

LinkedIn Lead Nurturing Essentials

Retargeting, Spotlight Ads, and other Key Tactics
for Higher Education

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Today's Objective

To understand the key aspects of lead nurturing on LinkedIn, including retargeting, Spotlight Ads, and more, through the lens of higher education marketing and enrollment.



Agenda

- ① Retargeting + Lead Nurturing
- ② Spotlight (Dynamic) Ads
- ③ LinkedIn's Conversions API (CAPI)
- ④ Recap

1 Retargeting + Lead Nurturing

STRENGTHEN YOUR BOTTOM-FUNNEL STRATEGY

- + Definitions & Use Cases
- + LinkedIn's Retargeting Enhancements
- + The Benefits of Lead Nurturing

Retargeting & Lead Nurturing

Retargeting involves re-engaging users who have previously interacted with your brand but have not completed a desired action, by displaying targeted ads to encourage them to return and convert.

- + Maximizes the efficiency of prospecting
- + Boosts the volume and quality of leads

Lead nurturing involves building relationships with potential applicants over time, guiding them through the decision-making process, and ultimately increasing lead quality and the likelihood of leads to enroll.

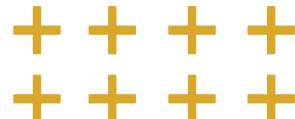
- + Maximizes enrollment rate of leads
- + Boosts the number of people reaching and completing the application stage



LinkedIn's Retargeting Enhancements

Retargeting focuses on re-engaging users who have already interacted with your brand, typically through visiting your website. LinkedIn allows advertisers to maximize their retargeting efforts through a few additional features:

- + Website Actions:** Automatically populates web page traffic/volume and button click volume in LinkedIn Campaign Manager so we can include users who have visited those pages in our RT audiences.
- + Single Image Retargeting:** Retarget users who have viewed or engaged with your Single Image campaigns.
- + Conversation Ad Retargeting:** Retarget users who have viewed or engaged with your Conversation Ad campaigns.
- + Lead Nurturing:** Continue the relationship by retargeting a focused, high-value group of leads to boost application submissions.



The Benefits of Lead Nurturing

- + **Increase Conversions:** Nurtured leads are more likely to convert into applicants compared to cold leads.
 - *70% of in-market leads from all sources enroll elsewhere when not effectively nurtured.*
- + **Improve ROI:** Lead nurturing can improve the return on investment (ROI) of marketing efforts by maximizing the value of acquired leads.
 - *A large, private university utilized lead nurturing on LinkedIn via a Document Ad campaign to generate over 200 leads and 10 application submissions in its first month live, with an average CPA of \$12.14.*
- + **Protect Against Competitive Pressures:** Lead nurturing helps to keep leads focused on your institution.
- + **Enhance Brand Loyalty:** Lead nurturing can foster a sense of loyalty and affinity toward your institution and its brand.
- + **Identify Qualified Leads:** Lead nurturing can help organizations identify and prioritize qualified leads based on their level of engagement and interest.



② Spotlight Ads

SPOTLIGHT ADS FOR LEAD NURTURING

- + Overview
- + Benefits
- + Client Success Story



SPOTLIGHT AD OVERVIEW

LinkedIn's Spotlight Ads automatically personalize ad content for each viewer based on their profile information.

- + Spotlight Ads include a headline, short intro text, a user's profile photo, and organization's logo
- + Desktop-only placement

Ad ...

Name, accelerate or switch your career with our Program.



YOUR LOGO

Continued Program
Messaging Here.

CTA Here

Spotlight Ad Benefits

LinkedIn's Spotlight Ads are a versatile format for advertisers to connect with their audience in meaningful ways, fostering engagement and driving impactful results.

- + Only a few assets required
- + Personalized user experience
- + Seamless integration with multi-product strategy
- + Minimal media spend needed



A large, private university's business school needed help boosting application submissions for their MBA and EMBA programs.

The Strategy

To help boost MBA and EMBA program enrollments, we utilized LinkedIn Dynamic Ad campaigns, which ran from August 2023 to early 2024. We focused on engaging potential students through a blend of list targeting and web retargeting, drawing on historical inquiries, unsubmitted applications, and interactions with key program web pages. Nationwide geotargeting ensured our reach was both expansive and precise. Both campaigns were tracking application submissions.

63.94%**MBA
CAMPAIGN'S
CONVERSION
RATE****131.96%****EMBA
CAMPAIGN'S
CONVERSION
RATE****\$8.00****MBA
CAMPAIGN'S
CPA****\$4.00****EMBA
CAMPAIGN'S
CPA**

The Results

- + Both campaigns had exceptional conversion rates compared to the 5.88% benchmark
- + Both campaigns significantly outperformed the average CPA benchmark of \$121.48
- + The EMBA campaign exceeded expectations with a 0.12% CTR, surpassing the 0.09% average benchmark



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LinkedIn's Conversions API (CAPI)

STRENGTHEN YOUR
CONVERSION TRACKING

+ Overview & Benefits

LinkedIn's Conversions API (CAPI)

CAPI passes down-funnel actions—such as application submissions—back to a LinkedIn ad account in order to attribute those actions to LinkedIn campaigns *and* optimize campaigns based on those actions.

- + Send key conversion events directly to LinkedIn Campaign Manager, which will then be attributed to your LinkedIn campaigns
- + CAPI doesn't require cookie-based tracking
- + Direct API connection or leverage growing list of partners (Google Tag Manager, Zapier, Supermetrics, etc.)
- + For the first time, Campaign Manager will optimize towards down-funnel actions like applications/enrollments
- + Can use CAPI-conversion actions to build Predictive Audiences



Recap

By integrating retargeting, lead nurturing, Spotlight ads, and LinkedIn's Conversions API into your advertising strategy, you can engage prospective students effectively, nurture relationships, and drive conversions with precision.

- + **Retargeting:** Re-engage potential applicants who have shown an interest in your program, increasing conversion rates and maximizing ROI.
- + **Lead nurturing:** Build relationships with potential applicants over time, guiding them through the decision-making process and increasing enrollment rates.
- + **Spotlight (Dynamic) Ads:** Personalize ad content based on user profiles, capturing attention and driving action among highly engaged LinkedIn users.
- + **LinkedIn's Conversions API:** Track key conversion events accurately, optimize campaigns in real-time, and gain deeper insights into the effectiveness of your LinkedIn advertising efforts.





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Thank You!



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