Client Acquisition

The Marketer's Guide to Paid Ads On The World's Largest Professional Social Network

LinkedSelling

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LS LinkedSelling

LINKEDIN ADS INTRO

Every day we talk to companies who know that they should be utilizing LinkedIn more in their lead and pipeline generation efforts, but most either just don't know where to start or they have dabbled in the platform before, but did not get satisfying results from their tests. We hear it ALL the time.

So, we've decided to open up the curtains on one of our most successful ad platforms and share the strategies and best practices that our team has utilized over the last decade to drive significant ROI for our clients and ourselves.

We have literally spent over a million dollars just on our own LinkedSelling funnels and strategies on LinkedIn over the last 15 years - and it has paid off. Plus…we have managed millions more in ad spend for our clients.

Plus, we have turned the client / agency relationship on its head. After years and years of hearing our clients' horror stories about getting burned by previous marketing and digital ads agencies, we have decided to change the way we do things to make it less of a risk for our clients.

We truly live our core values and aim to always build long term, trusting relationships with our clients. **And… we do it with no upfront, monetary or contractual commitment from our clients.** More on that later.

So… let's dive in and take a deep dive into our game changing system and strategies that have generated millions in sales for our clients and ourselves using LinkedIn ads.

So… Why LinkedIn? Will LinkedIn actually be right for your business?

LinkedIn has over 850 million professionals on the world's largest professional network. If you are a B2B company, your audience IS on the LinkedIn platform in one form or another. And through LinkedIn, you get access to decision makers who are actually looking for ways to help their businesses.

Our team actively works with professional reps from LinkedIn; and we recently received some interesting B2B marketing data about the platform.

- LinkedIn Members are 2-3x more likely to feel positive and purposeful after visiting LinkedIn compared to other platforms.
- Brands have seen a **33% increase in purchase intent resulting from Ad Exposure on LinkedIn.**
- 82% of B2B marketers realize their greatest success with LinkedIn compared to other social channels.
- Audiences exposed to both brand and acquisition messages on LinkedIn are **6x more likely to convert.**

Source: *https://business.linkedin.com/marketing-solutions*

Recently, we received an insights report outlining research results for a global look at B2B Marketing and Benchmarks.

Some of the key findings were:

1. Global B2B leaders are hopeful about the future. Around half of B2B leaders say they are optimistic they will be able to drive revenue in the coming year. This optimism may be fueled by increasing budgets.
2. B2B marketing budgets are up, a finding that's largely consistent worldwide. While some minimal differences exist, B2B leaders across regions expect budgets and spending to increase in the coming years.
3. B2B leaders are using creative skills to succeed. Creative strategy and problem solving are among the top skills B2B marketing leaders identify as important for their current role and are skills they identified as strengths. Marketing leaders report these skills will continue to be needed in the future to succeed.
4. The role of the CMO is evolving and expanding. Roughly 2 in 3 C-suite members say the role of the CMO has increased in importance over the past two years, while around half say CMOs have a more direct role in driving revenue and growth now.
5. CMOs are building relationships across the C-suite. 8 in 10 CMOs say they try to involve other members of the C-suite in B2B marketing decisions.

Source: *The B2B Marketing Benchmark by LinkedIn and IPSO, June 2023*

It's clear that LinkedIn is the most beneficial choice when it comes to getting decisions in the B2B marketing world.

That's why a big part of our pipeline generation services include LinkedIn ads, growing LinkedIn connections, LinkedIn messages and thought leadership / branding posting to your targeted audience, LinkedIn messages, thought leadership pieces, and posting branding content to your target audience.

Chapter 1

STARTING WITH THE END IN MIND

Our clients and prospects regularly ask us what some of the most important aspects of LinkedIn ads are. That obviously has a ton of answers, but most often, we want to start with the end in mind.

What are you looking to accomplish from LinkedIn ads? What are some key performance metrics that you will look at after a set amount of time? Who is going to manage and optimize the ads and monitor the funnel while they are running?

It's so important to start out with a realistic goal and plan though. Each of these questions is so dependent on your experience with paid media ads previously, how much a lead/prospect is worth to you and your team, and how that prospect is pushed from the start of the sales funnel to the end - a closed deal.

First, we'll explain what a funnel is and how to be sure you're getting everything you can out of it. We all have big goals to meet this year, so make sure you're keeping a regular eye on each piece of your lead generation funnel.

Here are the most common stages of lead generation and the sales process.

- ***Top-Of-Funnel Lead Generation Source* -** This can be ads on various platforms, cold website leads, cold outreach, etc. It's people who maybe raised their hand with some interest in your product or service, but are generally just starting to learn about you and are pretty cold in the sales process.
- ***Middle-Of-Funnel Leads* -** These are the people who are starting to warm up as leads and are starting to receive more nurture or social proof emails / outreach from you in an attempt to move them closer to a sale / proposal.
- ***Bottom-Of-Funnel Leads* -** These are people who have made it to a proposal or have had multiple interactions with you. Ideally, they are moving closer to a closed sale or have a defined sales plan in place to keep them moving.

It is IMPERATIVE that you have a strategy in mind to get in front of prospects in every single stage of the funnel. And how you go about that differs based on the stage they are in. Once you know where prospects fall in your sales process, you can develop a succinct strategy to move them through to the end game - ***A Closed Deal.***

When you generate a top of funnel lead from a paid ad (or any other source), that person knows little to nothing about you as a company. So you must nurture them over time to showcase why it's worth getting to know you or setting up a conversation.

Lots of companies skip this step and just try to get prospects from a top of funnel lead to a closed sale. Of course that's always the goal, but missing this key segment of the funnel can actually drive **FEWER** prospects towards closing.

Guess What... when you don't have a clear process for nurturing and moving prospects through your funnel - the more you've **WASTED** in ad spend to get those prospects. Your cost per acquisition of a closed deal goes up because you're closing fewer prospects and that's when companies often pull the plug on their top of funnel lead sources, like LinkedIn ads.

One of the biggest mistakes that companies make using linkedin ads is not having a follow up system in place. So many of the leads that they have generated on the platform are wasted - driving up their cost per acquisition and muddying the potential of the platform overall.

And that's when most companies give up on linkedin ads - saying

> *"we've tried them but haven't gotten much out of them"*

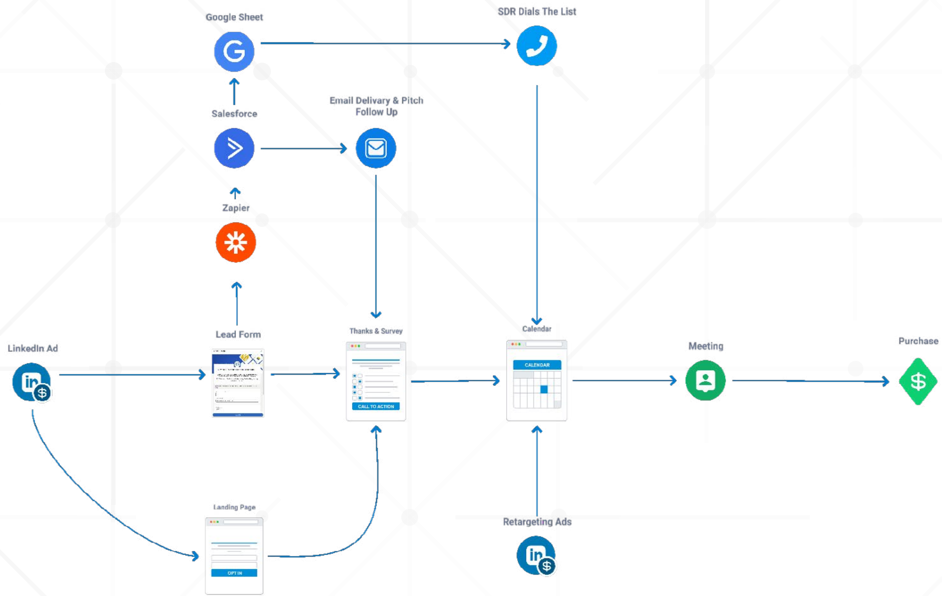
In order to debunk the mystery of LinkedIn ads and prove that they can be successful, we're sharing our top 3 funnel maps that have been proven over and over again for our clients and ourselves.

Each one has a different lead in (how the prospect is being drawn into the funnel). One is a Lead Magnet Funnel using a meaningful piece of content. Another is a Webinar Funnel and the other is an Awareness Building Funnel.

Any of these are meant to then be connected to further nurture and follow up processes to continue to drive them from the top of the funnel all the way to the bottom of the funnel.

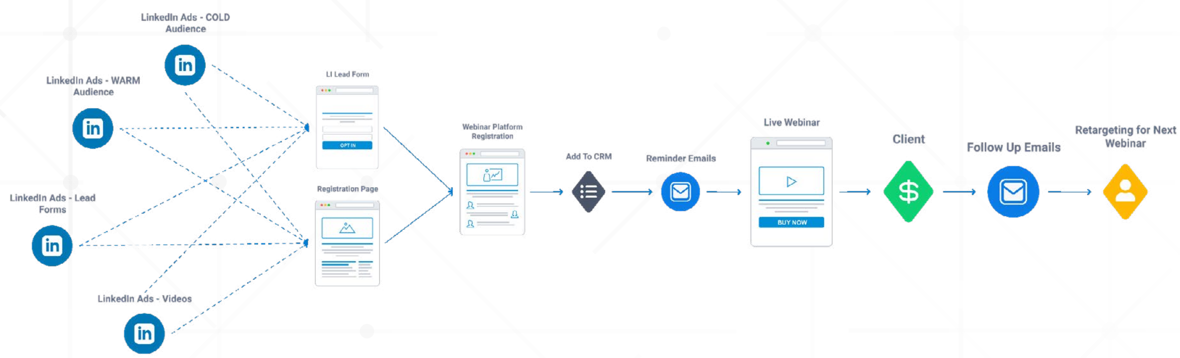
Lead Magnet Funnel Map

This funnel map showcases a download of content as the hook that gets new prospects in the door. A prospect opts in for the download by entering their contact information, and then a series of follow ups are triggered trying to get that prospect to take further action.



