

BEST PRACTICES FOR LINKEDIN VIDEO ADVERTISING

While LinkedIn video ads are still new, here's a handful of tips we've collected on best practices for creating your own LinkedIn video ad.

■ FRONT LOAD

LinkedIn recommends packing the first ten seconds of your video with as much enticing information as possible to hold your viewer's attention. This is a great tip, no matter where you use your video ad.

■ KEEP IT SNAPPY

We recommend shooting videos in 30-second, one-minute, or two-minute formats, unless promoting a longer video type like a Q&A or webinar.

■ A/B/SEE WHAT WORKS

A/B test different video types to gauge audience engagement. Once you find video types your target audiences respond to, create more!

■ TAKE THEM TO YOUR LEADERS

LinkedIn recommends leveraging your company's leadership by promoting their thoughts on trending topics in your industry.

■ SHOW, THEN TELL

Remember that most viewers will watch with the sound off, so caption your videos and utilize content with striking and impactful visuals when you can.

■ HIGHLIGHT CUSTOMERS AND PRODUCTS

LinkedIn recommends letting your product and customers speak for themselves by promoting product demo and customer testimonial videos.

■ DON'T 'EXPAND' TOO FAR

Turn off the audience expansion feature so you don't waste valuable clicks from users outside your target demographic.