



Optimizing LinkedIn Content Strategies for Driving App Downloads

—A Case Study of Nanohabits

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Degree Thesis

International Business

2025

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Arcada University of Applied Sciences: International Business, 2025.

Commissioned by:

Nanohabits Oy

Abstract:

This study examines how LinkedIn content strategies can drive app downloads, using the Nanohabits app as a case study. This study investigates which content themes (High Performance, Balanced Living, or Holistic Wellbeing) and which content formats (Single Post, Carousel, or Video) are most effective in converting LinkedIn engagement into app downloads. A quantitative experimental method was used, with nine LinkedIn advertising campaigns run under controlled budgets and settings. Click-through rates (CTR) were used as the main metric to evaluate how effectively different themes and formats generated traffic to the app store page. Results show that the Holistic Wellbeing theme achieved the highest CTR across all formats, suggesting that wellness-focused messaging resonates strongly with LinkedIn users. Carousel ads performed best among formats, supporting the importance of interactive, multi-panel storytelling in driving engagement. The study highlights the need for alignment between message and format to optimize campaign performance. Although the study faced limitations, such as a restricted budget and a broad audience, it offers practical insights for companies aiming to use LinkedIn for app promotion. It also suggests avenues for further research, including testing narrower audience segments and complementing quantitative data with qualitative insights.

Keywords:

LinkedIn marketing, app downloads, content strategy, carousel ads, click-through rate, digital marketing, Nanohabits Oy, B2C marketing

Lärdomsprov

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Optimering av LinkedIn-innehållsstrategier för att driva appnedladdningar.

—En fallstudie om Nanohabits.

Yrkeshögskolan Arcada: International Business, 2025.

Uppdragsgivare:

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Sammandrag:

Denna studie undersöker hur LinkedIn-innehållsstrategier kan driva nedladdningar av appar, med appen Nanohabits som fallstudie. Studien undersöker vilka innehållsteman (Hög prestation, Balanserat liv eller Holistiskt välbefinnande) och vilka format (Enkelt inlägg, Karusell eller Video) som är mest effektiva för att omvandla LinkedIn-engagemang till appnedladdningar. En kvantitativ experimentell metod användes, där nio LinkedIn-reklamkampanjer genomfördes under kontrollerade budgetar och förhållanden. Genomklicksfrekvens (Eng. Click-through rate, CTR) användes som huvudmått för att utvärdera hur effektivt olika teman och format genererade trafik till appens butikssida. Resultaten visar att temat Holistiskt välbefinnande uppnådde den högsta CTR:n över alla format, vilket tyder på att hälsoinriktat innehåll tilltalar LinkedIn-användare. Karusellannonser presterade bäst bland formaten och understryker vikten av interaktiv storytelling för att driva engagemang. Studien framhäver behovet av att anpassa budskap och format för att optimera kampanjresultat. Trots vissa begränsningar, såsom en begränsad budget och en bred målgrupp, erbjuder studien praktiska insikter för företag som vill använda LinkedIn för appmarknadsföring. Den föreslår även framtida forskningsmöjligheter, inklusive att testa snävare målgrupper och kombinera kvantitativa data med kvalitativa insikter.

Nyckelord:

LinkedIn-marknadsföring, appnedladdningar, innehållsstrategi, carousel-annonser, click-through rate, digital marknadsföring, Nanohabits Oy, B2C-marknadsföring

Opinnäyte

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LinkedIn-sisältöstrategioiden optimointi sovelluslatausten edistämiseksi.

—Tapaustutkimus Nanohabitsista.

Yrkeshögskolan Arcada: International Business, 2025.

Toimeksiantaja:

Nanohabits Oy

Tiivistelmä:

Tämä tutkimus tarkastelee, kuinka LinkedIn-sisältöstrategioilla voidaan edistää sovellusten latauksia, käyttäen Nanohabits-sovellusta tapaustutkimuksena. Tutkimuksessa selvitettiin, mitkä sisältöteemat (Korkea suorituskyky, Tasapainoinen elämä ja Holistinen hyvinvointi) sekä formaatit (yksittäinen julkaisu, karuselli ja video) ovat tehokkaimpia muuttamaan LinkedIn sitoutumisen sovelluslatauksiksi. Tutkimuksessa käytettiin kvantitatiivista kokeellista menetelmää, ja yhdeksän LinkedIn-kampanjaa toteutettiin vakioiduilla budjeteilla ja olosuhteilla. Läpiklikkausprosenttia (englanniksi Click-through rate, CTR) toimi päämittarina arvioitaessa, kuinka tehokkaasti eri teemat ja formaatit ohjasivat liikennettä sovelluskauppasivulle. Tulokset osoittavat, että Holistinen hyvinvointi -teema saavutti korkeimman CTR:n kaikissa formaateissa, ja että hyvinvointiviestintä vetoaa LinkedIn-käyttäjiin. Karuselli-mainokset olivat tehokkaimpia formaatteja, korostaen interaktiivisen tarinankerronnan merkitystä sitoutumisen edistämässä. Tutkimus tuo esiin viestin ja formaatin yhteensovittamisen tärkeyden kampanjatulosten optimoimiseksi. Rajoituksista, kuten rajallisesta budjetista ja laajasta kohdeyleisöstä huolimatta, tutkimus tarjoaa käytännönläheisiä näkemyksiä LinkedInin hyödyntämisestä sovellusmarkkinoinnissa sekä ehdottaa jatkotutkimusaiheita, kuten kohdennettujen yleisösegmenttien testaamista ja laadullisen aineiston hyödyntämistä.

Avainsanat:

LinkedIn-markkinointi, sovelluslataukset, sisältöstrategia, karuselli-mainokset, click-through rate, digitaalinen markkinointi, Nanohabits Oy, B2C-markkinointi

Contents

1	Introduction	6
1.1	Problem statement	8
1.2	Aim of the study	8
1.3	Demarcation	9
1.4	Definitions	10
1.5	Presentation of the client	10
2	Theory	12
2.1	Theories & Models for Engagement and Conversion	12
2.2	Engagement trends and changing user behavior	14
2.3	Content Strategies for Engagement and App Downloads	15
3	Method	19
3.1	Choice of method	19
3.2	Participants	20
3.3	Data collection	21
3.4	Research approach	22
3.5	Analysis of the data	23
3.6	Validity and reliability	23
3.7	Research ethics	24
4	Results	25
4.1	Overview of Campaign Performance	25
4.2	Effectiveness of content themes	25
4.3	Effectiveness of Content Formats	27
4.4	Comparative analysis of themes and formats	28
4.5	Summary of results	29
5	Discussion	30
5.1	Discussion of results	30
5.2	Discussion of method	33
6	Conclusions	35
6.1	Limitations of the study	36
6.2	Suggestions for further studies	36
	References	39
	Appendices	41

1 Introduction

Over the years, LinkedIn has established itself as a leading professional social networking platform, connecting job seekers with employers and businesses. With continuous growth, it serves as a global hub where individuals can network across borders and showcase their professional achievements. The platform attracts a diverse user base, ranging from early-career professionals to experienced executives. (Statista Research Department., 2024)

As of 2022, LinkedIn had a global user base of 571 million. The majority of its users fall within the ages of 25 and 34, with a higher likelihood of having advanced education and coming from higher-income households. Statista's analysis positions LinkedIn as the third most important marketing platform, following Facebook and Instagram. However, in the realm of B2B social media marketing, LinkedIn holds the top position, making it the preferred platform for businesses targeting professional audiences. (*The State of Marketing*, n.d.)

More and more companies are turning to LinkedIn as a key channel for growth. The platform's ability to facilitate direct engagement with decision-makers, industry leaders, and potential clients makes it an invaluable asset for businesses. A 2024 global survey conducted by Statista revealed that marketers plan to invest more resources into LinkedIn in the future. This indicates a growing recognition of the platform's potential in digital marketing strategies and its increasing value for businesses looking to expand their reach. (Statista Research Department, 2024)

At the same time, LinkedIn has evolved beyond a traditional networking site into a full-fledged social media platform, attracting a massive global user base. With over a billion members spending time on the platform and actively engaging with content, businesses increasingly see LinkedIn as a viable B2C marketing channel, similar to how they use other social media platforms like Instagram and Facebook. Despite its growing influence, LinkedIn is still not as widely utilized for consumer-focused marketing as other social platforms, leaving significant untapped potential. While there are guides on how to create ads on LinkedIn, there is little data-driven insight into which content strategies are most

effective for reaching and engaging a broader audience on this platform. This gap makes it challenging for businesses to optimize their approach and confidently invest in LinkedIn as a marketing channel. This raises an important question: What type of content is most effective on LinkedIn when the goal is B2C marketing success, such as driving app downloads?

Nanohabits is one of many companies that has established a presence on the LinkedIn platform and is now looking to leverage that presence during the soft launch of their app. The Nanohabits-app is an innovative gamified habit-tracker designed to help users build and maintain positive routines through engaging, interactive features. By incorporating behavioral science principles, the app provides users with goal-setting tools, progress tracking, and motivational reinforcements to encourage long-term habit formation. Unlike traditional productivity apps, Nanohabits offers a wide range of customizable themes that cater to a broad audience, including high performers, individuals looking for a more balanced living or focused on holistic wellness. As a new market entrant with their main presence being on LinkedIn, Nanohabits faces the challenge of identifying its core audience and crafting the right messaging to drive user acquisition. While the app broadly appeals to users interested in productivity, wellness, and professional development, it remains unclear which themes and content formats will resonate most effectively with their LinkedIn audience.