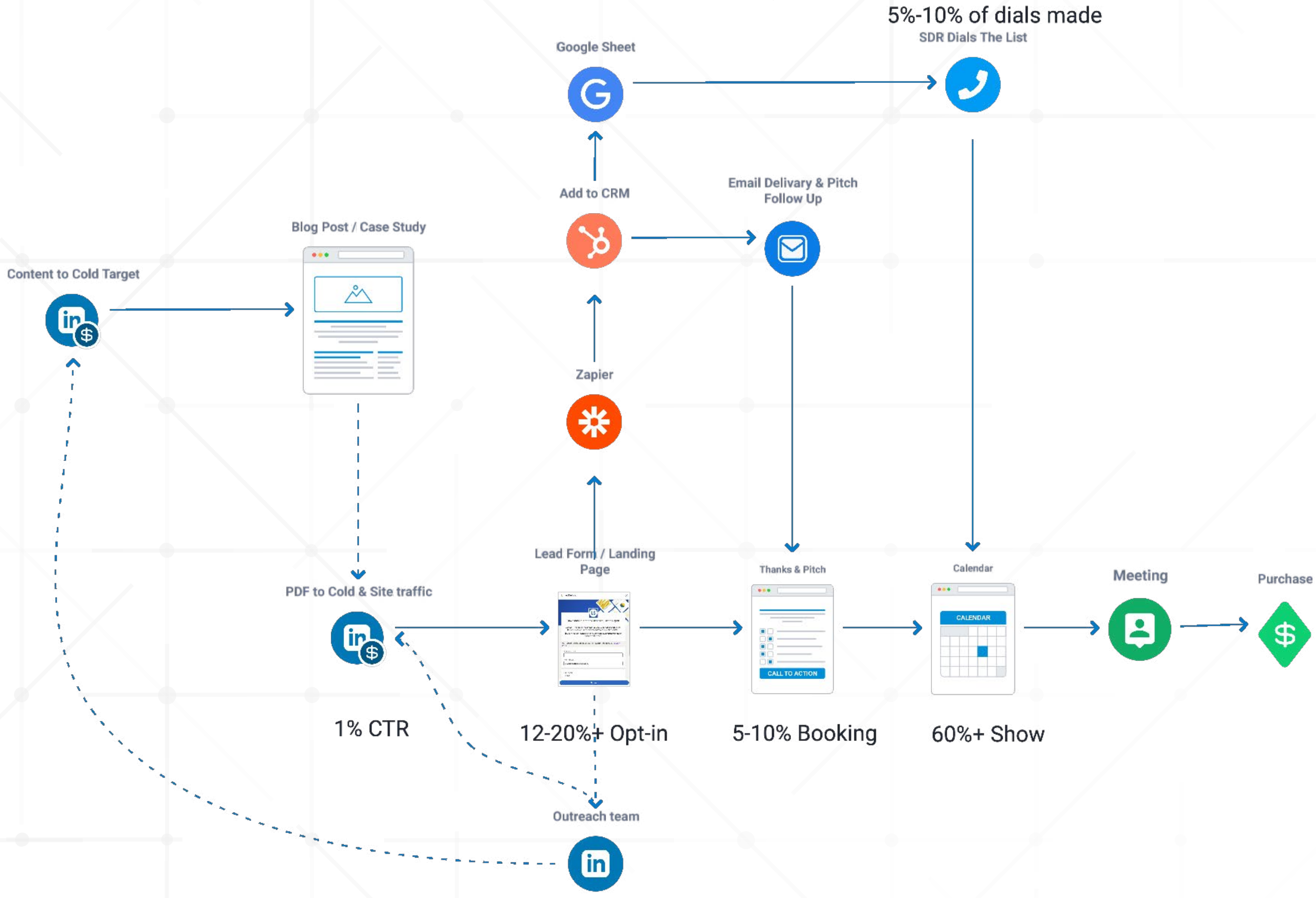
Webinar Funnel Map

This funnel map showcases a webinar as the hook that gets new prospects in the door. A prospect registers for your webinar by entering their contact information. Then, in the time leading up to the webinar date, they receive multiple show up reminders. We also recommend including some social proof in these to get them excited about learning more about you and your product/service. After the webinar, there are two series of follow ups that are triggered (one for people who attended the webinar, and one for people who did not show up). All are trying to get that prospect to take further action.



Traffic Funnel Map

This is a campaign where the main goal is to send traffic to a designated spot - your website or a blog, etc. You then want prospects to take the action that is on that page or you will heavily retarget the people who come through this campaign with further action-oriented ads later. This also can be used to build your email list, which you can then also follow up with over time. Make sure you have your tracking pixels set up.



Chapter 2

BUDGETING

Plus... Tracking Dashboard Tool AND Example Budget Breakdowns

I have a funnel built... Now What?

Ad Platform Costs - The Good, The Bad, The Ugly

One thing we **ALWAYS** get asked by our clients (as it should be) is ***"What is a good cost for my ads? Or what should we expect to see for cost per lead?"***

Well…here is our answer (at least for this year so far). And we're going to separate it between 3 types of ads based on the goal outcome of those ads.

There is also a big difference between the various platforms. So, we're going to give a couple of examples here so that you can compare LinkedIn versus other platforms that you may be running on. It is **NOT** apples to apples and you normally can't just move a funnel from Facebook to LinkedIn or Google to LinkedIn and expect similar results and costs per lead.

Traffic Building Ads

These are ads that do not have a strong call to action. They often are content based (like a blog article, branding awareness, etc) and focus on driving traffic to the company's website or to build up an email list. These are traditionally the cheapest types of ads in regards to cost per lead because there is a low barrier to entry and we are not asking for a lot from the prospect.

- **Average Cost per Lead on LinkedIn -** Ranges between $10 - $30 per lead with contact information. The cost is less if you are just pushing for link clicks and not collecting contact information. The average link click cost on LinkedIn is $3 - $7 if you aren't collecting data; and $10-$15 CPC if you are collecting contact info.
- **Average Cost per Lead on Facebook -** $5 - $50 per lead with contact information and less if you are just looking for link clicks. The average link click cost on Facebook is $1-$5 and varies greatly depending on your audience and what you are looking to have your prospects do.

Direct Response Content Offer Ads

These are ads that have a direct call to action in them - like Download this Free Book/White Paper/Checklist/etc, Attend the Webinar/Class, etc. These ads collect the contact info from the prospect so that the material can be delivered and then there can be follow ups to the prospect. The best content pieces provide value to your prospect and help solve a problem that they may be experiencing.

- **Average Cost per Lead on LinkedIn -** Ranges between $40 - $300 per lead with contact information. Of course, this is hugely variable based on your target audience. The more narrow or specific you get, the higher the cost normally. But, the good thing about LinkedIn is that the quality is often pretty high and you're actually getting what you're looking for.
- **Average Cost per Lead on Facebook -** $15 - $75 per lead with contact information. Again, cost per lead goes up the more narrow you get, but Facebook is still a strong platform for lower cost lead gen.

Demo / Free Trial / Direct to Call Ads

These are ads that have the highest level of intent on them and are asking for someone's time and/or use of a product or service. They are the most expensive ad type. They are very valuable leads because someone is taking a big step by responding. These types of ads can be tough for a cold audience who doesn't know you and therefore will be even more expensive. But, these types of ads are great for retargeting previous opt-ins, web traffic or already created email lists because they often have a level of knowledge about you already.

- **Average Cost per Lead on LinkedIn -** Ranges between $100 - $1,000+ per lead with contact information.
- **Average Cost per Lead on Facebook -** $100 - $500+ per lead with contact information.

Something really important to keep in mind when looking at your cost per lead and cost per appointment is your Lifetime Value of a Customer. If your LTV or cost for service is $500,000, then it's more than ok to spend a couple hundred on leads and appointments.

We calculate costs all the way through the various stages of the funnel, and we're ok spending more to acquire if more are making it deeper into our funnel and closing.

Tracking correctly is the ONLY way to actually know if your lead generation activities are performing well.

Here is an example of goal conversions and costs along an entire funnel, and how Facebook and LinkedIn vary drastically.

Ad Spend and Ensuring Your Money Being Spent Is Worth It

When you run a paid ads campaign, you invest vast amounts of money with one goal in mind: to create the perfect funnel that generates piles of high-quality leads that result in sales month after month.

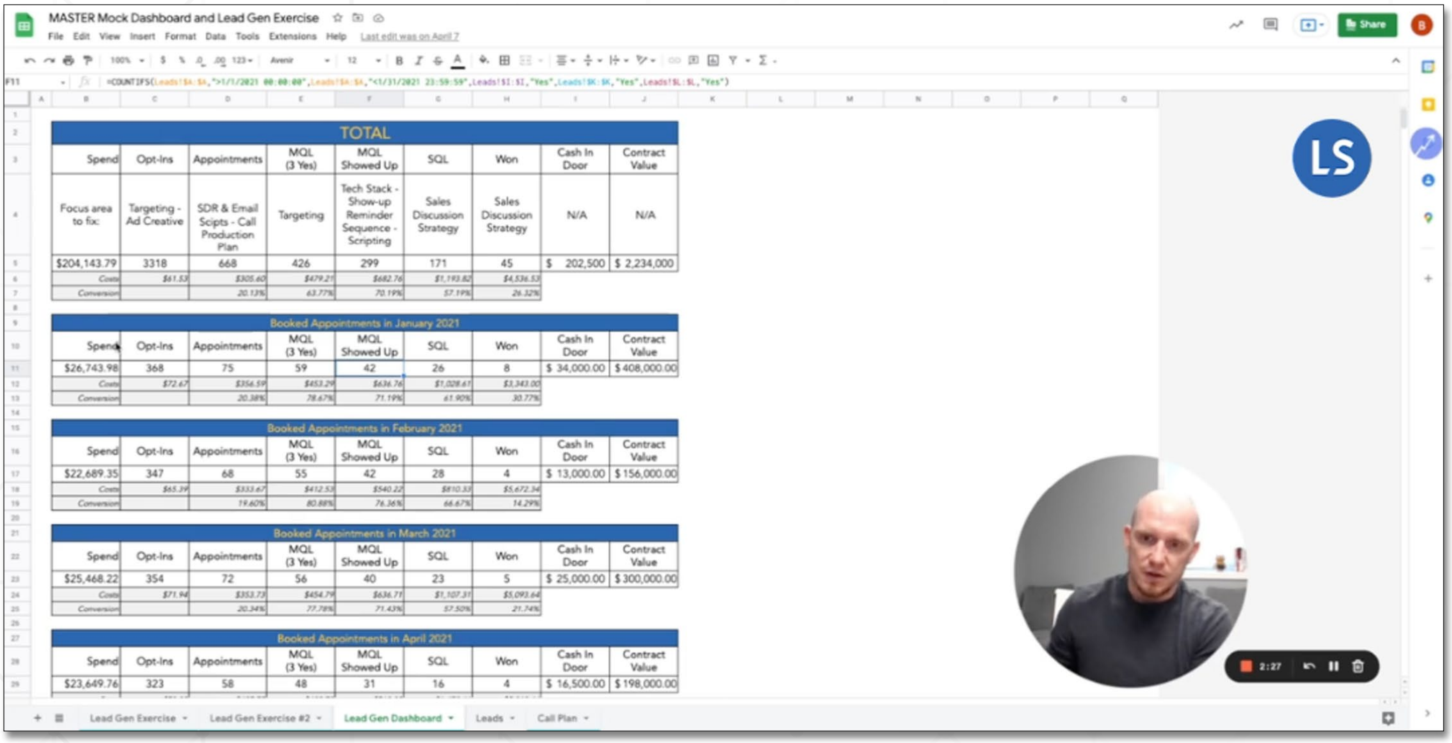
That's the dream, right?

But there are a lot of instances where our money goes towards ad spend but it doesn't return ideal results causing you to think…

What the hell?

