

B2B LinkedIn Advertising Best Practices

A LinkedIn advertising review
by the SenseCheck

www.SenseCheck.com

SenseCheck ►◀
The power of a second opinion

About SenseCheck

Section 1

SenseCheck is a way to get objective, arms length feedback anonymously on your B2B marketing ideas before you spend your hard-earned cash.

Feedback is reciprocal and it's from a community of B2B Business Owners, Managers, Marketers and Marketing Services Professionals.

As champions of Small Business, we understand that you need your marketing money to work hard for you. SenseCheck enables you to get a commercially effective “sensecheck” of your ideas to avoid making unnecessary marketing mistakes.

We've harnessed the power of our community to give some insight on LinkedIn adverts we've found online. LinkedIn is famously the most expensive of the social media platforms, let's find out how to make LinkedIn advertising more effective.

We're thankful to our participants contributions and to our collaborators across the community and team.

We hope you find it useful.

Founder of SenseCheck
Roger Jackson



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Section 1

Introduction

- More and more B2B companies are using LinkedIn as a primary marketing channel.
- Adverts in the feed have quite severe limitations and lack flexibility but they represent the perfect way to compare “like for like” and learn what makes for a good B2B advert in general. Lessons that can be used in any media channel.
- The SenseCheck community offers reciprocal feedback to each other on marketing ideas, so we sent 20 randomly selected LinkedIn ads out to them, for the usual 5 reviewers to rate and comment. Reviewers are anonymous and don't see each others ratings and comments so it's a very honest, fair and objective test.
- This report is therefore based on 100 B2B professionals' reviews.

- The 20 ideas were then ranked from worst to best in the eyes of our members using the 5 measurement criteria, each rated on a 5 point scale:
 - **Is the ad eye catching?**
 - **Does it engage my interest?**
 - **Is it easy to understand?**
 - **Does it get its intended message across?**
- Each reviewer gives a final “would I run it” decision.
For the detailed comments on any particular Advert, please contact us,
in the coming report we just summarise the overall outcomes
- To submit your own idea for review and feedback as well as giving
feedback join the community at www.sensecheck.com.

Section 2

What can we learn
from this study

What can we learn from this study

Section 2

Several key themes emerge from these pragmatic reviews, which perhaps seem obvious at first sight but were missing from many of the Ads are worth noting, and using as your own check list:

- 1 Compelling hook. Most important, ads need to grab attention with some up front point – give the reader a good reason to take a closer look. Often best stated as a problem to be solved or a benefit to be had.
- 2 Use an eye catching distinctive and relevant visual. Yes, this is advertising. Bold, simple visuals are important but it is also crucial that the image connects to the benefit you are offering. The image isn't just about filling the box in the template with something generic; far too many ads use obvious stock images as a crutch.

What can we learn from this study

Section 2

3. Copy needs to be brief, single-minded and punchy. People have low tolerance of long copy on LinkedIn, and too few ads are 100% single minded in what they try to say. Decide your main message, make sure it talks about what your clients care about, and stick to it. Avoid too much repetition. Less is definitely more.
4. Get your call to action right. Make it clear what you expect the reader to do next and motivate them to do it. This is social media, so you need your audience to take the next step or you lose them immediately at the swipe of a finger.
5. Coherence – do all the parts work together in the same direction?

Section 3

The ranking

A grid of 20 LinkedIn company pages from various industries, each featuring a yellow starburst graphic. The companies include HCL Software, Nespresso, Monday.com, Citygold, Valitor, Helastel, Palantir Financial Planning, CAP Gemini, Exertis UK, BoldSpace, Continuum, Thinkwise software, Attention Grabbing Media, Global Shares, E.ON UK, Intel Business, ContentFly, eMaint, and Consumer Goods forum.

#20 Consumer Goods Forum



The Consumer Goods Forum
12,827 followers
3mo •

+ Follow ...

[News Update] CGF members, including those from the #ForestPositive Coalition of Action, have endorsed a new position paper from the Tropical Forest Alliance calling on the EU to adopt a "smart mix" of measures to address imported #deforestation.

Government and stakeholder engagement is one of the Coalition's four Coalition-wide Actions. By working with governments to create enabling environments for #forestpositive policies, and collaborating with NGOs to inform its approach and implement participatory strategies, the Coalition believes its work will be stronger.

Learn more and download the paper here: <https://bit.ly/3nk6Z6w>



CGF Members Endorse EU Position Paper Calling for "Smart Mix" of EU Legislative Action on Imported Deforestation - The Consumer Goods Forum
theconsumergoodsforum.com • 2 min read

3

Would you run this idea?

No

"Is there something of particular interest in this white paper, in which case, tell me in the ad."

Seen as weak by all, mainly due to too much dull copy and an uninspiring call to action. Despite its probably worthy content, none would run this advert as it is.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
1.8	2.0	1.8	2.6	8.2

Reviewers combined scores

#19 Intel Business

Intel Business
112,996 followers
2mo • Edited • [Follow](#) [...](#)

The new Intel Evo vPro Platform delivers an exceptional thin and light laptop experience for business, with instant wake and remarkable responsiveness. Built for what IT needs and users want.

intel vPRO PLATFORM

intel evo

In thin & light, Windows-based PCs.

Business-class performance.

No product or component can be absolutely secure.

Hardware-based security features

Eye catching Compelling Easy to understand Says what it's meant to Total Score

2.0 2.2 2.8 3.0 10.0

Would you run this idea? ✖ No

“The stock photography is unappealing and there is no real element of intrigue that compels me to read on.”

Was viewed as weak, generic and uninteresting. The images didn't add any additional information despite there being four of them and the copy didn't really talk about anything unique. Generally, sort of wallpaper stuff. None of our reviewers would run it.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
2.0	2.2	2.8	3.0	10.0

Reviewers combined scores

#18 HCL Software

HCL Software
69,734 followers
3mo • ④

+ Follow ...

Incorporate continuous patching to eliminate vulnerabilities and enforce security policies with BigFix Work From Home Solution. Download now!

HCL SOFTWARE | BIG FIX

HCL BigFix Work From Home Solution
Securing the remote endpoints is easy now!

Download the guide

www.hcltechsw.com

Simplifying remote endpoint security for your WFH employees

29

Would you run this idea? ✖ No

“Not completely sure what the idea actually is. Is it a spam blocker, is it third party coding? What exactly am I downloading – information... or the tool itself?”

The video was felt to be “OK” but got in the way of legibility of the copy. Overall the ad wasn’t as clear as it needed to be, nor the call to action. The imagery didn’t really reinforce a discussion about “security” in anyway and it wasn’t particularly interesting.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
2.2	2.4	2.6	3.0	10.2

Reviewers combined scores

#17 Citygold

Citi
Citigold
9,619 followers
2mo •

+ Follow ...

Where will you go in 2021? We can help you get there with seamless multi-currency banking and a dedicated Relationship Manager. We make your goals, our goals.

forever. Be ready

Join today and receive up to £1,000*

citibank.co.uk • 1 min read

2

Would you run this idea? No

“It took me more than 5 seconds to work out: is this ad relevant to me, what exactly are you offering, is that something of value to me, do I want to investigate it further now? Too hard.”

Generally, our reviewers failed to “get” what this ad was trying to do. The image seemed wrong for the medium and the target. The link between the “travel” idea and the proposition seemed to be missing; and overall there is a mismatch between the tone of the ad and the target (HNW individuals).

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
2.8	1.6	3.4	2.8	10.6

Reviewers combined scores

#16 Valitor

Valitor
VALITOR 3,857 followers 2mo •

+ Follow ...