When crafting campaigns with limited marketing resources, efficiency becomes a key factor in decision-making. It is essential to not only identify the most effective theme but also determine the best content format to achieve different marketing goals. Without a clear roadmap, companies often produce content that may not be optimal for reaching their objectives on a specific platform, leading to missed opportunities for engagement and conversion.

This study seeks to bridge the existing knowledge gap by determining which of Nanohabits' different content themes, high performance, balanced living, and holistic wellbeing, are most effective in driving app downloads. Additionally, the study seeks to identify what content formats, single post, carousel, or video, generate the highest conversion rates. These themes and formats are pre-determined, based on the client's desire to leverage existing material in creating the campaigns. Aligning campaign content

with these focus areas allows the company to leverage its current materials while optimizing future content production.

1.1 Problem statement

Despite LinkedIn's growing importance as a digital marketing platform, there is a lack of research on which content themes and formats are most effective in driving app downloads. This gap leaves companies without a clear and data-driven strategy for leveraging LinkedIn to achieve their marketing goals. As a result, companies often rely on trial-and-error approaches, leading to inefficient marketing efforts, prolonged experimentation, and misallocation of resources. While previous studies have examined LinkedIn's use for B2B lead generation and brand awareness, there is virtually no empirical research focused on B2C app promotion or format-level content performance. The absence of empirical insights into LinkedIn's potential for app promotion creates uncertainty and limits the ability of companies to make informed decisions. Addressing this gap is a crucial part in optimizing LinkedIn as a platform for app promotion and ensuring that companies can allocate their marketing resources effectively. This study contributes both to Nanohabits' internal strategy and to the broader understanding of how consumer-oriented companies can effectively use LinkedIn to drive measurable outcomes.

Research questions:

1. Which content themes (High Performance, Balanced Living, and Holistic Wellbeing) are most effective in driving downloads of the Nanohabits app through LinkedIn campaigns?
2. What content formats (single post, carousel, and video) are most effective in driving downloads of the Nanohabits app through LinkedIn campaigns?

1.2 Aim of the study

This study explores how LinkedIn campaigns can drive app downloads, using the Nanohabits app as a case study. The aim of the study is to investigate the effectiveness of the chosen content themes and formats in determining which combinations are most successful in converting LinkedIn engagement into app downloads. The objective is to

generate data-driven insights that will help Nanohabits refine its marketing strategies while also contributing to a broader understanding of LinkedIn's potential as a platform for app promotion.

1.3 Demarcation

This study focuses specifically on optimizing LinkedIn campaigns for driving app downloads, with the Nanohabits app as a case study. The research evaluates the effectiveness of different content themes and formats for marketing Nanohabits on LinkedIn.

The content themes are pre-determined, based on the client's desire to leverage existing material in creating the campaigns. These themes, high performance, balanced living, and holistic wellbeing, align with Nanohabits' current approach to promoting its app. Similarly, the study focuses on three specific content formats: single post, carousel, and video. These formats have been chosen because they align with Nanohabits' content library and future content plans, making them practical for implementation. Rather than exploring entirely new themes or formats, the research aims to determine which of these existing assets drive the highest engagement and app downloads.

All content will be developed in collaboration with Nanohabits and aligned with its brand guidelines to ensure consistency across campaigns. While the study examines the impact of different content formats and themes, it does not focus on the detailed design of marketing materials. Instead, it prioritizes evaluating the effectiveness of content performance within LinkedIn's paid advertising campaigns.

The study will not explore advanced LinkedIn advertising strategies or broader marketing approaches outside adjusting the most common campaign settings and establishing a budget for each campaign. This decision keeps the research focused on actionable insights that can be implemented within Nanohabits' existing resources and strategic framework. By narrowing the scope, the study aims to provide targeted recommendations that maximize LinkedIn's potential as a platform for driving app downloads.

1.4 Definitions

1. CTR (Click-Through Rate): The percentage of individuals viewing a web page who view and then click on a specific advertisement that appears on that page. Click-through rates measure how successful an ad has been in capturing users' attention. (Cambridge Dictionary, 2025a)
2. CPC (Cost Per Click): the amount of money that is charged, each time someone clicks on the advertisement on the website.(Cambridge Dictionary, 2025b)
3. ASO (App Store Optimization): the process of enhancing an app's visibility and appeal within app stores to increase organic downloads. (Apptweak, 2025)

1.5 Presentation of the client

Nanohabits is a Helsinki-based company specializing in habit design to facilitate sustainable behavioral change through small, impactful actions. Founded over a decade ago, it has evolved from market research and service design to a strong focus on habit consultation and digital innovation. The company's philosophy is based on the idea that small, consistent actions drive lasting transformation, a principle that guides both its consulting services and digital solutions.

The company's founder and CEO, Markus Keränen, is a dedicated habit designer committed to enhancing performance and well-being through scientifically grounded methods. Under his leadership, Nanohabits has developed a structured approach that emphasizes micro-actions, e.g., small, manageable steps that lead to long-term improvements. This methodology is particularly useful for busy professionals and teams aiming to boost productivity and achieve their goals without overwhelming changes.

In 2024, Nanohabits launched the Nanohabits App, a science-backed digital tool designed to help users build positive habits through small, achievable steps. The app offers a growing library of over three hundred research-backed habits across six key areas: health, mind, social, growth, work, and lifestyle. Users can set personalized goals, adopt habits inspired by expert insights, and track their progress through visual feedback and detailed performance graphs. Unlike traditional habit-tracking apps that emphasize rigid streaks, Nanohabits takes a balanced approach that prioritizes sustainable, long-term progress.

Since its launch, the app has gained traction among professionals and wellness enthusiasts looking for structured yet adaptable strategies for self-improvement. By integrating expert-backed insights, behavioral psychology, and user-friendly tracking features, Nanohabits provides a powerful tool for those seeking meaningful, lasting change in their daily routines.

2 Theory

This chapter establishes the theoretical foundation for understanding LinkedIn content strategies and their role in driving app downloads. It examines the evolution of LinkedIn marketing, previous research on content strategies, established theories on engagement and conversions, emerging trends, and the current state of thinking on the subject. The review integrates insights from both academic literature and industry reports to develop a framework for assessing LinkedIn's potential as a B2C marketing tool for app promotion.

2.1 Theories & Models for Engagement and Conversion

Developed by Elias St. Elmo Lewis in 1898, the AIDA model remains a fundamental framework for crafting compelling marketing strategies. The acronym AIDA stands for Attention, Interest, Desire, and Action, representing the four stages a customer moves through before completing the desired action. The process begins with the Attention stage, where potential customers first encounter a product or brand. At this point, marketing efforts focus on capturing their attention and creating awareness. Next comes the Interest stage, where customers seek additional information and become more familiar with the brand's offerings. This phase requires engaging content that sustains curiosity and builds a connection with the audience. In the Desire stage, the goal is to transition customers from interest to wanting the product. Strategies such as social proof, testimonials, and aspirational messaging can be used to reinforce trust and illustrate how the product can improve their lives. Finally, the Action stage is where the customer is convinced and ready to take the next step, whether it be making a purchase, signing up, or another conversion goal. At this point, clear and persuasive call-to-action (CTA) messaging is crucial to guiding the customer toward the final decision. (Lewis, 1898)

Self-Determination Theory (SDT) is a widely recognized framework for understanding human motivation and behavior. It explores how social and environmental factors either support or hinder an individual's sense of control, engagement, and overall well-being. At its core, SDT emphasizes that fostering three fundamental psychological needs; autonomy, competence, and relatedness, enhances intrinsic motivation and mental health.

When these needs are not met, individuals are more likely to experience lower motivation and decreased well-being. (Deci, 2000)

Autonomy refers to the need for individuals to feel in control of their actions and decisions, ensuring they align with their personal values and interests. When people experience autonomy, they perceive their choices as self-directed rather than imposed by external forces. Competence reflects the innate desire to develop new skills and achieve mastery in different areas. This need drives individuals to seek out challenges that allow them to grow and feel effective in their pursuits. Lastly, relatedness refers to the fundamental need to connect with others and establish meaningful relationships. When individuals feel a sense of belonging and social support, they are more likely to be engaged and motivated in their activities. (University of Rochester Medical Center., n.d.) By fulfilling these three needs, individuals are more likely to experience autonomous motivation, which leads to sustained engagement, increased productivity, and improved well-being. In contrast, when autonomy, competence, or relatedness is lacking, motivation tends to be externally driven, often leading to disengagement and lower satisfaction. (Deci, 2000)

The principles of Self-Determination Theory (SDT) have valuable implications for marketing content strategies, particularly in digital environments. A study by de Almeida, Dholakia, and de Oliveira found that millennials' participation in social media brand communities was driven by both intrinsic and extrinsic motivations, highlighting the relevance of SDT in understanding consumer behavior. The study revealed that users engage with brand content when they feel in control of their interactions (autonomy), when the content helps them learn or improve their skills (competence), and when they feel a sense of belonging within the brand's community (relatedness). These findings suggest that brands can enhance engagement and loyalty by designing marketing content that aligns with these motivational drivers. For instance, interactive content that allows for personalized experiences supports autonomy, while educational and skill-building content satisfies competence. Similarly, community-driven marketing efforts, such as brand-led discussions and user engagement within online communities, can fulfill the need for relatedness by fostering social connections between users and the brand. Given these insights, the study provides a strong foundation for structuring marketing content in ways that motivate and sustain user engagement.(de Almeida, n.d.-a)