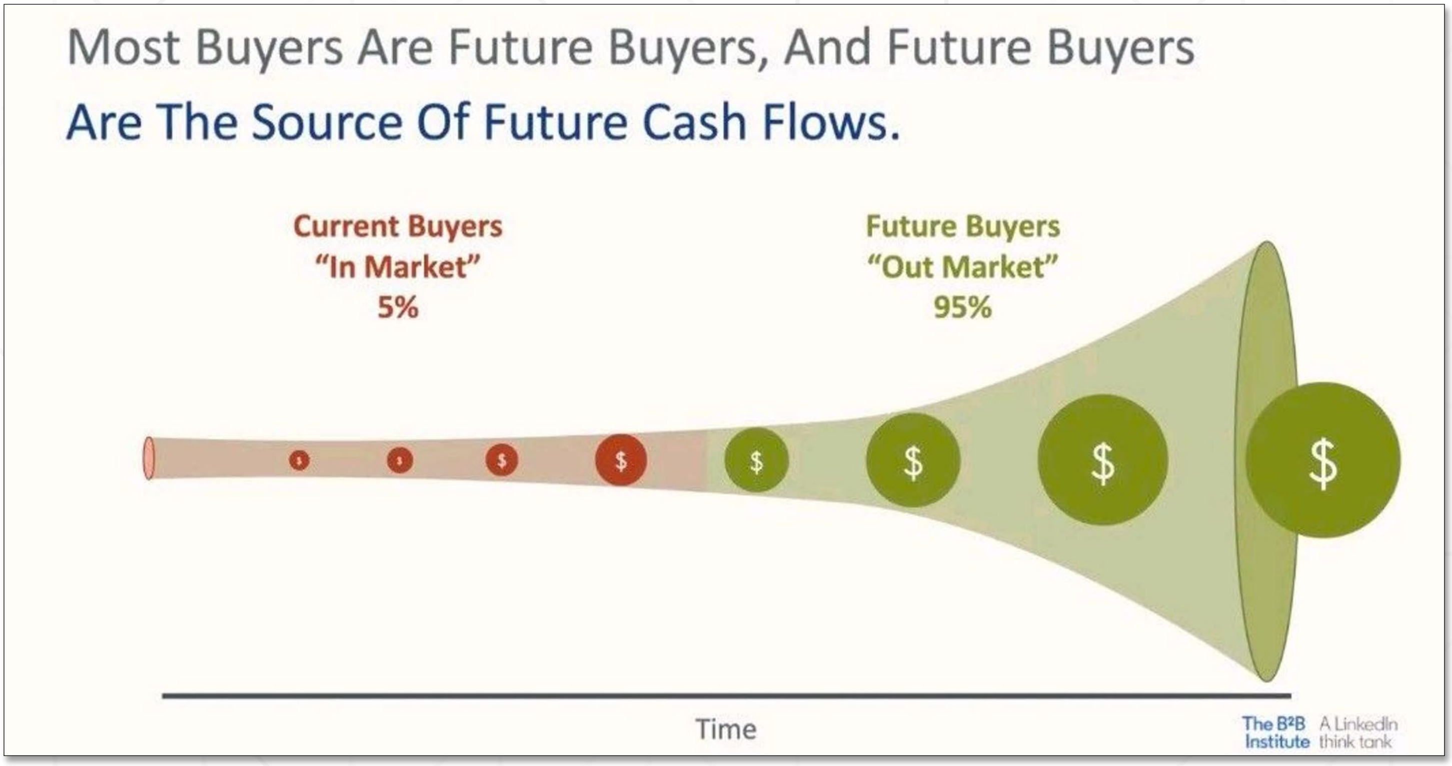
Where does my money go?

We *have a video over on our blog* that reveals how to understand where your ad spend is going and essential questions to ask to ensure a successful campaign.



Plus, *here* is an Example Tracking Dashboard Template.

So…what are the ideal budget breakdowns for my ad spend budget?



It's true - LinkedIn ads are not for throwing a couple hundred dollars at and expecting the world out of that. But what IS a reasonable budget?

As you can see above, only 5% of an audience at any given time is ***"in the market"*** so you need to have a budgeting plan that takes this into consideration.

We always recommend splitting up a monthly ad spend into a couple of parts so that you can educate and nurture your prospective audience to taking action. This requires a mix of branding/awareness ads, direct lead gen ads and retargeting ads so you're hitting your prospects where they are in your funnel.

Here are some example breakdowns of LinkedIn ad spend budgets based on various dollar amounts and what you can expect out of each of them.

Budget Breakdown Examples & Tool:

The budget examples below are assuming you are trying to achieve an ideal mix of short-term wins with lead generation but also consider the long-term game of influencing those 95% of consumers who are not currently in-market to purchase a product. Obviously, your budget balance will vary depending on your organization's goals, but below is a good starting place to try and ***"do it all".***

$5,000 Monthly Ad Spend Budget

Proof of Concepts & Quick Wins

Lead Generation:
$2,500 or 50% of total monthly budget

- If you pay a media cost of $100 per lead, you can expect 25 leads from this budget.
- Assuming you smile and dial the list, you should be able to book 1-2 calls or at the least make connect with a few of these prospects.
- This will give you your proof of concept, that at scale, you can pull a win out of these lead gen ads.
- We lean heavier in lead gen in this plan because you need to show value quickly to get more budget allocated to the platform so you can start playing the long game some more.

Content Plan:
$1,500 or 30% of total monthly budget

- You still need to show thought leadership and win share of voice in your market space, so dedicate at least 30% of your budget to driving to blogs and content that your audience will find value in.
- You will want to watch the Cost Per Click (CPC), so use manual bidding to keep the cost low, and test creative variations to drive that CPC lower.

Social Proof:
$500 or 10% of total monthly budget

- Here we want to retarget anyone who engaged with our previous materials such as the PDF downloads or the blog post ads. This is going to be a smaller pool of people.
- You can also include targeting your list in this retargeting group, since they hopefully are already somewhat familiar with you and this will serve as reinforcement content.
- These ads are going to be something like testimonial images or videos from your clients, or brands you have worked with in the past that are notable, or case studies showing work you have done.
- The idea here is to find a piece of material that proves to your target audience you are good at what you do and that you should be trusted.

Direct to Offer:
$500 or 10% of total monthly budget

- Once again, this will only be for retargeting so that we have a nice small group of users who have interacted with multiple pieces of our content at this point.
- These ads should push to your free trial, or your demos, or a particular offer that leads them to booking a meeting or taking action with your specific product.

$10,000 Monthly Budget

The concepts in the layering outline of the $5K plan will still be relevant here. But we are going to adjust the percentages of spend for each layer.

Lead Generation:

$4,000 or 40% of total monthly budget

- Same as above $5k plan.

Content Plan:

$4,000 or 40% of total monthly budget

- You'll notice here we are starting to lean into content a bit more. When you begin to scale on LinkedIn, you need to consider crafting demand over the long term as much as you are generating leads for the short term.
- In this instance, this would include one to two extra pieces of Content.
- See the next section for the $20K+ budget plan for more detailed description of a Demand Gen style contact plan.

Social Proof:

$1,000 or 10% of total monthly budget

- Here we want to retarget anyone who engaged with our previous materials such as the PDF downloads or the blog post ads. This is going to be a smaller pool of people.
- You can also include targeting your list in this retargeting group, since they hopefully are already somewhat familiar with you and this will serve as reinforcement content.
- These ads are going to be something like testimonial images or videos from your clients, or brands you have worked with in the past that are notable, or case studies showing work you have done.
- The idea here is to find a piece of material that proves to your target audience you are good at what you do and that you should be trusted.

Direct to Offer:

$1,000 or 10% of total monthly budget

- Once again, this is only going to be for retargeting so that we have a nice small group of users who have interacted with multiple pieces of our contact at this point.
- These ads should push to your free trial, or your demos, or a particular offer that leads them to booking a meeting or taking action with your specific product.

$20,000+ Monthly Ad Spend - Balanced Plan

Lead Generation:
40% of total monthly budget

Content Plan:
40% of total monthly budget

- To craft a ***"demand gen"*** plan of action, we have to take the users on a bit of a journey.
- We want to create Top, Middle, and Bottom-Of-Funnel content that speaks to pains they have and solutions to solve them.
- Top of funnel content is broad subject matter stuff like *"What is SEO?"*
- Middle-Of-Funnel content will be more technical and how-to focused, like *"How to build 30 backlinks in a day."*
- Bottom-Of-Funnel content is going to be buying-focused materials such as *"the Buyer's Guide to SEO Services" or "Red Flags When Hiring an SEO Agency."*
- Using these layers of content allows you to speak to users depending on where they are in the buyer's journey and strategically move them down the funnel and closer to a purchase.

Social Proof:
10% of total monthly budget

Direct to Offer:
10% of total monthly budget

Chapter 3

SUCCINCT CONTENT STRATEGY

Content, and the right content, is a vital part of any successful LinkedIn ads campaign. We'll look at this in a couple of different ways. Similar to the types of funnel that we can create, you will have a couple of different types of content that will be used in an ad campaign.

First, we'll take a look at the Lead Gen focused funnels that can use a valuable content piece as the opt in. Here are some lead magnet examples and the best practices:

A Lead Magnet is a way to get you in the door with new prospects. There are many formats that can work, so choose wisely based on the specific pain points and needs of your ideal target audience and campaign goals:

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

But, it's not enough to just create any old white paper or whatever.

If you get one piece of value from this section, it should be to always make sure that your lead magnet content is actually meaningful to your audience and that it solves **THEIR** pain.

IT IS NOT A PIECE FOR YOU TO TALK ALL ABOUT YOU AND YOUR FEATURES, BENEFITS, ETC.

Your value proposition **NEEDS** to be centered around **YOUR PROSPECT** - not you. Yes, maybe your product or service has the best features and the most groundbreaking technology out there. Awesome. But unless you describe exactly how it gets your prospect from a place of pain to a solution, then it's a waste of time.

So make sure you know your audience and speak directly to them and how your product/service can solve their problem.

Weave in testimonial/use case information, your differentiators and how you are better than the competition, but let the prospect be the center of attention.

