

Why LinkedIn for Lead Gen

LinkedIn plays a critical role in the ecosystem

The most successful B2B content marketers cite LinkedIn as their most effective platform for content marketing.














As do all aspects of trust...

2019 business insider digital trust report

LinkedIn ranked **#1 in five out of six** pillars of digital trust including

- Ad Relevance
- User Experience
- Community
- Legitimacy
- Security

Overall Rank	2018	2019
1		
2		
3		
4		
5		
6		

Solutions for Lead Generation



Target

1. 1st party user-identified data
2. Matched Audiences (retargeting, ABM, CRM)



Ad formats & features

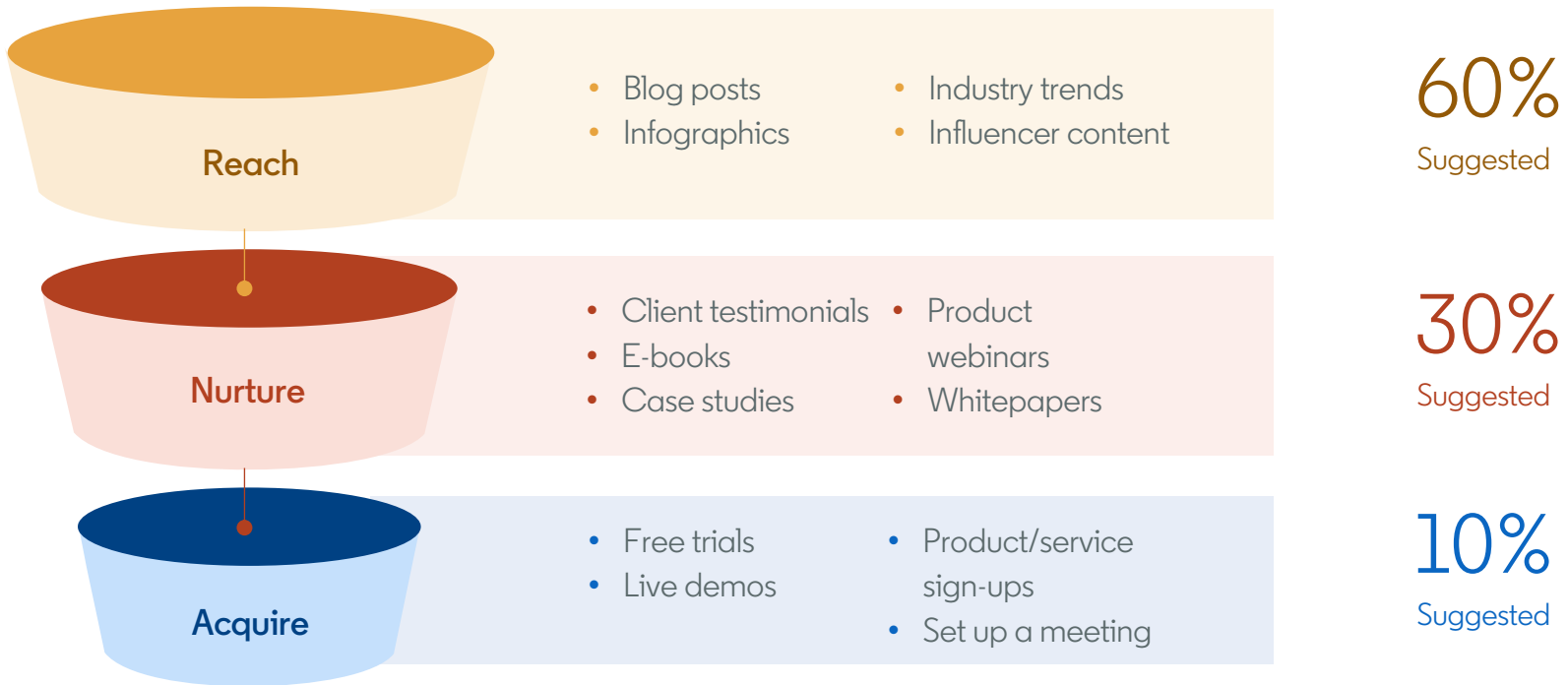
1. Single Image Ads
2. Text Ads
3. Message Ads
4. Lead Gen Forms
5. Dynamic Ads



Reporting & optimization

1. Insight Tag
2. Conversion Tracking
3. Website Demographics
4. Click & Conversion Demographics

Strong Lead Generation relies on a full funnel content strategy

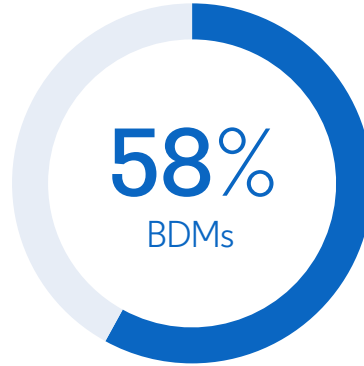


Top funnel content closes deals



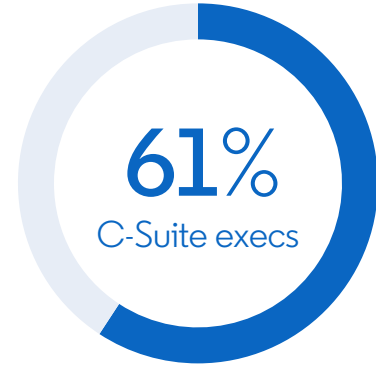
Creators of thought leadership believe:

“It helps us close and win”



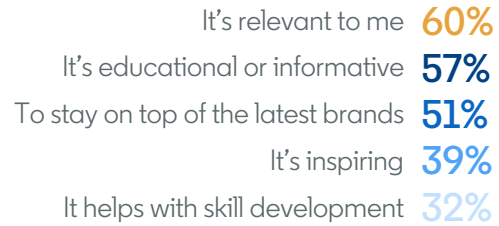
Decision makers said:

“Directly led you to decide to give business to a company”



What motivates members to engage?

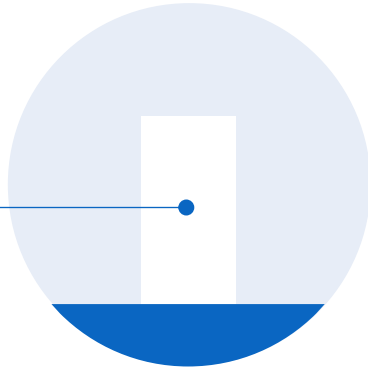
Top 5 reasons for content engagement



Gated vs Ungated

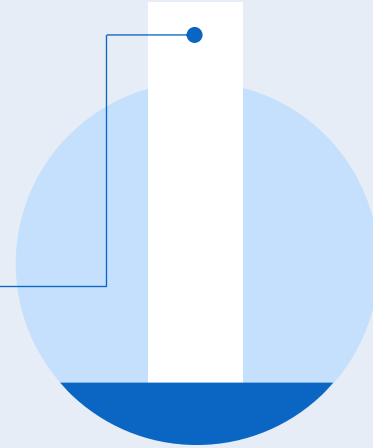
Source: LinkedIn, Nurturing the IT Committee Lead