2.2 Engagement trends and changing user behavior

Many businesses have recognized LinkedIn as an effective platform not only for reaching business leaders but also for engaging with individual consumers. Unlike users on other social media platforms, LinkedIn members engage with content in a more intentional and goal-oriented manner. Their mindset is often more focused and results-driven, making them more receptive to professional and industry-related content. Additionally, LinkedIn users tend to have a higher level of trust in the content they encounter on the platform. This creates a significant opportunity for businesses to connect with an audience that is not only engaged but also more inclined to take action based on the information they consume. (LinkedIn Marketing Solutions, 2023)

The increasing engagement rates on LinkedIn underscore its growing potential as a marketing platform for brands seeking to expand their reach and strengthen audience interactions. According to Socialinsider, LinkedIn's engagement rate has increased sharply by 44% year-over-year, reaching 3.85% in 2024. This notable growth indicates that businesses and marketers now have greater opportunities than ever to connect with their target audiences through well-optimized content strategies. (Socialinsider, 2024a)

Traditionally, LinkedIn has been perceived as a professional networking platform primarily used for career development, job searching, and industry connections. However, recent research suggests that LinkedIn's role is expanding beyond its professional focus. Ibeh, Luo, and Dinnie (2020) found that users increasingly engage with LinkedIn for entertainment and social interaction, indicating a shift in how audiences interact with content on the platform. While the platform is primarily utilized for career development, job searching, and industry networking, a significant portion of users also engage with LinkedIn for entertainment and social interaction. This indicates that LinkedIn is evolving into a multi-purpose platform, where users seek not only professional opportunities but also engaging and enjoyable content. The study suggests that businesses and marketers can leverage this shift by integrating entertaining and interactive elements into their LinkedIn strategies, making content more engaging while maintaining its professional relevance. (Ibeh, 2020)

2.3 Content Strategies for Engagement and App Downloads

In today's digital landscape, businesses must adopt effective content strategies to drive engagement and app downloads. With social media playing a pivotal role in audience interaction, platforms like LinkedIn offer unique opportunities for brands to connect with users through value-driven content. Leveraging the right content formats, understanding platform-specific engagement behaviors, and implementing research-backed marketing techniques can significantly enhance visibility and lead generation. Additionally, optimizing app promotion strategies, both within app stores and on professional networks like LinkedIn, ensures higher conversion rates and sustained user acquisition. This section explores various content strategies, including effective formats for engagement, lead generation tactics, app promotion methods, and LinkedIn-specific approaches to maximizing reach and downloads.

Effective content formats for engagement

LinkedIn provides its users with tips and guides on how to leverage the platform for effective marketing and lead generation. In their article, LinkedIn highlights several key content strategies that businesses can use to drive engagement and attract potential leads. The article emphasizes the importance of value-driven content that educates, informs, or addresses a problem for the target audience. Short-form posts, infographics, and carousels are recommended for delivering concise, visually appealing insights that quickly capture attention. Meanwhile, long-form content, such as articles and case studies, is highlighted as an effective way to establish credibility and provide in-depth industry knowledge. Additionally, video content has been identified as a highly engaging format, with product demos, customer testimonials, and behind-the-scenes insights generating strong audience interaction. Interactive features like polls, Q&A sessions, and LinkedIn Live events further encourage active participation, strengthening brand relationships and fostering a sense of community. (LinkedIn Marketing Solutions, 2023)

A study done by Shahbaznezhad, Dolan, and Rashidirad (2021) explored the impact of content format and platform choice on social media engagement. Analyzing posts from Facebook and Instagram, the research differentiated between passive engagement (likes) and active engagement (comments). The findings revealed that video content encouraged

more active engagement, prompting users to comment, whereas photo content generated higher passive engagement, with users more likely to like rather than interact further. Platform dynamics also influenced engagement behavior. Facebook fostered greater active participation, leading to more comments, while Instagram users engaged more passively, favoring likes due to its visually focused and streamlined interface. Additionally, Instagram posts tended to generate more positive comments, whereas Facebook facilitated more rational discussions. (Shahbaznezhad et al., 2021a)

The study by Shahbaznezhad, Dolan, and Rashidirad (2021) also examined how content type influenced engagement. Findings indicated that rational content, when shared as a photo, attracted more likes than comments, reinforcing its effectiveness for passive interaction. In contrast, emotional content performed best in video format, driving higher active engagement, as multimedia elements such as movement and sound enhanced its emotional impact. Transactional content, however, remained format-independent, with its effectiveness showing little variation between photos and videos. The study further revealed that rational content on Instagram received more likes than comments, confirming the platform's tendency toward passive engagement. Similarly, transactional content performed better in terms of likes but did not encourage discussion. Overall, the findings highlighted that different content formats drive different types of engagement depending on the platform, emphasizing the importance of tailoring content strategies to platform-specific user behaviors (Shahbaznezhad et al., 2021a)

App promotion strategies

Research indicates that three key stakeholders primarily influence mobile app downloads: developers, users, and platform owners. Early traction plays a critical role in an app's success, with platform-controlled factors, such as being featured in top charts, having the most significant impact, particularly for paid applications. While developers can enhance app relevance and users can contribute through reviews, these efforts have a comparatively smaller influence than the visibility provided by platform-driven promotion. As time passes, increasing downloads becomes more challenging, emphasizing the importance of gaining momentum shortly after launch (Kim, 2020)

When it comes to increasing mobile app downloads, App Store Optimization (ASO) plays a crucial role in converting potential users into actual customers. According to (Hubspot,

2024a), ASO enhances an app's visibility in marketplaces like the Apple App Store and Google Play Store by optimizing key elements such as app titles, keywords, descriptions, and visuals. Engaging previews, high-quality screenshots, and compelling descriptions that incorporate relevant search terms help capture user interest and drive downloads. Additionally, maintaining strong user ratings and positive reviews is essential, as both app stores prioritize apps with higher credibility and engagement. Since ASO is an ongoing process, continuous optimization based on keyword trends, competitor insights, and performance data is necessary to sustain rankings and maximize user acquisition. (Hubspot, 2024b; Socialinsider, 2024a)

LinkedIn-specific strategies for app promotion

Recent research on LinkedIn's most effective posting strategies reveals the content formats that drive the highest engagement and visibility on the platform. According to (Socialinsider, 2024b) multi-image posts generate the most engagement, making them an effective tool for capturing audience interest. Document posts also perform well, offering users informative, downloadable content that encourages deeper interaction. While video posts may not receive the highest number of likes or comments, they are the most widely shared, highlighting their role in expanding content reach. Additionally, polls achieve the highest impression rates by encouraging user participation and fostering engagement through interactive questioning. (Socialinsider, 2024a)

LinkedIn, together with Nielsen, conducted an analysis of 144 global ad campaigns across various B2C industries to evaluate the impact of different messaging strategies on consumer engagement and brand perception on the LinkedIn platform. The study categorized campaigns into seven themes: aspiration, innovation, social issues, quality/value, product features, trust/integrity, and loyalty. Brand awareness, favorability, consideration, and recommendation were measured, and the findings revealed that aspiration, innovation, and loyalty were the most effective themes. Innovation-driven messaging, which emphasizes new ideas and products, more than doubled consideration and recommendation rates, directly influencing consumers who were ready to make a purchase. Loyalty-based messaging, which aligns a brand's values with its audience, increased brand lift by 59% and favorability by 47%, underscoring its role in strengthening consumer trust and engagement (LinkedIn Marketing Solutions, 2023)

A study by Sundström, Alm, and Dahlin (2021) on B2B social media content engagement on LinkedIn, provides valuable insights into effective content strategies. Published in the *Journal of Business & Industrial Marketing*, the research examined how different types of LinkedIn content influence user interaction. The study found that action-oriented messages, those prompting users to engage, respond, or participate, generate significantly higher engagement compared to product-oriented and value-based messages. This suggests that LinkedIn's professional audience is more likely to interact with content that encourages direct participation rather than posts focused solely on product details or brand values. These insights emphasize the importance of integrating interactive and engagement-driven messaging strategies to maximize audience participation and enhance content performance on LinkedIn (Sundström et al., 2021)

This chapter has explored both theoretical models and recent research to provide a foundation for understanding how LinkedIn content can influence user engagement and app downloads. The AIDA model helps explain how structured content can guide users through different stages of attention and action, while Self-Determination Theory offers insight into the psychological factors that drive deeper motivation. In addition, studies on user behavior, content format trends, and platform-specific strategies offer practical context for applying these theories. Together, these perspectives shape the way this study approaches content effectiveness and support the analysis of which formats and themes are most likely to resonate with LinkedIn users.

3 Method

This chapter introduces the research methods used in this study, providing an overview of the chosen approach and its role in addressing the research questions. The research method determines how data is collected, analysed, and interpreted, directly impacting the accuracy and relevance of the findings (Bryman, 2015a). Research methods provide the foundation for achieving the aim of the study by guiding the process of data collection and structuring the analysis. In empirical research, the chosen method must align with the research questions to ensure that the study effectively meets its objectives (Saunders et al., 2023). The selected method provides a structured and data-driven approach to investigating digital marketing strategies, allowing for insights into LinkedIn advertising performance. Further details on the methodological framework, data collection, and analysis techniques are provided in the following sections.

3.1 Choice of method

The quantitative approach was chosen due to its ability to isolate variables and measure performance outcomes systematically. Unlike qualitative methods, which explore subjective experiences and interpretations, a quantitative approach allows for the collection of structured data that can be statistically analyzed, increasing the objectivity of findings (Malhotra et al., 2017). Given that LinkedIn paid advertising involves measurable engagement metrics, a quantitative experimental method was judged to be the most appropriate method to determine causal relationships between ad content and user interactions.