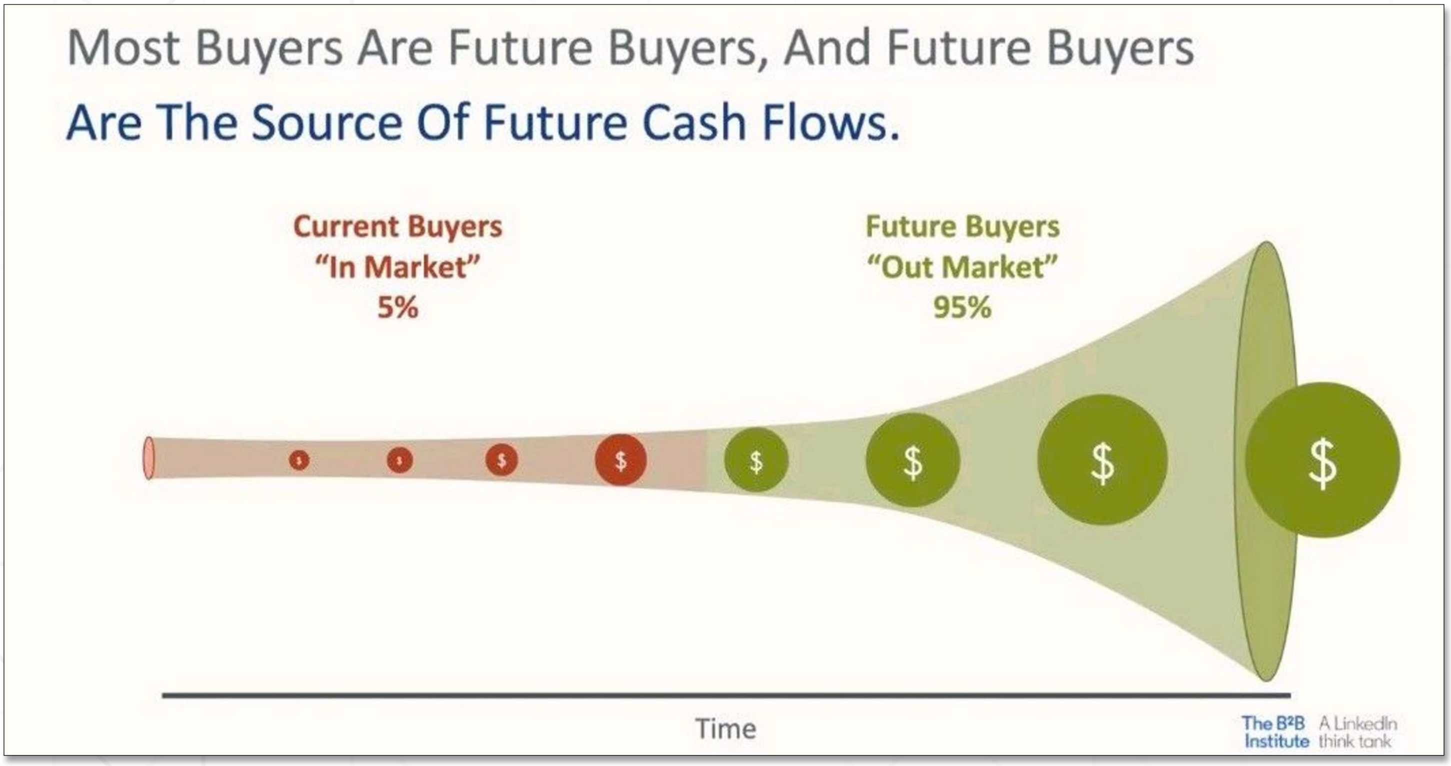
We also highly recommend including statistics and real result numbers when you do talk about a use case or examples of your product/service.

Awareness Content:

Another important aspect of advertising includes having a well rounded content plan that focuses not only on lead gen efforts, but also on brand awareness and nurturing of your prospects. The more a prospect sees your company, the better chance of them actually taking action.

As you can see below, only 5% of your prospects are ***"in market"***, meaning that they are actively searching for a solution to a problem. **That means that 95% of your prospect audience are *"out of market"* and could someday turn into a future buyer, but are not actively searching.**

So, this should always be kept in mind when you are advertising and thinking about what messages your prospect audience are seeing at any given time. If 100% of your content that they are seeing is purely pushing directly to an appointment, then you are likely only getting action from that 5% of in market buyers, and missing out on the other 95% of future buyers who are not paying any attention to your appointment focused materials.



This can be solved though. We recommend having a balanced split between your lead gen content and your brand awareness content. This approach separates your advertising budget based on the place in the funnel where your audience is currently falling, and makes sure to have material appropriate for people in all sections of the buyer journey.

Typically, our balanced budget breakdown looks like this:

- 40% of the budget for direct lead gen and direct to sales appointments;
- 40% to a lead magnet opt in to get them raising their hand that they have a problem;
- 20% of the budget to focus on supporting brand awareness and low entry point content.

Of course, if you have a limited monthly budget, this type of balanced approach is probably not a fit for you as we'd recommend all of your budget be dedicated to direct lead gen. The minimum monthly budget for a 40/40/20 split should be $5,000 per month based on our experience.

LinkedIn is an expensive platform so anything lower than $5,000 will create challenges. There may not be enough spent on each part of the buyer journey to have a meaningful result or impact.

Check out our example balanced budget breakdowns based on a couple of monthly ad spends in our Budgeting Chapter.

Chapter 4

TARGETING

During this segment, we're going to focus on the target market, which is who we are going to send our messaging to and who we ultimately want to attract to our email list and onto our calendars.

One of the greatest features of LinkedIn is that it offers a plethora of business-based targeting data that you just can't get on other platforms. Below, we'll go over some examples of the types of targeting that you can set up within LinkedIn in order to get your ads in front of your ideal prospects.

We're also going to show you how to extract free demographic information from LinkedIn - whether you pay for ads or not. This is a feature that you as a user of LinkedIn are able to utilize regardless of if you ever run a marketing campaign. This data is extremely valuable to you as a marketer in your marketing department when crafting future campaigns, either on LinkedIn or other sources.

Targeting is one of the top reasons people choose to advertise on LinkedIn. You can get extremely specific with your audience selections and LinkedIn offers great insights on who is responding to your material.

You can target based on location, job title, industry, company size, seniority, etc.

So if we take a look at the example here, we can see that we're going to target anyone in these handful of industries that we work well with; and then we're going to use the ***"and"*** function in order to refine that audience down to get right in front of our perfect prospects. So in this example, we want to get in front of people in these industries, they have to be in the C-suite, they have to work for a company of 11 to 200 people, and they need to be 35 years of age or older.

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

If we're looking for decision makers or people who have the ability to make buying decisions, we will often layer on an age category so that we can get in front of those who are typically in a position where they can make those purchasing decisions without additional layers of approval. One thing to note about LinkedIn's age qualifier is that it is based on their date of college graduation. LinkedIn assumes you were 21 at the age of graduation; and then extrapolate your age from there. So it may not always be the most accurate piece of data; though in our many times testing it, we have found that it produces consistent results.

Now when it comes to audience sizes, you'll hear a lot of numbers on what's best. We'll talk a little bit more about setting up your audience size, but as a **general rule of thumb, we want to be under 1 million audience members.**

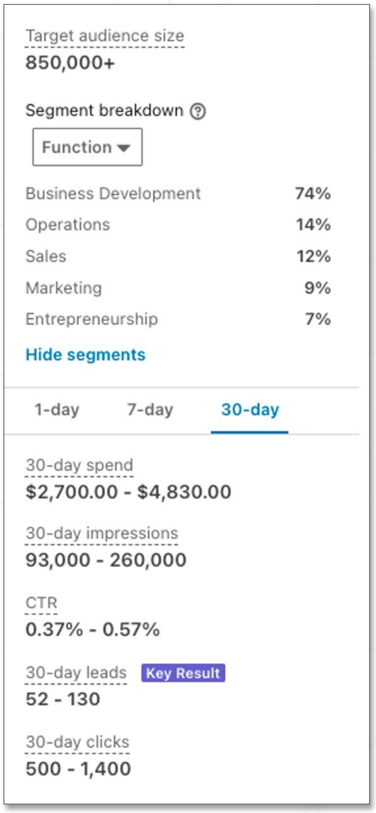
Because LinkedIn is a more expensive platform, you want to be more refined in your targeting compared to when you run ads on a platform like Facebook that really wants to see broad audiences over 1 million. These more refined audiences will make your spend more efficient.

Can audience sizes over 1 million work?

Sure.

But they are more of an exception to the general rules.

In the example, you will see LinkedIn's audience and results estimator tool that pops up on the right hand side whenever you are populating your audiences. Here we can see the audience from our other example has a size of 850,000 people.



It also gives you a breakdown of the audience that you have chosen. In this group, a majority of them have a job function related to business development. You can break this down based on multiple job functions and see the percentages that fall within your audience segment. Plus, you will also get an estimation of clicks and opt ins along the side bar. It's a really great tool and you can monitor how precise your targeting is based on the results coming through, and then make decisions based on it.

LinkedIn's data and your targeting demographics are pieces of your campaign that you should constantly be monitoring. A small tweak to your targeting based on the results that you have been getting and the feedback from your sales team can make or break your campaign results over time. It is vital to monitor and to learn from the results coming through at any given time and then optimize your campaign to get better and better results.

The data that LinkedIn can provide is also good even if you are running ads or not. You just need to have an LinkedIn profile and you can access a plethora of data about your prospect's demographics and company website traffic.

PRO TIP:

Install the LinkedIn Insights Tag on your website whether you are running ads or not.

By doing this:

- You get FREE business demographic information on your website visitors.
- Helps influence targeting and persona profiles.
- Helps direct copy to the users who care the most.
- Can act as a support to lead prospecting.

Check out our quick video on how to do this and what kind of data you can get out of it *here.*

Data and List Targeting:

LinkedIn also allows you to upload lists and create lookalike audiences off them. This helps you get even more dialed in targeting for your ad campaigns because you can target your prospects / email lists directly **AND** have LinkedIn match people who are ***"like"*** your prospect lists with their lookalike audiences.

Couple of notes here - LinkedIn does require a specific format for list uploads. It accepts both a company ***"account"*** list and an individual ***"contact"*** match list. Here are the correct formats needed for uploading.

A	B	C	D	E	F	G	H	I	J
LinkedIn Account Match									
companyname	companywebsite	companyemaildomain	linkedincompanypageurl	stocksymbol	industry	city	state	companycountry	zipcode
LinkedIn	linkedin.com	linkedin.com	https://www.linkedin.com/company/linkedin/	MSFT	Internet	Sunnyvale	California	US	94085

A	B	C	D	E	F	G	H	I	J
LinkedIn - Contact Match									
email	firstname	lastname	jobtitle	employeecompany	country	appleidfa		googleaid	
john@linkedin.com	John	Smith	Sales Manager	LinkedIn	US	AECE52E7-03EE-455A-B3C4-E12345678999		beks52E7-05ee-321b-d5e6-a12345678999	

Also - LinkedIn upload lists do need to have at least 300 people.

The match rates are normally pretty good on LinkedIn depending on your data quality. So always remember to use your lists!

With these lists, you can create a potentially warm audience and be more strategic in your ad spend. You can target the list directly with ads or you can create a Lookalike audience, which is a list of people that have similar qualities and interests to your original list. LinkedIn uses their algorithms and data to create these lists. You won't have direct access to that Lookalike list, but you can target ads directly to that Lookalike audience. Then, once they opt in to one of your ads, you will have them as a prospect.

Chapter 5

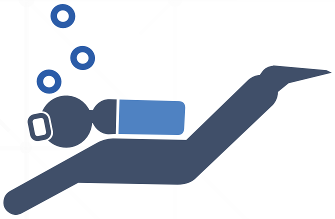
LINKEDIN ACCOUNT STRUCTURE

Obviously, setting up LinkedIn ads from a technical standpoint in your account should follow some best practices. LinkedIn, like any other advertising platform, rewards specific behaviors and technicalities that a lot of companies overlook or miss, which causes a lack of performance on their campaign.

First, a lot of our clients simply try to mimic an ad campaign that is working on another platform and duplicate it to LinkedIn. While the concept and overall strategy of the ad campaign can be duplicated from platform to platform, it's important to realize the differences, and therefore potentially different results, when moving to LinkedIn. Check out our section on how each platform differs from a cost standpoint *here.*

As always, make sure that the ad funnel, content and audience expectations match what is available and ideal for LinkedIn as the top B2B advertising platform.

So, let's *dive* into some general best practices when using LinkedIn Ads.



GENERAL ACCOUNT SET UP - Technical Side:

Organization **is** key when setting up an account for the first time. Linkedin separate itself into three categories. Campaign groups, campaigns, and the ads within each of those campaigns. We can think of campaign groups as different objectives in your marketing strategy. So for example we would have a campaign group for general website traffic campaigns like blogs, some may call that awareness. We would also have campaign groups for gated materials and lead capture. We would also have another campaign group for social proof campaigns that are meant to help influence buyers. And we may have another campaign group for direct to offer or demo campaigns. The purpose here is to give us segmentation that allows us to quickly and easily define what is and is not working in each objective of our marketing strategy.