37%



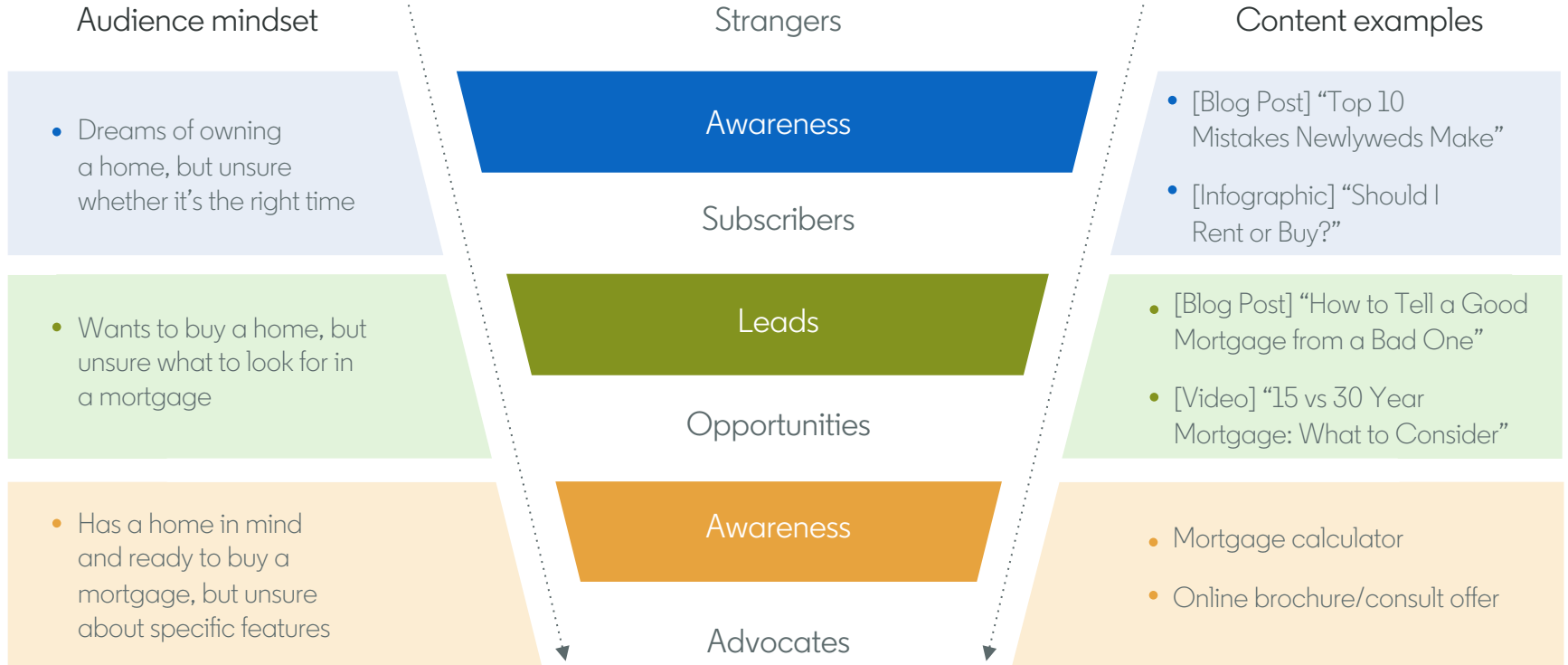
of tech buyers are less likely to consider a vendor that gates the first piece of content

75%



of tech buyers are less likely to consider a vendor that gates all content

How do we break free from the gate?










Lead Gen Targeting Suggestions






20 targeting dimensions to define your ideal personas on LinkedIn

First party data =
unique and
precise ad
targeting

	Company name	Company connections	Company followers	Company industry	Company size
	Member gender	Member age	Member interests	Member groups	
	Member schools	Fields of study	Degrees		
	Job title	Job function	Job seniority	Years of experience	Member skills
	Matched Audiences	Custom Segments	Lookalike Audience		

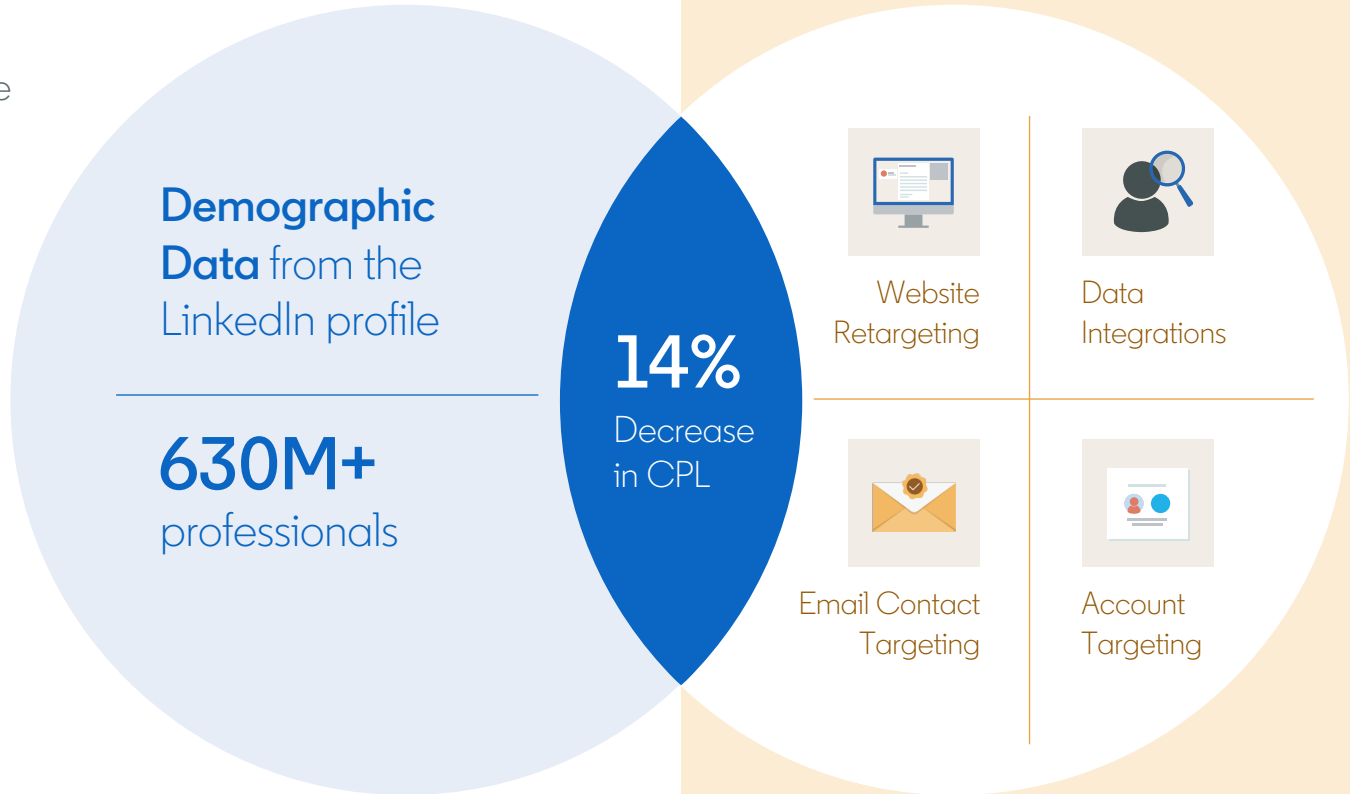
We recommend leveraging...