An experimental design was selected because it enables the systematic manipulation of independent variables, such as content themes and ad formats, to observe their impact on dependent variables, like engagement metrics such as click-through rates (Saunders et al., 2023). This approach ensures replicability, a key criterion for scientific research, by maintaining standardized campaign settings across all test groups. (Babbie, 2020)

LinkedIn paid advertising was selected instead of organic content to ensure controlled exposure and comparable results. Unlike organic social media posts, paid advertising provides the ability to regulate audience exposure, making it possible to compare different

ad formats and themes under consistent conditions. This approach aligns with experimental best practices by controlling external factors such as algorithmic variations that might influence engagement in organic settings (Bryman, 2015b)

3.2 Participants

The selection of respondents is a critical aspect of research design, influencing the validity and generalizability of findings. In digital marketing studies, audience segmentation and targeting play a fundamental role in ensuring that data collection aligns with research objectives (Malhotra et al., 2017). In experimental advertising research, participants are typically self-selected as they engage with digital campaigns based on personal relevance and interest (Saunders et al., 2023). Unlike traditional surveys, where respondents are manually recruited, digital marketing studies rely on algorithm-driven exposure, meaning that users' behaviors, interests, and demographics influence their likelihood of encountering the campaign (Evans, 2019). Since this research involves digital marketing, the participants are LinkedIn users exposed to the Nanohabits advertising campaigns. Audience targeting settings ensure that ads reach relevant users.

English-speaking countries (US, Canada, UK, Australia) were selected since the material produced for the campaigns was in English, ensuring that language would not significantly influence the outcome of the experiment. To reduce the risk of individual users being exposed to multiple campaigns, each was assigned to a unique bundle of three cities, resulting in a total of 27 distinct urban locations. These bundles were created to reflect similar demographic and professional characteristics, and each included one city from each of the selected countries. This setup helped distribute the campaigns across comparable audiences while minimizing overlap and ensuring that location did not become a dominant factor influencing campaign performance. All ages and genders were included because Nanohabits is interested in learning about these audiences and did not want to exclude any age ranges or genders from the experiment. Industry and profession settings were left open due to Nanohabits aims to gather insights into which audience segments show the most interest in their app. LinkedIn Feed was chosen as the ad placement because it allows all planned campaign formats to be showcased in the same spot. Additionally, it is the most engagement-focused placement, aligning with our campaign goal.

The selection criteria ensure that the study captures diverse professional segments that might be interested in Nanohabits. Unlike traditional quantitative surveys, engagement metrics (click-through rates, conversion rates, and cost per acquisition) serve as data points instead of direct responses from individuals.

3.3 Data collection

A quantitative research design is characterized by the systematic collection of numerical data and statistical analysis to identify patterns, trends, and relationships between variables (Creswell & Creswell, 2018). This approach allows for the objective measurement of campaign performance, making it suitable for assessing the impact of LinkedIn advertising strategies. The experimental approach involves structuring campaigns under controlled conditions to evaluate the effectiveness of independent variables (such as content themes and ad formats) on dependent variables (such as Click-Through Rate).

In this study, the data collection follows a structured approach using LinkedIn Ads Manager analytics to track key performance indicators (KPIs). The primary KPI for this study is Click-Through Rate (CTR), as it indicates the amount of traffic LinkedIn campaigns generate to the app store page. Click-Through Rate is chosen as the primary KPI instead of app downloads, because App Store Optimization (ASO) plays such a significant role in converting page visitors into customers (Hubspot, 2024b). Since ASO strategies significantly affect how users proceed with downloading the app after clicking the ad, using downloads as a KPI would introduce an uncontrolled variable into the study. To ensure that the findings accurately reflect LinkedIn's potential as a platform for app promotion, CTR is used as it directly measures how effective different themes and formats are at generating traffic to the app store page, independent of ASO influences.

The experiment evaluates the effectiveness of different content themes and formats by monitoring the beforementioned performance indicators. LinkedIn's Insight Tool was used to analyse the data it provides from the campaigns. No external analytic tools will be used, as LinkedIn offers all the necessary data for this study.

3.4 Research approach

Nine separate LinkedIn campaigns were conducted, and the corresponding campaign materials are presented in the appendices, organized by format and theme in the following order: single image format with Holistic Wellbeing (Appendix 1), Balanced Living (Appendix 2), and High Performance (Appendix 3); carousel format with Holistic Wellbeing (Appendix 4), Balanced Living (Appendix 5), and High Performance (Appendix 6); and video format with Holistic Wellbeing (Appendix 7), Balanced Living (Appendix 8), and High Performance (Appendix 9). For the video campaigns, only screenshots are included to illustrate the visual content, as video playback is not supported within this document. The carousel format is presented as a collection of static images in the appendices; however, this does not replicate the actual user experience on LinkedIn, where one image is shown at a time and the viewer scrolls through them interactively.

Each campaign was assigned an equal lifetime budget of €50 and scheduled to run continuously for one work week without interruption. The €50 budget was divided into five daily allocations of €10 to ensure consistent spending across the duration of each campaign. The campaigns were designed and executed in collaboration with Nanohabits, where campaign materials were co-created based on brand guidelines and existing content. Running each campaign independently ensured that no budget adjustments or mid-campaign optimizations were made, preserving the integrity of the comparative analysis.

A post-campaign analysis approach was employed, meaning data was collected only after the campaigns had concluded. No real-time monitoring or alterations were made, as this could introduce unintended biases and compromise the controlled structure of the experiment. This approach ensured that the performance metrics accurately reflected LinkedIn's effectiveness in driving traffic without external influences or reactive modifications during the campaign period.

The data collected from LinkedIn Ads Manager was exported and organized using Excel to facilitate structured analysis. Data points were categorized based on engagement metrics, cost-efficiency indicators, and content performance to enable comparative evaluation. The structured dataset was essential in ensuring that campaign results were

systematically recorded and prepared for further analysis. The relevant data will be presented in tables and visualized through graphs to highlight key findings. This structured approach allowed for a logical transition from the research method to the key insights presented in the following chapter.

3.5 Analysis of the data

Quantitative data analysis involves the systematic application of statistical techniques to evaluate collected data and identify trends, patterns, and relationships (Creswell & Creswell, 2018). The analysis in this study focused on comparative performance assessment across different LinkedIn campaign formats and themes. The primary analytical methods used included comparative performance analysis, which examined how different themes and formats performed.

Data from LinkedIn Analytics was exported into Excel to organize and structure key performance indicators for analysis. This process allowed for a systematic comparison of campaign performance and content effectiveness across different LinkedIn campaign formats and themes. Data visualization tools were used to present findings clearly, utilizing tables and bar charts to facilitate the interpretation of performance variations. By structuring the analysis around these core metrics, the study ensured that findings were presented in a logical, quantifiable manner, providing actionable insights into LinkedIn's advertising effectiveness.

3.6 Validity and reliability

Validity and reliability are essential components of research methodology, ensuring the accuracy and consistency of findings. Validity refers to the extent to which a study accurately measures what it intends to measure, while reliability pertains to the consistency and repeatability of the results under the same conditions (Creswell & Creswell, 2018). A well-designed methodology must incorporate both elements to strengthen the credibility of its conclusions (Saunders et al., 2023).

To ensure validity, this study utilized LinkedIn's native analytics tools, which provide precise and real-time tracking of campaign performance. By maintaining consistent

budget allocation across all ad variations and ensuring controlled exposure settings, the study minimized external influences that could distort the results. The predefined audience and bidding strategies helped ensure that performance metrics accurately reflected LinkedIn's potential as an advertising platform.

Reliability was upheld by implementing a standardized campaign structure across all test groups. Ads were run for a fixed duration of one week, ensuring that each campaign operated under identical conditions. No budget adjustments or mid-campaign modifications were made, preventing external factors from influencing engagement outcomes. The data was systematically recorded and structured in Excel, allowing for precise measurement and replication of the findings. By incorporating these measures, the study ensures that the results are both valid and dependable, providing meaningful insights into the effectiveness of LinkedIn advertising strategies.

3.7 Research ethics

Research ethics are fundamental to ensuring integrity, transparency, and accountability in any study. Ethical research practices protect participant rights, ensure data privacy, and uphold academic integrity (Saunders et al., 2023). This study adhered to ethical guidelines by ensuring no personal data collection and maintaining informed consent, as LinkedIn users engaged with advertisements voluntarily. The study also complied with LinkedIn's advertising policies and ethical marketing guidelines, ensuring transparency in content distribution.

Since this research did not involve direct participant interaction, ethical considerations primarily focused on data privacy and adherence to platform regulations. No deceptive advertising tactics were used, and no sensitive user data beyond LinkedIn's provided analytics was accessed. Additionally, all data was managed responsibly to maintain confidentiality and ensure compliance with ethical research principles (Bryman, 2015b). By following these ethical standards, the study ensures responsible data collection and analysis while maintaining the integrity of the research findings.

4 Results

This chapter presents the empirical findings from the LinkedIn advertising campaigns conducted for Nanohabits. The results are structured around the study's main research questions: which content themes and which content formats are most effective in driving app downloads. The analysis is based on campaign performance data, with a primary focus on click-through rates, and compares the effectiveness of the three tested themes; High Performance, Balanced Living, and Holistic Wellbeing, across three content formats; single ads, videos, and carousel.

4.1 Overview of campaign performance

The nine LinkedIn campaigns collectively generated a total of 31,772 impressions and 367 clicks, resulting in an average click-through rate (CTR) of 1.16%. In digital marketing, CTR is defined as the percentage of individuals who see an advertisement (impressions) and then click on it, providing a direct measure of how effective an ad is at capturing user interest. Each campaign was allocated an equal budget of €50 and ran for one week to ensure comparability. The campaigns were evenly distributed across the three themes and three formats, allowing for direct comparison of performance metrics. The results show differences in effectiveness both between themes and formats.

