YELL SOCIAL FIELD GUIDE

Make your next campaign worth the click.

The LinkedIn Advertising Playbook

A practical guide to connecting paid ads, organic content, and the conversations that move your business forward.

PLAN IT. MAKE IT. YELL IT.

SEPTEMBER 2026 EDITION

START HERE

A clearer route from idea to impact.

Use this playbook to build one focused campaign, learn from the results, and improve your next move.

For owners, lean marketing teams, and agencies. All campaign examples and numbers are illustrative. Click a section to jump there; use CONTENTS in the footer to return.

01 / BUILD THE PLAN

Paid reach.
Organic trust.

Give both parts of your social strategy the same audience, promise, and next step.

Organic content	Paid advertising
Build familiarity with useful posts, replies, practical advice, and your point of view.	Put a specific message in front of a selected audience with a controlled advertising budget.
Listen for repeated questions and objections. Save language your customers actually use.	Test whether an offer earns the action you need, from a useful visit to a qualified inquiry.
Follow the campaign with deeper explanations, customer stories, and thoughtful responses.	Bring new people into an experience that still feels coherent after the first click.

THE YELL SOCIAL APPROACH

One campaign promise. Several helpful expressions. An ad may introduce the idea; an organic post can explain it; a reply can answer the question that holds someone back.

Start with a customer problem

Example: an agency loses time gathering client approvals. Publish a short approval tip, offer a practical campaign-planning checklist, and use a paid ad to introduce the checklist to relevant agency decision-makers. Keep the message consistent across every touchpoint.

Strong organic engagement is a useful creative clue. It does not prove an ad will generate leads: paid audiences, delivery, and objectives can differ.

01 / OBJECTIVE

Name the outcome before you buy attention.

A clear objective makes the creative, destination, and measurement easier to align.

Business intention	LinkedIn objective	What to review
Be recognized by relevant buyers	Brand awareness	Reach, impressions, frequency
Bring people to useful content	Website visits	Landing-page clicks and visit quality
Start interaction with a post	Engagement	Relevant comments and engagement
Introduce a story through video	Video views	Viewing depth and attention
Collect inquiries within LinkedIn	Lead generation	Leads, cost per lead, qualified share
Capture an action on your website	Website conversions	Tracked conversions and cost per result

WRITE A SUCCESS STATEMENT

“By the end of this campaign, we want [audience] to take [action], at a cost our business can support, with [quality requirement] confirmed by [owner].”

Use the objective that matches your intended action. Available formats and optimization settings depend on that selection. A traffic campaign and a lead campaign should not be judged by the same success rule.

Platform reference: [1] LinkedIn objectives and available formats. Links on page 22.

01 / AUDIENCE

Be specific about who needs the offer.

LinkedIn supports professional targeting such as job title, company, industry, and seniority. [2]

01

Describe the buying situation

Write the problem, the person who feels it, the person who approves a solution, and the event that makes it urgent. These may be different people.

02

Build one understandable audience

Start with the markets you serve, then a small number of relevant professional criteria. Check the audience estimate before adding more filters. More restrictions can limit delivery.

03

Separate new audiences from familiar ones

Use a prospecting message for people discovering you. Where available and eligible, use Matched Audiences to reach known contacts, target accounts, or people who have engaged. [2]

04

Record what you exclude and why

Exclude existing customers from an acquisition offer when appropriate. Use only audience data you are permitted to use, and review the final targeting settings before launch.

EXAMPLE AUDIENCE BRIEF

Marketing decision-makers at agencies in a market you serve. Their need: a shared campaign plan that makes deadlines and ownership easier to see. Their objection: adding another tool to an already busy week.

Platform reference: [2] LinkedIn ad targeting. Campaign eligibility and options vary.

01 / FORMAT

Choose the format that serves the idea.

Start with a clear communication job, then confirm the format is available for your objective. [1, 3]

Format	A useful starting point	Creative priority
Single image	A focused offer or a simple product benefit	One focal point; one next step
Video	A demonstration or short explanation	Make the opening understandable without sound
Carousel	A sequence, process, or set of related benefits	A reason to continue from card to card
Document	A guide, checklist, or educational resource	Useful preview pages and a clear promise
Event	An upcoming session or gathering	Who it is for, what they will learn, when it happens
Thought Leader	An eligible individual's useful perspective	Authentic expertise and permission to sponsor

A SIMPLE FIRST CAMPAIGN

Begin with one offer and one format. A single-image ad with two headline versions is easier to interpret than several formats, audiences, and destinations launched at once.