Did you know that there has been an average increase in online sales of 20% worldwide over the last few months? It's time for your business to have a piece of the action.

For small and mid-sized businesses, the current economic climate is tough, especially in terms of managing customer demand, trading hours and cash flow. Even if your bricks and mortar location is now open, having an online store means that you can take payments 24/7.

Learn more about the benefits of growing your business online, and the not-as-difficult-as-you-think ways to make it happen, in our free guide.

Learn what businesses are doing to recover from COVID-19.

VALITOR
In partnership with VISA

Download our free report "Bricks and mortar under quarantine"
valitor.com • 1 min read

6

Would you run this idea? No

“The copy starts well with a hook but it goes down hill from there: Who is Valitor? Why should I trust what they have to say about Ecommerce?”

Nice colours and quite a good catchy intro, but then the copy became pretty bland and the proposition of a free guide is a bit buried (and its not clear what the guide will tell you). Overall, too general and a bit confused with multiple messages. Needs to be far more single minded.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
3.0	2.4	2.8	3.0	11.2

Reviewers combined scores

#15 CAP Gemini

Capgemini
3,017,644 followers
5mo •

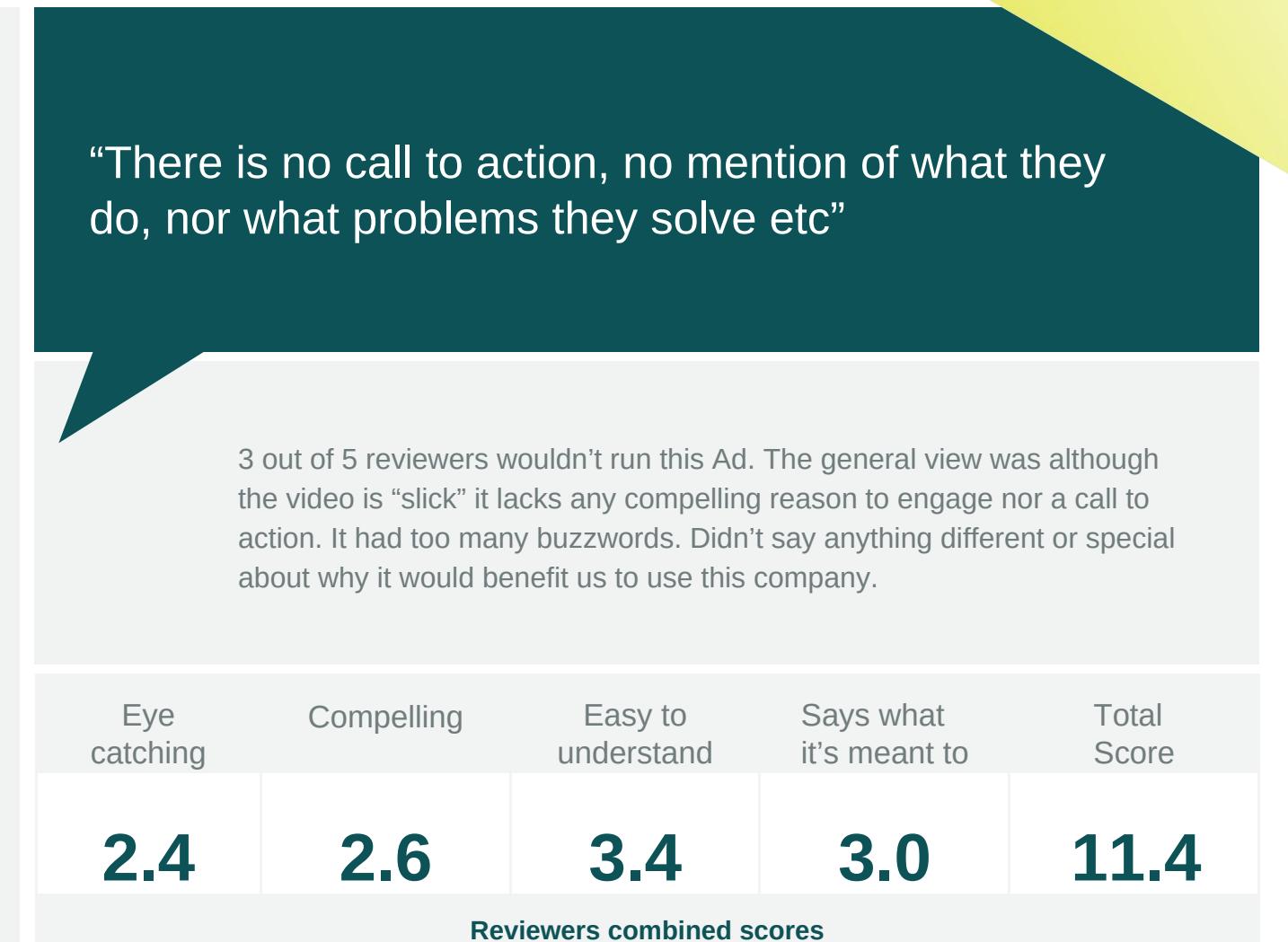
The future of industry is intelligent and powered by data. #IntelligentIndustry
#GetTheFutureYouWant

Capgemini
Get The Future You Want

Pioneer the future of your industry with Capgemini

52 • 5 comments

Would you run this idea? No



#14 Palantir Financial Planning

Palantir Financial Planning Ltd [+ Follow](#) ...

PALANTIR
2 followers
4mo • Edited •

Final Salary pensions are a hot topic, especially in light of Covid-19. If you are considering transferring your pension, now is the time for a chat with a professional.

Written by our team of experts, this free guide is the perfect starting point. It will walk you through:

- The effect of coronavirus on your Final Salary pension
- Why you might consider transferring your Final Salary pension
- The pros and cons of a Final Salary pension transfer

And much more. Click below to download

Transferring out of a Final Salary scheme is unlikely to be in the best interests of most people.



The pros and cons of transferring your Final Salary pension, and the effect of Covid-19

 7

“The call to action is not clear, is it download a guide or chat to a professional?”

Confused by unclear (dual) calls to action, generally this is too copy-heavy and lacks a punchy benefit or hook, plus not a very exciting and seeming “stock” image which does little to re-enforce the message.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
2.4	2.0	3.8	3.6	11.8

Reviewers combined scores

Would you run this idea?  No

#13 Nespresso

Nespresso Professional
36,595 followers
3mo •

+ Follow ...

Nespresso Momento, inspired by transformations of the workplace for an entirely new coffee experience to foster better and meaningful business relationships.



Intuitive and versatile. Discover Nespresso Momento now.

sa.buynespresso.com • 1 min read

243 • 3 comments

Would you run this idea? Yes

“The image isn't eye-catching and the text underneath isn't compelling enough to get my attention.”

Reviewers thought this was more of an “awareness” ad, certainly it lacked any call to action. The introductory line was seen as “empty mumbo jumbo” and the ad lacked any clear point of difference. Attractive enough visually but overall felt to be feed wallpaper.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
3.2	2.6	3.0	3.0	11.8

Reviewers combined scores

#12 Global Shares

Global Shares
5,630 followers
4mo • Edited • [View profile](#)

Simplify equity plan administration and cap table management with the world's #1 independent global provider.

+ Follow ...

