

# LINKEDIN ADS STRATEGY FOR THE B2B CMO

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**B2Linked.com**



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# LINKEDIN ADS PROS



**BEST  
BUSINESS  
TARGETING  
(AT SCALE)**



**UP-TO-DATE  
DATA**



**BUSINESS  
MENTALITY**



**HIGHEST LEAD  
QUALITY**

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# WHO THEY'RE FOR

1

## B2B

- LARGER DEAL SIZE
- LONGER SALES CYCLES
- IGNORED BY GOOGLE/META

2

## B2C

- WHITE-COLLAR RECRUITING
- HIGHER ED
- LUXURY/TRAVEL/ FINANCE

# TARGETING

- 900M+ USERS
- TARGET BY:
  - JOB TITLE
  - DEPARTMENT
  - LEVEL OF SENIORITY
  - COMPANY SIZE
  - INDUSTRY
  - COMPANY NAME
  - EMAIL ADDRESS
  - ONLY – 1/5 OF TARGETING OPTIONS

# AD UNITS – SINGLE IMAGE SC

## NEWS FEED

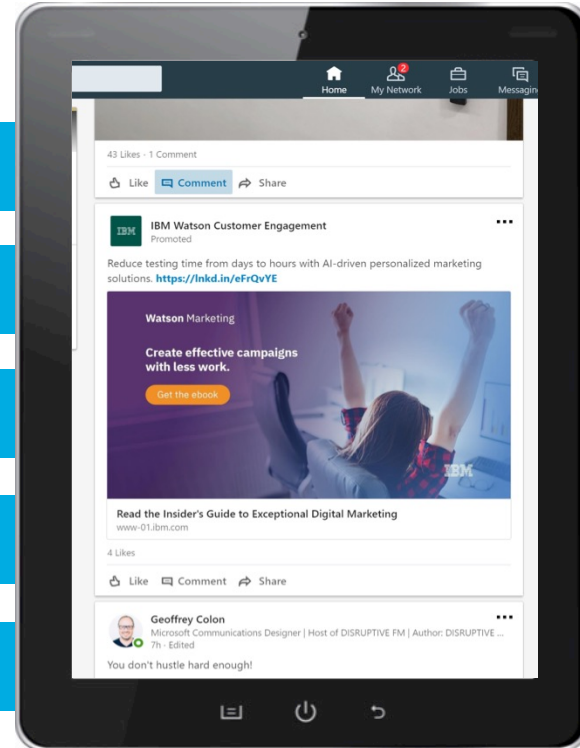
95% RECOMMENDED

>.4% CTR IS GOOD

MOST VERSATILE

\$10-16 CPCs

GREAT MIDDLE GROUND



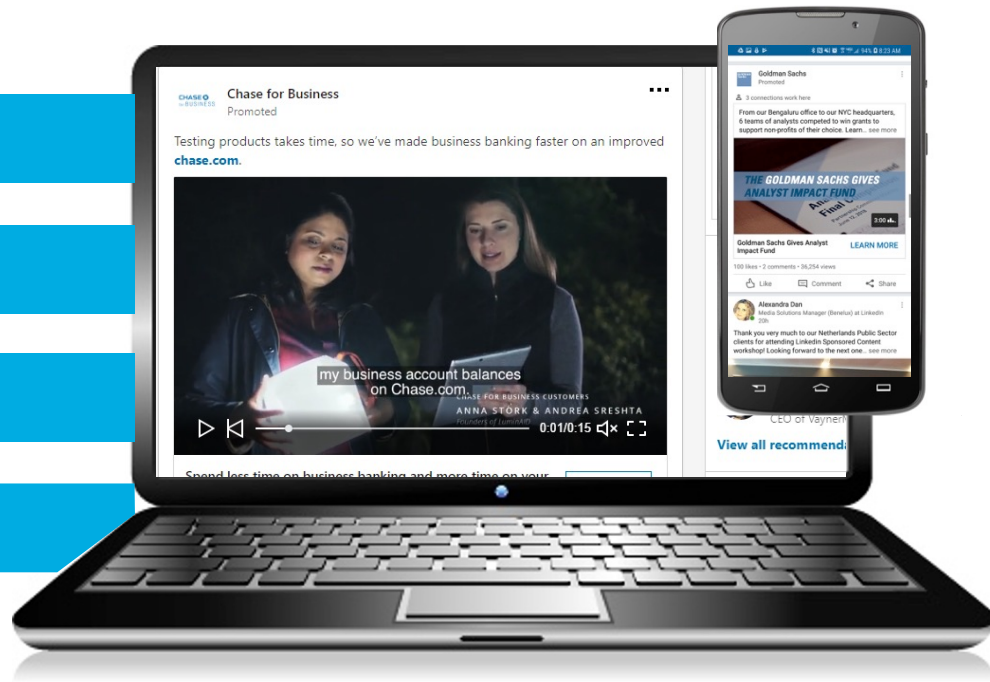
# LINKEDIN VIDEO ADS

95% RECOMMENDED

\$.10-\$.35 PER 2-SECOND VIEW

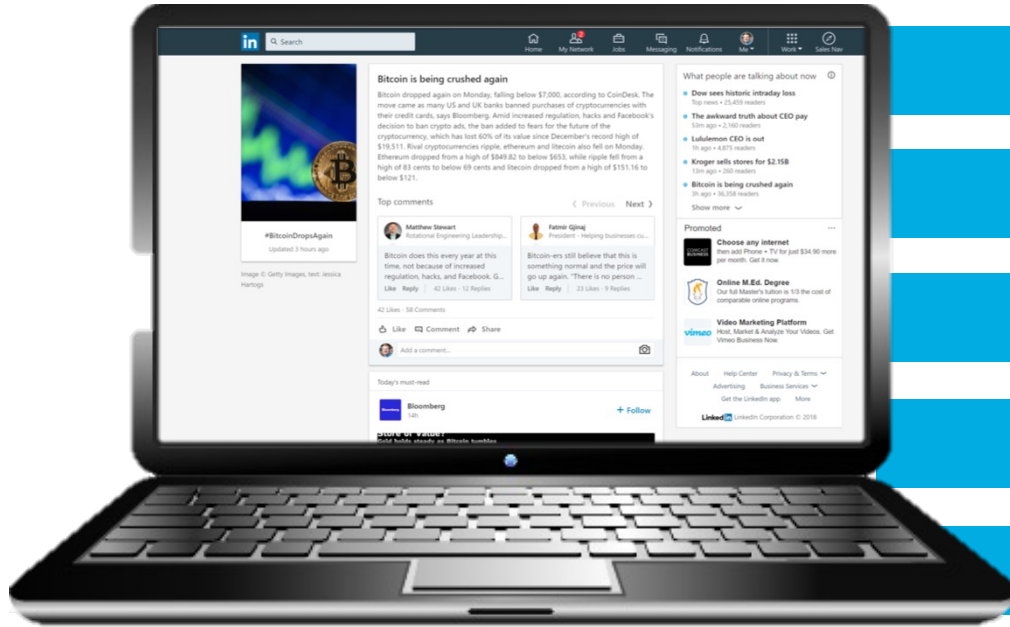
PLAY MUTED (SUBTITLES)