4.2 Effectiveness of content themes

Click-through rate (CTR), which reflects users' willingness to interact with a campaign by clicking through to the app store, was used as the primary metric to evaluate theme effectiveness. The results show a clear hierarchy: holistic wellbeing outperformed both high performance and balanced living across all ad formats.

The holistic wellbeing theme achieved the highest average CTR at 1.52%, with standout results across formats: 1.59% in carousel, 1.52% in video, and 1.02% in single ad. All but the single ad variant performed above the overall campaign average of 1.16%, reinforcing the theme's consistent strength across formats.

The high-performance theme generated moderate CTRs, with the carousel ad reaching 1.43% and the single ad format slightly lower at 1.01%. The video format, however,

underperformed with a CTR of just 0.70%, the lowest across all campaigns. Only the carousel version exceeded the campaign average, indicating limited overall effectiveness for this theme.

In contrast, the balanced living theme produced the lowest CTR (0.94%), although its video format reached 1.43%, which is well above the campaign average. The other two formats (carousel at 1.17% and Single Ad at 0.94%) performed at or just below the overall average, indicating limited and uneven impact.

Table 1. Comparative Performance of Content Themes

Theme	Click-through rate CTR (%)	Engagement rate	Avg. Cost per-click
Holistic Wellbeing	1,52	1,70	1,06
High Performance	1,00	1,43	0,82
Balanced Living	0,94	1,31	1,51

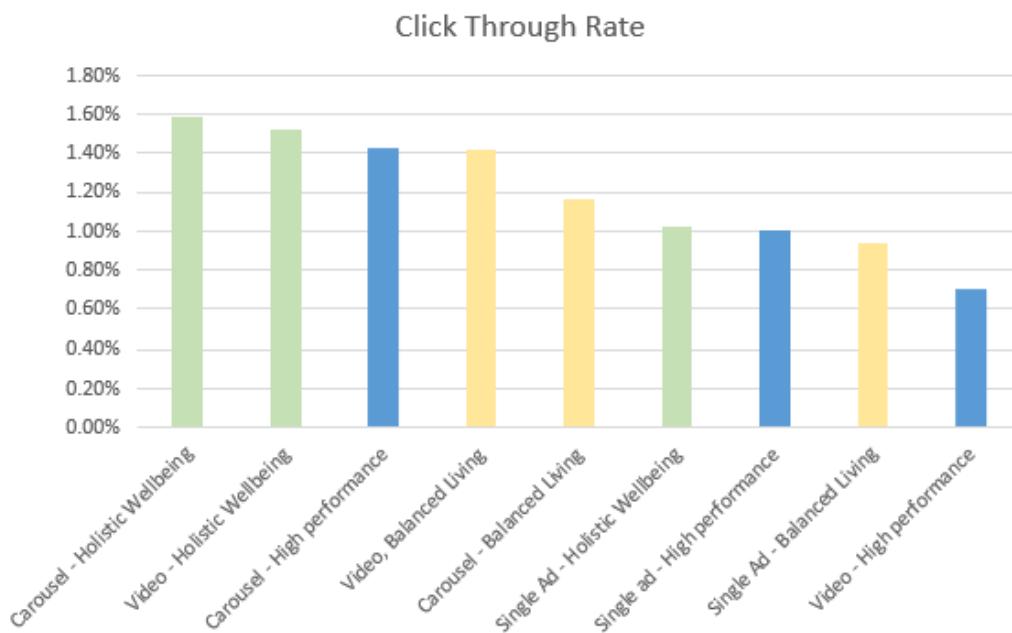


Figure 1. Visual demonstration of click through rates colour coded by theme

Figure 1 provides a visual overview of the click-through rate for each campaign, sorted by performance. As shown in the chart, the holistic wellbeing ad in carousel format achieved the highest CTR at 1.59%, closely followed by the holistic wellbeing video and the high-performance carousel ad, both exceeding the 1.40% mark. The graph further illustrates that carousel formats consistently outperformed other formats across themes,

while Single Ads and Videos displayed more variability. Notably, the high-performance video campaign registered the lowest CTR at just 0.70%, highlighting a sharp contrast to the top-performing campaigns. Overall, the figure reinforces the earlier results, making it clear that both theme and format influenced campaign performance, with holistic wellbeing and carousel proving to be the most successful combination.

4.3 Effectiveness of content formats

Click-through rate (CTR), which reflects the number of users who clicked on the app store link relative to the number who viewed the ad, serves as the primary metric for evaluating the effectiveness of content formats in this study. The results indicate that carousel ads were the most successful in generating traffic, outperforming both Single Ads and Video formats across all themes.

The holistic wellbeing carousel recorded the highest CTR overall at 1.59%, highlighting the effectiveness of combining aspirational, well-being-oriented messaging with interactive, multi-panel design. Other carousel ads also performed well, with the high-performance carousel achieving a CTR of 1.43%, and the balanced living carousel reaching 1.17%. Video ads demonstrated inconsistent performance. While the holistic wellbeing video achieved a strong CTR of 1.52%, making it one of the top-performing campaigns overall, the high-performance video generated the lowest CTR of all campaigns at just 0.70%. single ads produced lower CTRs overall, with the holistic wellbeing single ad at 1.02%, high performance at 1.01%, and balanced living at 0.94%.

As shown in Table 2, the carousel format achieved the highest average CTR (1.43%), followed by video (1.02%) and single post (0.98%). This ranking is consistent with the visual representation of all campaign CTRs displayed in Figure 2.

Table 2. Comparative Performance of Content Formats.

Format	Click-through rate CTR (%)	Engagement rate	Avg. Cost per-click
Carousel	1,43	1,70	1,13
Single post	0,98	0,98	0,77
Video	1,02	1,10	1,59

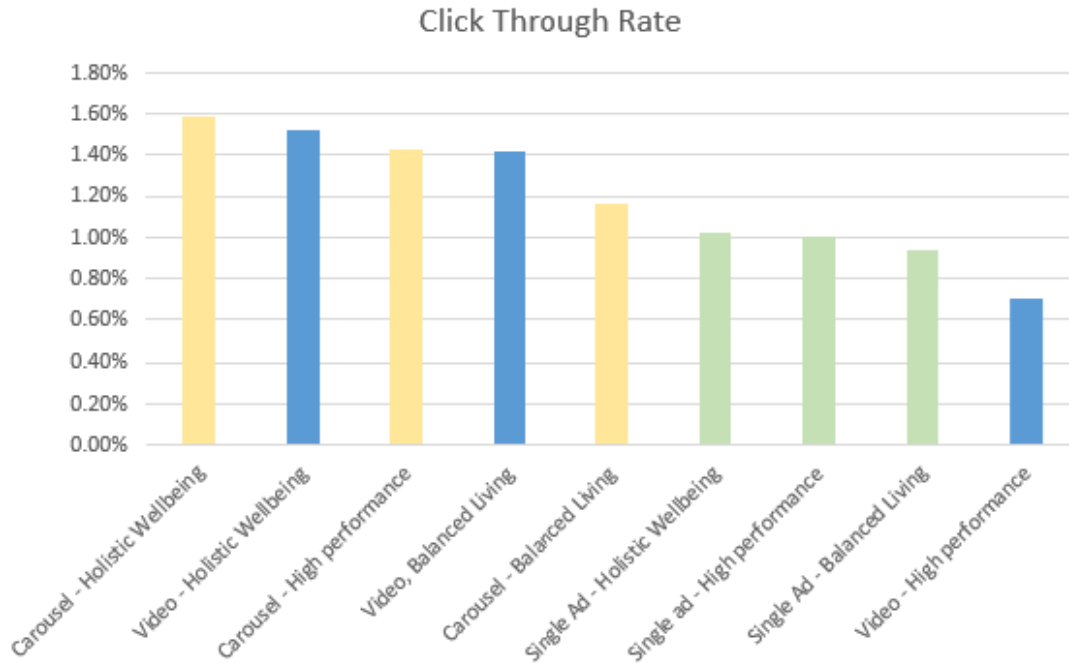


Figure 2. Visual demonstration of click through rates colour coded by Content Format

The graph further confirms the superior performance of carousel ads, with two out of the top three campaigns using this format. Carousels consistently appeared in the highest-performing results across themes, while single ads and videos showed more varied outcomes. The high-performance video campaign stood out as a clear underperformer, recording the lowest CTR of the entire campaign set.

Interestingly, the balanced living theme achieved its highest CTR in the video format, reaching 1.43%, which is significantly above the overall campaign average of 1.16%. This result stands out given that the same theme underperformed in the other two formats, with carousel reaching 1.17% and single ad 0.94%.

Overall, the tables and graph together reinforce that ad format played a substantial role in campaign performance, and that carousel ads delivered the most consistent results in terms of driving user engagement.

4.4 Comparative analysis of themes and formats

A direct comparison of the best-performing campaigns shows that the holistic wellbeing carousel achieved the highest CTR at 1.59%, followed closely by the holistic wellbeing

Video (1.52%) and the high-performance carousel (1.43%). These were the only campaigns to exceed the 1.40% CTR threshold.

The holistic wellbeing theme consistently performed well across all formats, while high performance showed a wider range in results, with a strong carousel performance (1.43%) but a notably lower result in the video format (0.70%). The balanced living theme achieved its best CTR in video format (1.43%) but overall had lower performance in both carousel (1.17%) and single ad (0.94%) formats.