Platform references: [1] Objectives; [3] Ad formats.

02 / COPY

Write for one reader. Ask for one action.

A useful ad connects a recognizable problem to a specific, believable next step.

01 Open with the situation

Name a task, tension, or goal your audience recognizes. “Client feedback in five places?” is clearer than a broad claim about transforming marketing.

02 Offer something concrete

Explain what someone gets: a planning checklist, a short demonstration, or a practical guide. Avoid promising results you cannot substantiate.

03 Support the promise

Use an actual product view, a relevant example, or a customer quote you have permission to use. Keep evidence close to the claim.

04 Make the next step obvious

Use one clear action and make sure the destination delivers it. A guide ad should open a guide or its request form, not a generic home page.

COPY STARTER: ADAPT TO YOUR OWN OFFER

Client feedback in five places? Bring your next campaign into one clear plan. Use our campaign brief to define the audience, message, owner, and next step.
Headline: Give your next campaign a clear plan.
CTA: Download the guide.

02 / CREATIVE

Build a visual that does one job.

A clear message should survive a quick glance and a smaller screen.

Yell Social
Sponsored - illustrative ad

Client feedback in five places?
Give your next campaign one clear plan.

Plan your next campaign.
Download the guide

01
Recognizable

Keep your logo and visual style consistent.

02
Readable

Use short text, strong contrast, and room around the message.

03
Relevant

Show the offer or the problem it helps solve.

BEFORE EXPORT

Preview at mobile size. Keep key details away from edges and caption video. Check the current specifications and placement preview before publishing. [5]

Creative is a Yell Social example. Platform reference: [5] Single-image ad specifications.

02 / CONNECTED CONTENT

One useful idea.
A week of clear messages.

Plan the supporting content before the ad goes live. Each piece should add something new.

Day	Organic message	Paid / follow-up task
Monday	Name the customer problem and share one practical tip.	Check the ad offer, audience, and destination.
Tuesday	Explain a small process the audience can try.	Launch the approved ad in Campaign Manager.
Wednesday	Share a real example or a product walkthrough.	Review comments and verify lead delivery.
Thursday	Answer the most common objection.	Check landing-page or form completion issues.
Friday	Recap the useful lessons and invite questions.	Record the week's findings and next test.

Give every asset a named owner, due date, review status, and destination link. Use one campaign name across your brief, creative files, calendar, and reporting notes.

03 / LEAD CAPTURE

Deliver the value after the click.

Treat the ad, form, confirmation, and follow-up as one continuous experience.

Use a LinkedIn Lead Gen Form	Use a website destination
Let people submit profile-based information without leaving LinkedIn. [4]	Give the offer more space with product details, examples, or a fuller explanation.
Ask for the information needed to fulfill the offer and qualify the inquiry.	Keep the page fast, readable on mobile, and consistent with the ad's promise.
Test the thank-you destination and confirm how leads will be downloaded or transferred. [4]	Complete the form yourself, verify the confirmation, and check that the conversion is recorded.

01 Match the promise

If the ad offers a checklist, make the checklist easy to access. Explain any registration requirement before someone submits their details.

02 Give the inquiry an owner

Set an internal response target, confirm the lead source, and route the inquiry to someone who understands the offer. Review quality as well as volume.

THE MOMENT THAT MATTERS

Do a complete test submission before launch. Check the confirmation screen, the resource link, the lead record, and the handoff to the person responsible for follow-up.

Platform reference: [4] LinkedIn Lead Gen Forms. Handle contact data according to your privacy commitments.

03 / BUDGET

Buy a useful lesson. Set a clear limit.

LinkedIn advertising costs depend on the auction, audience, and campaign settings. There is no universal cost per lead. [6]

ILLUSTRATIVE TEST BUDGET

$1,200

A planning example, not a minimum, benchmark, or forecast.

14-day test | one audience | one offer | two creative versions

01 Define the guardrail

Agree the total amount you can spend to learn, the review date, and who may approve a budget change. Confirm the limits available in Campaign Manager.

02 Work backward from your economics

If your internal planning target were $80 per qualified lead, $1,200 would require 15 qualified leads to meet it. That arithmetic is a decision rule, not a promised outcome.