Dashboard, Portfolio, Events

Sign up for a free demo today
globalshares.com • 1 min read

55 · 4 comments

Would you run this idea? ! Yes but with minor changes

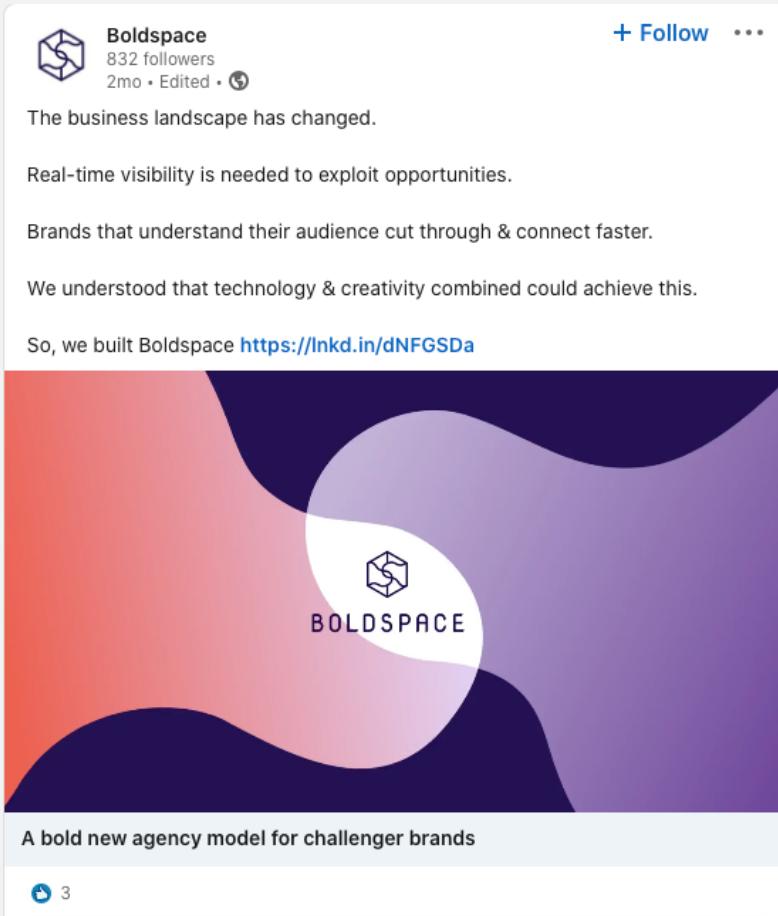
"I can't understand the content or messaging on the 3 mobile phones as it is too small. Is the wording on them important? is it supposed to be?"

The copy in the ad was felt to explain the proposition well but the image for most was too detailed and hard to see in this medium (not legible) and a little generic. Too much jargon got in the way somewhat but that may be less of a problem for their true target.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
2.6	3.0	3.0	3.4	12.0

Reviewers combined scores

#11 BoldSpace



A LinkedIn post from Boldspace. The post includes a profile picture, 832 followers, 2mo • Edited, and a follow button. The post text is:
The business landscape has changed.
Real-time visibility is needed to exploit opportunities.
Brands that understand their audience cut through & connect faster.
We understood that technology & creativity combined could achieve this.
So, we built Boldspace <https://lnkd.in/dNFGSDA>

The image features a graphic with overlapping red, purple, and blue wavy shapes. In the center, there's a white circle containing the Boldspace logo and the word "BOLDSPACE". Below the graphic is the text: "A bold new agency model for challenger brands". There are 3 likes indicated at the bottom.

“The 4 lines of copy do not engage or capture my attention with an intriguing benefit for me... as it merely states the obvious that I already know.”

The image was seen as a bit generic and lacked “punch” and most felt the opening line “the business landscape has changed” was bland to the verge of pointless. The copy doesn’t really land what the company does for its clients, The final line was the most intriguing point to some, but the audience was probably lost by that point.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
3.4	2.8	3.0	3.4	12.6

Reviewers combined scores

Would you run this idea?



Yes but with minor changes

#10 Continuum

Continuum
17,591 followers
1yr • Edited •

+ Follow ...

Are you an early-stage MSP looking to acquire customers and grow revenue? Download Channel Futures' newest eBook for guidance on how to jumpstart your growth.



Secrets to Sustainable Growth— for MSPs, by MSPs
How to increase revenue and profit margins across each pivotal growth stage

[Download eBook](#)

continuum®
a ConnectWise company

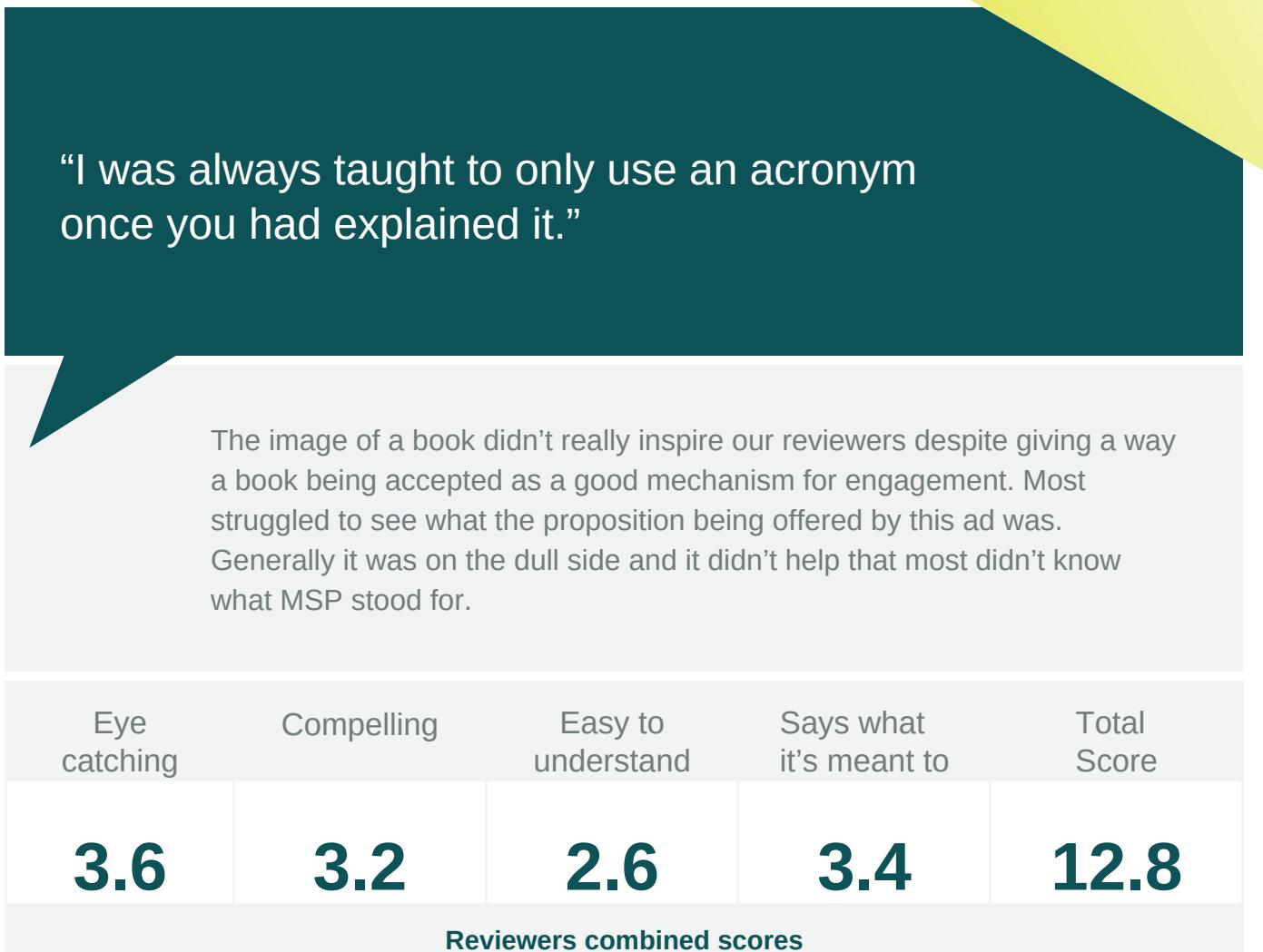
[eBook] Jumpstart Your Growth | Continuum
page.continuum.net • 1 min read