Across all campaigns, the carousel format consistently supported the strongest CTRs, appearing in three of the top four performing campaigns. Notably, both the holistic wellbeing and high-performance themes reached their highest CTRs in the carousel format, further reinforcing the format's effectiveness across different types of messaging. In contrast, single ads produced the lowest CTRs overall, and videos showed greater variation in performance depending on the theme.

4.5 Summary of results

In summary, the empirical data from the LinkedIn campaigns demonstrate that the holistic wellbeing theme, particularly when delivered in the carousel format, is the most effective strategy for driving engagement and potential app downloads for Nanohabits. The high-performance theme is also effective, especially in cost-efficient single ads, while the Balanced living theme underperforms relative to the other two. Carousels are the most engaging format overall, followed by single ads and videos. These findings are consistent with the theoretical frameworks discussed in the previous chapter, including the AIDA model and Self-Determination Theory, and provide actionable insights for optimizing LinkedIn content strategies for app promotion.

5 Discussion

This chapter interprets the results presented in the previous section and reflects on their implications. It begins by exploring how different content themes and formats resonated with LinkedIn audiences, focusing on the importance of message–format alignment. The chapter then considers the effectiveness of the research method used, evaluating the reliability and limitations of the study in practice. Together, these reflections aim to provide context for the findings and identify areas for future improvement.

5.1 Discussion of results

Content Themes and Their Resonance

Among the three content themes, holistic wellbeing stood out as the most consistently effective. Its performance across all formats suggests that wellness-oriented messaging strongly resonates with the LinkedIn audience. This may be due to its emotional relevance and its contrast with the traditional goal- and performance-driven tone of the platform. In particular, the theme's focus on balance, mindfulness, and personal growth may have offered a refreshing alternative for professionals increasingly attuned to wellbeing in the workplace.

The broad appeal of holistic wellbeing reflects the principles of Self-Determination Theory (Ntoumanis et al., 2021) which highlights autonomy, competence, and relatedness as key drivers of intrinsic motivation. The theme's message supported users' sense of personal growth and connection, prompting higher engagement across formats. These results also align with de (de Almeida, n.d.-b) who found that users are more likely to engage with brand content that fulfills psychological needs such as autonomy, competence, and relatedness. The holistic wellbeing theme may have met these needs more effectively than the other themes by offering a non-intrusive, growth-oriented message aligned with users' intrinsic motivations.

In contrast, the high-performance theme produced more variable outcomes. While its message aligns well with LinkedIn's professional context, it lacked consistent traction across all formats. This suggests that high-achievement messaging may not always

translate into engagement, particularly in formats like video, where emotional connection and narrative are essential. The theme may appeal to extrinsic motivators, such as status or recognition, which are not as effective in generating deeper engagement without the right delivery context.

The Balanced Living theme, positioned between productivity and wellness, failed to establish a strong presence in most formats. While it showed potential in video, its broader performance was underwhelming. One explanation may be that the theme was too subtle or ambiguous, lacking the clear emotional hook or aspirational tone that the other two themes communicated more effectively. This highlights the importance of message clarity and distinctiveness in a competitive content environment.

Format Matters: Storytelling and Structure

The format in which a message is delivered plays a central role in how users respond. The Carousel format consistently outperformed others, appearing in most of the top campaigns. Its success can be understood through the AIDA model (Lewis, 1898), which describes the steps from Attention to Action. Carousels allow users to swipe through multiple slides, providing space to build interest and create desire before presenting a call to action. This interactive structure encourages more sustained engagement than static single ads. The results indicate that the balanced living theme may be more sensitive to format than the other two themes, performing significantly better in video than in carousel or single ad formats. One possible explanation is that the balanced living message lacks the immediate clarity or emotional impact that formats like single ads require to succeed within the limited attention span of users.

In contrast, video allows for more nuanced storytelling, giving the viewer time to engage with layered ideas such as work-life harmony, lifestyle adjustments, and moderation. This format may have helped make the theme more relatable and concrete, whereas the same message may have appeared vague in the other formats. This distinction may also be supported by (Shahbaznezhad et al., 2021b), who found that video content typically fosters more active, emotionally driven engagement, while static formats like images tend to encourage more passive interaction. Balanced living's subtle messaging may have required the additional narrative space that video offers to create a stronger emotional response.

The holistic wellbeing carousel, for example, combined an emotionally compelling theme with a format that enabled layered storytelling, helping it perform exceptionally well. This reinforces the idea that formats that invite interaction and narrative progression are more effective in driving user response. This is consistent with platform-wide data from (Socialinsider, 2024b) which shows that multi-image formats such as carousels are among the most engaging post types on LinkedIn. Their swipeable nature invites exploration and supports structured storytelling, which likely contributed to their strong performance across themes in this study.

Video ads showed inconsistent performance. When well-matched with the message, as in the case of Holistic Wellbeing, they delivered strong results. However, when the theme lacked emotional depth or storytelling strength, such as with high performance, video underperformed. This suggests that video's success depends heavily on content-format fit. Without a narrative or emotional hook, users may disengage before reaching the call to action.

Single Ads, despite being cost-efficient, consistently produced the lowest engagement. Their static format and limited storytelling capacity make them less suitable for building interest or desire. This suggests that formats allowing for structured storytelling and user interaction tend to produce higher engagement.

Another layer to consider is how users' mental state while browsing LinkedIn might influence the success of certain themes and formats. As a platform primarily associated with professional identity, users may engage with content through a more goal-oriented or aspirational lens. This could partly explain why the holistic wellbeing theme, which presents personal growth in a reflective yet forward-looking way, performed consistently well. It aligns with emerging workplace narratives around wellness, productivity, and balance, especially in a post-pandemic context. On the other hand, content that is either too vague (as in some balanced living executions) or too narrowly focused on achievement (as in high performance video) may miss this intersection. These results suggest that effective content strategies on LinkedIn may not only depend on technical execution but also on how well the message resonates with the platform's evolving professional culture.

Alignment Between Theme and Format

The most significant takeaway is the importance of aligning the message and format. The top-performing combinations were not just strong themes or effective formats; they were themes presented in formats that amplified their strengths. Carousels worked well for Holistic Wellbeing because they allowed space to unfold ideas related to mindfulness and growth. The video worked for balanced living only when it could convey emotional nuance. Single Ads failed to elevate any theme, due to their structural limitations.

This also ties back to Self-Determination Theory (Deci, 2000) Content that supports a user's sense of agency, growth, and connection is more likely to result in action, particularly when delivered through a format that fosters engagement and exploration. Holistic wellbeing exemplified this synergy, while the other themes showed that even strong concepts can underperform if the format does not support the message effectively.

5.2 Discussion of method

This section reflects on how the chosen research method worked in practice, and evaluates the reliability, validity, and potential limitations of the study's implementation. The goal is to assess whether the selected approach was suitable for answering the research questions and what, if anything, could have been done differently to strengthen the results.

Overall, the experimental method applied in this study worked well and successfully generated comparative performance data across the tested LinkedIn campaign themes and formats. The design of the ads required iteration before finalising the content. Several rounds of adjustment were done to align the creative materials with Nanohabits' brand guidelines and campaign structure. While this took additional time, the final ads were consistent across all campaigns and reflected the intended thematic and visual distinctions.

In retrospect, while the method itself was appropriate, challenges arose in its application. The initial decision to keep the audience broad, targeting English-speaking LinkedIn users across the US, UK, Canada, and Australia, was based on Nanohabits' interest in learning which segments might organically show interest in the app. However, given the

limited budget allocated to each campaign, narrowing the audience could have yielded more robust and consistent data. A broader audience typically requires a larger budget to generate meaningful impressions and engagement data; otherwise, variations in performance may be more susceptible to random chance rather than reflecting true user preferences.

From a methodological perspective, the data collection process was highly structured. LinkedIn's ad platform enabled campaign performance data to be exported in Excel format, allowing for clean and consistent data organisation and comparative analysis. This helped support the reliability of the dataset and ensured clarity in the evaluation of key performance metrics.

However, as noted, the reliability and validity of the results were affected by the combination of a broad audience and limited budget. The relatively low exposure levels across some campaigns increase the risk that chance played a greater role in determining performance outcomes. A larger sample size would have allowed for stronger confidence in the patterns observed. Similarly, Nanohabits had hoped to gain deeper insight into audience-specific data, but the constraints mentioned above limited the ability to draw detailed demographic or behavioural conclusions. That said, the findings still offer a valuable foundation from which Nanohabits can continue its audience research and performance testing in future campaigns.

Other factors may also have influenced the outcomes. While the themes varied, the product (Nanohabits App) being promoted, remained the same in all campaigns. This consistency in product offering could have affected user engagement across campaigns, especially if the creative differences between themes were not perceived as significantly distinct by the target audience. Additionally, design elements such as layout, colour choices, or ad copy tone could have contributed to the variance in performance, although these were kept relatively consistent across campaigns to isolate the impact of format and theme.

External influences such as timing (seasonality), competition for ad space, or changes in LinkedIn's algorithm may also have played a role in shaping visibility and engagement.

While these cannot be fully accounted for, they should be acknowledged as possible contributing factors when interpreting the findings.

6 Conclusions

The aim of this study was to explore how different content themes and formats influence user engagement and click-through behaviour in LinkedIn advertising, using Nanohabits' app promotion campaigns as a case study. The research specifically sought to answer the following questions:

1. Which content themes (High Performance, Balanced Living, Holistic Wellbeing) are most effective in driving downloads of the Nanohabits app through LinkedIn campaigns?
2. What content formats (Single Post, Carousel, Video) are most effective in driving downloads of the Nanohabits app through LinkedIn campaigns?

