

A wide-angle photograph of a city at night, showing illuminated skyscrapers and a network of light trails from traffic on a highway below. A dark semi-transparent rectangle is overlaid on the right side of the image, containing the title text.

# THE ULTIMATE GUIDE

TO LINKEDIN ADVERTISING

Following the “Social Selling System” that we use for our clients, the steps and tips in this pdf will not only fill your sales calendar with quality appointments, they will provide predictability, scalability, and ultimately fuel business growth. Keep this document handy as you prepare to build and manage effective LinkedIn ads.

The Social Selling System we use is designed to convert quality prospects to appointments and sales. This guide will show you:

- Why LinkedIn advertising is a reliable way to drive consistent quality appointments and sales.
- The “Social Selling System” that our Elite Digital Team uses to deliver quality appointments to our clients every single month
- How we use the LinkedIn ad platform to target, connect with, and get your ideal prospects in your marketing funnels
- How to know if your company is suited for LinkedIn ads
- The marketing funnels we use to build trust and open the door to real business conversations
- And even our top tips on what kinds of ads and ad creatives to test and why they work so well.
- And much more!

Our hope with this guide is to shortcut your learning curve, to the point where you can roll out your own social selling system quickly and effectively. Before any of that can take place though, let’s lay the groundwork by answering this question:

# Checklist: Prerequisites for LinkedIn Ads

After years of testing and working with hundreds of businesses, we've found that there are a few things that must be in place before a campaign like this can work.

Consider using LinkedIn ads as a quality traffic source IF you meet the following qualifications:

- ❑ Your prospects are on LinkedIn

Admittedly, this is a tongue-in-cheek statement because it's highly likely that your prospects are definitely on LinkedIn. Just to give you an idea...



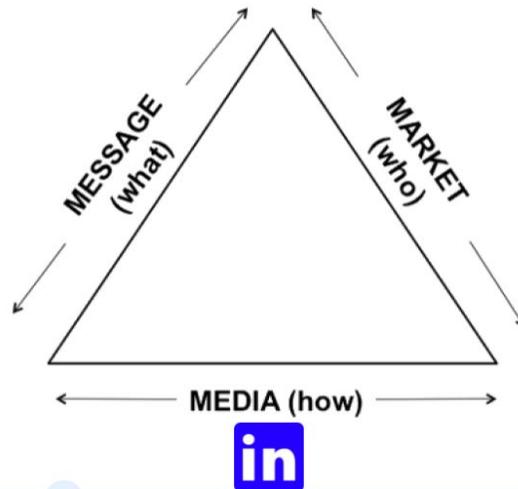
- ❑ You have an offer - You need a proven track record of people who'll buy your service offer in order to expect a positive ROI. You need to know that you, or your sales team, can actually sell your offer. The LinkedIn ads system in this guide works best with businesses who typically have an offer they've been selling for quite some time.
- ❑ You have revenue to reinvest - You need to be prepared to have a budget for ad spend.
- ❑ You have a desire to grow - To work through the ad systems you'll learn about in this guide, you need a desire to grow, and you need to understand that it will likely involve several reiterations of testing in order to optimize your ads and get the most out of your ad spend. This is how you'll open that flood gate of quality prospects booking appointments with your team.

Now that you know whether or not you "pre-qualify" for LinkedIn ads success, you need to understand the overall strategy before we can get tactical.

# Understanding The “Marketing Triad” On LinkedIn

To be successful with LinkedIn ads, you need to have the following dialed in:

## The Marketing Triad



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- ❑ First, Message. What your content and messaging needs to look like on LinkedIn in order to attract quality prospects.
- ❑ Second, Market. You need to know who your target market is and who you’re going after. You need to make sure your message gets in front of the right audience.
- ❑ Third, Media. In this case, we’re focusing solely on LinkedIn ads.

# The Social Selling System Checklist:

The Social Selling System in this guide moves your prospects through your marketing funnel, not only to create awareness, but to get your prospects to take action:

- to learn more about your message,
- to book a call with your team,
- or to purchase your offer.

