

LinkedIn Advertising

Information Pack

adhesionTM
online marketing specialists



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WHY ADVERTISE ON LINKEDIN?

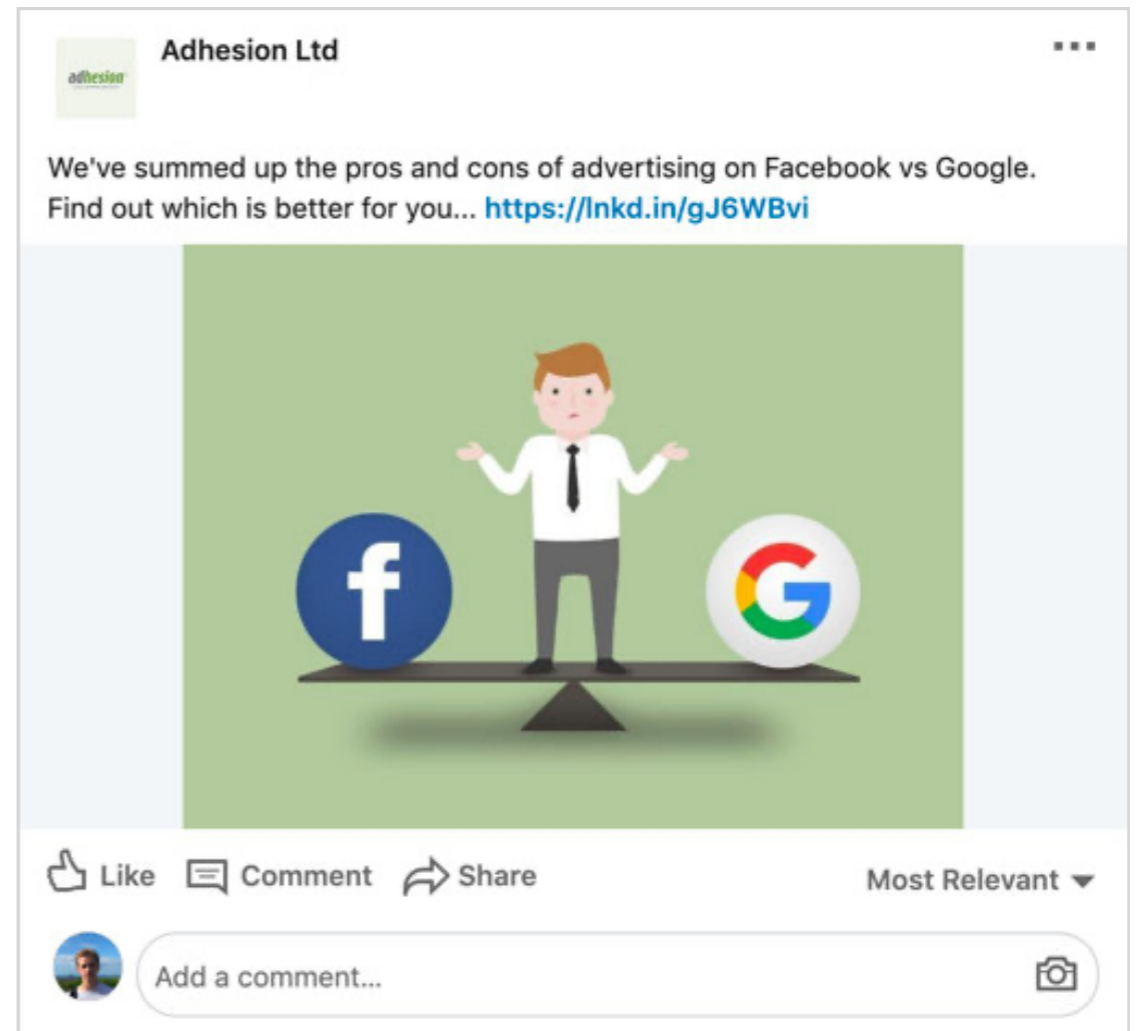
LinkedIn has over 1.4 million users in NZ. Many are business professionals reading insightful content, following business leaders, and recruiting talent. LinkedIn is an efficient way to promote your business (especially for B2Bs), create awareness and increase traffic to your website

How LinkedIn works

LinkedIn lets you target people based on location, demographics, industry, company size, job title, years of experience, education and qualifications, followers, interests, and many other factors.

In recent years, LinkedIn has released a number of intelligent targeting options to help you reach potential customers more efficiently:

- ✓ Target people who visit particular sets of pages on your website.
- ✓ Target people by uploading a spreadsheet of your customer emails, and LinkedIn can target users who are very similar to those customers.
- ✓ Upload a spreadsheet of businesses that your customers work for, and LinkedIn can target users who work for very similar businesses



Contact Us To Get Started Today

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LinkedIn Advertising Pricing

LinkedIn Advertising(one-off): \$389

- Campaign research, strategy and development
- Includes in-depth audience research, ad copywriting, bidding and placement strategy
- Google Analytics monthly reporting

Option	Click Budget	Management Fee	Total Monthly Cost
A	\$300	\$199	\$499
B	\$450	\$239	\$689
C	\$600	\$279	\$879
D	\$900	\$349	\$1249
E	\$1200	\$399	\$1599
F	\$1500	\$469	\$1969
G	\$2000	\$529	\$2529

*3 month-minimum term and then monthly

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WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ✓ Online marketing specialists with 15+ years experience
- ✓ We work on a performance basis
- ✓ We deliver solutions that generate measurable results
- ✓ We strive to understand your businesses and objectives

TERMS & CONDITIONS

- Set up fees and monthly campaign management fees payable to Adhesion
- Monthly click costs are payable directly to LinkedIn via your LinkedIn account
- Monthly budget are assigned daily based on a 30 day month and can be changed at any time on notification from you
- Pricing excludes GST
- 3 month-minimum term and then monthly
- LinkedIn terms and conditions apply
- See full terms and conditions: <https://www.adhesion.co.nz/terms>



“ As a company we have worked with Tony for many years now and have found his experience and insight to be of great value to the business. I have personally worked with few different members of his team over the years and they are always friendly and quick to reply to my emails and explain things in a way I can understand. Keep up the good work. ”

Tracy Cleary, Dove Medical Press

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