189 • 2 comments

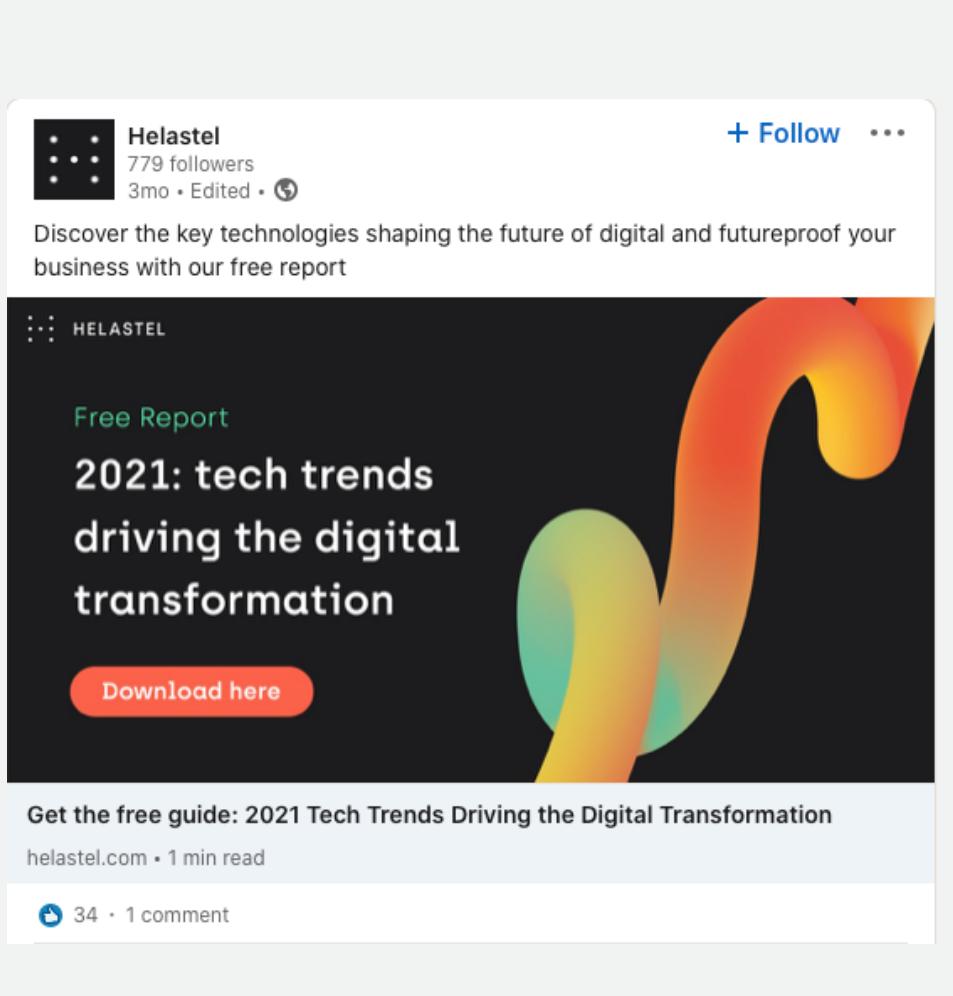
Would you run this idea?



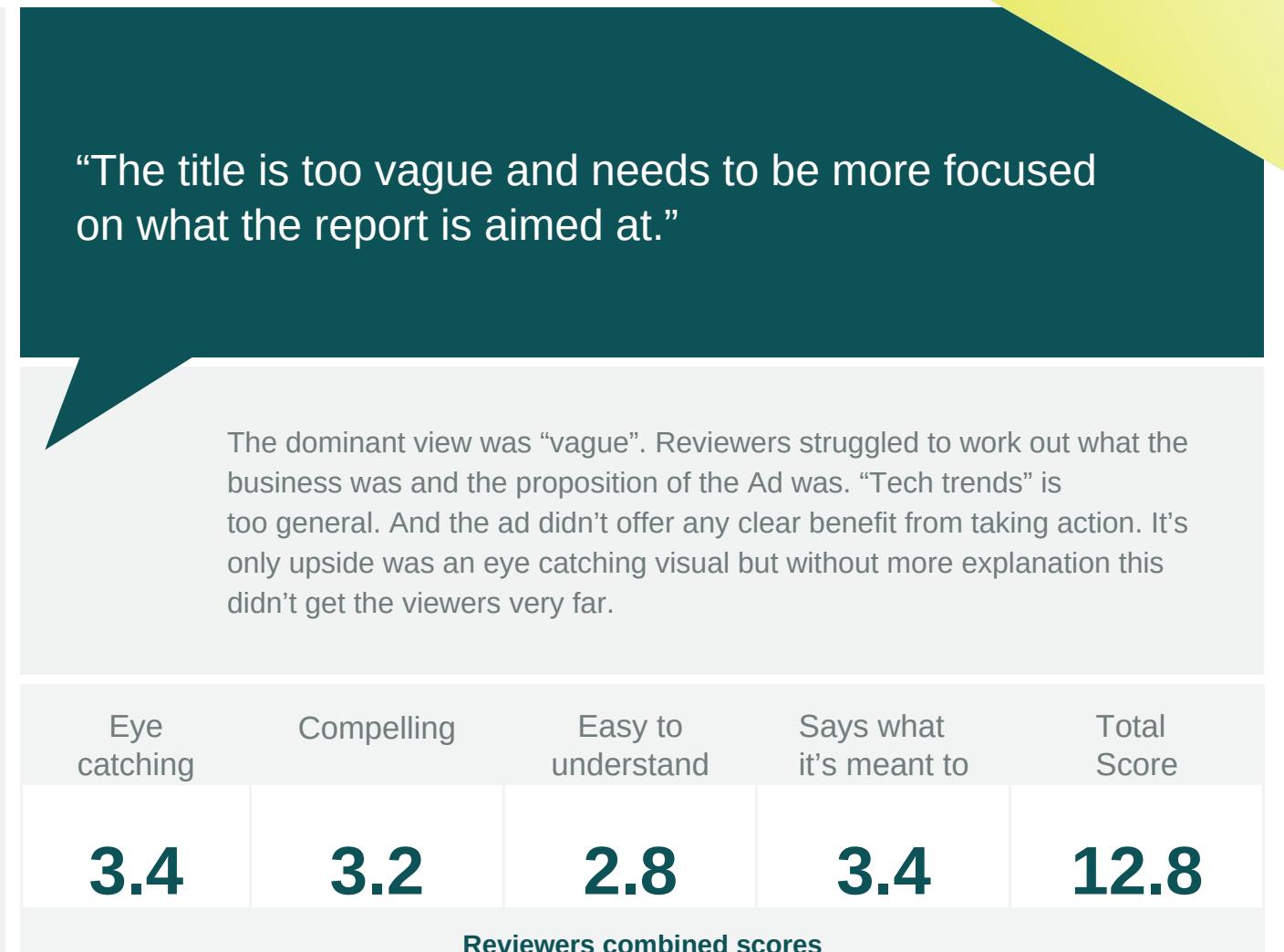
Yes but with minor changes



#9 Helastel



A LinkedIn post from the account 'Helastel'. The post features a large, eye-catching graphic of two overlapping, colorful, abstract shapes in orange, yellow, and green against a black background. To the left of the graphic, the text reads: 'Discover the key technologies shaping the future of digital and futureproof your business with our free report'. Below the graphic, the text 'Free Report' is followed by the title '2021: tech trends driving the digital transformation'. A red button labeled 'Download here' is visible. At the bottom of the post, the text 'Get the free guide: 2021 Tech Trends Driving the Digital Transformation' and the URL 'helastel.com • 1 min read' are shown. The LinkedIn interface includes a profile picture, the name 'Helastel', 779 followers, '3mo • Edited', a 'Follow' button, and a three-dot menu.