20 targeting dimensions to define your ideal personas on LinkedIn

	Company name	Company connections	Company followers	Company industry	Company size
	Member gender	Member age	Member interests	Member groups	
	Member schools	Fields of study	Degrees		
	Job title	Job function	Job seniority	Years of experience	Member skills
	Matched Audiences	Custom Segments	Lookalike Audience		

Our data + your data

Target the people most likely to become qualified leads



*Target the prospects you care about more by retargeting your website visitors, or matching your email contacts, account lists, marketing automation segments, against the LinkedIn audience

Implement a full funnel strategy with Matched Audiences



Website Retargeting

Re-engage your website visitors

Use one tag for website retargeting and conversion tracking



Email Contact Targeting

Bring your marketing automation segments or email lists into Campaign Manager

Engage contacts you already know



Account Targeting

Combine the power of demographic targeting on LinkedIn with your target account list to engage the right people



Lookalike Audience

Find new prospects with lookalikes of current customers by uploading a list of your customers

Examples of how you can use Matched Audiences to convert prospect to leads



Website Retargeting

Retarget visitors to your pricing pages with a 30-day free trial

Retarget visitors to your product page with a case study of a client who saw success with that product



Email Contact Targeting

Upload a csv list of emails in your marketing automation database who have not engaged in the last 18 months

Upload a list of your current customers to exclude from your lead gen campaigns



Account Targeting

Target specific companies that your sales team is focused on with a personalized Message Ad from a company exec

Target a list of your customers at renewal time



Lookalike Audience

Upload a list of your existing customers to find new prospects with similar qualities

Upload a list of target accounts to identify other potential accounts to focus on



Targeting **Best Practices** for Lead Generation

- Segment and retarget your website visitors to fit the marketing funnel.
- Make sure your buyer personas are clear and well-defined, and test different targeting combinations to reach each persona.
- Target across the entire buyer's circle; don't always target Decision Makers.



Targeting **Best Practices** for Lead Generation

- **Optimize campaigns** by leveraging click and conversion demographics reporting. Adjust targeting to focus on the members most likely to convert.
- **Experiment** and A/B Test.
- **Test the Seniority targeting facet.** It can be more precise than Years of Experience or Age.
- If running global campaigns, **segment by region** to maximize daily pacing.

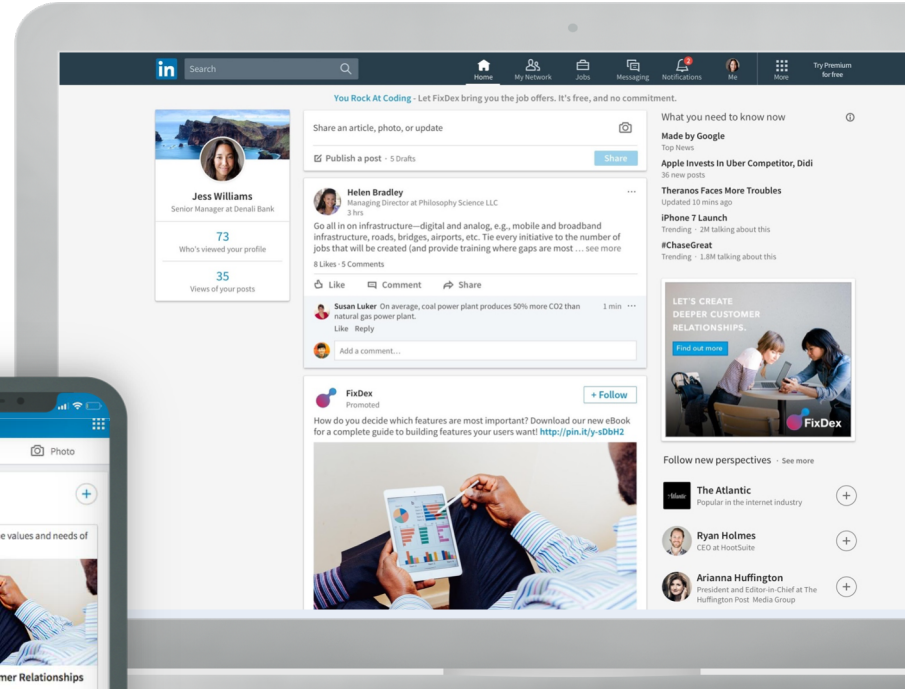
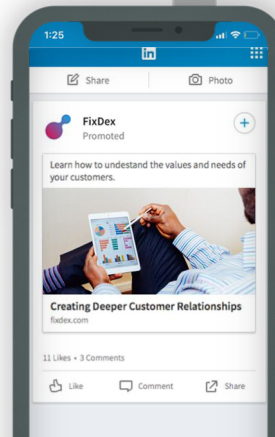


Lead Gen
Product
Suggestions

Single Image Ad

Engage your prospects with relevant content in the world's only professional feed and in premium placements beyond

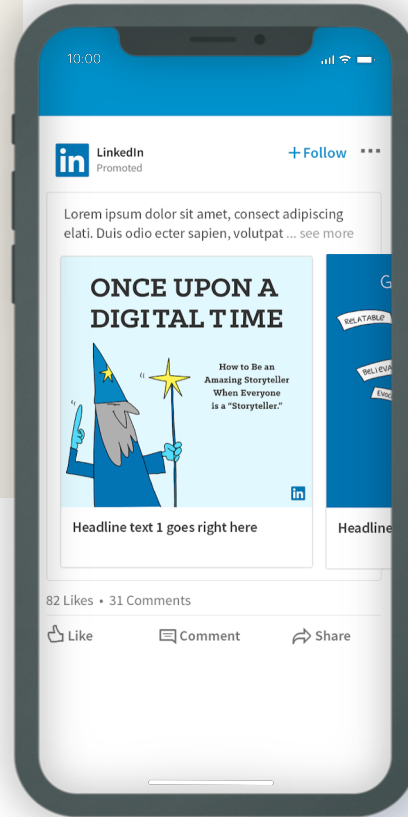
- ✓ Target your most valuable audiences across the funnel.
- ✓ Lead Gen Form Integration
- ✓ Keep headlines under 60 characters



Carousel Ad format

Tell a brand story, showcase multiple offerings at once or deep dive on one, share insights and opportunities

- ✓ Best Practice: 2-5 Cards. Max 10 cards.
- ✓ Languages: All languages supported on LI are available for Carousel
- ✓ Lead Gen Form Integration



Using carousel ads to tell our story helped boost engagement with a 16% lift in CTR.

Message Ads

Send timely, convenient, and relevant private messages to the people that matter most to your business



Mobile-optimized design for easy clicks



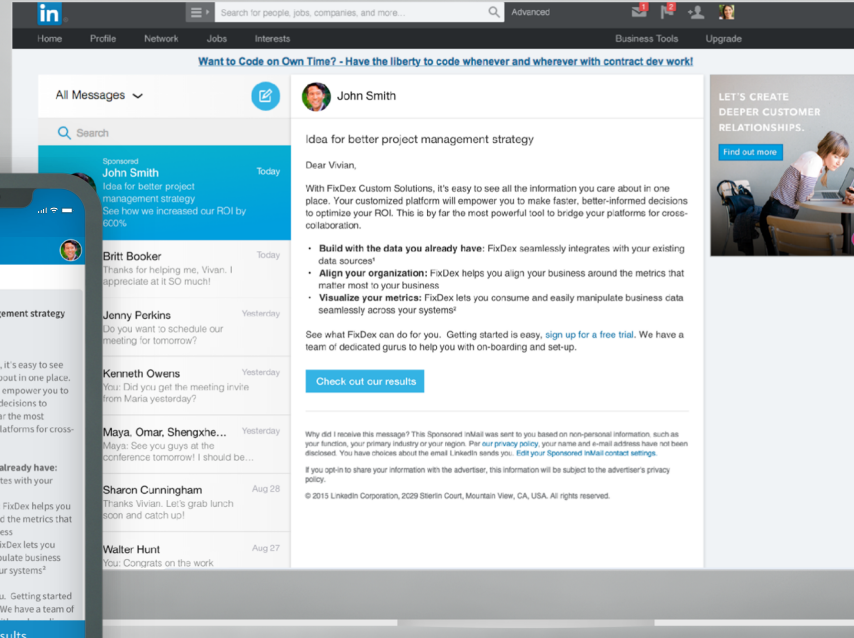
Real-time delivery ensures timely reach



Uncluttered professional context



Flexibility to tailor your content



- Retargeting visitors to bottom funnel pages on our website, to engage them with a personal offer using a Message Ad.
- Bottom funnel pages might include your product details page, pricing page or demo page.

