

A modern hotel room interior. The room features a large window with sheer curtains and a wooden frame. A bed with a beige headboard and a white blanket is positioned in the foreground. A desk with a wooden finish and a modern chair is visible on the right. A small table with a lamp and a vase is next to the bed. The ceiling has recessed lighting and air vents. The overall design is clean and contemporary.

LinkedIn Lead Generation Advertising for Hotels



In May, we utilized LinkedIn advertising campaigns to promote a member's club through lead generation for one of our hotel clients.

There are many ad types to choose from when advertising on LinkedIn, including static, messaging ads, carousels, videos, text ads, and more.

We decided to put static ads and video ads to the test. Upon review, we noticed that we received significantly more leads from video ads than from static ads.

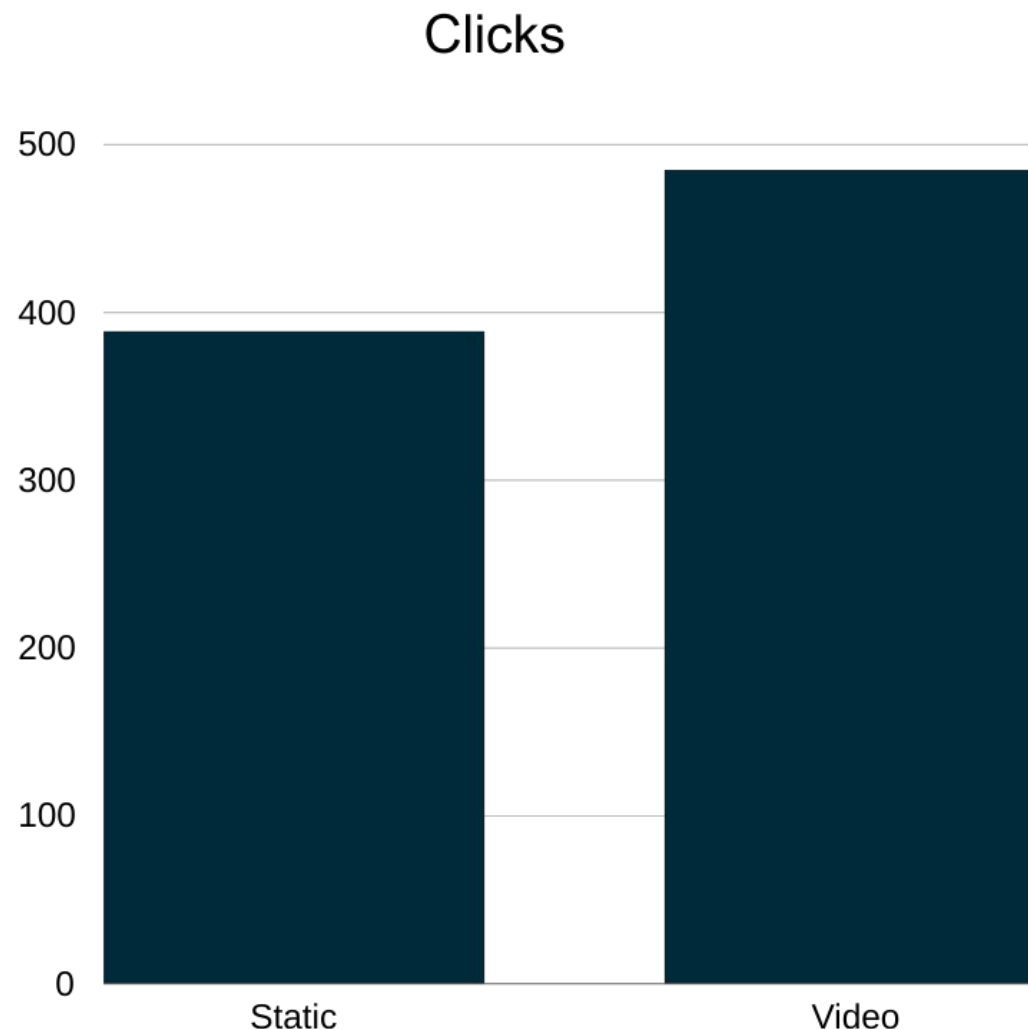


Applying these new findings, we then tested different ad copy for two different ads using the same video.