Would you run this idea?



Yes but with minor changes

#8 Attention Grabbing Media

 Attention Grabbing Media
228 followers
2mo • Edited • 

Need digital marketing help?

I want to talk to you about a brand new opportunity that might be exactly what you need to help you boom your business in 2021.

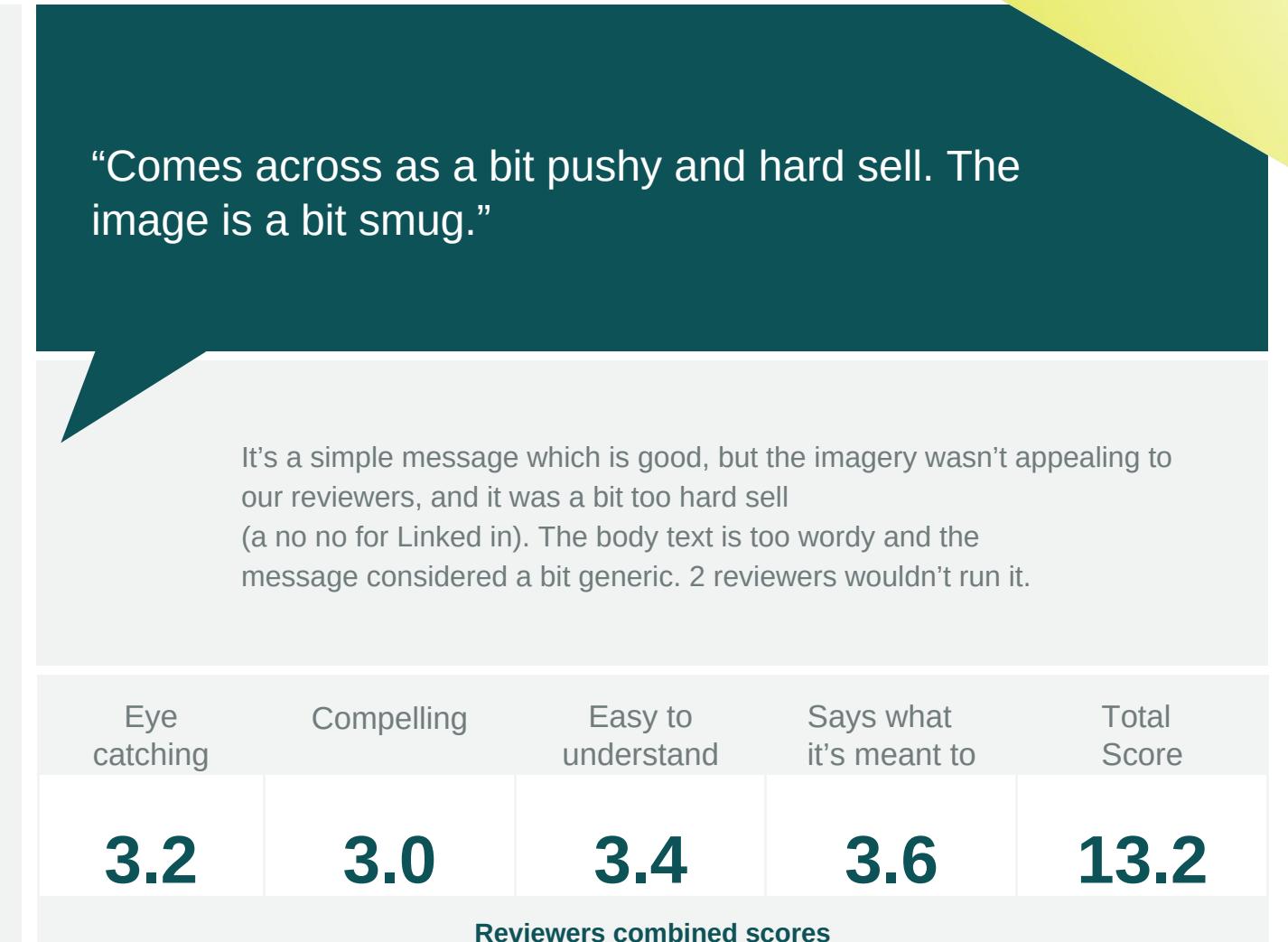
Interested in the details? Click here: bit.ly/TheSharkOffer



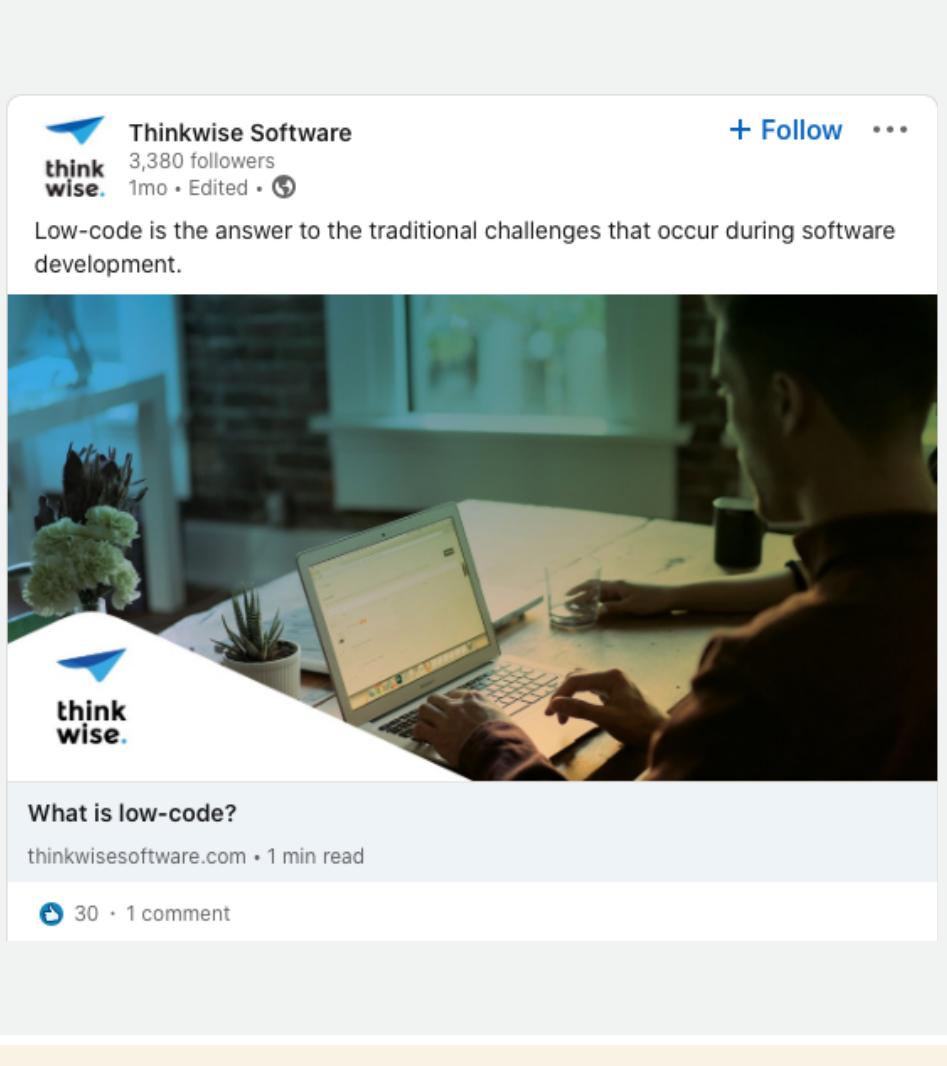
Level Up Your Ecommerce Business
agmagency.com • 2 min read

  2

Would you run this idea?  No



#7 Thinkwise Software



Thinkwise Software
3,380 followers
1mo • Edited • 

Low-code is the answer to the traditional challenges that occur during software development.