RETARGET 25% VIEWERS



# AD UNITS – TEXT ADS

## RIGHT RAIL



80% RECOMMENDED

>.025% CTR IS GOOD

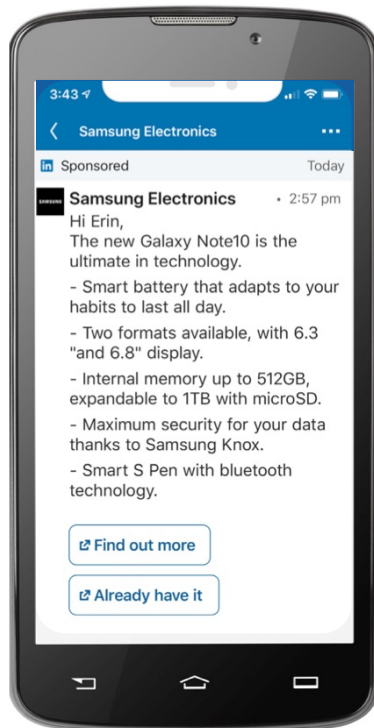
DESKTOP TRAFFIC

\$3-6 CPCs

LOWEST RISK

# AD UNITS – CONVERSATION ADS

(Converting to Click-to-Message Ads in Q3)



10% RECOMMENDED

CHATBOT "CHOOSE YOUR OWN ADVENTURE"

NEEDS A VIP OFFER

BEST FOR RETARGETING

CUMBERSOME TO BUILD



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# AD UNITS – CLICK TO MESSAGE AD

(Coming in Months or Quarters)

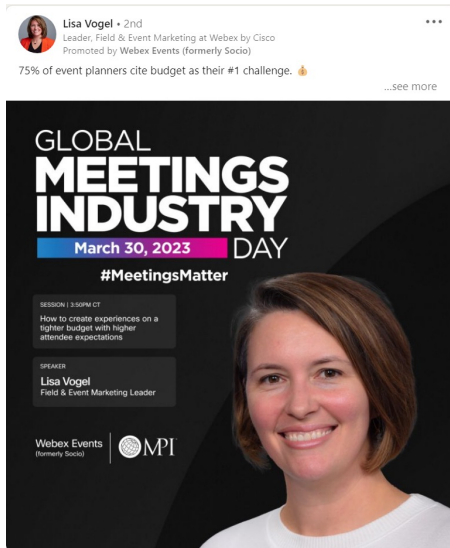
PAY LIKE SPONSORED CONTENT

PERFORMANCE OF CONVERSATION ADS

THIS IS EXCITING!