Within those marketing groups we have the campaigns themselves. This is where you are going to set up your targeting groups and parameters. Best practice here is to come up with a naming convention that you will use consistently that identifies the campaign you're running, the audience you're targeting, and some other identifying features of that particular campaign. Again this is so that in the future you can utilize the search bar to sift and filter through your campaigns quickly.

For example: "PDF Download - IMG - CXO - NF - LF"

In this example we are running a PDF download campaign utilizing image ads that Target the c-suite. these are being served in the newsfeed and utilizing a lead form to capture the user's information.

Once you get down to the ad level it's important to also notate your create a variations in the add name so that you can effectively test and iterate your marketing materials over time.

LEAD GEN FORMS:

Within the backend algorithms, LinkedIn prioritizes keeping people on the site while advertising. So utilizing their embedded Lead Gen Form for collecting opt ins results in better return on investment and more opt ins than if you are directing people off the platform with an outside landing page or your website.

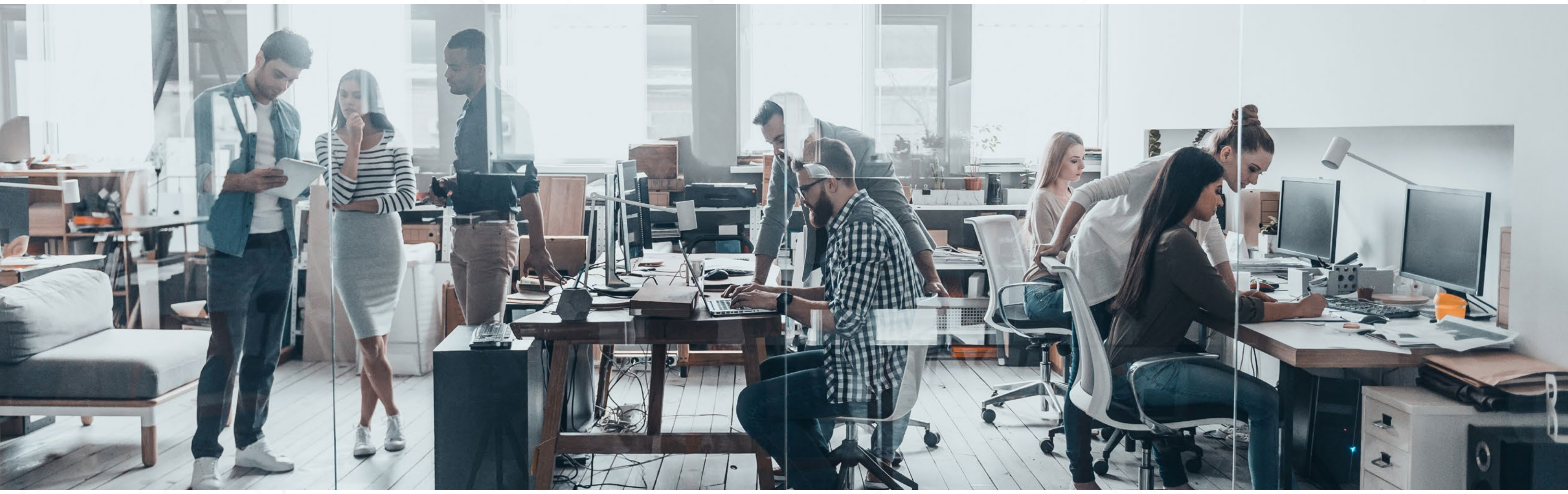
The nice thing here is that LinkedIn does give you two options when setting up your ads. We include a link to a landing page in the top copy of the ad, and then utilize the LinkedIn Lead Gen Form as the click copy. 90% of your traffic will use the Lead Gen Form as it will pull that up when you click anywhere; but we've found giving a secondary option for a landing page or more information is useful too and helps capture that other 10%.

Lead Gen Forms are also really great because they require very little action on the part of the prospect opting in. **Most of the contact info fields auto-populate with that person's LinkedIn profile information.**

This is one of the greatest differentiators between LinkedIn and other platforms like Facebook - the prospect's LinkedIn profile information is almost always up to date and you are getting REAL contact information and often WORK email addresses, which increases your chances of actually getting in touch with them later.

Here are the data points that can be collected automatically in LinkedIn Lead Gen Forms:

- First Name, Last Name
- Company Name
- Job Title
- Industry
- Company Size (ranges based on employee count)
- LinkedIn Profile Link
- City, State, Country
- Phone Number (will auto fill but can be changed)
- Work Email (will auto fill but can be changed)
- Up to 3 Customized Questions (not automated - prospect must enter it themselves)



Of course, as with any advertising campaign, the fewer barriers to entry for the prospect, the better. **So only ask for what you really need, especially when it's a prospect's first interaction with you or if it's simply for a download of content.** Then utilize your follow up sequences and sales process to continue to get more information for them.

INTEGRATIONS:

As with any other major advertising platform these days, LinkedIn plays very well with other systems and has a lot of opportunities for integrations and automations.

LinkedIn offers a bunch of native integrations, and they are adding more and more regularly. This eases the process of getting your ad opt in information into your next system - either your Email Software, CRM/Sales Management Software, a tracking sheet, your online calendar, and more.

We highly recommend integrating as much as you can so that your lead information that you're spending ad dollars on can be capitalized on as quickly as possible.

For example,

LinkedSelling has the following integrations set up and all of this happens automatically after a prospect fills out a form or landing page:

- Prospect contact information is sent to our CRM (ActiveCampaign) where we include all the general contact information, plus the source of the lead, date, etc. Having this information tracked automatically allows us to set up dashboards to monitor the performance of each ad campaign that we're running so that we can make strategic growth decisions. Check out our tracking dashboards *here.*
- Prospect contact information is sent to a Google Sheet where we keep all of our leads and can easily reference them at any given time.
- Online Calendar Information - if a prospect books a call while they are opting in (if it's that type of campaign), we also update this information in our Sheets and CRM.
- Lead Notifications - you can set up real time lead notification emails from LinkedIn ads so that you can send the prospect's info to your sales team so they can act on it immediately (Speed to Lead is important!). You can set up as many lead notifications as you want.
- Once sent to the CRM, we send them into automated follow up sequences and send to our call team.

Everyone is very busy, so the more you can automate tracking and getting your leads where they need to be, the better you will be in the end.

LinkedIn is regularly updating the platform as well, so check back often to see if there are new integrations that can be used to add efficiencies to your campaigns.

LINKEDIN AD COPY BEST PRACTICES:

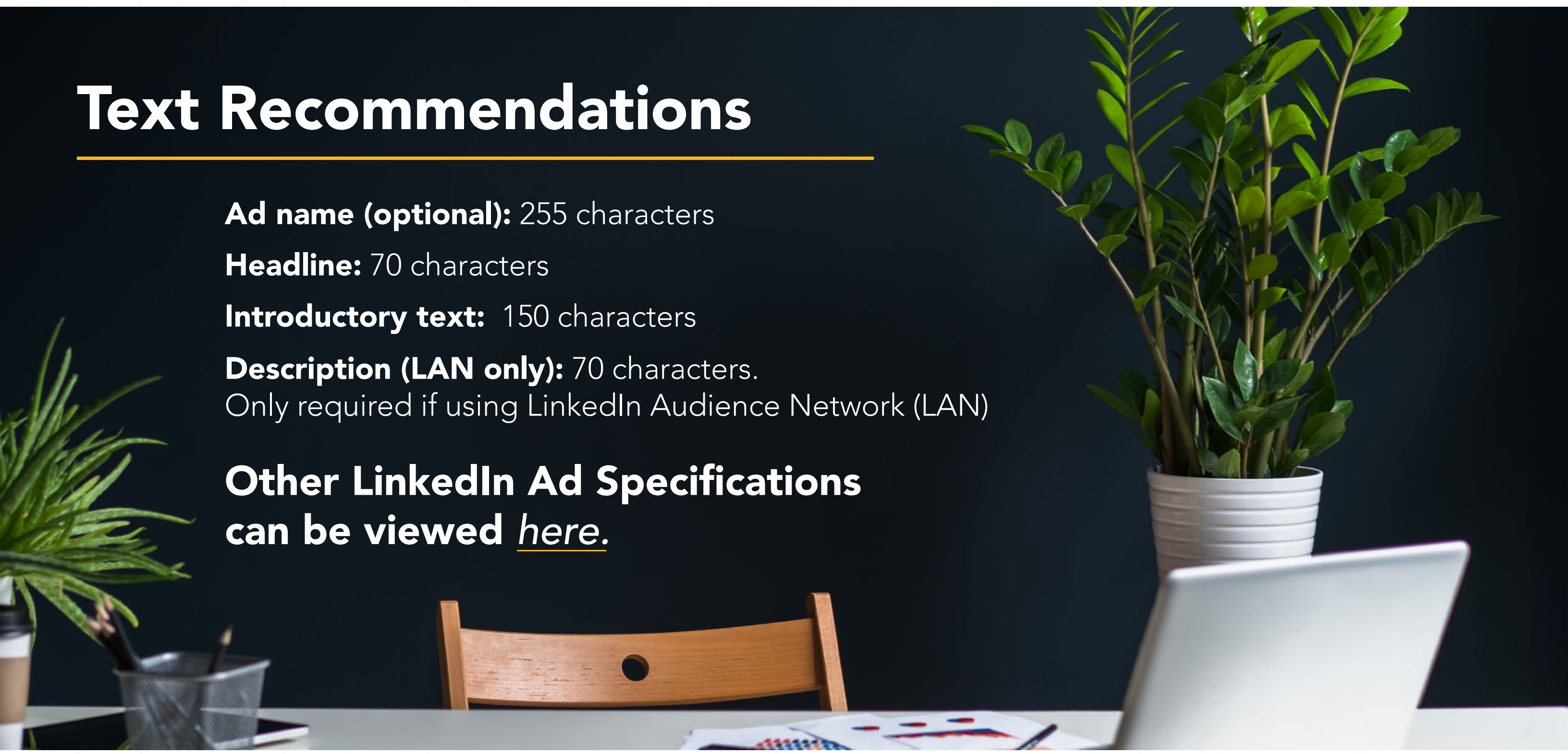
Copy is a vital part of the ad campaign for obvious reasons. If you don't capture the attention of your prospects, then everything else is wasted.

Once you have chosen your piece of content, then you can develop the rest of the assets to start bringing in new leads.

As with any campaign, LinkedIn Ad campaigns will need to be tested and optimized in order to get them to a high level of performance. It's rare that you'll turn on an ad campaign and have it generating results immediately. **So we recommend testing various copy versions, images and videos along with various ad sets and audiences.**

We often start out with 2 versions of copy over 2 versions of images for the first round of testing. However, this is dependent on your budget. You can test one campaign or multiple at a time to get data faster. Also, LinkedIn does make you put any videos in a separate ad campaign in setup, so you want to make sure you're thinking about which types of creative you'd like to start out with to make the most of your budget.

