LinkedIn Thought Leader Ads

Build brand equity by sponsoring your thought leaders' content





Why Thought Leader Ads?

Build credibility by communicating through a trusted voice: Promote authentic content from real employees to generate brand trust.

Distinguish your brand as an industry authority: Share unique perspectives from your execs, industry experts, or top talent to position your employees as category leaders and stand out from competitors.

Grow community around your thought leaders: Generate followers and engagement for thought leaders in your organization to amplify their personal brand.

Thought Leader Ads have a **1.7x higher click-through rate** and **1.6x higher engagement rate** compared to other single-image ad campaigns.*

*Based on a select group of early pilot testers, 2/8/23-4/25/23. Data may be impacted by early adopter bias and is considered directional.

What you need to get started

Determine your campaign objective

Choose whether the Brand Awareness or Engagement objective best suits your campaign's goal.

Identify the content you want to promote and request permission

Search for an employee associated with your company page, find a post you want to promote, and request the poster's permission - all within LinkedIn Campaign Manager.

Promote an approved post using Sponsored Content

There's no need to make your own creative or copy for the ad; simply choose the single-image or video ad format and select the approved post to use as your creative.

Note: To promote a post from your thought leader, they must have a public profile and their organic post must be eligible for promotion with Thought Leader Ads. Visit our Help Center to learn more about requirements and eligible content types.

Best practices

- Encourage your thought leaders to turn on creator mode to grow their reach and influence
- If your thought leader wants to limit connection requests, they can switch their profile CTA from "connect" to "follow"
- Sponsor posts that are less than 30 days old to keep your content fresh and revisit performance quarterly to iterate your content strategy
- Leverage your Page's "My Company" tab to discover trending employee content, a great way to source your next Thought Leader Ad
- Ask your thought leaders to save their organic performance before you run your campaign so you can measure the impact afterwards



Content creation tips and tricks

Help your thought leaders share a compelling mix of content that can grow their social presence and humanize your brand.

Keep it relevant and timely

Don't wait for perfect; share a real-time reaction or analysis to industry news.

Provide useful information

Provide words of wisdom or actional advice that your audience can apply to their day to day.

Share a point of view

Show up with a unique perspective and sharp point-of-view on an industry trend, best practice, or other news.

Make it personal

Humanize your content and be vulnerable; your audience wants to hear from you.

Include an image or video

Include an image or video to catch your audience's attention and create a more engaging experience for members.

Start a conversation

Ask questions that spark dialogue and respond to comments to encourage engagement.

Tip: Utilize @mentions to help your audience discover relevant people and Pages.

