

LINKEDIN PPC COMPARISON

Increase leads with B2B advertising on LinkedIn. Target users by important B2B demographics such as job titles, industry and members of certain LinkedIn Groups. Include images in your ads to increase Click Through Rate.

CAMPAIGN SETUP

LinkedIn Adwords Account Setup
LinkedIn Company Page Optimisation
Keyword & Demographic Research
Conversion Tracking Installation
Google Analytics Setup
Google Analytics Goal Tracking
Creative Ads Development
Campaigns and/or Ad Groups
Advertising Geo Targeting Range
Account Management Optimisation

CAMPAIGN OBJECTIVE

Branding
Direct Response

REQUIREMENTS

Website: Form Submission Thank You Page <i>* Landing Pages preferred to have a Contact Form or [BUY] button for ecommerce sites.</i>
Website: Targeted Optimised Landing Page(s) <i>* Ads should not aim to land on home page (too broad)</i>

MEDIA BUDGET

Minimum Monthly Media Budget

REPORTING

Monthly Report

MONTHLY MANAGEMENT FEE

CONNECT ME

Achieve the highest results with Direct Response ads through sales and literature downloads.

\$399 ex GST

✓

✓

✓

✓

✓

✓

3+

WA or Australia Wide

✓

✓

✓

✓

✓

✓

Minimum \$500+

✓

\$449 ex GST

GROW ME

Ideal for creating branding presence. Ads can go to your LinkedIn page or landing page.

\$299 ex GST

✓

✓

✓

✓

✓

✓

2+

Perth (1 city location)

✓

✓

✓

✓

✓

✓

Minimum \$250+

✓

\$249 ex GST

OUR MOST POPULAR PLAN

**Image artwork to be provided by the client. Copyright ownership verified, otherwise additional stock art image costs or photography costs may apply.*