Also, LinkedIn does not have any rules against having text in images like Facebook does. So we often create a custom image that shows the lead magnet or something depicting our offer with a strong headline and a button to click to download or get access. By having a button in the image, it's not actually clickable, but if someone clicks anywhere in the image, they are sent to your opt in form or landing page.



Text Recommendations

Ad name (optional): 255 characters

Headline: 70 characters

Introductory text: 150 characters

Description (LAN only): 70 characters.
Only required if using LinkedIn Audience Network (LAN)

Other LinkedIn Ad Specifications can be viewed *here.*

You do also want to make sure you're monitoring the size and dimensions of any images or videos that you're creating. LinkedIn prefers specific dimensions that are available in the set up of ads so be sure to stick to those so your ads look right when they run through feeds and mobile.

Here are a few examples of some ads we've done recently that have performed well.

Then, messaging and the ad copy are probably THE MOST important parts of the campaign. If you don't grab their attention right from the start, they will just scroll past and ignore your ads.

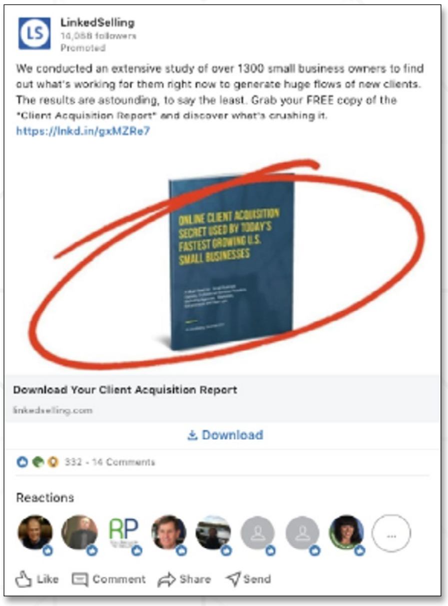
There are a few differences to LinkedIn best practices in comparison with Facebook or other platforms. We always recommend all ad copy be as direct response and outcome focused as possible. You only have a second or less to grab someone's attention as they are scrolling through their feeds - so make it worth it!

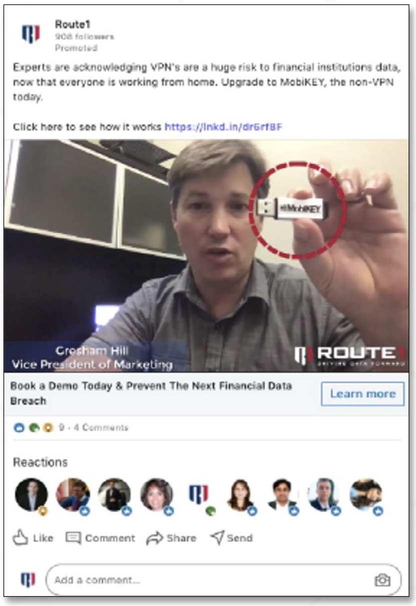
For LinkedIn, shorter copy is best. There are character limits for all LI ads and your copy is cut off with a See More button after 150 characters. So be as attention grabbing and as short as possible. We also like to use call out language that is specific to your audience - like Attention Dentists or something similar.

The more you can personalize the copy, the better it will speak to your audience. You want to make sure you focus on the pains that your audience is experiencing and how your outcome can solve it for them. If you can get inside the conversation and thoughts that are already running through the heads of your prospects, then you have a good chance of catching their attention.

Here are a few examples of high performing ads on LinkedIn. The copy is short and simple and focused on how a problem that the prospect is facing can be solved.

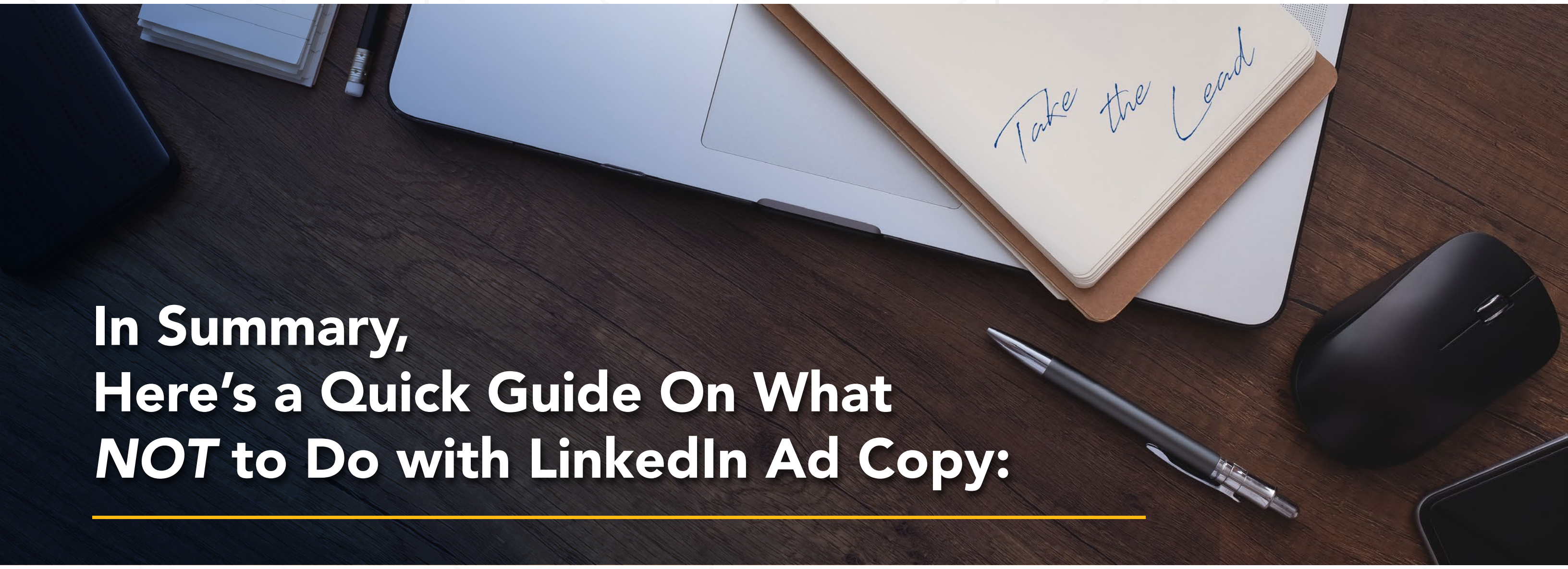
You'll see the Red Circles in the images - those are Video GIFS and they are actually Circling when the ad is appearing in the newsfeed. Again - you want to make sure you grab the attention of your audience - and movement, red and images of what they will receive often work the best.





LinkedIn also rewards social proof - so the more reactions, comments, and likes that you can get will help the LinkedIn algorithm serve your ads to more people in your target audience. This is also something to keep in mind when you are still in your testing phases of your campaign.

Social proof does not carry over into new versions of ads when you start new campaigns or new variations of your ads. So if you have a lot of social proof, consider that before turning off and throwing the ad away. Look deeper into the analytics to see if it's the right people commenting or reacting by pulling a demographic report from LinkedIn. Always use the data and responses that you've seen on the ads to make decisions.



In Summary, Here's a Quick Guide On What *NOT* to Do with LinkedIn Ad Copy:

- **Skip a Call To Action -** you should always have a call to action in your ads getting someone to do something.
  - **Pro Tip -** LinkedIn lets you customize your ***"button"*** at the bottom of the image - so that it can say ***"Download"*** or ***"Sign Up"*** or something else that is action oriented.
- **Be Vague or Generic -** don't say things like ***"save time"*** or ***"improve systems"*** - Get deeper into the cause of the pain that your prospect is facing and make that the focus of your copy.
- **Use Long Form Copy or Storytelling copy -** LinkedIn character limits make it unwise to use a long story or long lead in before getting to your point.
- **Test Too Many Variations At Once -** LinkedIn is expensive and takes longer than other platforms to learn and optimize. We recommend testing 2-3 ad variations to start - like 2 images over 2 different versions of copy. This way your ad budget won't be spread too thin over many variations.
- **Lots of times people who are running ads want More Appointments or want more _____ -** If you want them to take a specific action then **TELL THEM TO DO THAT** in your ad campaign. Tell them to Download or tell them to book an appointment. Prospects will not do what you want unless you **TELL THEM TO DO THAT.** This is a key component of direct response marketing.

Chapter 6

OPTIMIZATION

What is the number one thing that can kill the success of any funnel or campaign?

NOT Optimizing it over time.

OPTIMIZATION is so important. All of the energy, resources and ad spend that you put into developing funnels to add to your pipeline is **NOT WORTH** anything if you don't keep a close eye on it.

Any campaign that you create cannot be a ***"set it and forget it"*** play. Even if a campaign starts performing well right off the bat (and this is rare), there are still opportunities to make it even better and add more to your bottom line.

We'll dive into some of our top strategies and best practices when it comes to optimizing a lead generation campaign.

General Expectations:

- Give your ads **at least $500 in spend before making changes.** LinkedIn takes some time to warm up and for the algorithm to learn.
- **Spend Monitoring -** Make sure your ad variataions are spending. As LinkedIn starts to optimize, it will start to skew the spend to the ads that are getting the most favorable reactions.
- Keep an eye on stats like Click Through Rate, Cost Per Click, CPM, and Cost Per Conversion.
- Test Automatic Versus Manual Bidding.
- Look at Audience Demographic Data and who your ads are showing to.
- Follow a Strategic Optimization Timeline.

KNOW YOUR NUMBERS

The most important thing in any campaign and any optimization plan is to **KNOW YOUR NUMBERS.**

If you aren't tracking each aspect and conversion rates through the entire funnel, then you will have no idea where to start when making adjustments.

The worst thing you can do is let it be a crap shoot and just guess where things are breaking down.

But, we have a solution. You've seen it before. It's our tracking dashboard that we use for any of our internal campaigns and client campaigns.

Metrics to Data Cumulative					
Campaign	**Spend**	**Opt-Ins**	**MQL Opt-Ins**	**Appointments**	**MQL Appts**
LI Ads - Guide 1A Campaign	$8,956.00	124	96	38	31
	Costs	*$72.23*	*$93.29*		*$288.90*
	Conversion		*77.42%*	*39.58%*	*32.29%*
	ROI				

Metrics to Data Cumulative *(cont.)*				
MQL Showed Up	**SQL**	**Won**	**Cash In Door**	**Contract Value**
25	18	5	$ 30,000.00	$ 90,000.00
$358.24	*$497.56*	*$1,791.20*		
80.65%	*72.00%*	*27.78%*		
			334.97%	*1004.91%*

It succinctly tracks each part of the campaign so that you can easily see where conversion is lacking.

Then - once you see where a breakdown is, **THAT** is where you focus your initial optimizations.
IT IS A WASTE OF TIME to make a whole new sales landing page if no one is even getting there!

Every company's goal conversion percentages will vary based on the campaign, type of product, sales life cycle, etc. So start with setting some baseline goal numbers that are realistic and go from there.

The most important things to consider are how much you can spend on a lead, an MQL, an SQL and a closed deal. We often base this on the Lifetime Value of a Client.

I'll break it down for you.

If an average customer is worth $125,000 for you, then it's ok to spend some money acquiring them. One of the biggest mistakes companies make is expecting to get closed deals at like 1-3% of their lifetime worth. While that would be amazing and if you have a funnel that is performing like that, SCALE it to no end!