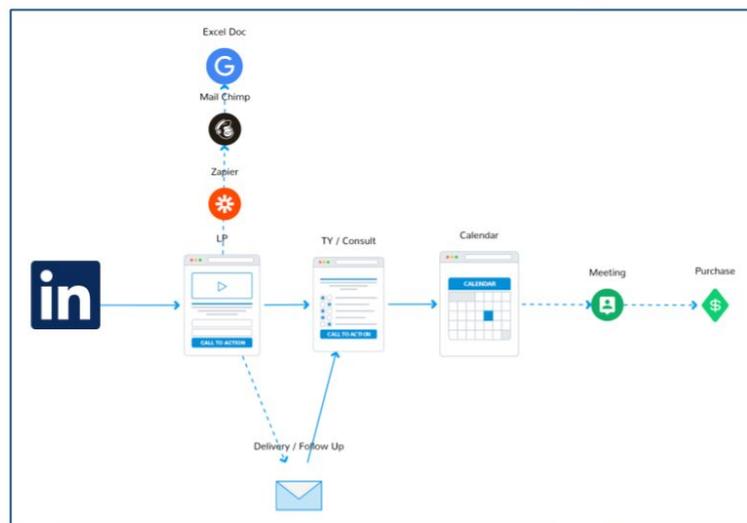
The key of an effective marketing funnel is consistency! The tips below will show you how we deliver consistent results for our clients.

The system itself is pretty simple. Here's the 10-thousand foot view:

## The Social Selling System

SIMPLE!

Traffic Source at the beginning can be anything - Facebook Ads, LinkedIn Ads, Instagram Ads, Blog Posts, etc.



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There are of course several automated parts that we help our clients with, but the simple breakdown looks like this:

- ❑ Traffic to ad. First you have your traffic source, in this case it's LinkedIn ads.
- ❑ Offer a Lead Magnet. The ad takes the prospect to a landing page where you give them something free to build trust.
- ❑ Follow-up and nurture via email, calls.
- ❑ Offer a consult or appointment. On the lead magnet thank you page (after the prospect downloads the lead magnet), offer an opportunity to speak to you or your team in the form of a consult, strategy call, discovery call, etc.
- ❑ Offer a scheduling link to your sales calendar.
- ❑ Hold the meeting with your prospect, where you have the opportunity to close them.

Want some help strategizing an effective marketing funnel using our Social Selling System on the LinkedIn ads platform? Book a time to speak with our Director of Client Strategy at no charge to you:



The banner features the LinkedIn logo on the left, followed by the text "LinkedIn Ads Services" in white. Below this, the text "Set up a call to discuss how we can work for you!" is written in yellow. On the right side of the banner, there is a yellow button with the text "Click For Details" in white.

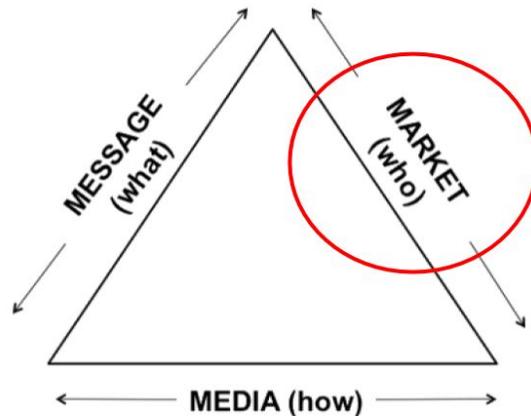
OK, now that we've covered the strategy and some foundational items you need to know, let's start building LinkedIn ad campaigns that drive leads and sales.

We start with targeting, and getting your market right...

## Next Up... Targeting

# Targeting: Get Your Market Right

## The Marketing Triad



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It's not just about "getting prospects or opt-ins."

It's about getting the *right* prospects booking sales appointments for your business. The bottom-line, it's about *quality*.

LinkedIn is really the next wave when it comes to professional B2B targeting where you can get extremely granular when it comes to:

- Company,
- Professional and Personal Demographics,
- Education
- Job Experience,
- Interests,
- Your Audience (Lists)
- And More

# Targeting Tips

When you can be specific to the person you really want to talk to, you have a better chance at piquing their interest with the copy and image choices you make in your ad. This allows you to convert more targets into prospects and eventually sales appointments or customers.