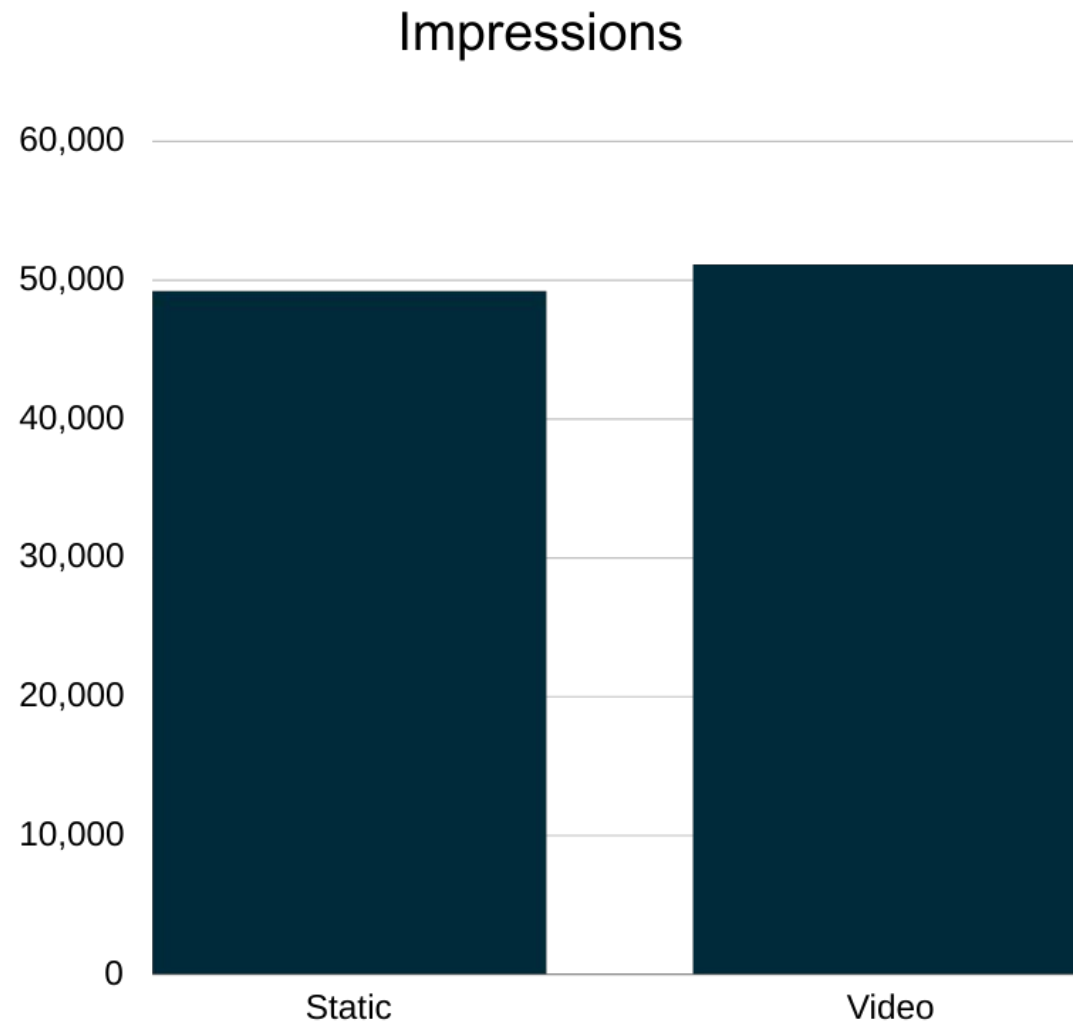
When we compared video ads to static ads, we observed higher numbers of leads, clicks, and impressions. Below, you will find graphs comparing static and video ads along with their associated metrics.

The metrics are displayed from May to December 2023.