Message Ads

Use Message Ads For High-Value Audiences

Message Ads allows for a one: one conversation with executives. Our tests of InMails aimed at executives have resulted in open rates **as high as 67%**.

The targeting included:

- Function: Marketing, Media & Communication
- Company Size: 200+
- Seniority: CXO

This ad saw a **67%** open rate and **5x CTR** compared to email

Christina O'Connor

LinkedIn Offer
Be the best CMO you can be on LinkedIn

[View the Guide](#)

Hi Cassandra,

As a CMO today, you need to deliver the precision targeting, enhanced engagement and proof of ROI that your business demands. On LinkedIn, you can use a unique combination of personal influence and the latest marketing techniques to make that happen.

The CMO Guide to LinkedIn is our new eBook designed specifically for CMOs. It's concise, to-the-point, instantly actionable, and it will show you how to pull the levers available on LinkedIn to help build value for your business:

- Build your personal brand into a major business asset
- Reach out to other influencers to amplify your messages
- Leverage LinkedIn's potential for native advertising and video content
- Unlock Account Based Marketing (ABM) at scale
- Link marketing activity to sales and prove ROI

LinkedIn is where you can position yourself, your marketing team, and your business for success. Download The CMO Guide to LinkedIn and get started today.

[View the Guide →](#)

THE CMO GUIDE TO LinkedIn

[Download guide](#)

About Help Center Privacy & Terms
Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2018

Leverage
all the tools
in your toolkit

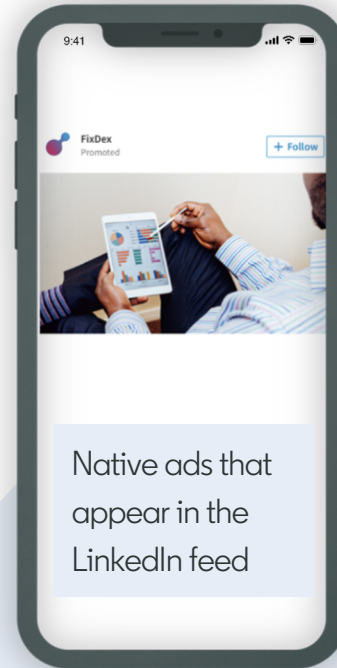
24x

Increase in conversions
when running Sponsored
Content + Text Ads +
InMail vs. only Text Ads

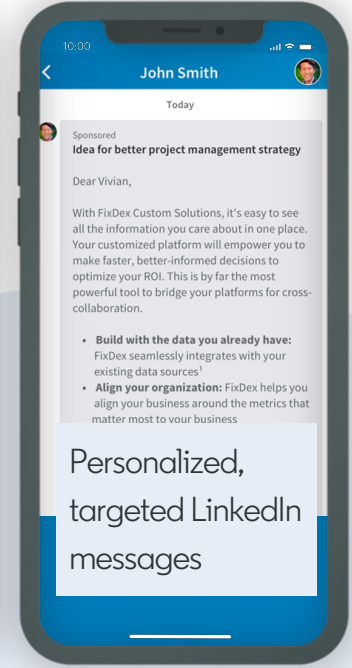
Text Ads

Simple PPC
or CPM
desktop ads

Sponsored Content



Sponsored InMail

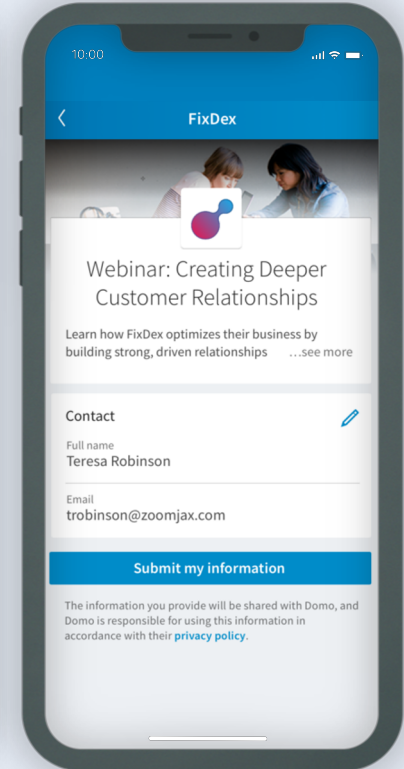
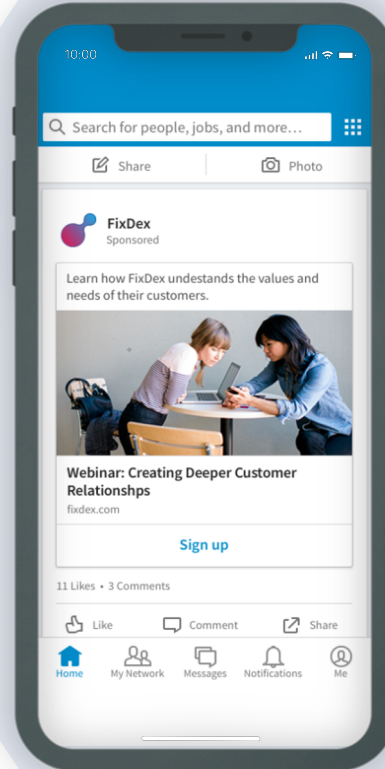


Capture quality leads using Lead Gen Forms

Improve conversion rates on mobile

Measure your ROI, including the specific audience segments you're converting into leads

Easily manage your leads: Download from LinkedIn or send to your CRM or marketing automation system



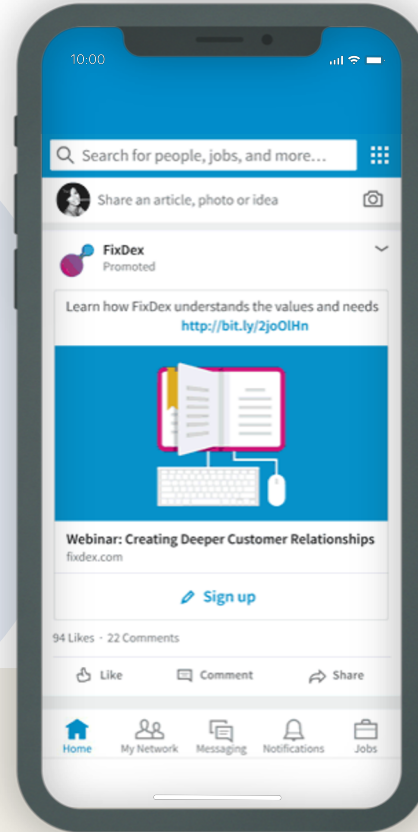
Lead Gen Forms

Use Lead Gen Forms to
increase conversion rates

Lead Gen Forms
can get up to

3X Better
conversion rates

than Sponsored Content driving
traffic to advertiser landing
pages with standard lead forms.



Know how members can fill out the form



Fields that a member can edit before submitting

Email

Work Email

Phone Number

Work Phone Number

Gender

Any field not filled out from their profile

Custom questions

If a field besides email, phone number, and gender is pre-populated from your LI profile, it will not be editable.

A member cannot submit a form with an empty section.