STILL CUMBERSOME TO BUILD

# AD UNITS – THOUGHT LEADER ADS



BOOST INDIVIDUALS' POSTS

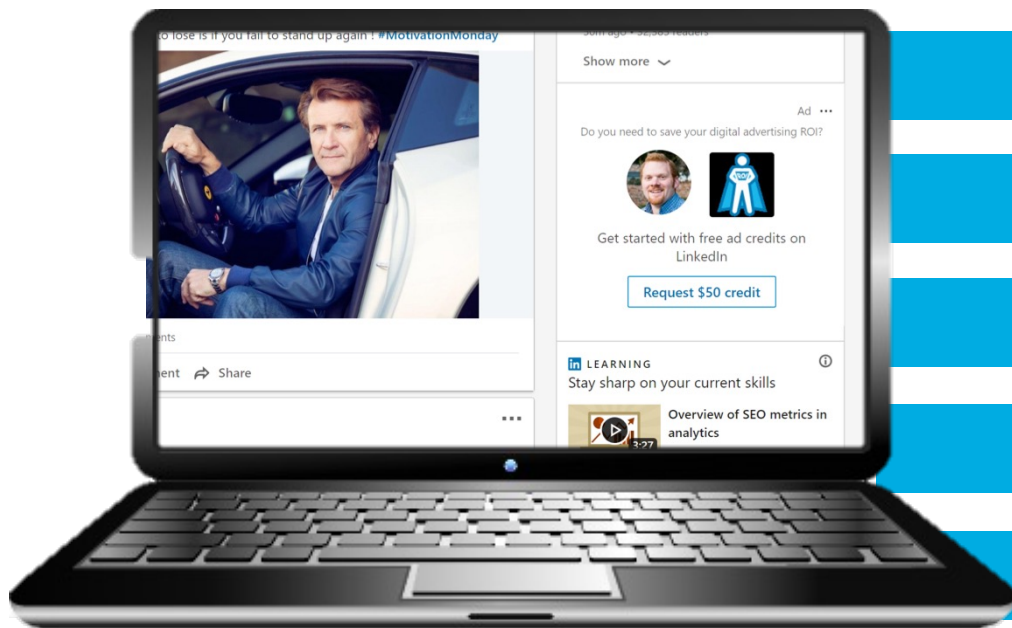
SIMPLE NOW BUT GETTING MORE FEATURES

GREAT FOR POSTS FROM FOUNDER/CEO

INCREDIBLY LOW COSTS COMPARED TO COMPANY POSTS

# AD UNITS – DYNAMIC ADS

## RIGHT RAIL



10% RECOMMENDED

LOW CTRs, LOW VOLUME

\$8-10 CPCs

DESKTOP TRAFFIC

FOLLOWER CAMPAIGNS

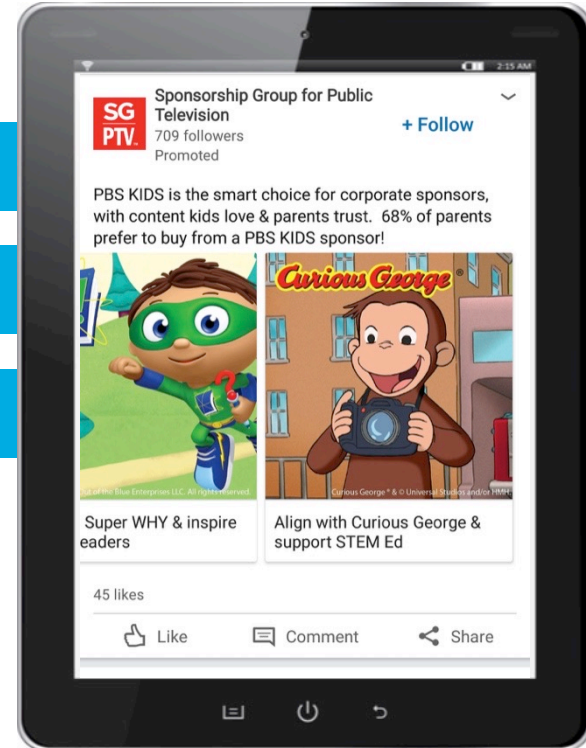
# AD UNITS – CAROUSEL ADS

## NEWS FEED

0% RECOMMENDED

MORE WORK TO CREATE

NO PERFORMANCE BENEFIT



# AD UNITS – EVENT ADS

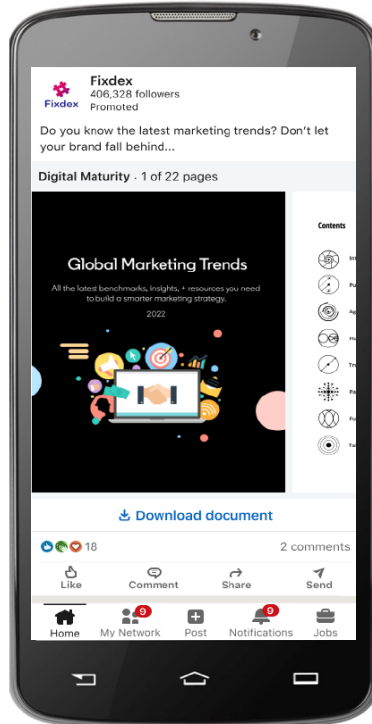
0% RECOMMENDED

BOOST LINKEDIN EVENT

SO VERY LIMITED

WHY?