The findings showed that Holistic Wellbeing was the most effective theme overall, generating the highest average click-through rates across all formats. Its emotional tone, personal relevance, and contrast to typical professional content on LinkedIn likely contributed to this result. High performance and balanced living showed more varied outcomes, with balanced living underperforming in most cases and high-performance being format dependent.

In terms of content formats, Carousel ads consistently outperformed both Video and Single Post formats, especially when paired with a thematically engaging message. The multi-slide format supported narrative progression and user interaction, contributing to higher engagement. While video ads showed potential their effectiveness varied across the themes. Single Ads were the least effective across all themes, suggesting that limited space and static presentation offer fewer opportunities for capturing user interest and driving action.

The results demonstrate that both theme and format must be strategically aligned to achieve strong campaign performance. These conclusions provide a foundation for

Nanohabits to optimise future LinkedIn campaigns and offer broader insights into how content strategy can influence app promotion outcomes on professional platforms.

6.1 Limitations of the study

While the study provided valuable findings, the following limitations should be acknowledged. First, the combination of a limited advertising budget and a broad audience scope reduced the overall exposure and reach of the campaigns. This may have limited the statistical reliability of the findings and increased the likelihood that performance differences were influenced by chance rather than clear audience preferences.

Second, while the research method allowed for a structured comparison of campaign performance, the results should be interpreted with some caution due to the relatively small sample size of impressions and clicks for each campaign. A larger budget would have allowed for higher confidence in the consistency and generalisability of the findings.

Third, the uniformity of the product across all campaigns, promoting the same app with different thematic framings, means that there may not have been enough variation between ads. This could have affected engagement, especially among users exposed to multiple campaign types. Furthermore, additional influencing factors such as timing, seasonality, ad design details, and external platform dynamics (e.g., LinkedIn's algorithm or competing ads) may also have had an impact.

These limitations mean that the conclusions should be seen as directional rather than definitive, especially in relation to audience targeting and general user behaviour.

6.2 Suggestions for further studies

While this study offers insights into content strategy on LinkedIn, it also opens the door to several exciting opportunities for deeper exploration. One clear path forward is to refine the target audience. Future studies could focus on specific user personas or professional segments, such as wellness-focused entrepreneurs, early-career professionals, or corporate managers. Narrowing the audience would not only make

comparisons more precise but also help uncover how different groups engage with various themes and content formats. In addition to audience segmentation, future research could explore how themes like holistic wellbeing, balanced living, or high performance perform across culturally distinct English-speaking regions. For example, comparing results across users in the US, UK, Canada, and Australia could uncover subtle regional differences in how these messages are interpreted and valued.

Another important consideration is scale. With a larger advertising budget and more impressions, future campaigns could generate stronger, more statistically reliable data. This would also create the opportunity to run A/B tests, comparing variations in headlines, visuals, or tone of voice to determine what drives the best response in a given segment. Beyond the click-through rate, there's also room to explore additional performance metrics. Understanding how long users engage with an ad, what actions they take post-click, or how they interact with the app store page could paint a much fuller picture of what truly drives conversion and retention.

A promising direction for future research is to examine how the same themes and formats perform when shared as organic posts rather than paid campaigns. Since organic content may benefit from greater trust, social proof, and algorithmic prioritization, comparing the two delivery modes could reveal important differences in reach and user response.

Future studies might also investigate how repeated exposure to a message affects performance over time. Exploring whether consistent messaging builds familiarity and trust, or leads to diminishing interest, would be especially relevant in ongoing or retargeted campaigns. Additionally, using Self-Determination Theory as a lens, researchers could compare message framing strategies focused on internal motivation (such as personal growth) versus external motivation (such as achievement or productivity). Understanding how these different psychological appeals influence engagement could lead to more effective content design.

Finally, it would be highly valuable to pair quantitative results with qualitative insights. Conducting interviews or focus groups could reveal how users perceive different campaign elements and why certain messages strike a chord. This kind of research would deepen our understanding of the emotional and psychological responses that underpin user behavior—insights that are harder to capture through metrics alone. Together, these

directions offer a roadmap not only for Nanohabits' continued development but also for broader research into what makes content truly connect on professional platforms like LinkedIn.

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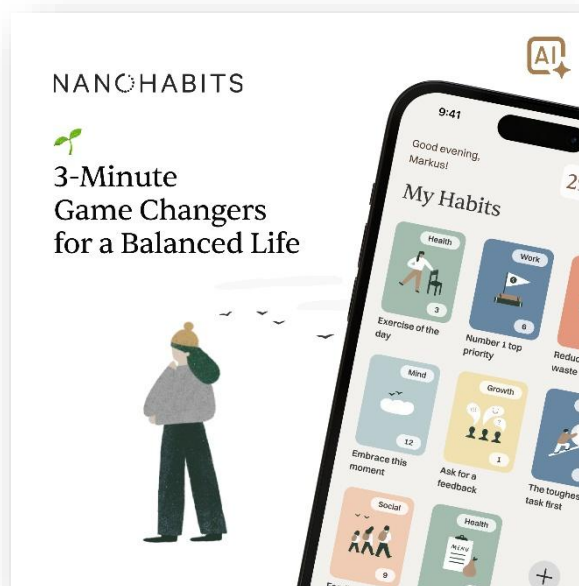
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Appendices

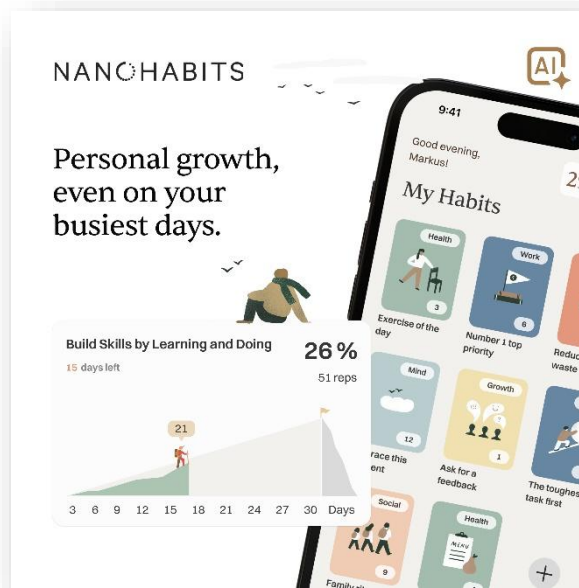
Appendix 1. *Nanohabits Campaign, format: single image, Theme: Holistic Wellbeing*



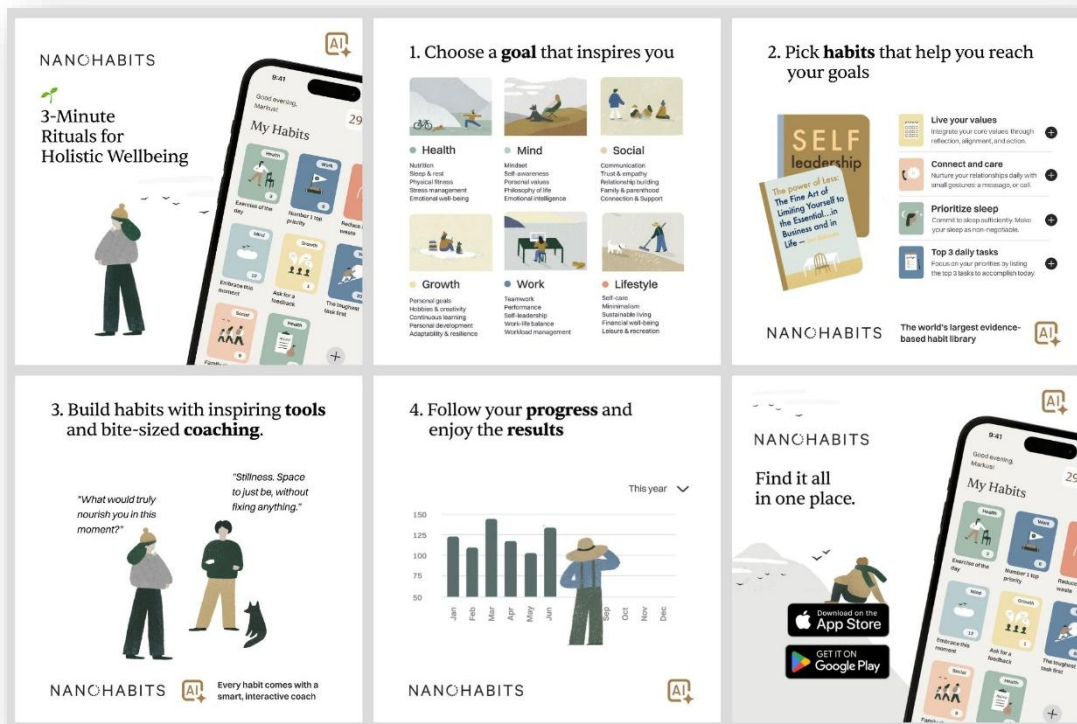
Appendix 2. *Nanohabits Campaign, format: single image, Theme: Balanced Living*