Profile information (will be pre-filled from the member's profile)

Contact

- | | |
|---|---|
| <input checked="" type="checkbox"/> First name | <input checked="" type="checkbox"/> Last name |
| <input checked="" type="checkbox"/> Email address | <input type="checkbox"/> Phone number |
| <input type="checkbox"/> City | <input type="checkbox"/> State/Province |
| <input type="checkbox"/> Country | <input type="checkbox"/> Postal/Zip code |
| <input type="checkbox"/> Work email | <input type="checkbox"/> Work phone number |

Work

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Job title | <input type="checkbox"/> Function |
| <input type="checkbox"/> Seniority | |

Company

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Company name | <input type="checkbox"/> Company size |
| <input type="checkbox"/> Industry | |

Education

- | | |
|--|---|
| <input checked="" type="checkbox"/> Degree | <input type="checkbox"/> Field of study |
| <input type="checkbox"/> University/School | <input type="checkbox"/> Start date |
| <input type="checkbox"/> Graduation date | |

Additional information (will **not** be pre-filled from the member's profile)

Demographic

- | |
|---------------------------------|
| <input type="checkbox"/> Gender |
|---------------------------------|

Content & Form Creation

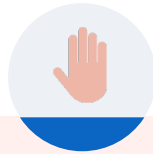
Part 1



Do not ask for too much information

Less is more. 3-4 fields is a good best practice.

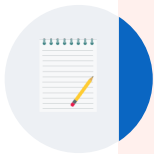
If opens are high but leads are low, it could be that you have too many fields. Put yourself in the member's shoes.



Content and forms cannot be edited after they are saved

If you need to make changes to the content or form, turn them off and re-create.

You can duplicate a form, make edits to it, and then save the new form template.



Try not to include fields requiring manual input

Phone number and gender, or fields that may not be listed on a member's profile already, require the member to manually type the information in before submitting. Members cannot submit form with blank fields.

A smartphone displaying a form titled "Online MBA That Fits Your Schedule". The form includes a header with the title, a sub-header "Choose our top-20 ranked MBA program", a privacy notice, and several input fields: "Email address" (with the value "anne.smith@example.com"), "First name" (with the value "Anne"), "Last name" (with the value "Smith"), and "Degree" (with the value "Bachelors"). A blue "Submit" button is at the bottom. The phone's status bar shows the time "10:00" and signal strength.

Content & Form Creation

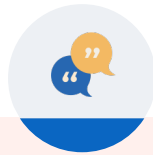
Part 2



Make sure images and copy are relevant throughout

As a member clicks from the update through the form, make sure the messaging is consistent.

Test different forms and find what works best for you.



Be direct

Make sure messaging matches the CTA.

Keep in mind lead forms are bottom funnel. Be upfront with the value the member is getting by giving their information.



Rotate 3-4 ads evenly

Share same SC frequency cap so having 3-4 variations is ideal. Start by rotating evenly before optimizing for CTR.

10:00

Online MBA That Fits Your Schedule

Choose our top-20 ranked MBA program

We'll send this information to LMS TestCoS, subject to their [privacy policy](#).

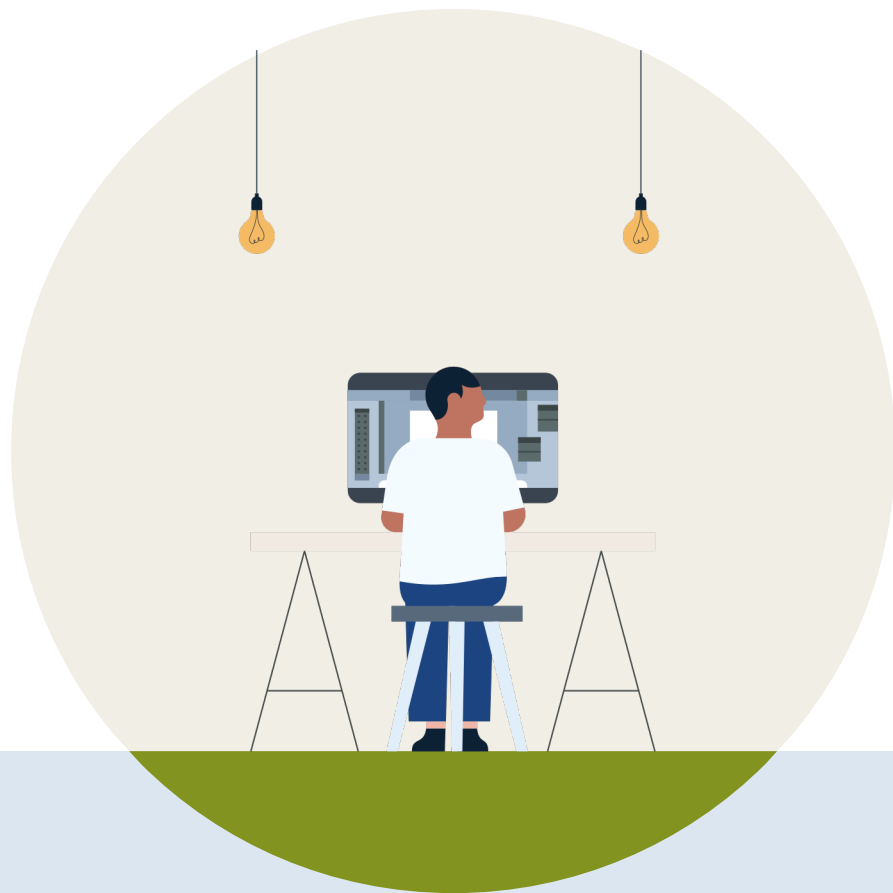
Email address
anne.smith@example.com

First name
Anne

Last name
Smith

Degree
Bachelors

Submit



Measurement & Optimizations

Clear Landing Page CTA

Best
practices

Take the Guesswork out of Product Development

Using Data to Build Better Products

According to Pragmatic Marketing's Product Management and Marketing Survey, 45% of product owners spend the majority of their day deciding what should go into their products.



While product owners might have access to limited data and anecdotal evidence of product use, most do not have the tools required to make informed decisions based on *how customers are actually using their applications*. Unfortunately, this lack of data-driven insight can stand in the way of successfully and efficiently meeting their customers' needs.

In this ebook, you'll learn

How using software analytics can help you build better applications by providing comprehensive, targeted reports that show where, when, and how your applications are being used by trial users and paying customers around the globe.

Download the Ebook

AutoFill with LinkedIn

First Name*

Last Name*

Email*

Company Name*

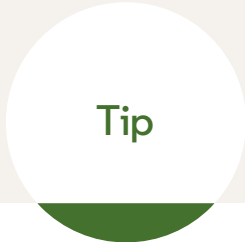
Submit

Use your landing page to lead a user to the conversion

In Campaign Manager, setup your URL to **track the final step of your conversion process**

If there are multiple steps, can also setup multiple conversions to see where users are falling off in the process

Landing Page: ensure mobile friendliness

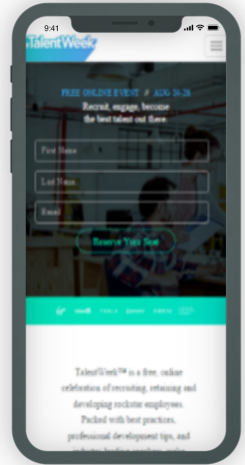
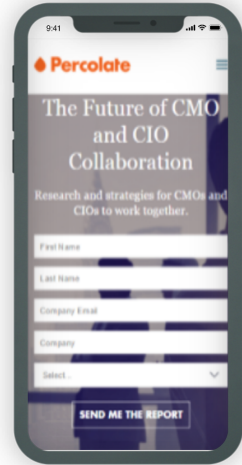


