You got this. | Your next presentation will captivate them, thanks to Toastmasters. | Find my club | Step up. You get this. |
| Snap them out of boredom. | Worried they may not be interested in what you have to say? Bore them no more by join- ing Toastmasters today. | Find my club | Snap them out of boredom. |
| Breathe. Smile. Inspire them. | Your next presentation will captivate them, thanks to Toastmasters. | Find my club | Breathe. Smile. Inspire them. |

*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.

| Forecast | ed Results | 0 | ŝ |
|---------------------------------|------------------------|---------------------------------------------------|---|
| Target auc 26,000,0 | | | |
| 1-day | 7-day | 30-day | |
| 30-day sp \$1,300.0 | end 0 - \$1,800. | 00 @ | |
| 30-day im 100,000 | pressions - 480,000 | | |
| CTR 0.30% - | 0.45% | | |
| 30-day cli 490 - 1, 3 | Cks Key Res | sult | |
| | | ectional estimate ance. <mark>Learn mor</mark> | |

- 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!