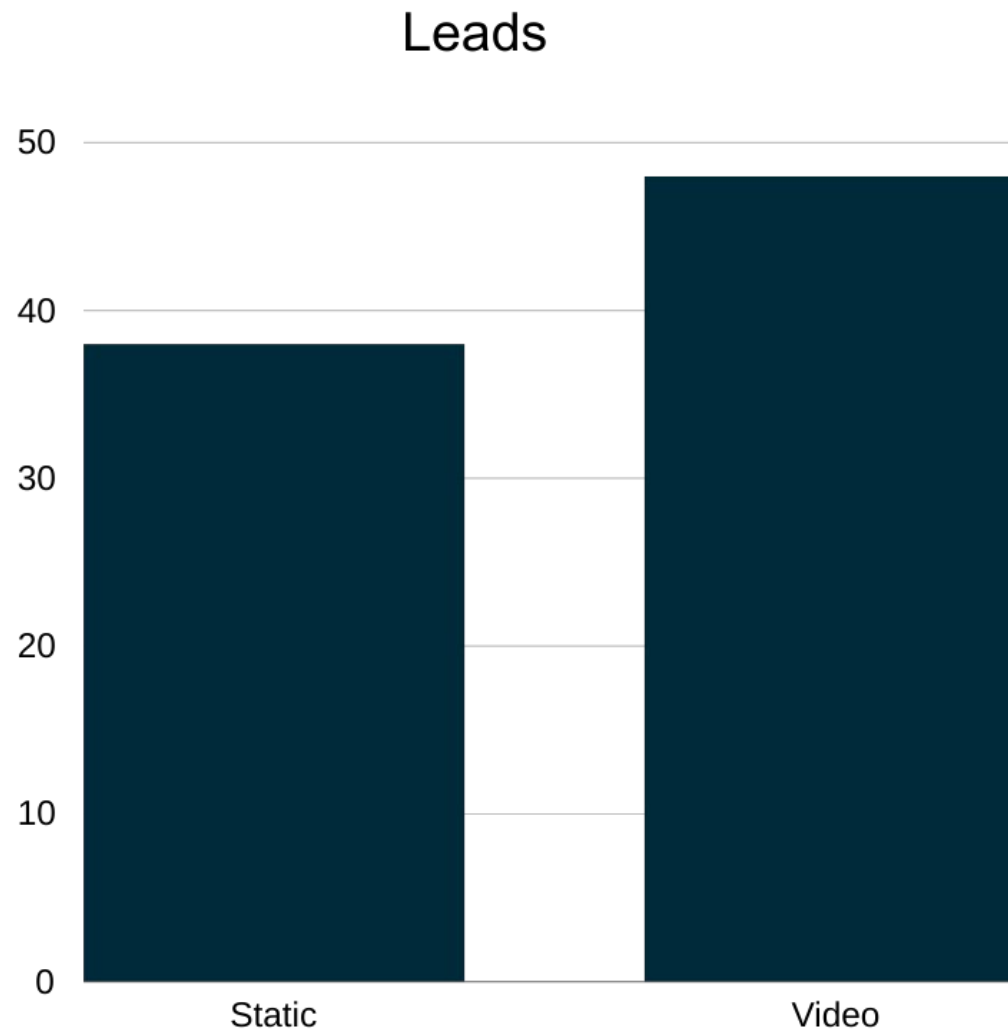
Static generated **389 clicks** and video generated **415 clicks**. Video tends to be more appealing to potential customers because it shows more than what a static image can provide and is a more engaging and emotionally driven ad format.



For impressions, we see slightly more with video than we did with static. Static generated **49,257 impressions** while video generated **51,154 impressions**.