70%
average
clicks driven
by mobile

2-4
form fields
encouraged

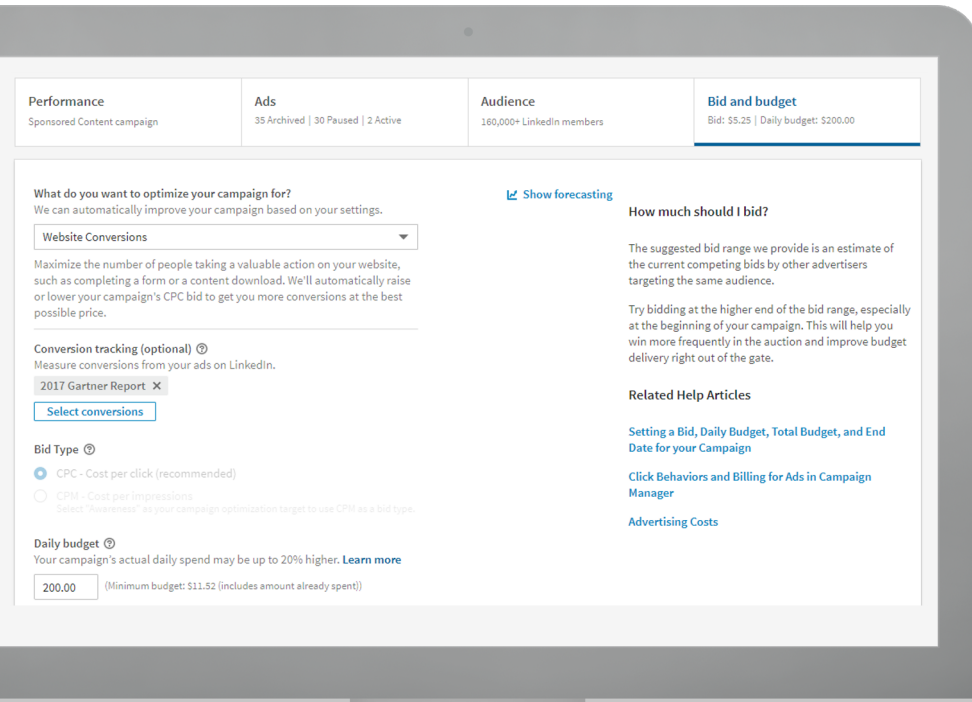
100%
above the
fold

Not sure?
Test on 3rd party MobileTest.me to view
rendering across devices



Measure lead quality and advertising ROI

Tip



The screenshot displays the LinkedIn campaign management interface. At the top, there are four tabs: Performance (Sponsored Content campaign), Ads (35 Archived | 30 Paused | 2 Active), Audience (160,000+ LinkedIn members), and Bid and budget (Bid: \$5.25 | Daily budget: \$200.00). The main content area is divided into two columns. The left column, titled 'What do you want to optimize your campaign for?', offers options like 'Website Conversions' (selected), 'Conversion tracking (optional)', and 'Bid Type' (CPC selected). The right column, titled 'How much should I bid?', provides bidding advice and links to 'Related Help Articles' such as 'Setting a Bid, Daily Budget, Total Budget, and End Date for your Campaign' and 'Click Behaviors and Billing for Ads in Campaign Manager'.

Use conversion tracking auto-optimization

Set your campaigns to optimize toward the highest converting ad.



Track the lead metrics that matter most

Tip



LinkedIn advertisers often pay less per qualified lead and new customer acquired compared to other ads platforms



LinkedIn Campaign Manager tools



Campaign insights

Standard reporting such as impressions and click-through rate



Campaign & website demographics

Understand key audience insights—like job titles, company names, and industries

Must install the Insight Tag



Conversion Tracking

Define what a conversion means to you. Then track post-click and post-view conversions

Must install the Insight Tag

Use demographic analytics

Best
practice

Display: Job function Time range: 6/1/2018 - 6/21/2018

Demographics metrics are approximate to protect member privacy. [Learn More](#)

Name	Impressions	Clicks	Average CTR	Conversions	Conversion rate
Marketing	256,450 (58%)	1,458 (64%)	0.569%	89 (16%)	6.104%
Media and Communication	205,242 (47%)	933 (41%)	0.455%	17 (3%)	1.822%
Sales	48,780 (11%)	249 (11%)	0.51%	8 (1%)	3.213%
Business Development	44,360 (10%)	216 (9%)	0.487%	17 (3%)	7.87%
Arts and Design	40,630 (9%)	218 (9%)	0.537%	11 (2%)	5.046%
Operations	33,657 (7%)	145 (6%)	0.431%	6 (1%)	4.138%
Education	24,215 (5%)	114 (5%)	0.471%	2 (0%)	1.754%

Use campaign demographics to see the audience types engaging and converting the most

Understand if there are specific audiences clicking but not converting

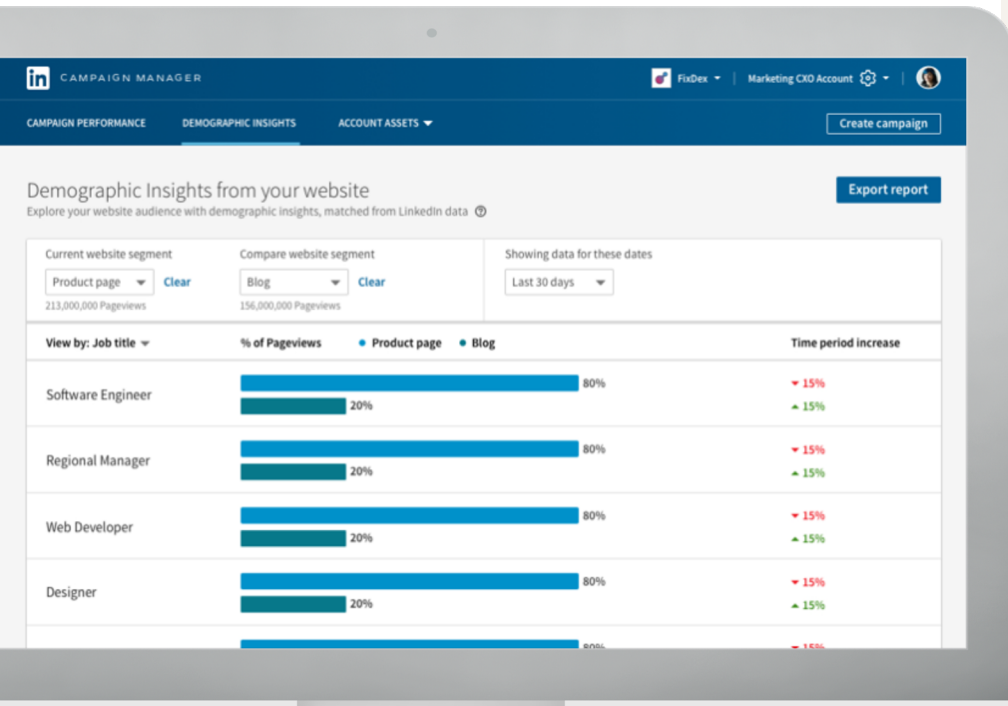
Understand if there are certain audiences you should be excluding from your campaigns



Website demographics

Understand the types of professionals visiting your website to better tailor your web content

Using LinkedIn data, see the audiences that are engaging and converting on different parts of your website.