- ❑ **TIP #1:** You can target based on groups and even on interests. This will help you find people who have the same interest that your message will provide them.
- ❑ **TIP #2:** LinkedIn is a game of quality. The platform right now prefers a smaller targeting pool of about 600K or less. So cast a smaller net, but expect higher quality prospects.
- ❑ **TIP #3:** Install [the LinkedIn Pixel](#) on your site. This is a free tool that LinkedIn provides to capture data about the people who visit your website, so that when it's time for you to write your message, you can dial in your targeting so that your message resonates with the right people. (Do this EVEN IF you never run a single ad!)

Here's an example of LinkedIn targeting that we've set up for a client, notice it only a specific number of industries, the C-Suite execs or the owner, and it targets only over the age of 35 years old:

Who is your target audience?

Include people who have **ANY** of the following attributes: 

Company Industries  
**Professional Training & Coaching** or **Management Consulting** or **Events Services** or **Electrical & Electronic Manufacturing** or **Computer & Network Security** or **Facilities Services** or **Mechanical Or Industrial Engineering** or **Business Supplies & Equipment** or **Industrial Automation** or **Computer Software** or **Computer Networking** or **Internet** or **Marketing & Advertising** or **Information Services** or **Environmental Services** or **Package/Freight Delivery** or **Transportation/Trucking/Railroad** or **Information Technology & Services** or **Market Research** or **Public Relations & Communications**

AND also have **ANY** of the following attributes: 

Job Seniorities  
**CXO** or **Owner** or **VP**

AND also have **ANY** of the following attributes: 

Company Size  
**11-50 employees** or **51-200 employees**

AND also have **ANY** of the following attributes: 

Member Age  
**35 to 54** or **55+**

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on age or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

The quality of the prospects we get from LinkedIn is like no other. This is a major part of how we've been able to use LinkedIn Ads to not only bring our clients a flood of prospects, but to bring them high-quality, in-market prospects, actively looking for YOUR solution.

If you're unsure of where to get started with LinkedIn ads and curious what type of return you could expect with them, let's talk.

Click the link below to schedule a time to speak with the LinkedSelling Director of Client Strategy who can answer your questions, discuss if LinkedIn ads are the right fit for you, and explore the ROI you can expect.



**LinkedIn Ads Services**

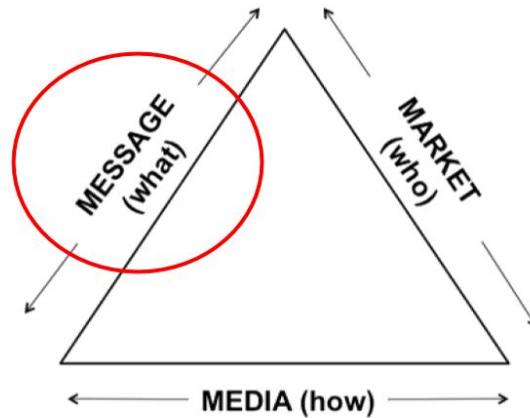
Set up a call to discuss how we can work for you!

[Click For Details](#)

Next Up... Your Message

# Your Message: What to Say and How to Say It

## The Marketing Triad



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## The Lead Magnet

Provide value, educate, and build trust in your organization with a lead magnet. Like our Tanner Stolte, our ad and paid media expert at LinkedSelling, says, *"If you can offer them something free that's gonna help them solve a problem today - you got it!"* Here are some ideas:

### LEAD MAGNETS

A Lead Magnet is a way to get you in the door with new prospects.