# AD UNITS – DOCUMENT ADS



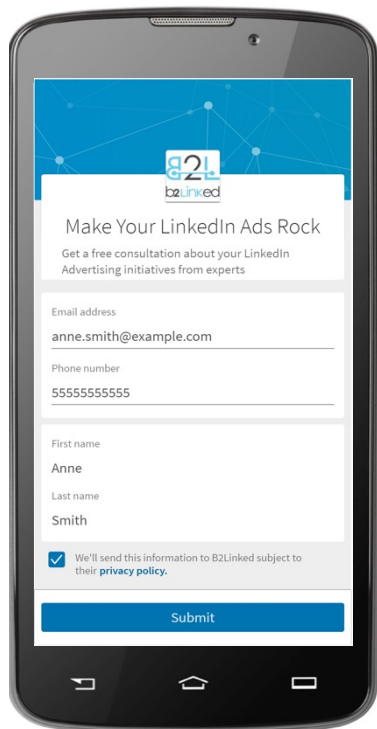
1% RECOMMENDED

SHARE LONG-FORM CONTENT IN THE FEED

CAN GATE OR UN-GATE

PERFORMANCE IS MEH, SURPRISINGLY

# AD UNITS – LEAD GEN FORM ADS



AVAILABLE ON SPONSORED CONTENT AND SPONSORED MESSAGING

BYPASS LANDING PAGE FOR HIGHER CONVERSION RATES

## INTEGRATIONS

- ELOQUA, MARKETO, SALESFORCE, HUBSPOT
- OTHER PLATFORMS THROUGH ZAPIER

## PROS

100-350% HIGHER CONVERSION RATES

RETARGET FORM OPENERS AND SUBMITTERS

## CONS

POOR TRACKING

LOWER LEAD QUALITY

# “MY BOSS WILL NEVER...”

WARNING: THE STRATEGY REPRESENTS A MAJOR STRATEGY SHIFT.

“B2B BUYERS AVERAGE 17 MEANINGFUL INTERACTIONS WHEN COMPLETING A PURCHASE”

## 2 CHOICES:

- GOAL BASED ON MQLS AND BLAME SALES WHEN THEY CAN'T CONVERT TO SQL
- PROPERLY PREPARE PROSPECTS BEFORE MQL SO THEY CONVERT TO SQL AT 50-80%

\* <https://www.forrester.com/blogs/why-are-buyer-insights-vital-for-product-marketing-sales>



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# COLD TRAFFIC

DOESN'T KNOW/LIKE/TRUST YOU YET

- LEAD GEN AT THIS STAGE MAY MQL BUT WON'T RESPOND TO SALES

WHAT STEPS DID YOU TAKE THE LAST TIME YOU PURCHASED A HIGH-CONSIDERATION PRODUCT/SERVICE?

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# WHY-HOW-WHAT VS. WHAT-HOW



MOST MARKETING DEPARTMENTS TELL:

- WHAT THEY DO
- AND THEN HOW THEY DO IT
- THEY OMIT THE “WHY”
- AND, THEREFORE, NO ONE CARES ABOUT THE COMPANY

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# WHY-HOW-WHAT VS. WHAT-HOW



## BETTER MARKETING TELLS

- WHY THEY DO IT
- THEN HOW THEY DO IT
- THEN WHAT THEY DO



## PEOPLE CARE WHEN THEY KNOW THE “WHY”

# WHY PHASE – GETTING TO KNOW YOU



## SIMON SINEK – START WITH “WHY”

- BY STARTING WITH “WHY” THE ORGANIZATION OPERATES, WE CONNECT ON A MORE EMOTIONAL LEVEL
- CREATES STRONGER BONDS AND BUILDS A SENSE OF PURPOSE



## VIDEO IS CRUCIAL AT THIS STAGE



## DO THIS RIGHT AND YOU CAN'T FAIL

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# WHY-HOW-WHAT = KNOW, LIKE, & TRUST



COMMUNICATE YOUR "WHY" TO GET TO KNOW YOUR BRAND



TEACH THEM "HOW" TO GET THEM TO LIKE YOUR BRAND



SHARE THE "WHAT" WHEN THEY ALREADY TRUST YOU

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# KNOW PHASE - VIDEOS



**BEST FROM FOUNDER OR CEO, BUT ANYONE WHO REPRESENTS THE COMPANY**

**1. START WITH HOOK/TEASER**

**2. TELL AN INSPIRATIONAL “WHY” STORY**

- **< 60 SECONDS**

- **TALK TO YOUR PHONE, DON'T GO PROFESSIONAL**

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# HOW PHASE – LIKE THE BRAND