03 Watch pacing and delivery

Compare spend with elapsed time. Investigate weak delivery, an unusually narrow audience, or a broken destination before changing the budget.

Keep the first test readable. Avoid splitting a small budget across many audiences and formats. Concentrate on one decision the campaign should answer.

Platform reference: [6] LinkedIn advertising costs and pricing. All dollar values on this page are hypothetical.

03 / MEASUREMENT SETUP

Define the event.
Then verify the signal.

A campaign cannot be evaluated reliably if the action you care about is missing or counted twice.

01

Choose the conversion

Write exactly what counts: a submitted inquiry, a completed registration, or a purchase. A button click alone may not mean a form was successfully submitted.

02

Select and configure the tracking method

LinkedIn supports website tracking with the Insight Tag and imported conversions, including API or manual upload methods. Connect the relevant conversion to the correct campaign or ad set. [7]

03

Test the full journey

Visit the final URL, complete the intended action, and check the records in each system. Confirm event deduplication when the same conversion is sent through more than one method.

04

Document the reporting rules

Record the date range, time zone, click/view attribution windows, and source of each metric. Consent choices and tracking limits may affect observed results.

USE CONSISTENT LINK TAGS

utm_source=linkedin
utm_medium=paid_social
utm_campaign=campaign_planning_guide
utm_content=problem_headline_a
Keep names consistent; never put personal data in these tags.

Platform reference: [7] LinkedIn conversion tracking. Use the platform's current implementation instructions.

03 / LAUNCH

Launch with a second pair of eyes.

Use this sequence in LinkedIn Campaign Manager. Review the final settings shown in your account.

01

Confirm access and ownership

Check the correct ad account, LinkedIn Page, permissions, billing setup, and the person responsible for the campaign.

02

Set the objective and audience

Choose the intended outcome, served locations, targeting criteria, and any exclusions. Review the audience estimate and placement settings.

03

Set the budget and schedule

Confirm currency, dates, time zone, bid or optimization settings, and the applicable budget controls. Record the approved spending limit.

04

Add creative and the destination

Upload the approved assets. Check spelling, claims, URLs, previews, form fields, and conversion association. Review all variants, not just the first.

05

Submit, then verify delivery

Allow time for review. Once approved, confirm the campaign is delivering as intended, the destination still works, and the follow-up owner can access inquiries.

SAVE THE LAUNCH RECORD

Capture the final campaign settings, approved creative, campaign URL or ID, launch date, owner, and first review date in your shared campaign notes.

Platform references: [1] Objective-based settings; [6] Pricing; [7] Conversion tracking.

04 / TESTING

Change one thing. Learn something useful.

A clear hypothesis makes results easier to interpret.

TEST HYPOTHESIS

A headline that names scattered feedback will generate more qualified inquiries than a headline about general productivity, with the same offer and audience.

A / PROBLEM

Client feedback in five places?

Same image. Same offer. Same CTA.

B / OUTCOME

Give campaigns a clearer plan.

Same image. Same offer. Same CTA.

01

Keep the comparison fair

Hold the audience, destination, format, and budget approach steady. Use a platform experiment where available. Ordinary ad variants may receive uneven delivery.

02

Choose the decision rule in advance

Decide which result matters, how long you will observe it, and what amount of evidence is enough. A few early clicks can be misleading.

03

Record the result and the uncertainty

If leads are scarce or results are close, call the test inconclusive. Keep the useful learning, then choose a single next change.

04 / METRICS

Know what the numbers actually mean.

Use the same date range, definitions, and attribution basis throughout the calculation.

Metric	Calculation	Example
Click-through rate	Link clicks / impressions x 100	240 / 30,000 = 0.8%
Cost per click	Ad spend / link clicks	$1,200 / 240 = $5
Cost per lead	Ad spend / leads	$1,200 / 24 = $50
Qualified lead share	Qualified leads / all leads x 100	6 / 24 = 25%
Cost per qualified lead	Ad spend / qualified leads	$1,200 / 6 = $200
Return on ad spend	Attributed revenue / ad spend	$3,600 / $1,200 = 3x

LOWER CPL DOES NOT ALWAYS MEAN BETTER RESULTS

An ad that generates inexpensive but unsuitable inquiries can cost more per qualified lead. Agree the qualification criteria with sales before judging performance.

Report raw counts alongside rates. In the example above, only six leads meet the qualification rule. The sample is small, so conclusions should remain tentative. A 3x ROAS figure represents attributed revenue, not profit or proof of incremental impact.