Many Formats:

- Quizzes
- Books/E-books
- White Papers
- Checklists
- Templates
- Webinars

#### BEST PRACTICES FOR LEAD MAGNETS

- Offers Value -
- Provides Insight on Trends/Industry Stats -
- Solves a Problem -
- Is Tailored for Your Target Prospective Client -

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## Examples - Lead Magnets

**BAM Capital**  
Sponsored · 🌐

Discover how to achieve true financial freedom by investing in real estate using the hottest sector, multifamily properties. 🔥 ...See More



BARRATTASSETMANAGEMENT.L...  
**Free Guide On Multifamily Property Investment** DOWNLOAD

👤 Maryellen Burton Jones and ... 2 Shares

👍 Like    💬 Comment    ➦ Share

**Take the Quiz NOW**    01 Days    23 Hours    59 Minutes    12 Seconds    START THE QUIZ



**FREE QUIZ: What's your #1 CCPA (new CA privacy law) Compliance Gap?**

Click Below to Start the Quiz Now...

**START THE QUIZ**

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## Examples - Lead Magnets

**LS LinkedSelling**  
14,088 followers  
Promoted

We conducted an extensive study of over 1300 small business owners to find out what's working for them right now to generate huge flows of new clients. The results are astounding, to say the least. Grab your FREE copy of the "Client Acquisition Report" and discover what's crushing it. <https://lnkd.in/g/mZRe7>



**Download Your Client Acquisition Report**  
lnkedselling.com    Download

👍👎🗨️ 332 · 14 Comments

Reactions

👍 Like    💬 Comment    ➦ Share    📧 Send

**Dr. Tom Orent, The Gems Guy** · Sponsored · 🌐

On May 21st 8:30pm EST we will cover the 6-week plan to scale back up a dental practice to full speed. We'll cover...  
...See More



THEGEMSGUY.LPAGES.CO  
**Online Training For Re-Opening A Dental Practice** SIGN UP

👍👎🗨️ You and ... 24 Comments 22 Shares

👍 Like    💬 Comment    ➦ Share

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# Tips for Your Ad Creative

Ad creative refers to the text (the ad copy) and the graphics of your ad. It's what can really make or break your campaign because if it's not really resonating, your campaign will putter out before you really get started.

The main key is to TEST, TEST, TEST. You may have an idea of what will work well, but the ultimate say in what message will resonate best is your market.

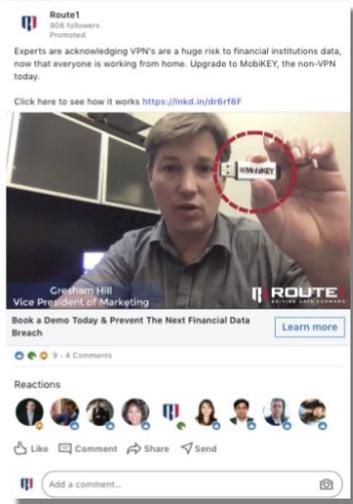
- ❑ TIP #1: Keep your ad copy strong, punchy, short, and outcome focused. Focus on the ultimate benefits of whatever action you want them to take in your ad.

Remember that you have 150 before the "See More" link cuts off the rest of your text. From all the testing we've done, we've found that shorter copy works better on LinkedIn. This means you'll want the real "meat" of your copy in the first 150 and characters.

- ❑ TIP #2: Keep it mobile optimized; look at the size of your graphics and make sure your copy follows the tip above.
- ❑ TIP #3: Test only 3-4 variations at one time. LinkedIn ads are more expensive, we don't want to stretch the budget too thin across too many pieces of creative.
- ❑ Tip #4: Use video ads in the newsfeed. LinkedIn ads are more expensive than other social media platforms, like Facebook, so we want to get as much value information in the newsfeed as possible, which creates a great opportunity for video. Video gets:
  - higher engagement rates,
  - better click through rates,
  - and gives the chance to provide more information about your offer or your lead magnet right there in the newsfeed *on a platform your prospect trusts.*

See some examples below...

## Examples of LinkedIn Creative



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The biggest key in both of these examples is that they call out the audience and are extremely tailored to that audience.