**ASK YOURSELF, HOW TO DO I SOLVE THEIR PROBLEMS  
DIFFERENTLY THAN THEIR COMPETITORS?**



**UNGATED:**

- GUIDES
- BLOG POSTS
- HELPFUL HINTS
- “SUBSCRIBABLE CONTENT”

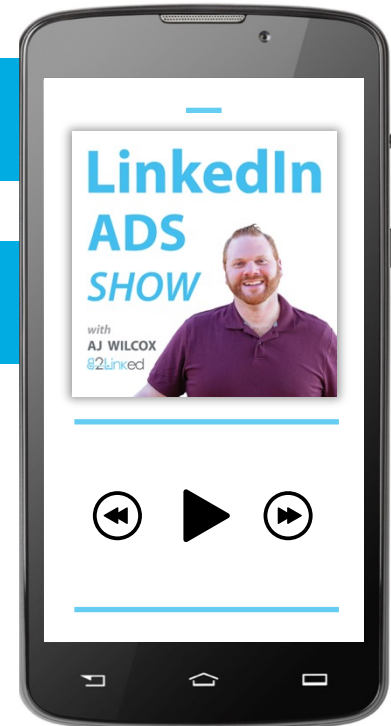
# SUBSCRIBABLE CONTENT

PUTS YOU IN FRONT OF YOUR TARGET AUDIENCE REPEATEDLY

REPEATED INTERACTIONS BUILD KNOW/LIKE/TRUST FASTER

## EXAMPLES:

- PODCASTS
- YOUTUBE CHANNEL
- LIVESTREAMERS
- NEWSLETTERS
- WEBINAR SERIES/ONLINE EVENT SERIES
- LINKEDIN PAGE/PROFILE FOLLOW





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# TRUST PHASE



COMMON OBJECTIONS



VALUE & POSITIONING



SOCIAL PROOF

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# BUILDING SEQUENCES

## CREATE RETARGETING AUDIENCES ON LINKEDIN

- **ALL WEBSITE VISITORS**
- **COMPANY PAGE VISITORS**
- **50% VIDEO AD VIEWERS**
- **LEAD GEN FORM OPENERS / SUBMITTERS**
- **SINGLE IMAGE AD ENGAGERS**
- **EVENT “INTERESTED”**

## LABEL THEM BY KNOW/LIKE/TRUST

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# GRADUATION SEQUENCE STEPS

AS SOON AS A PROSPECT ENGAGES WITH A LEVEL, THEY GRADUATE OUT, AND ARE TARGETED ON THE NEXT LEVEL.

- **KNOW PHASE: TARGET COLD AUDIENCE AND EXCLUDE ANYONE WHO TAKES ACTION ON KNOW ADS**
- **LIKE PHASE: TARGET THE GRADUATES FROM THE KNOW PHASE, EXCLUDE ACTIONS ON LIKE ADS**
- **TRUST PHASE: TARGET THE GRADUATES FROM THE LIKE PHASE AND EXCLUDE CURRENT CUSTOMERS**

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# INVESTMENT



CPCS ARE AVERAGE \$10-16 AND RISING



BUDGET: \$5K-8K SUGGESTED (NORTH AMERICA)

- ABM/RETARGETING \$3K-5K
- THE HIGHER THE BUDGET, THE FASTER YOU CAN TEST, LEARN, AND OPTIMIZE
- 3-6 MONTHS

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# WHAT TO EXPECT

## IN A SILO

- **DON'T EXPECT ANY BOTTOM-OF-FUNNEL RESULTS FOR THE FIRST FEW MONTHS**
  - YOU WILL SEE SOME IF YOU'RE DOING IT RIGHT, BUT IT'S A BONUS
- **ROI COMES AFTER (WARMING) + (YOUR NORMAL SALES CYCLE)**
- **6-12 MONTHS: YOU'VE BUILT A DEMAND-GENERATION MACHINE**