A photograph of a person sitting at a desk, viewed from behind, looking at a laptop screen. The laptop is open and shows some content on the screen. There are some plants and a glass on the desk.

What is low-code?
thinkwisesoftware.com • 1 min read

 30 • 1 comment

Would you run this idea?



Yes but with minor changes

“The image is very generic and stocky, it's the main focal point and it doesn't tell a story or even seem to link to the copy”

Rated well for its simple and clear messaging/copy although a rather uninspiring image that is generic rather than relevant to the proposition. Clearly its aimed at subject matter experts and lacks clarity for the rest of us.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
3.2	3.4	3.6	3.8	14.0

Reviewers combined scores

#6 Exertis UK

The image shows two LinkedIn posts from the company page of Exertis UK. The first post features the Samsung Galaxy Tab Active2, highlighting its rugged design and efficiency. The second post features the Samsung Galaxy Tab A, emphasizing its built-for-business features like Knox Security and reliability.

Post 1: Samsung Galaxy Tab Active2

SAMSUNG Galaxy Tab Active2

Easy to use, hard to break. A Rugged Tablet with the Tools to Drive Efficiency.

Do more with a single device

80 + 2 comments

Post 2: Samsung Galaxy Tab A

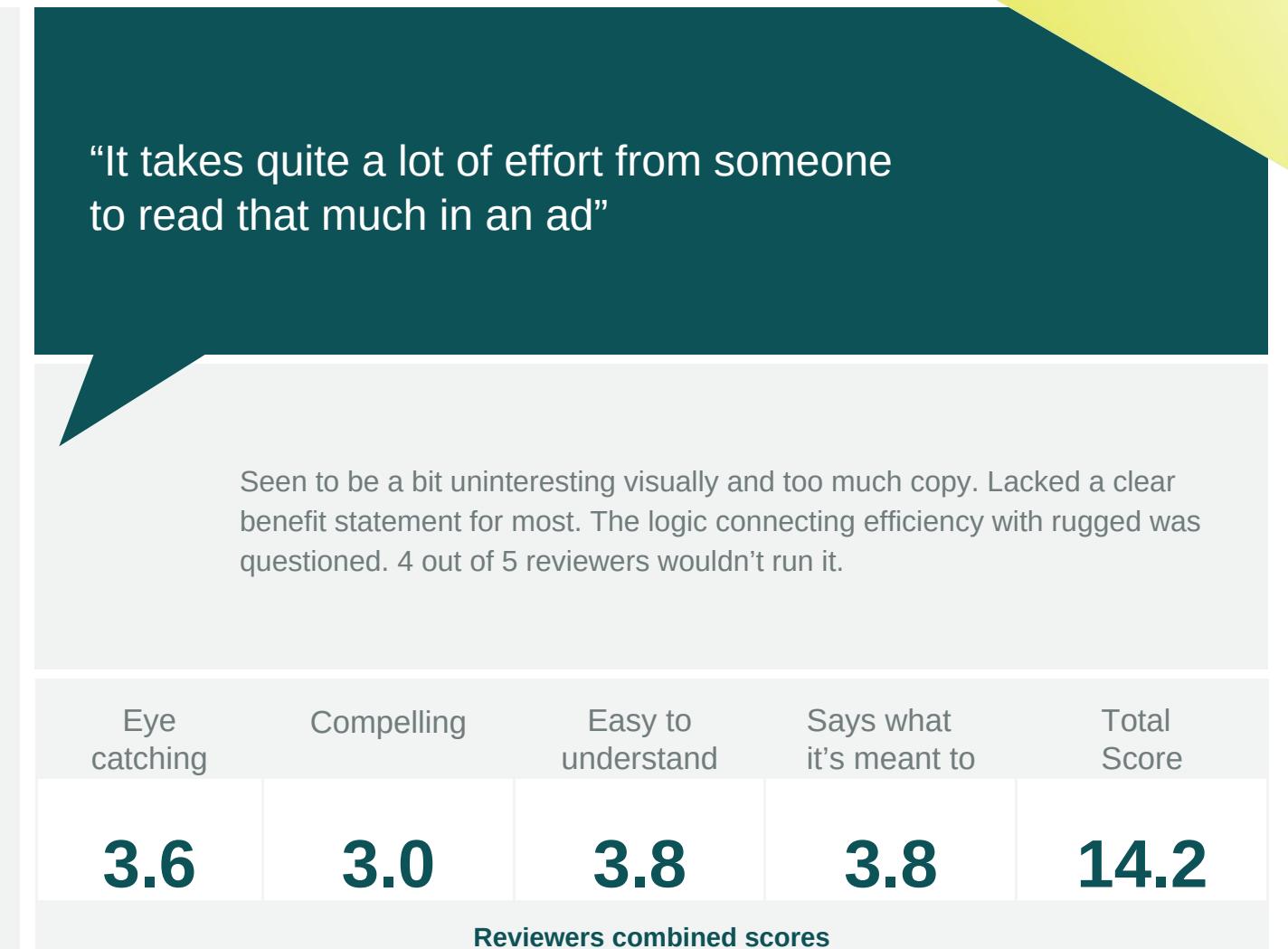
SAMSUNG Galaxy Tab A

Built for the new business is done.

- Made for professionals
- Knox Security
- Strong & Reliable

The confidence to work any place, any time

Would you run this idea? No



#5 eMaint

 eMaint
6,836 followers
3mo • Edited • 

+ Follow ...

42% of unplanned downtime is caused by aging equipment and costs industrial manufacturers an estimated \$50 billion annually. A CMMS helps you save time and money. See your savings today!

 Manufacturing company production outputs rose by **20%** without any additional workforce

Download our ROI calculator to get a free estimate of your savings
emaint.com • 1 min read

 451 • 11 comments

Would you run this idea?  Yes but with minor changes



#4 Monday.com

monday.com
52,561 followers
Promoted

We've created these templates to help you and your team produce the most valuable content possible.