All figures are hypothetical and share the same reporting period. Platform CTR may use a broader click definition; label the specific click metric you use.

04 / REPORTING

Give the numbers a decision to support.

A useful report explains what happened, what may explain it, and what the team will do next.

Report element	What to include
The goal	The audience, intended action, offer, and agreed definition of a qualified inquiry.
The outcome	Spend, raw results, cost per result, lead quality, and the reporting period.
The context	Creative versions, targeting changes, delivery issues, and tracking limitations.
The next decision	Keep, change, pause, or investigate. Give the action an owner and review date.

EXAMPLE WEEKLY READOUT

24 leads. Six qualified. Improve the offer match.

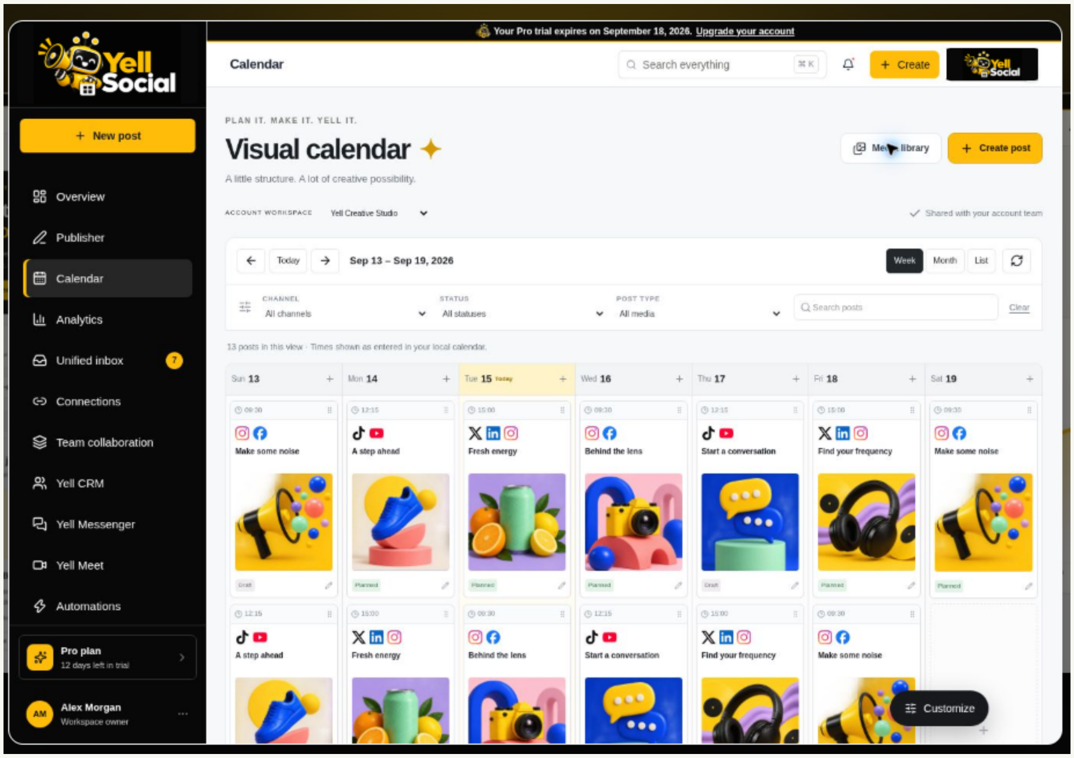
The illustrative campaign spent $1,200. Several inquiries did not fit the service. Next: clarify who the offer is for, hold the audience steady, and review qualified lead share after the next test.

Keep platform and business records distinct. Campaign Manager, website analytics, and your CRM may credit the same journey differently. Do not add their conversion totals together or assume all reported revenue was caused by the ad.

05 / YOUR YELL SOCIAL WORKFLOW

Keep the team around the same plan.

Use Yell Social to organize the content work that supports your campaign.



Yell Social visual calendar - product screenshot with sample campaign content.

Yell Social workspace	LinkedIn Campaign Manager
Plan the supporting social content in the visual calendar. Coordinate drafts, responsibilities, and review conversations with your team.	Configure and run paid ads. Set the audience, objective, budget, and conversion tracking; review paid campaign results.

Keep the approved ad brief, creative files, and reporting notes together. Add the Campaign Manager link to your campaign notes so the team can find the paid activity alongside the content plan.