# WHAT TO EXPECT

## IN CONCERT WITH OTHER CHANNELS

- **RETARGET YOUR A+ LINKEDIN TRAFFIC ON META/GOOGLE**
  - **HUGE DISCOUNT**
  - **WIDER SEARCH**
  - **HIGHER FREQUENCY**
- **RETARGET YOUR META/GOOGLE TRAFFIC ON LINKEDIN**
  - **ADD FILTERS**
- **IF RETARGETING A WARM AUDIENCE YOU'LL SEE RESULTS SOONER**

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# WHAT TO EXPECT

WHAT WOULD HAVE MADE YOU MORE POPULAR IN HIGH SCHOOL?

- 1 PERSON YELLING YOU'RE COOL 1,000 TIMES
- 1,000 PEOPLE TELLING 1 PERSON YOU'RE COOL

YOUR PROSPECTS NEED TO SEE YOUR BRAND EVERYWHERE

# RAISE YOUR HAND IF YOU MANAGE LINKEDIN ADS!

I'M GOING TO DROP ADVICE NOW FOR BETTER  
MANAGING YOUR ACCOUNT



# LINKEDIN ADS PITFALLS

- **UNCHECK “AUDIENCE EXPANSION”**
- **DON’T SERVE ON ”LINKEDIN AUDIENCE NETWORK”**
- **BIDDING**
  - **DEFAULT “MAXIMUM DELIVERY” = MOST EXPENSIVE**
  - **MANUAL CPC (HIDDEN) = LEAST EXPENSIVE**
    - \* **BID LOWER THAN RECOMMENDED TO START**
    - \* **INCREASE BIDS INCREMENTALLY UNTIL YOU HIT BUDGET**

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# CONVERSION FORMULA

$$f(\text{CvR}) = (\text{Value})_p - (\text{Friction})_p$$

- **YOUR CONVERSION RATE IS A FUNCTION OF:**
  - **THE PERCEIVED VALUE OF YOUR OFFER**
  - **MINUS THE PERCEIVED FRICTION OF TAKING THE CONVERSION ACTION**

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# SOURCES OF PERCEIVED VALUE

- LEARN SOMETHING
- EARLY ADOPTER
- BRAGGING RIGHTS/INSIDER
- SOLVE PAIN
- EASY
- NOVEL/UNIQUE/NEW
- TIMELY
- COMPREHENSIVE
- SOCIAL PROOF
- KNOW/LIKE/TRUST

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# SOURCES OF PERCEIVED FRICTION

- TOO MANY FORM FIELDS
- SLOW PAGE LOAD
- UNCLEAR VALUE
- FEAR OF AGGRESSIVE SALES FOLLOW UP
- REQUIRE PHONE NUMBER
- REQUIRE WORK EMAIL
- REQUIRE PAYMENT
- REQUIRE TIME

# PERCEIVED FRICTION BY OFFER TYPE



## LOW FRICTION

- Blog Post
- Infographic
- Podcast Episode
- Join Livestream

## MID FRICTION (GATED)

- Checklist
- Cheatsheet
- Whitepaper
- Report
- Ebook
- Webinar
- In-person Event
- Virtual Event
- Case Study

## HIGH FRICTION

- Demo Request
- Free Trial
- Buy Now
- Talk to Sales

# EXAMPLES OF HIGH CONVERTING OFFERS

**BamboohR**  
58,206 followers  
Promoted

HR Professionals - Here's Everything You Need to Know to Onboard Like a Pro!



