

# LinkedIn Advertising

Information Pack

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# WHY ADVERTISE ON LINKEDIN?

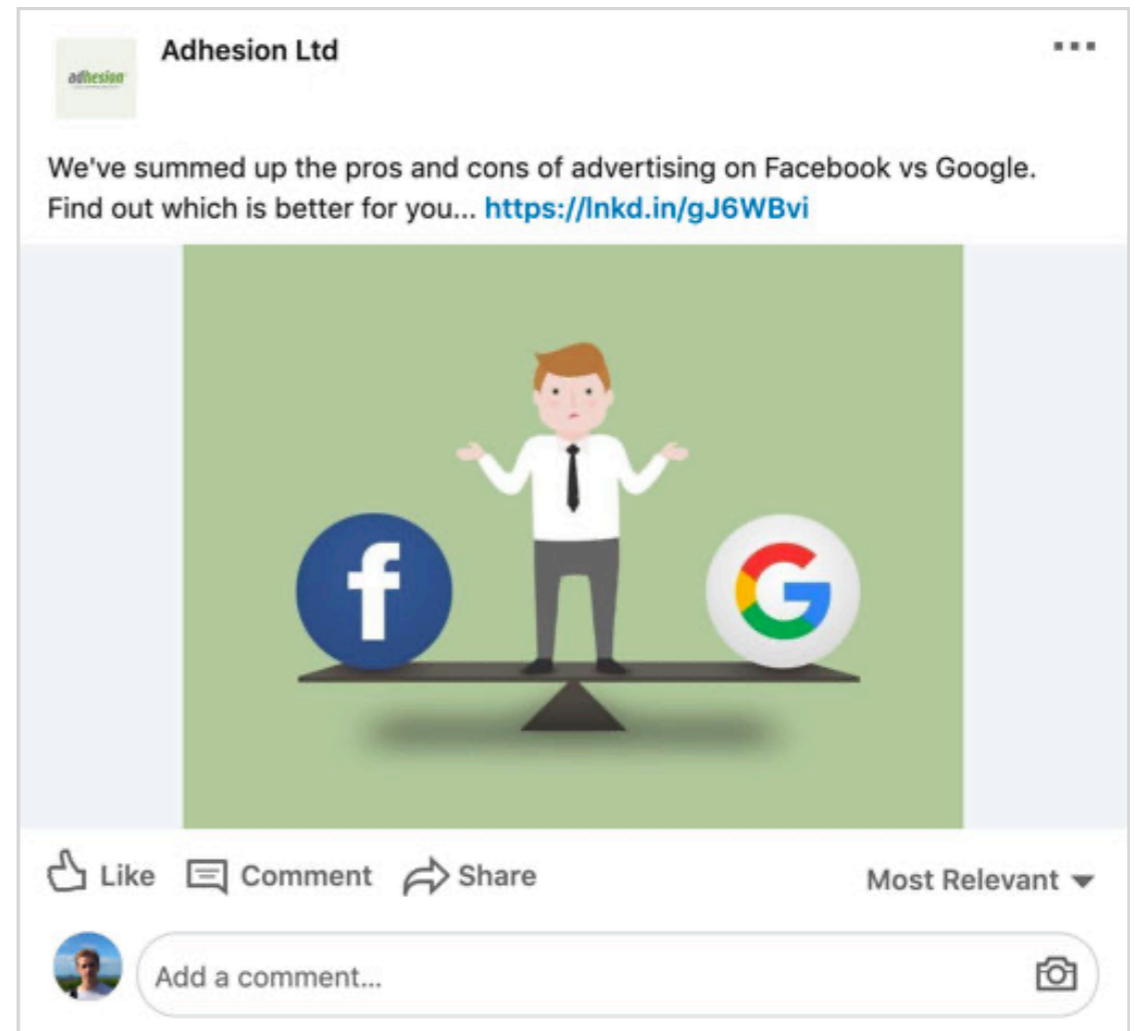
LinkedIn has over 1.4 million users in NZ. Many are business professionals reading insightful content, following business leaders, and recruiting talent. LinkedIn is an efficient way to promote your business (especially for B2Bs), create awareness and increase traffic to your website

## 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): \$379

- 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	\$450	\$199	\$649
B	\$600	\$229	\$829
C	\$900	\$289	\$1189
D	\$1200	\$339	\$1539
E	\$1500	\$389	\$1189
F	\$2000	\$449	\$2449
G	\$2500	\$489	\$2989

\*Minimum budget of \$15/day for any length of time period

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