But…reality is, that is extremely rare. So find the percentage that you are comfortable with.

Most companies average a client acquisition cost of 10-30% of their lifetime value of a client. So, if a client's average lifetime value is $125,000, then you should be comfortable spending between $12,500 and $37,500 to acquire that client.

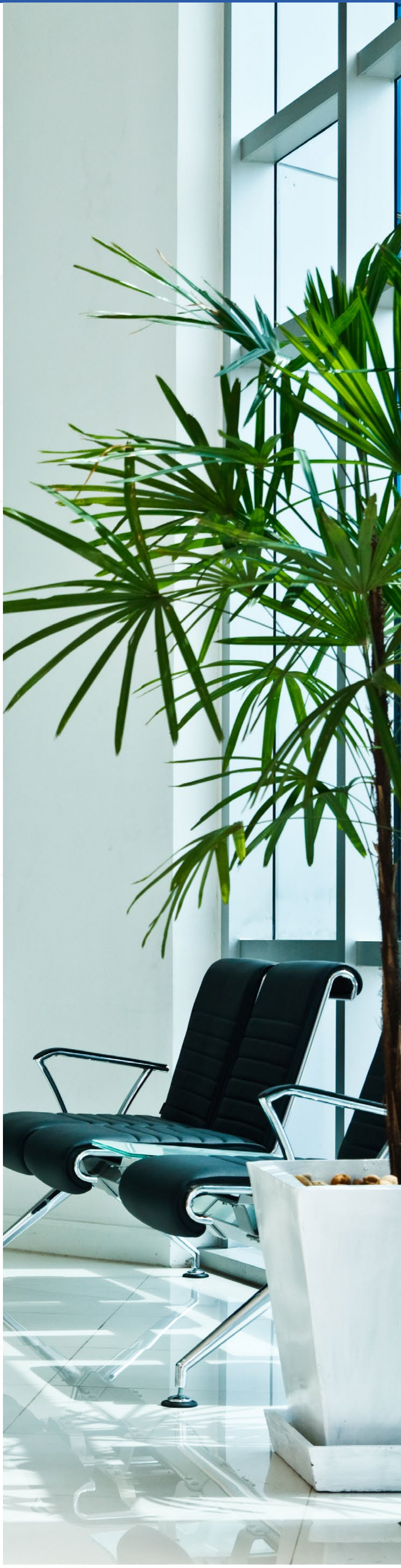
What goes into the Client Acquisition Cost can also vary per company, so finding your exact mix and calculations depends on your situation.

Here's a quick breakdown of what could go into your Client Acquisition Cost:

- Ad Spend - Cost per lead, cost per appointment, cost per SQL (sales qualified lead), etc.
- Agency Fees (if applicable)
- Sales team commissions / costs
- Overhead of marketing/lead gen department (sometimes included, but often not included as this expense spans wider than acquisition lead gen)

Once you know your numbers, you can successfully judge the performance of any marketing or lead gen campaign and have realistic expectations of what the return on investment should be.

Then…once your numbers are in a good place across the dashboard, you can find additional optimizations to make and SCALE to grow your company and bottom line - the goal of every company.



Something's Not Performing, Now What?

You have your lead generation funnel running and you have your tracking set up and have your goal numbers in place. But you aren't quite satisfied with the conversion rates or are missing your goal numbers.

Here are a couple of tips for optimizing:

1 - GIVE IT TIME

This is the number one thing that clients get upset about when a new campaign starts. And we get it. And while we'd love to turn on a campaign and have it start producing sales right off the bat, the chances of that happening are low. Now, we're not saying you have to invest thousands and thousands of dollars to get any results. But you do need to be realistic. This goes back to Lifetime Value of a Client and your sales cycle. If a new lead generation campaign has been running for 3 weeks but your average Sales Cycle is 6 months long - **YOU CANNOT EXPECT TO HAVE A SALE IN THOSE FIRST COUPLE OF WEEKS.** Sounds obvious right? The thing to keep an eye on in this stage is the QUALITY of the leads coming through. Do they mostly fit as a Marketing Qualified Lead? Are they making their way deeper into your sales funnel and process? Has your team followed up with them?

2 - CONVERSION RATES

With your tracking set up, you should have some baseline conversion rates that you are getting from each step in the funnel. If a segment isn't performing to the baseline, that is where you focus. Maybe your percentage of leads coming through are not matching as Marketing Qualified Leads. Well, then that is a Targeting problem and that is where you should focus. Maybe you're getting plenty of traffic from the ads but they aren't filling out the form on the landing page. Well, that's a landing page problem and try a different format of the page or a new headline to entice them. The list goes on and on and the opportunities to optimize are endless - It can ALWAYS be better.

3 - FOLLOW UP

We've talked about this before. It is **ESSENTIAL** that your sales team be reaching out to the new leads **IN ADDITION** to the automated follow up aspects of the funnel. People are so bombarded with different messages that you have to have **MULTIPLE** touchpoints before a prospect even thinks about taking action. We recommend your sales team reaching out to new prospects at least 6 times over the span of the first 2-3 weeks in addition to the automated pieces. You're wasting your ad spend and lead gen efforts if you aren't following up.

There are so many pieces that go into creating and maintaining a successful lead generation program for your company.

We've created a ***LinkedIn Ads Optimization Guide*** that can help you troubleshoot where your campaign performance is falling off, and what to do with the ads.

The Slacker

Low Click Through + Low Results (CTR at .3% or less)

- Are your ads set up correctly? (i.e. you aren't targeting men with an ad for lipstick)
- Rethink your messaging. Is it truly speaking to the pain points of your audience? You may need copy and/or images. Is there a similar top-performing campaign you can mirror?
- Could you audience be more targeted? (Under 1 million in size)
- Does your audience need to be less specific? (over 50k in size)
- Are you paying too much per click? Do you need to regulate your bids on clicks to get more clicks from your budget?

The Imposter

Good Click Through + Low Results

- Double check that tracking and lead forms are set up correctly.
- Check functionality of the landing page (i.e. no errors, etc.)
- Is your landing page/lead form congruent with your ads?
- Should you test switching to conversion ads/lead ads?
- If you find yourself here it means your ads are doing their job but the prospect is getting lost on step #2 for some reason and that step needs to be optimized.

The Budget Buster

High Spend + Low Results

- Double check that tracking is set up correctly.
- Check functionality of the landing page (i.e. no errors, etc.)
- Click through rate.
- Pull a demographics report of those who have clicked/converted and find some targeting optimizations to get the ads to the right people.
- Is your budget too high? AKA "Too much gas in the engine". Are you trying to spend too much on a small group?

Failure To Launch

Low Spend + Low Reach

- Is your budget high enough?
- Is your audience large enough?
- Are you bidding enough to get your ad set to spend? If not, up the bid by $1/day until you spend your full daily budget.

Bad Report Card

Good Front End Opt-ins + Low Back End Results (No Appointments)

- At this point you have dialed in the ads and leads are flowing. Though, you still do not see many appointments in the books.
- Check your consult/ pitch page. Try adding a video sales letter.
- Call your opt-ins to pitch and book appointments.
- Check your email sequences and open rates.

Chapter 7

FOLLOW UP, FOLLOW UP, FOLLOW UP

Well…you generated the lead and emailed them or reached out a time or two but then it got buried in the mass of other things to do so it gets lost. Follow up is such a key element to any successful sales development machine and most companies are doing it in some capacity, but lots of potential is lost from leads getting dropped.

We get it - most of us are so busy it's nearly impossible just to keep up with the fires and things that need to get done today (or yesterday…).

We recommend an automated follow up strategy that includes emails, text messages and phone calls. And we recommend at least 12-20 touch points before moving on to another segment of leads. Chances are…your prospective clients are just as busy as you are and their level of need for your services will vary with time.

Persistence leads to **CONSISTENCY IN LEAD VOLUME.** We have dozens of case studies that show that if you have a consistent follow up process, you'll convert more down the road.

Also…LinkedSelling studied our own data recently and we found that the average new client had been in our pipeline for anywhere from 2 weeks to 5 years. **And most averaged 1-2 years of seeing content from us before actually buying.** This is a **NORMAL** stat across the board in most industries.

So if you've learned one thing from us - **FOLLOW UP** with the leads that you're working to generate. Don't waste them or lose them because you don't have a process to stay in touch with them.

That's $$$ being thrown away.

So…what does a strong follow up sequence look like? Here's an outline of our recommendation. Of course, this can be altered to fit the prospect that you're after and should keep in mind what phase of your funnel they are in. Are they cold prospects who are having their first interaction with your company? Or was the prospect lead generated a year ago and they have some knowledge of your company but haven't become a client yet? Etc, etc.

IDEAL FOLLOW UP SEQUENCE TEMPLATE:

*We'll assume that each new prospect was just recently generated by a paid ads campaign or other form of lead gen - and are essentially **COLD** prospects for this example.*

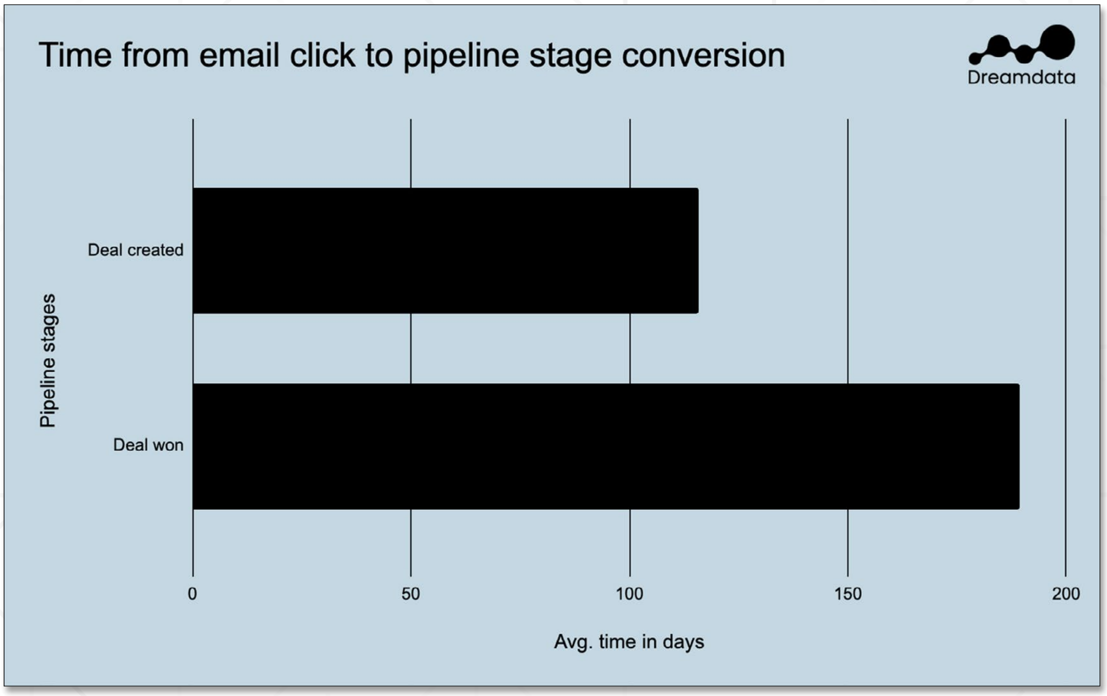
- Prospect downloads a piece of content from a paid ad campaign.
- **Immediately following contact info submission -** Receives an email and a text message thanking them and linking to the content that they requested.
- **ASAP (the faster the better) -** Your Sales Development Rep or Appointment Setter calls the prospect and tries to set an appointment (more on scripting this call later.)
    - Check out our section on Integrations, Automations and Account Set Up for getting info into your CRM and to your sales team as soon as possible.
- **1 hour later -** Receives an email with the link to content and offer to book a call with your team.
- **1 day later -** Another reminder email to book a call and also featuring another piece of social proof like a testimonial, case study or example of how you fixed the problem for another company.
- **1 day later -** Phone call.
- **2 days later (from last email) -** Text message reminder - Short and sweet with a link to book a call.
- Send them a Connection Request on LinkedIn if you can find them.
- **Daily for 10 business days -** Phone Call until they answer, set an appointment or say no. Try different times of day for the calls to see if there's a best time to reach them.
- **3 days later from last email -** Email with link to book a call and another piece of content that is pain focused and helps the prospect solve a problem that they are having.