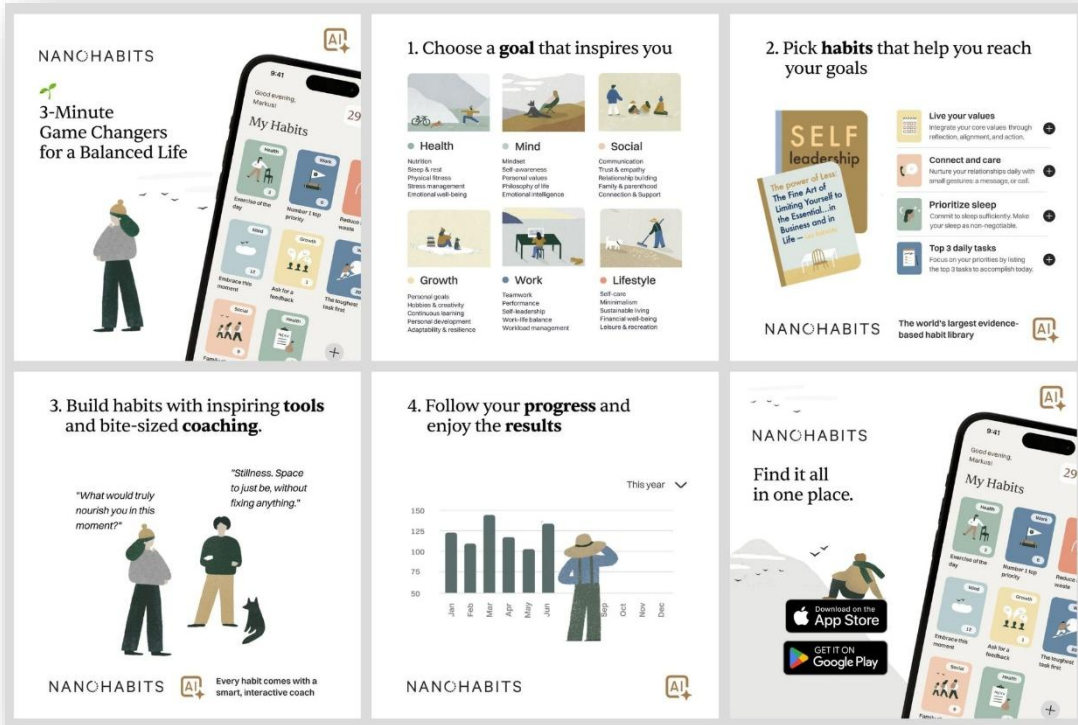
Appendix 3. *Nanohabits Campaign, format: single image, Theme: High Performance*



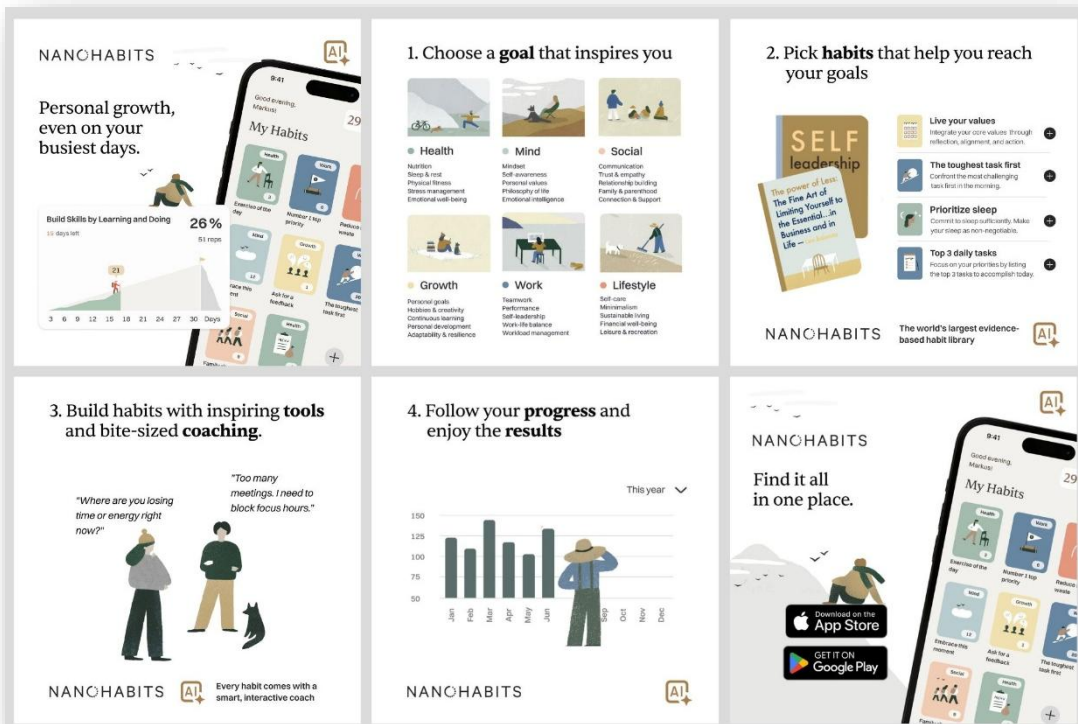
Appendix 4. *Nanohabits Campaign, format: Carousel, Theme: Holistic Wellbeing*



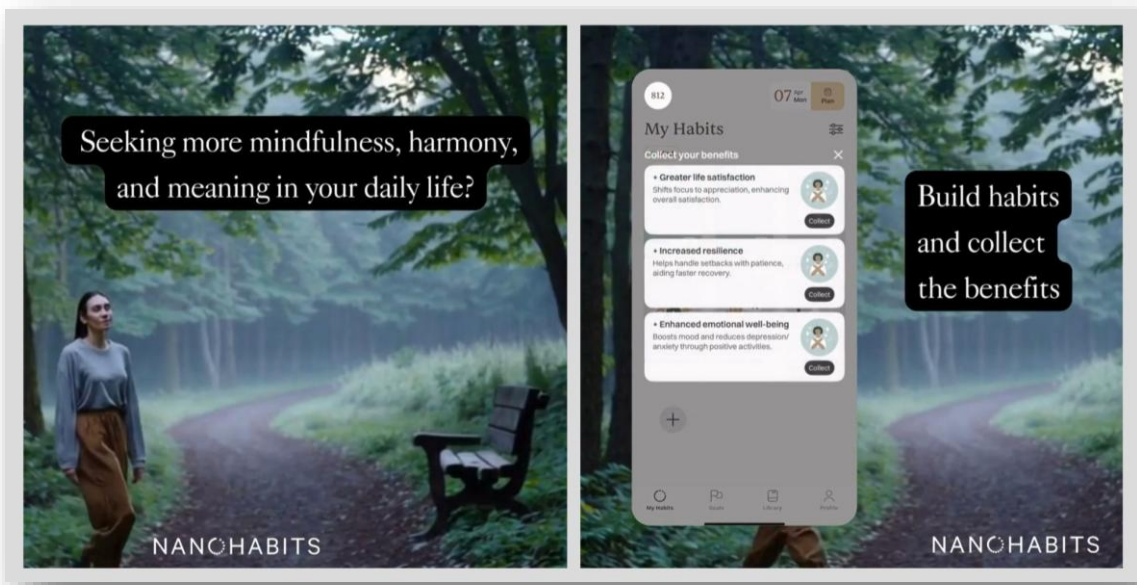
Appendix 5. *Nanohabits Campaign, format: Carousel, Theme: Balanced Living*



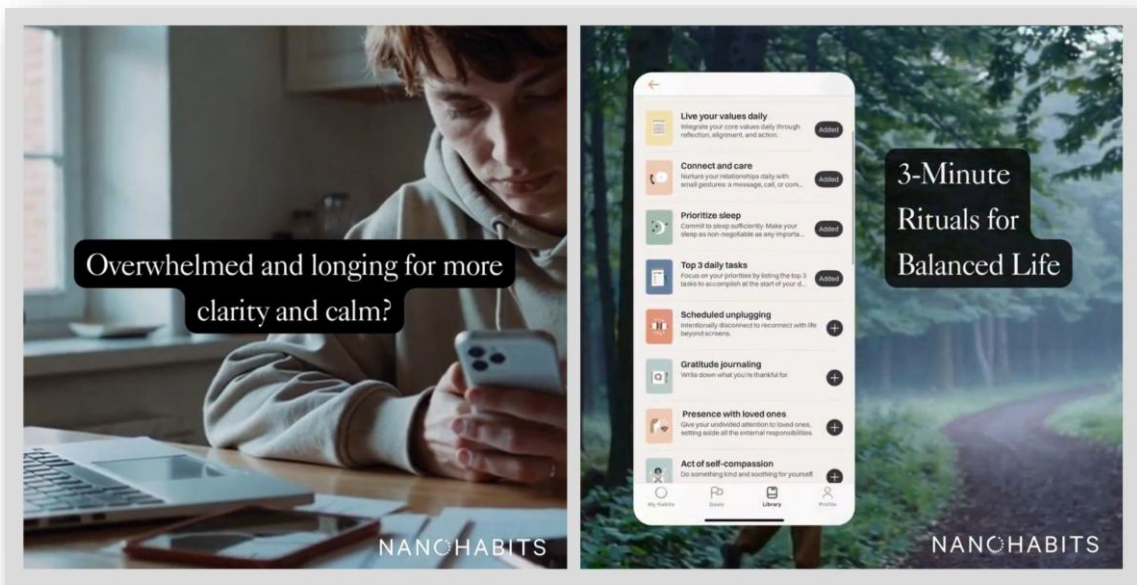
Appendix 6. *Nanohabits Campaign, format: Carousel, Theme: High Performance*



Appendix 7. *Nanohabits Campaign, format: Video, Theme: Holistic Wellbeing*



Appendix 8. *Nanohabits Campaign, format: Video, Theme: Balanced Living*



Appendix 9. *Nanohabits Campaign, format: Video, Theme: High Performance*