Content planning

This month

- Blog post for Builders blog (Owner: [Profile], Status: Done, Timeline: [Timeline])
- New about us page (Owner: [Profile], Status: Working on it, Timeline: [Timeline])
- Edit keynote for Elevate (Owner: [Profile], Status: Done, Timeline: [Timeline])

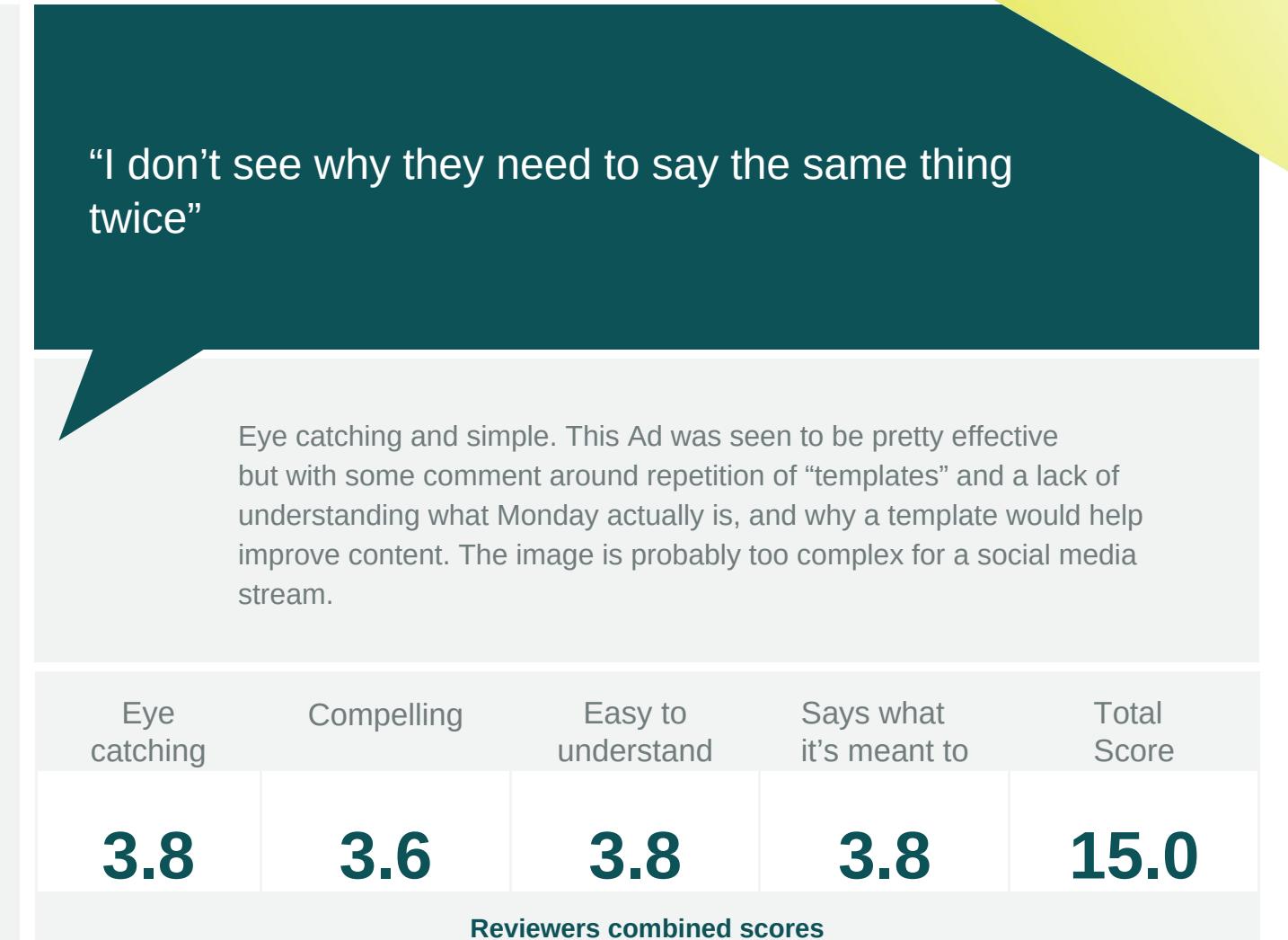
Next month

- monday App slides (Owner: [Profile], Status: Done, Timeline: [Timeline])
- Blog post for Builders blog (Owner: [Profile], Status: Working on it, Timeline: [Timeline])
- Blog post for Product blog (Owner: [Profile], Status: Stuck, Timeline: [Timeline])
- Case study with Wix (Owner: [Profile], Status: Working on it, Timeline: [Timeline])

3 content marketing templates to help you with all your content needs [Learn more](#)

monday.com

Would you run this idea? Yes



#3 Breaking Bud

Breaking Bud
131 followers
1mo • 1 post

+ Follow ...

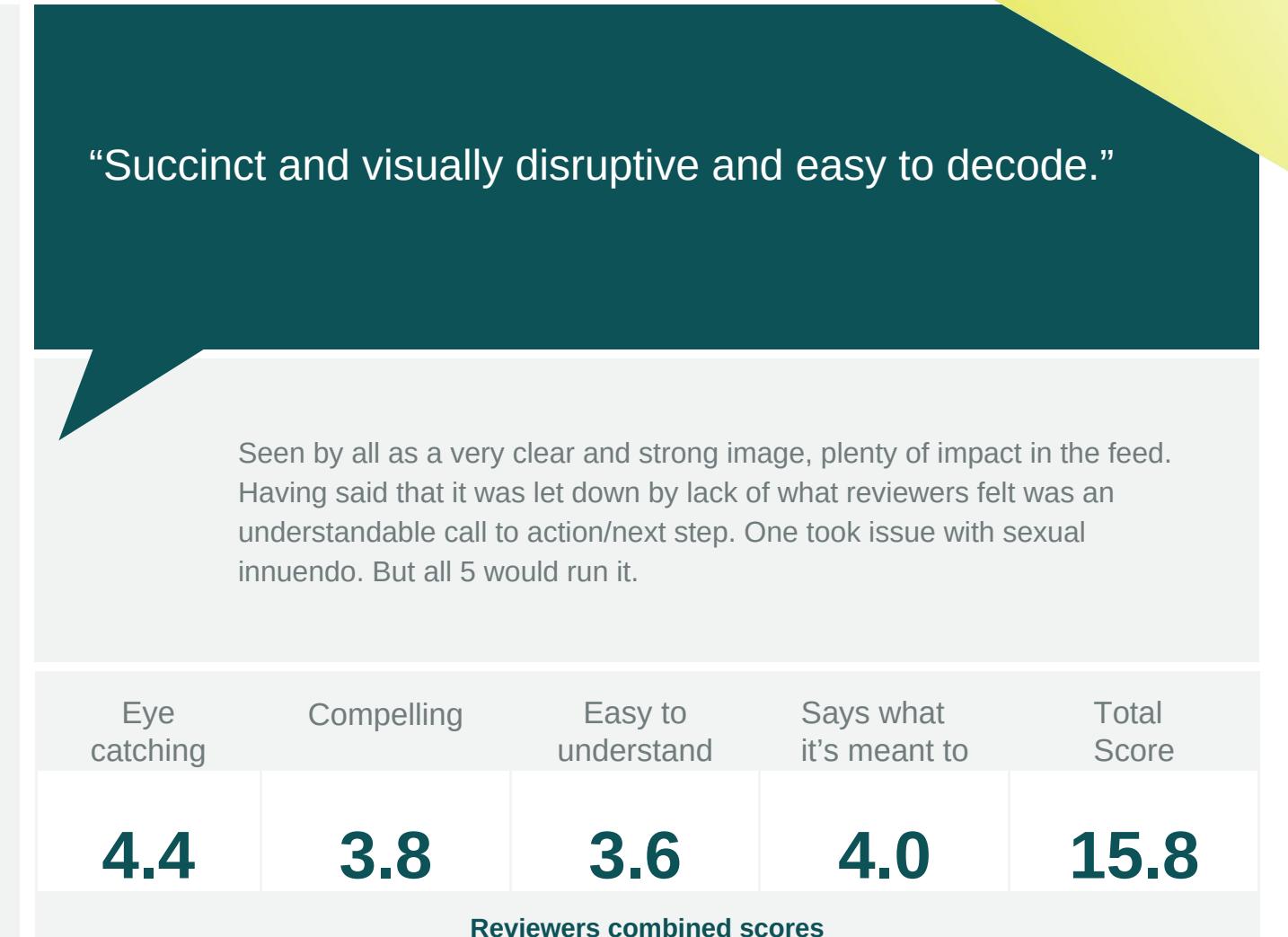
Great design, brilliant branding and smart marketing for your fresh produce. That's us in a nutshell.