- **3 days from last email -** Solve Objections email - Give the prospect an example of some things that may be holding them back from making a decision or solving their pain and show how you can help. Offer a call to action to book a call.
- **Ongoing Nurture -** Add the prospect to your ongoing nurture list (if you have one) and have them receive regular emails that feature meaningful content, calls to action, testimonials, case studies, brand awareness content and have it all be in the sense of solving - What's in it for me? - aka Pain Based Content.
    - We recommend 1-3 nurture emails per week.
- **Ongoing Calling -** Put the prospect into a regular rotation and continue to call them while calling other less warm prospects. Our team of callers has a list that they work where previous leads that are past their initial follow up calls receive a call one to two times per week ongoing. This frequency will vary based on the volume of leads you're generating and the time that your team has to put towards follow up.
    - Remember to have your call team always focus first on calling the most recent leads first!
- If the prospect accepted your LinkedIn Connection Request, send a message or two there that is similar to your initial follow up emails.
- **Add Past Prospects into Retargeting Ad Campaigns -** Monthly (or more frequently based on your volume) - add a list of previous prospects as an audience in your LinkedIn Ads or other paid sources. Retargeting ads should be focused on brand / awareness building with content and case study material and should have a call to action to book a call with your team.

We highly recommend making sure that your audience gets information that they care about and that there is a call to action being used to get people to take the next steps. It's great to send out to ***"stay in touch or top of mind"*** with people, but if you're just doing it to do it and not doing it with a goal of getting conversions, then you're probably wasting your time and energy.

Lots of our clients wonder if email is a dead form of communication. And yes, while it is a very crowded space and people get bombarded with email communications from all over, there is a lot of proof on the effectiveness of Email Marketing in the current B2B space.

Here are some good stats in a blog article from Dreamdata about B2B Marketing Emails -



It’s so important to stay in front of your audience with valuable content over their entire lifecycle as a prospect/customer.

One quick stat from the article above -

“Key takeaway: emails are clicked by over 40% of closed won deals. We found that the percentage of email clicks increases as accounts move through the pipeline - 10% of Conversion stage deals, 29% of Deal created stage deals, and 42% of Deal won stage deals click through on at least one email.”

We also highly recommend adding Text Messaging into your follow up sequences.

Do **NOT** text a mile long message. Remember the channel you are communicating through when using it to follow up with prospects. Text messages should be just 1-2 sentence messages.

Make them personalized as much as possible. Automated text messages through your CRM are good, but response rates increase significantly if you use a personalized message coming from a real person. That also allows for the potential of a dialogue back and forth.

There are tons of people who ignore phone and email today but they’ll respond to text messaging all day long. So don’t leave those prospects on the table by avoiding texting in your follow up systems.

SPEED TO LEAD - Calling Your Leads

In addition to regular email follow up, we highly recommend phone call follow ups too. As you can see in the schedule above, we recommend at least 6 phone calls to prospects in the first two weeks after they opt into one of your funnels.

One of the things we need to remember is that many of our prospects that opt-in to our content will be actively seeking a solution to the problem they have. All of our competitors will also be vying for that prospect's attention so we need to act quickly when we identify someone as having the need that we provide a solution for and therefore, we want to call that prospect on the phone as soon as possible.

LinkedSelling

SPEED TO LEAD -

The quicker you can dial your prospect from the point that they opted in, the higher the chance that you will be able to get them on the phone and get an appointment booked. I would recommend you get your opt-ins called no longer than 48 hours after they opt-in, but ideally you'll want to get them dialed within the first 24 hours and you'll want to constantly push on your system to shorten the time it takes from opt-in to phone call. The best companies out there will have their opt-ins called almost immediately after opting in.

The second key to success here is multiple touch points.

I don't just want to dial someone who opts-in one time and call it a day. We know that on any given channel, it can take multiple touch points to break through to a prospect and the phone is no different.

Everyone has an opinion on how aggressive you should be with your dialing. In my opinion, I would recommend calling 6 times over the first 2-3 weeks after the prospect opts-in. Remember, you are not connecting and talking to the prospect every time you dial. Many times you will get a voicemail. The reason you are dialing that many times is to try and get them on the phone to have a conversation. Plus, we do not really care about leaving a voicemail. Our goal is to talk to them live and figure out if they really have a problem we can help solve.

Now as for the cold call itself - one of the most challenging things that our clients deal with.

We have a 4 part **Cold Call Framework** that will guide you and your team through having an effective cold call with your leads.

"But...is it really a cold call if they opted in?"

Good question...we call it a cold call because the person on the other end of the phone was not expecting our call when we dialed them. Yes...they may be a warmer lead, but the call itself is basically a cold call.

Either way, the framework we show you will give you a good formula on how to attack these calls. This is a methodology that my company has learned from one of the Top Sandler Sales Trainers that we have worked with and has been super effective over the last few years.

So the first part of this framework is the…**Pattern Interrupt.** The reason you want to start with a pattern interrupt is that you want to catch your prospect off guard and you want them to listen to you. If you start off with typical cold call language like, ***"Hi Bob...this is Tim from Acme Industries and I'm calling you today to tell you about the 10% off sale we are having on"***.........

All of a sudden your prospect's guard is up and they will start deflecting… ***"I'm good...I don't need anything...I'm hanging up."***

They'll respond that way because most people are pre-programmed to respond that way when getting a cold call. **Even if you were giving away free money, most people will have their guard up so much when you call them that they won't even listen to the words that you are saying... unless you use a pattern interrupt.**

Here's an example:

"Is Bob there...Hey Bob, YOUR NAME here...I'll tell you what, why I don't I take 30 seconds to tell you why I called today and then we can determine from there if we should keep talking, how does that sound?"

This opening gets the prospect off their guard and has a high success rate of the prospect actually agreeing and listening to the next part of the call, which is our 30 Second Commercial.

Remember in the pattern interrupt when we said we were going to take 30 seconds to say why we called...That's the 30 Second Commercial. And you can create one by simply writing a short paragraph that describes the following:

- Who you are
- Who you help
- 1-3 pain statements
- Hook question

Here's our example:

"My company, LinkedSelling, helps high level sales and marketing professionals who are falling short of their goals and not generating enough sales opportunities... We help those companies get more leads for their sales team by building out 6 & 7 figure ads funnels utilizing LinkedIn Ads. Does any of that resonate with you?"

The goal is to get right to the point with this commercial. You are basically asking them if they fit this profile, if they have this problem, and is it worth talking to see if we can help?

The third section is where the bulk of the conversation will take place.

Cold Call Framework

- Pattern Interrupt
- 30 Second Commercial
- Pain - Impact - Commitment
- Book The Appointment

Pain - Impact - Commitment

This is where you dive into a little more detail with them. Does the prospect really have a problem? Is it really impacting their business and are they really committed to solving it?

After we wrap up our 30 second commercial with our **Hook Question,** the prospect is going to let us know if our 30 second commercial resonates with them. If it doesn't, that's basically their way of saying they don't have the issue, then we can be on our way.

Most of the time if our LinkedIn ad funnel has been effective, it will resonate with them and they'll say so. From there we'll begin asking questions regarding Pain - Impact - Commitment.

It does resonate...tell me why it resonates? How long has that been a problem? How is that impacting your business? Is this important to solve right now? etc etc. We use questions like this to determine whether the prospect is really looking to solve the problem right now.

Once we determine that it is important for them to solve the problem, then we go to the 4th part - **We book the appointment.**

Here's an example of our transition after the Pain - Impact - Commitment questions:

"This is the exact story we hear all the time. Is it worth it to talk to one of our lead Strategists for a quick 20-30 minutes to see if we can help to solve that problem? Okay, why don't we get our calendars out and find a good time to book that call."

It's important to remember that sometimes people have a SERIOUSLY difficult time saying no and that whoever is calling your opt-ins needs to make the prospect feel comfortable to tell them no. We don't want to book an appointment for the sake of booking an appointment.

We also want to avoid booking that next appointment too far out. If possible I'd like to get it booked over the next 3-5 days. The further out the appointment gets booked, the less urgent it becomes to take that call and show up rates decrease.

We know this framework is different than almost every cold call you get. **THAT'S WHY IT WORKS.** It's what we use for ourselves, for our clients and what we always recommend to actually have an effective cold calling strategy.

Follow up and your process to do so can easily make or break an ad campaign. So don't waste your ad dollars being spent by not capitalizing on the leads coming through. And as you can tell, one or two follow ups is not going to cut it. People are so busy and while they might really have a need for your product or service, now might not be the best time - so follow up regularly and over time so that you can find them at that right time when they are in market and ready to buy.

CONCLUSION:

Throughout this paper, we have gone into a ton of detail on how to best capitalize on LinkedIn ads in your marketing and growth strategies. Everything that we've shared has been a compilation of learning best practices over our 10+ years running digital ads and being one of the leaders in the LinkedIn Ads space.

In fact, LinkedIn has done **TWO** case studies on our work with LinkedIn ads. Plus, we are regularly consulted by LinkedIn reps and project managers as they are developing new solutions, integrations or product lines.

LinkedIn ads are a **GREAT** growth tool, but as you can see, they require a lot of knowledge and experience on the platform to get it right and performing at a scalable level.

So, if you or your team are looking for some additional help in setting up or managing your LinkedIn ad campaigns, get in touch with us. We'll conduct a no charge assessment of what you already have going or assist with creating your LinkedIn ads strategy that is best for your company and your goals.

PLUS -

If you decide to work with us, we do the FULL BUILD OUT FOR FREE. As we mentioned earlier in this paper, we are setting the traditional agency model on fire.

We believe that it takes some time to trust one another in the client / agency relationship. So we want to test out the relationship first - **BEFORE MAKING A COMMITMENT** - and make sure that we are a fit for you and you are a fit for us.

We build out your entire strategy and ad campaign assets, let you see them and approve them, THEN we nail down the engagement details.

It's a win-win for both of us.

And if you don't like what you see or experience in working with our team, then you can walk away and we part as friends. Nothing lost other than some time.

Interested In Learning More About Our Built For You Offer?

Check out our video and our services here.

If you'd like to schedule a call with our team to see how this can be a fit for your company, *click here to book a time now.*

We look forward to working with you and becoming a strategic partner in your growth.

Take the lead.