

How One Automotive Marketing Agency Generated 69 NEW Qualified Leads in Less Than 60 Days Using LinkedIn Ads

Discover how BDC Promotions used a simple 4-step LinkedIn ad campaign to generate over 65 qualified leads in less than 2 months.

The Situation...

When BDC Promotions came to us, they had been doing some Facebook marketing on their own and they wanted to expand to LinkedIn, a platform that they weren't as familiar with. They were hoping to reach more car dealerships through LinkedIn and inform them about their unique marketing method using social media events.

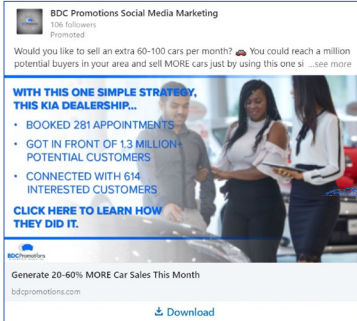
After doing a deep dive into their audience's online habits and interests, we assembled a 4-part LinkedIn campaign designed to attract new leads to their business utilizing a consultation call funnel.

How This Automotive Marketing Agency Was Able to Grow Their Lead Numbers Using LinkedIn Ads

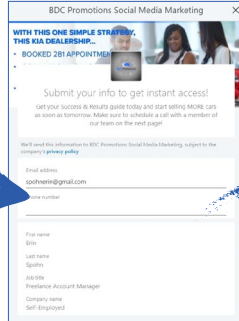
By launching a simple 4-step campaign and adding a "book a FREE Consultation Call now" option after claiming the free Results Guide, we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of consultations on their calendar.

The campaign consisted of these four parts:

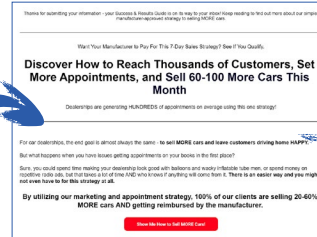
1. LinkedIn ads with audience-specific targeting
2. Lead form offering the FREE Results Guide highlighting several case studies and showcasing results
3. Consultation page pushing to a call
4. Consultation-focused follow up sequence



LinkedIn Ad



Lead Form



Consultation Page



Follow Up Emails

Launching a Targeted LinkedIn Ad Campaign

Using our Social Selling System, we set up a simple 4-step LinkedIn ad campaign. After researching what types of messages car dealerships were responding to and zeroing in on exact targeting, we launched a FREE Results Guide campaign.

After they claimed their free guide, they were immediately redirected to a consultation page that walked them through their unique process and offered a chance to book a free consultation call to learn more. If they didn't book immediately, they would receive a series of follow-up emails pushing to the calendar page over the following weeks.

Between October and November of 2020, This Automotive Marketing Agency Attracted 69 New Qualified Leads

Since launching this LinkedIn ad campaign, this marketing agency has added 69 NEW, qualified leads to their email list. Of those new leads, 4 have already booked their FREE consultation call. With these new leads becoming subscribers to their email list, the potential for additional revenue is huge. Between the initial follow-up sequence and weekly emails, a large percentage of these qualified prospects will likely book an appointment over time.

The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness, and booking new customers.

Want to Generate More Booked Calls & Leads?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!