If you want to really **excite** your customers with produce...

Excite Your Customers. Get to know us...

4

Would you run this idea? YNeos



#2 Contentfly

ContentFly
940 followers
2mo • 0

Are you happy with your blog content? Is your landing page copy converting?

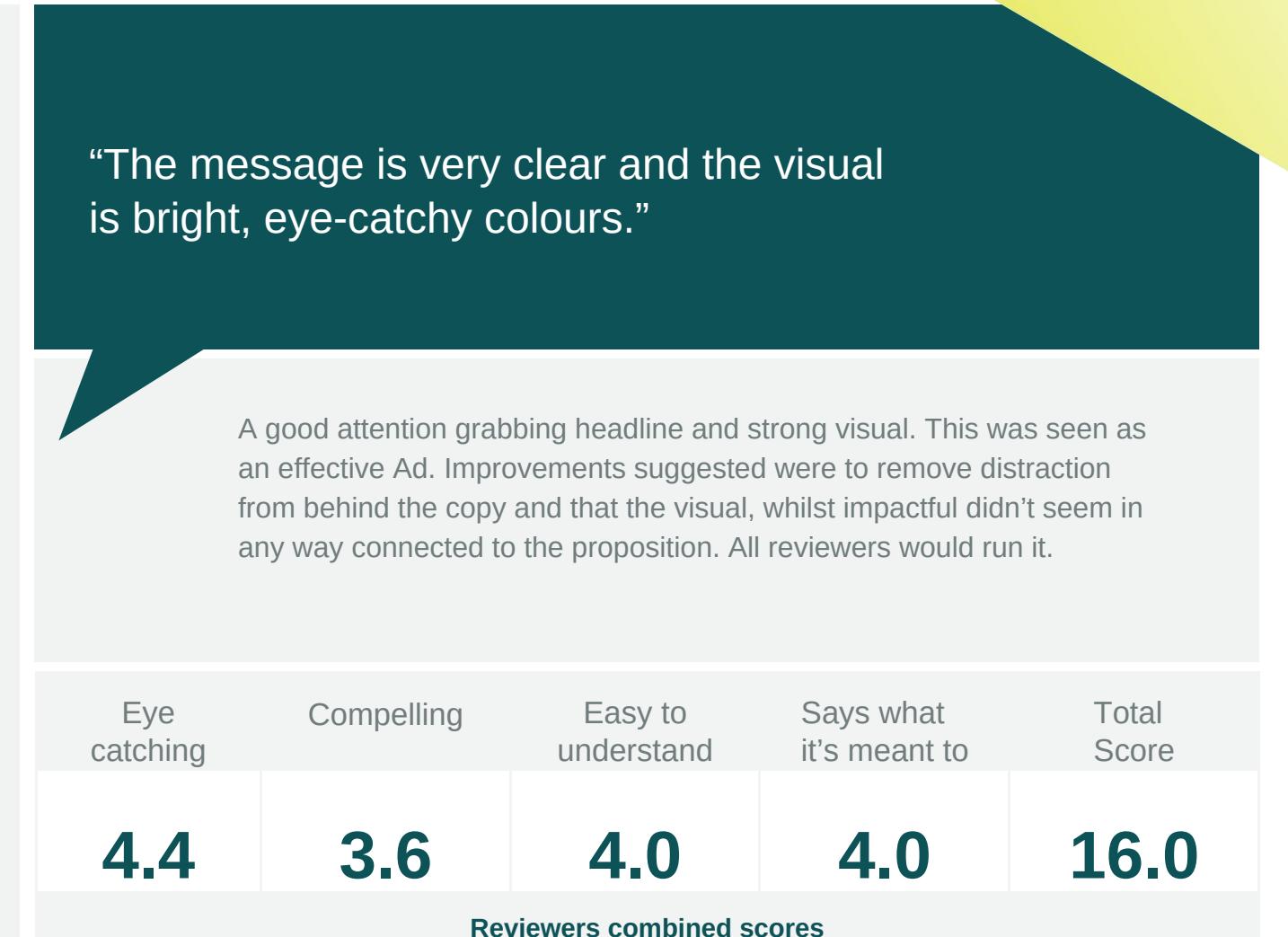
CONTENTFLY.COM

GREAT BUSINESSES NEED GREAT COPYWRITING

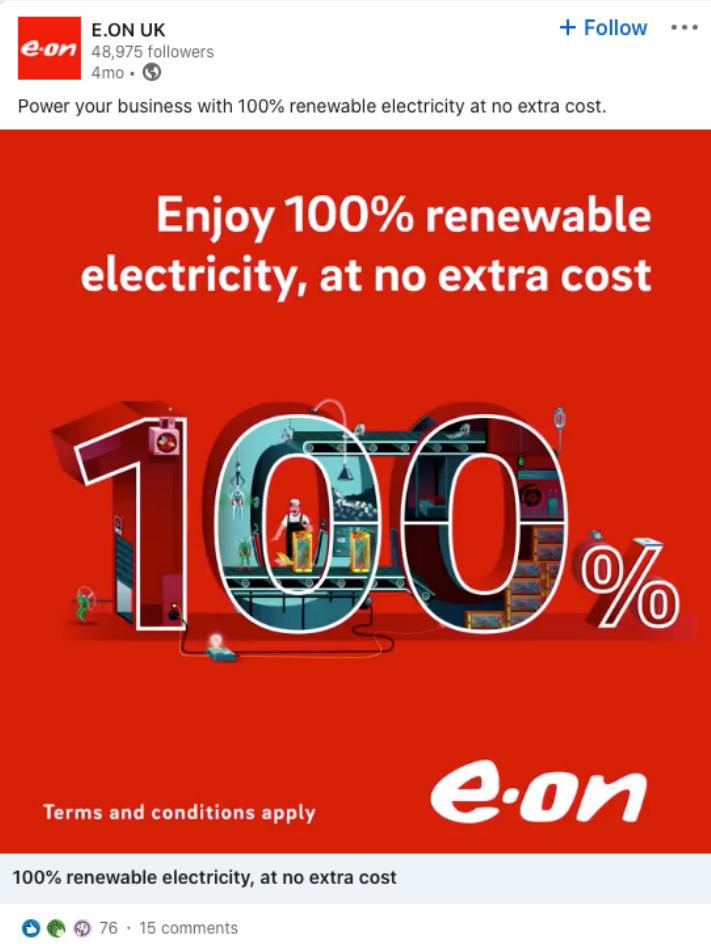
Hire a copywriter for \$250/mo
contentfly.com • 1 min read

5

Would you run this idea? Yes



#1 E-ON



"All the info is visible within a few seconds so the message get across straight away."

Was felt to be simple and eye catching and the concept of "competitive edge" stimulated curiosity. The 100% idea lost a bit of traction without explanation but overall a very strong ad.

Eye catching	Compelling	Easy to understand	Says what it's meant to	Total Score
4.8	3.8	4.2	4.0	16.8

Reviewers combined scores

Would you run this idea? Yes

SenseCheck
The power of a second opinion

www.SenseCheck.com

SenseCheck ►◀

Marketing feedback from your peers