05 / 30-DAY ACTION PLAN

A month to build a better next move.

Use this as a working cadence. Adapt the timing to your sales cycle, budget, and volume of results.

01 **Days 1-7 / Define and prepare**

Agree the problem, audience, offer, outcome, and spending limit. Write the brief. Prepare two creative versions. Confirm the destination and follow-up owner.

02 **Days 8-14 / Launch and listen**

Complete the launch checks and start the campaign. Verify delivery, tracking, and lead routing. Publish the supporting organic content and collect customer questions.

03 **Days 15-21 / Review and refine**

Review both the paid results and lead quality. Fix broken steps immediately. When the evidence supports a change, adjust one variable and log the reason.

04 **Days 22-30 / Report and choose**

Summarize the outcome, limits, and lessons. Decide what to keep, stop, or test next. Archive the assets and prepare the next campaign brief.

One month.
One focused offer.
One useful learning loop.

05 / CAMPAIGN WORKSHEET

Make the brief before the creative.

Print this page or annotate it in your PDF reader. Complete one brief per campaign.

Campaign name / owner / review date

Audience and buying situation

Who needs this, and what makes the problem important now?

Offer and single next step

What will someone get after they click?

Promise and supporting evidence

What can we credibly say and show?

Objective / primary metric / qualification rule

How will we recognize a useful result?

Budget limit / destination / tracking owner

Who verifies the complete journey?

Test hypothesis / decision rule

What one thing are we trying to learn?

05 / LAUNCH CHECKLIST

Ready to press go?

Use this final review with the person accountable for the campaign.

STRATEGY

- [ ] One audience, one useful offer, and one primary outcome are clear.
- [ ] The spending limit, review date, and campaign owner are agreed.

CREATIVE + DESTINATION

- [ ] Every claim is supportable; images and quotes have usage permission.
- [ ] The logo, copy, mobile preview, captions, and CTA have been checked.
- [ ] The final URL works and delivers the offer promised by the ad.

SETTINGS + MEASUREMENT

- [ ] The correct account, Page, audience, exclusions, and dates are selected.
- [ ] Budget, currency, placements, and optimization settings are reviewed.
- [ ] The intended conversion is configured, associated, and tested.

FOLLOW-UP + LEARNING

- [ ] A test inquiry reached the right person with the correct context.
- [ ] Lead handling, privacy information, and any consent flow are reviewed.
- [ ] The comparison metric and next reporting date are documented.

Reviewed by: ____________________ **Date:** ____________________

06 / PLAIN-LANGUAGE GLOSSARY

Know the language. Keep the work simple.

A quick reference for the terms used in this playbook.

Attribution	The rules that assign credit for a conversion to marketing interactions.
Audience	The group of people selected to be eligible to see your advertising.
Conversion	A defined action you want someone to complete, such as a submitted inquiry.
CPC	Cost per click: ad spend divided by the measured clicks.
CPL	Cost per lead: ad spend divided by the number of leads.
CTA	Call to action: the next step your message asks someone to take.
CTR	Click-through rate: clicks divided by impressions, expressed as a percentage.
Frequency	The average number of impressions per person reached in a period.
Impressions	The number of times an ad or post was displayed, including repeat displays.
Qualified lead	An inquiry that meets the fit or intent criteria your team has agreed.
Reach	The number of distinct people reported as exposed to the content.
Retargeting	Reaching people based on a previous interaction with your business.
ROAS	Return on ad spend: attributed revenue divided by advertising spend.
UTM parameters	Tags added to a URL to identify the campaign source in analytics.

Explore more social media terms at yellsocial.com/social-media-terms

06 / KEEP LEARNING

Build your next campaign with clarity.

Keep this playbook nearby. Use current platform documentation for the exact options available in your account.

[1] Objectives and available formats ↗

linkedin.com/help/lms/answer/a422880

[2] Ad targeting ↗

LinkedIn professional and Matched Audiences targeting

[3] LinkedIn Ads guide ↗

Format overview and use cases

[4] Lead Gen Forms ↗

Lead capture and delivery options

[5] Single-image ad specifications ↗

Current creative recommendations and requirements

[6] Advertising costs and pricing ↗

Auction and objective-based pricing

[7] Conversion tracking ↗

Insight Tag and imported conversion methods

Plan it. Make it. Yell it.

Explore Yell Social at yellsocial.com ↗