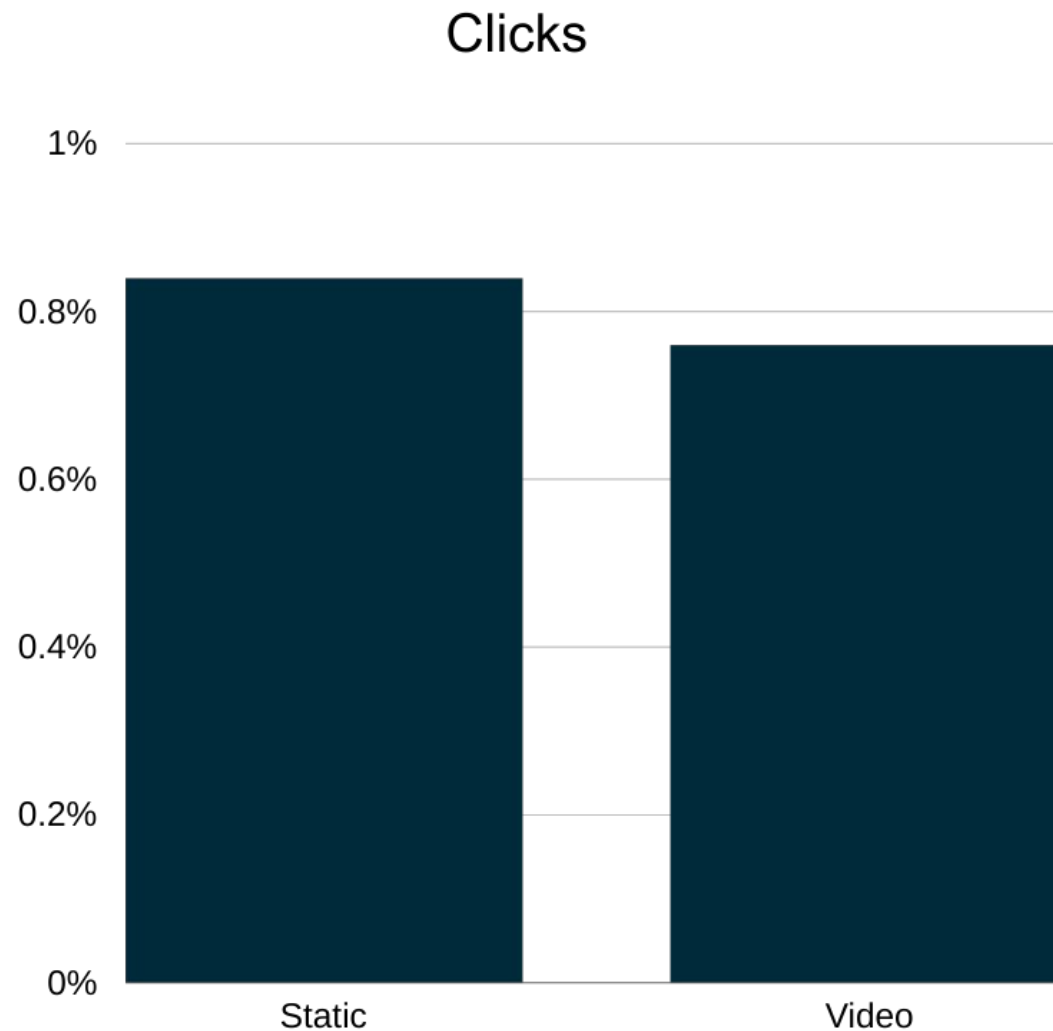


Regarding leads, Static generated **38 leads** whereas Video generated **48 leads**. Here we see 10 more leads from video than we do with static imagery.



Lastly, we have click-through rate. We see higher CTR's with static imagery than we do with video.

Static generated **0.84% CTR** and Video generated **0.76% CTR**. The average video CTR on LinkedIn is 0.44% and we exceeded that by 0.32%.





Summary

This test shows us that users prefer video content over static imagery. We should continue to use static ads, but video is becoming increasingly more popular on advertising platforms. Users have a better experience when they can see more of the property through video advertising.

LinkedIn offers many ways to advertise and reach your desired audience. Video advertising serves to enhance brand awareness, generate leads, and promote content that users want to see. Next time you run LinkedIn ads, consider incorporating video ads to increase engagement.

Reach out to [GCommerce](#) to help you get started!

Thank you for reading

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