Conversion tracking

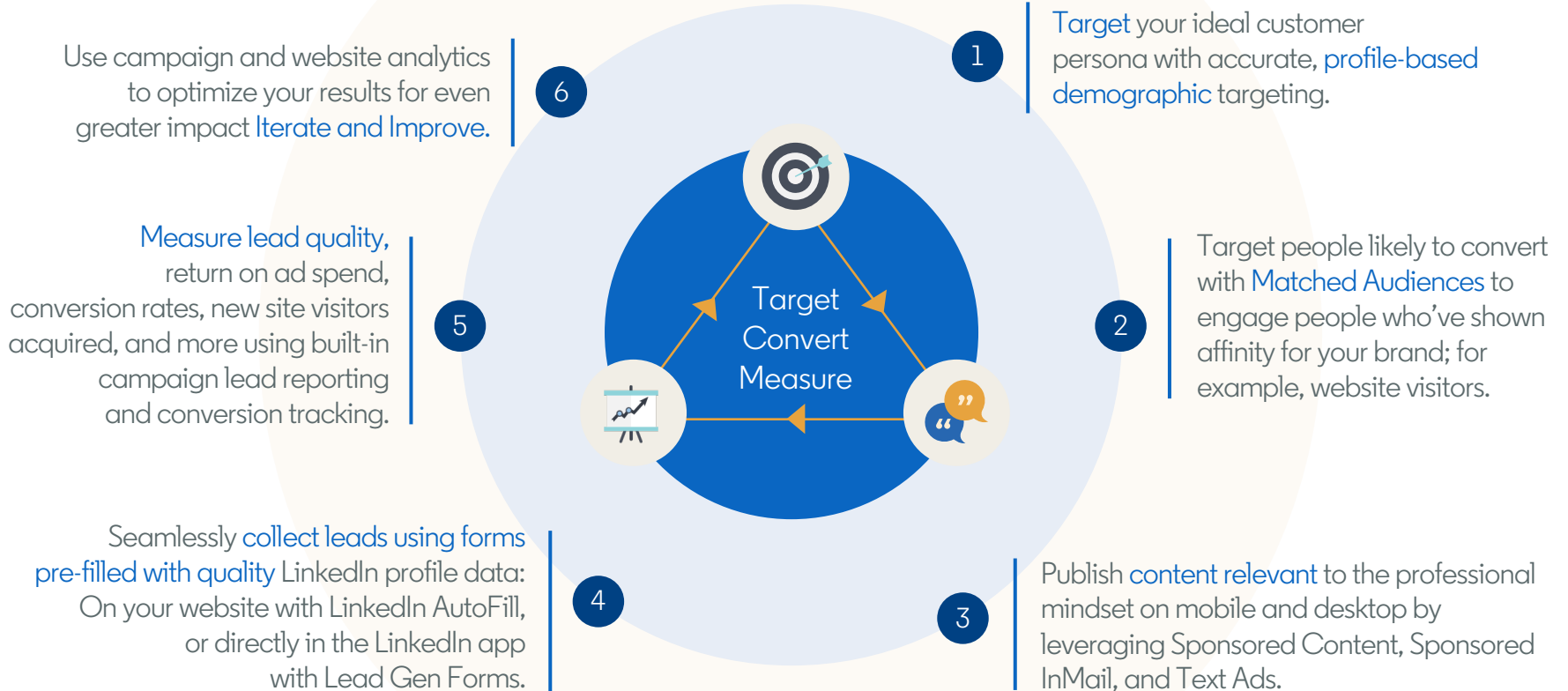
Track the post-click activity on your ads using the LinkedIn insight tag

Native Conversion tracking allows you to track both click and view-based conversions directly in the Campaign Manager interface.

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with 'CAMPAIGN MANAGER' and user information. Below that, a search bar and a 'Create campaign' button are visible. The main content area shows a table of campaigns under the 'Campaigns' tab. The table has columns for Campaign Name, Status, Spent, Impressions, Clicks, Conversions, Average CPM, and Average CPC. A dropdown menu is open over the 'Conversions' column, showing options: 'On/Off Network', 'Carousel', and 'Clear'. The table lists several campaigns, including 'FixDex CXO ADS Campaign' and 'FixDex CXO High Tech NAMER ADS Campaign'.

Campaign Name	Status	Spent	Impressions	Clicks	Average Conversion Rate	Average CPM	Average CPC
50 campaigns	—	\$57,735.29	1,392,210	16,718	0.51%	\$20.21	\$5.10
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$4,169.34	23,130	619	0.10%	\$10.12	\$15.32
FixDex CXO High Tech NAMER ADS Campaign ID: 9532102 - Sponsored Content	Draft	—	—	—	—	—	—
FixDex Life Sciences NAME ADS Campaign ID: 9532102 - Sponsored Content	Active	\$300.00	122,123	206	0.60%	\$4.05	\$10.23
FixDex CXO ADS Campaign CID: 45360423Sponsored Content	Active	\$150.50	2,000	203	0.40%	\$8.21	\$5.70
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$210.00	4,210	356	0.10%	\$5.20	\$12.50
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$3,000.00	5,410	431	0.333%	\$5.32	\$9.67
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$1,800.30	643	973	0.878%	\$6.59	\$5.80

LinkedIn Lead Gen “Cheat Sheet”



Appendix



CPA (Cost Per Acquisition)

CTR = $\frac{\text{No. of Clicks}}{\text{No. of Impressions}} \times 100$

ROI = $\frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Cost}}$

CPL = $\frac{\text{Total Cost}}{\text{No. of Leads Generated}}$

CPA (Cost Per Acquisition)

CTR = $\frac{\text{No. of Clicks}}{\text{No. of Impressions}} \times 100$

ROI = $\frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Cost}}$

CPL = $\frac{\text{Total Cost}}{\text{No. of Leads Generated}}$

CPA (Cost Per Acquisition)

CTR = $\frac{\text{No. of Clicks}}{\text{No. of Impressions}} \times 100$

ROI = $\frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Cost}}$

CPL = $\frac{\text{Total Cost}}{\text{No. of Leads Generated}}$

CPA (Cost Per Acquisition)

CTR = $\frac{\text{No. of Clicks}}{\text{No. of Impressions}} \times 100$

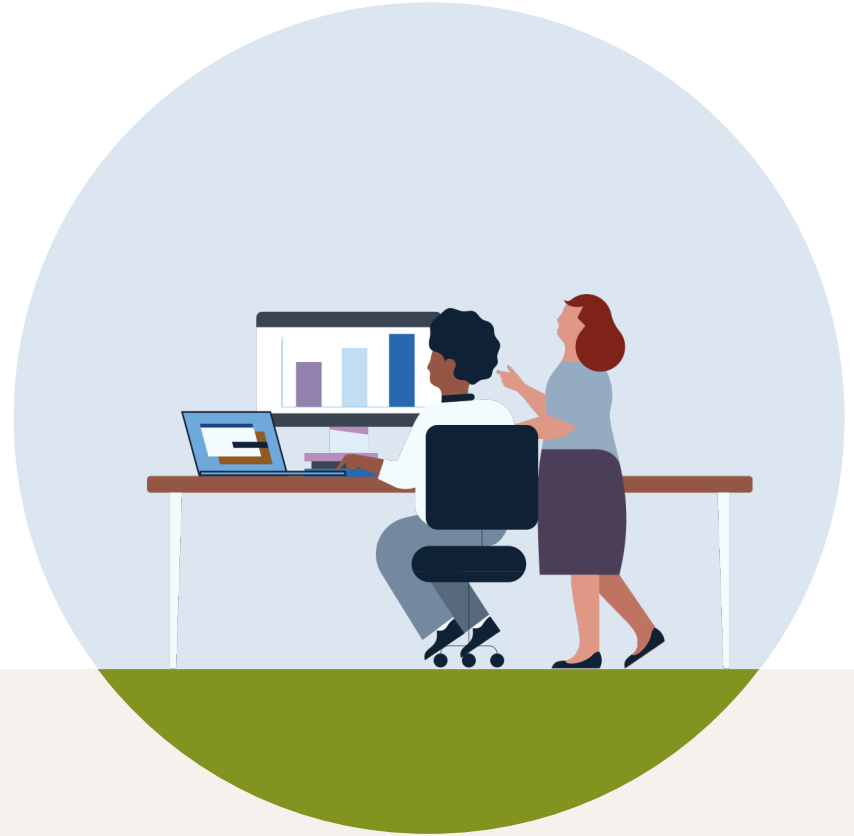
ROI = $\frac{\text{Total Revenue} - \text{Total Cost}}{\text{Total Cost}}$

CPL = $\frac{\text{Total Cost}}{\text{No. of Leads Generated}}$

Scenario 1

—

You are seeing high engagement / CTR, but you are seeing low conversions



Content is engaging audience, but something is happening

Once they reach the landing page that is causing them to drop and not convert



Review landing page

Check page load time

Is the page mobile-optimized?