## Baseline Costs: Quality Matters

As mentioned above, expect LinkedIn ads to be a little pricier than Facebook, but we're ok with that because the *quality* that we get from LinkedIn ads saves money and time in vetting and qualifying prospects after the fact. Here are a few things to keep in mind:

**LINKEDIN:**

- Lead Magnet Opt-ins - Less than \$100
- Goal Conversion % on Landing Page - 20%+
- Click Through Rates on Ads - 0.5%+ (LinkedIn average is 0.3%)
- Cost Per Appointment Booked - \$300 - \$500 each
- Goal Conversion % on Consultation Page - 10%+

*All baselines are estimates. When determining your client acquisition costs, we take into consideration the LTV of your clients, sales cycle and ongoing nurturing of leads.*

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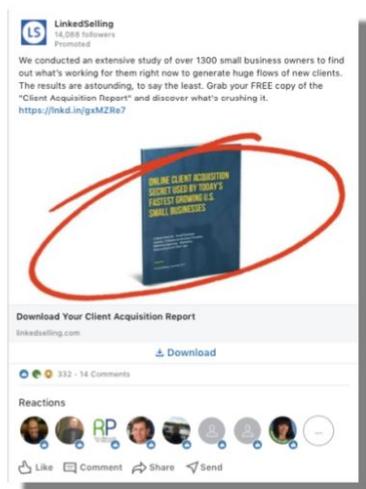
- ❑ **TIP #5: Use lead forms!** LinkedIn rewards you for keeping users in their platform, as opposed to sending them off site to a landing page. Any time we've tested a lead form, it outperforms the landing page ad every single time.

# What Results Can You Expect from A Social Selling System Using LinkedIn Ads?

The biggest two benefits are:

- 1) Consistency - Expect prospects to make appointments with you consistently, filling your sales calendar year round.
- 2) Quality - Expect LinkedIn to deliver quality prospects, putting your message in front of the exact people you'd love to work with.

Here's an example of one of the ads we run, asking potential prospects to download a report:



	LI - CAR				
	Ad Spend	CPO	Opt-Ins	Appts	CPA
January 2020	\$7,904.20	\$16.54	478	67	\$117.97
February 2020	\$6,532.27	\$17.95	364	34	\$192.13
March 2020	\$6,930.42	\$17.82	389	60	\$115.51
April 2020	\$8,436.74	\$10.86	777	82	\$102.89
May 2020	\$10,172.03	\$12.94	786	74	\$137.46
June 2020	\$11,415.72	\$12.90	885	87	\$131.22
July 2020	\$15,674.00	\$16.29	962	100	\$156.74
August 2020	\$15,654.29	\$16.34	958	104	\$150.52



This is one of our best performing ads - it's a machine! You can see the engagement rate from the number of opt-ins and appointments booked, and that's what ad social platforms really love (and reward)... something that people will respond to.

## It's a Wrap: Time to Execute

Hopefully this guide gives you some clarity on whether or not the LinkedIn ads platform would be a viable way to help you:

- Create consistent sales opportunities,
- Book quality appointments on your sales calendar,
- Achieve a positive ROI,
- And help you get the most out of your ad spend

However, you may still have questions, about ROI, whether or not LinkedIn ads are suited for your company and budget, or what the best strategy for your marketing funnel should be...

*OR* you may be interested in implementing these ideas but just don't have the time.

If either of those are the case, please do yourself a favor and book a call with an expert on my team.

You will save your company time (and wasted ad spend) when you cut your learning curve short and get insight into these questions from a team who's worked with hundreds of companies executing and managing social media ad campaigns - all strategically designed with ONE goal in mind:

*To consistently fill your team's sales calendar with quality sales appointments.*

If you have that goal as well, don't waste any more time. Explore your options. Book a call with our Director of Client Strategy below now.

[Book a call now](#)



Don't just get the lead.

# Take the lead.

LinkedSelling helps B2B companies get sales appointments with hard-to-reach, high-value prospects through an integrated multi-channel outbound approach.

Ready to take control of your lead generation?

**Let's talk about getting you on the phone  
with better prospects.**

If you're interested in learning more about how we can solve your lead generation problems, book a 1-on-1 planning session with our Director of Client Strategy to discuss your business, your sales process, and whether or not our LinkedIn Marketing Campaign Management Services would be a good fit for your needs.

[BOOK A CALL](#)