**THE DEFINITIVE GUIDE TO ONBOARDING**

**DOWNLOAD NOW**

Free ebook: Definitive Guide to Onboarding  
bamboohr.com

[Download](#)

**WSI Internet Consulting**  
42,313 followers  
Promoted

Insights from bleeding-edge digital marketing experts. Join us for free breakfast at Microsoft HQ in Mississauga on 10/28. Almost full-RSVP now!  
<http://goo.gl/J4jQmX>



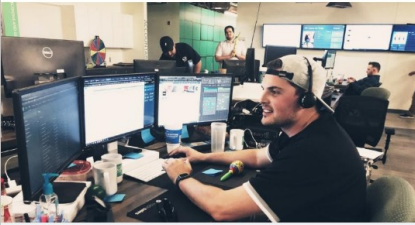
**Exclusive Bing Insiders' Digital Breakfast Event!**

wsidigitalsummit.com

5 · 1 comment

**XANT**  
23,420 followers  
Promoted

We analyzed over 18 million emails and found the 6 best practices that you can use to increase your open rates TODAY. ...see more




[Download] The Secrets of Email Prospecting  
xant.ai

[Download](#)

**Skyrise**  
1,787 followers  
Promoted

Commute between OC and DTLA in 20 minutes with flights from \$199. Become an early adopter today!



Introducing  
**A better way to get around LA**

Apply to be an early adopter and be part of a traffic-free future!  
fly.skyrise.com

[Like](#) [Comment](#) [Share](#)

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# AD CREATION TIPS



## AD COPY

- SHORT AND TO THE POINT
- WIIFM (EVERYONE'S FAVORITE RADIO STATION)
- STRONG CTA



## IMAGERY

- JOB IS TO DRAW ATTENTION TO THE COPY
- AVOID BLUES/GRAYS/WHITES
- HEAVY ORANGE/GREENS/PURPLES

# HIGH-PERFORMING ADS



## INTRO (<150 CHARS)

1. WHY YOU SHOULD PAY ATTENTION
2. CTA



## HEADLINE (<55 CHARS)

1. [ASSET TYPE]
2. TITLE OF ASSET



XANT

23,408 followers

Promoted

We analyzed over 18 million emails and found the 6 best practices that you can use to increase your open rates TODAY.

Click to download the new infographic!



[Download] The Secrets of Email Prospecting

xant.ai

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# FREE LinkedIn Ads Checklist

**[B2Linked.com/checklist](https://B2Linked.com/checklist)**

Everything you need  
to get started advertising on LinkedIn

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# The Advanced LinkedIn Ads Guide

**[B2Linked.com/advanced-guide](https://B2Linked.com/advanced-guide)**

Everything you need  
to manage your LinkedIn Ads at an expert Level  
**FREE!**

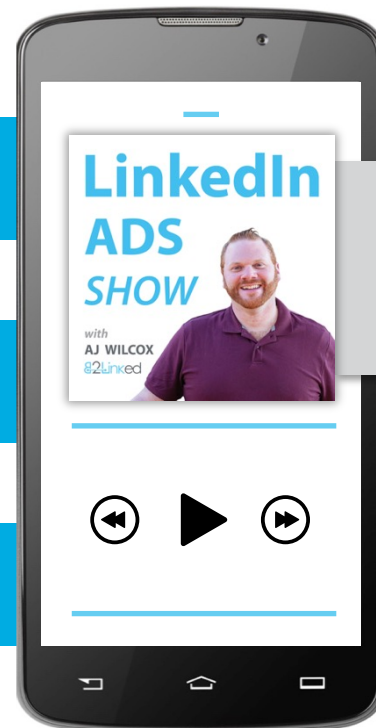
# THE LINKEDIN ADS SHOW PODCAST

## LISTEN TO:

IN-DEPTH EXPLORATION OF ADVANCED  
LINKEDIN ADS CONCEPTS

INTERVIEWS WITH LINKEDIN PRODUCT  
HEADS

TACTICS/STRATEGY TO GET  
HIGH PERFORMANCE



SUBSCRIBE NOW!

[linktr.ee/wilcoxaj](https://linktr.ee/wilcoxaj)

# QUESTION AND ANSWER



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