Is the form above the fold?

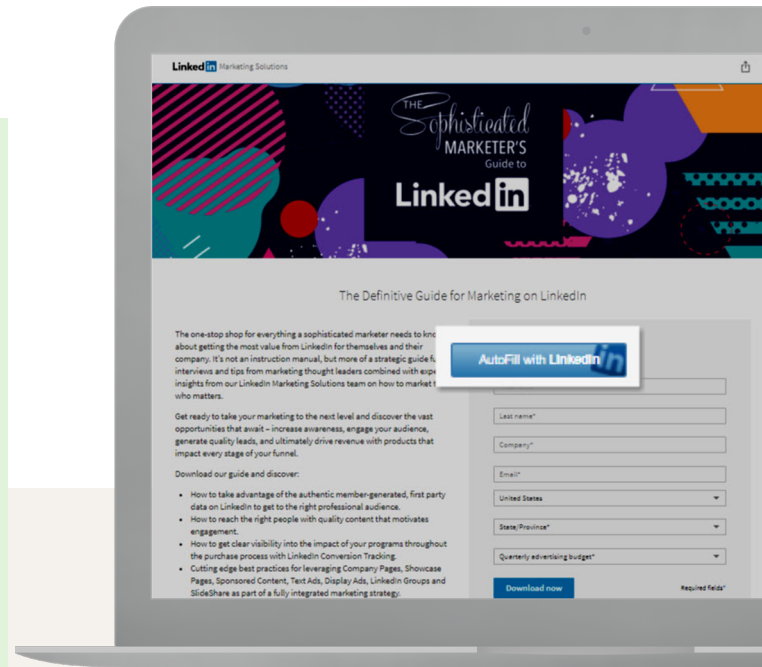
Does the form have unnecessary fields that could be removed?
(Example: phone number)

Are you using LinkedIn Auto-fill?



Test lead gen forms

Remove the friction of the landing page by allowing members to convert directly in the feed



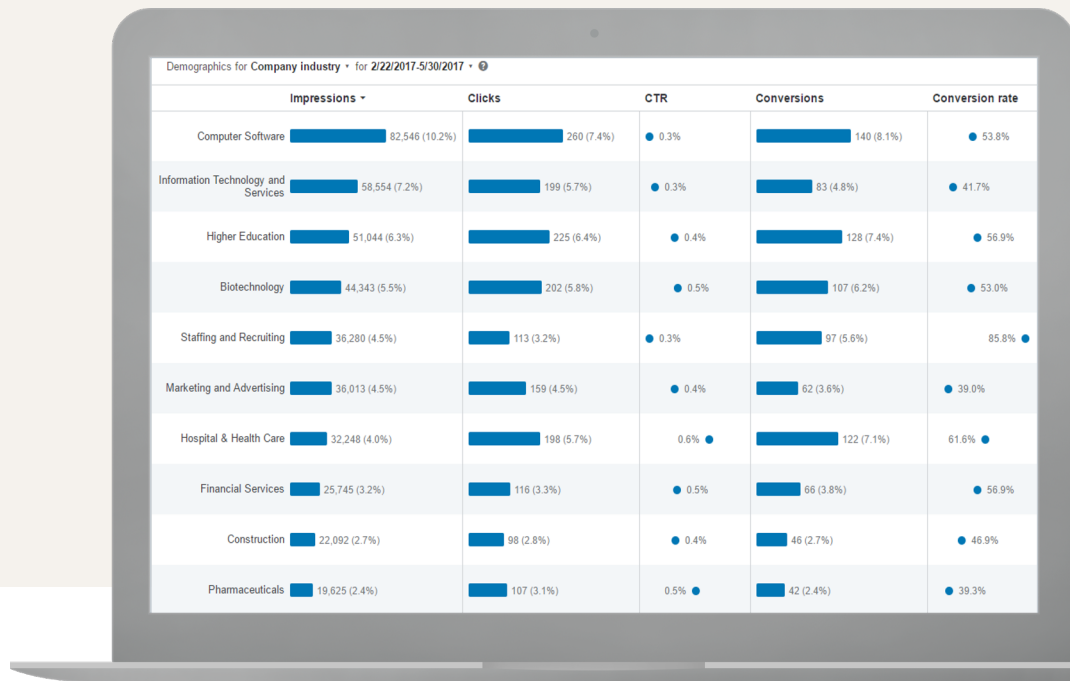
Review campaign demographics



After your campaign has run for about a week, use the click demographics to understand which audiences are most engaged



You can use the click demographics data to optimize your campaign targeting by removing low converting segments



Scenario 2

—

Your ads are driving leads, but they aren't moving the rest of the way through the funnel to SQLs/closed opportunities



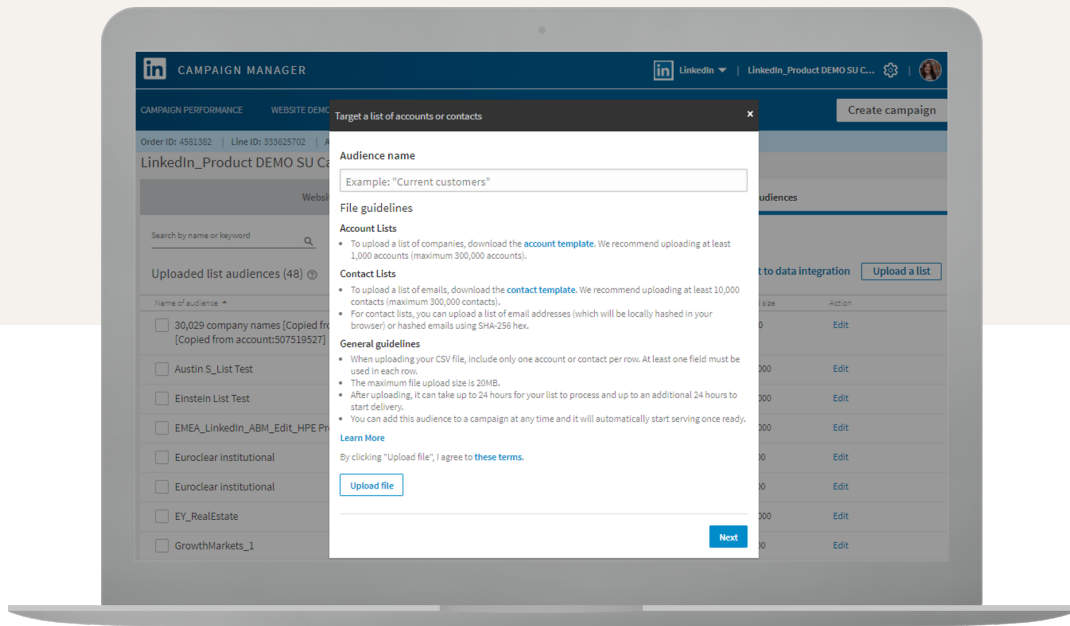
Nurture your leads to move them the rest of the way through the funnel



Create a nurture campaign using either Marketing Automation integration or a .csv file upload of your leads through **Matched Audiences**



Nurture this audience using a **mix of ungated content** including videos, blog posts, customer testimonials and top performing white papers



Scenario 3

—

Your demo
request ad isn't
driving leads



Review your content and diversify the mix



Are all of your ads demo requests/free trials? Your audience might not be ready to speak to a sales rep just yet and may need to be nurtured to get to that stage.



Make sure your audience is getting a **healthy mix of content** from your brand including whitepapers, videos, success stories, tutorials, and thought leadership.

