

How to get more leads using LinkedIn

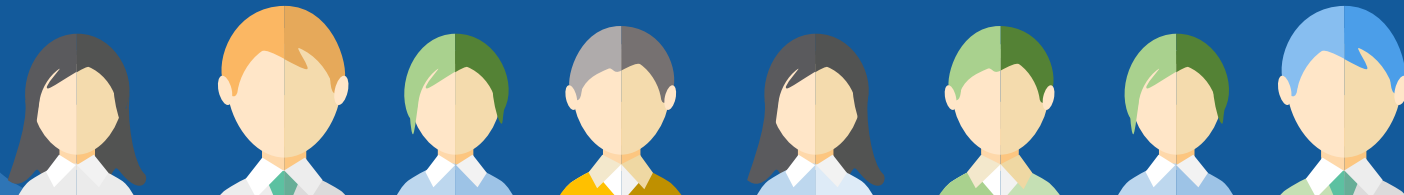


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Introduction


So you want to get more leads...

That's great! But your goal in lead generation is not just to get more leads.

You really want to get more of the **RIGHT** leads!

Your lead generation strategy should add value to your business with leads that close faster, generate revenue, and justify your investment.





You also want to get leads more efficiently, at a lower cost per lead (CPL), and have a sales team that works to close those leads for you.

In this eBook, you'll learn how to meet all these standards in your lead generation strategy through LinkedIn.

What are Your Business Needs?

Before you can develop an effective lead generation strategy, you need to understand the needs of your business. Why will getting more leads help your business goals?

One of the best ways to figure this out is to talk to your sales team. What struggles are they facing? Do you need to increase lead volume, improve lead quality, or bolster conversion rates? Getting feedback from your sales team will prove most valuable for building your lead generation strategy and deciding where you need to improve the most. Once you have a clear idea of your needs, you can build an effective plan.

A background image of a business meeting with several people in suits looking at documents and a tablet. The image is overlaid with a semi-transparent blue filter.

How Will You Measure Success?

Measuring Success

Your business needs will determine which lead generation metrics you should use to measure your success. That said, there are four basic types of metrics you might use:



Marketing Qualified Leads (MQLs)

Measures lead quality by scoring leads based on aspects, activities, and behaviors. Helps determine how likely leads are to convert.



Sales Accepted Leads (SALs)

Expands on the idea of MQLs to pinpoint leads who are likely to or already are engaging with your sales team.



Conversions

Tracks the number of leads who have become customers.



ROI

The amount of revenue generated directly from your leads.



You can then use these four metric types to **calculate other metrics such as:**



Cost Per Lead (CPL)

How much you're spending to gain each new lead.



Cost Per Sales Accepted Lead (SAL)

How much you're spending to gain each new SAL.



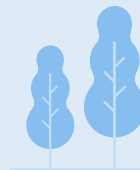
Cost Per Conversion

How much you're spending to gain each new conversion.



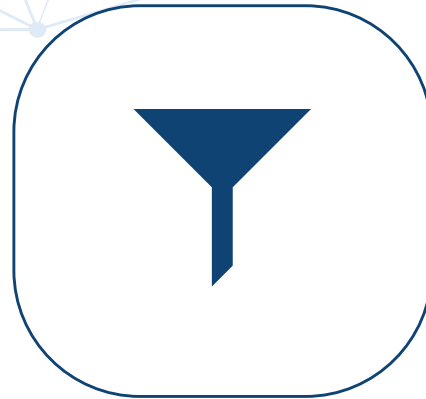
Campaign Performance

Which lead generation strategies are working the best and generating the most revenue.



It's important to focus not just on the volume of leads but on the quality of your leads.

This determines the ultimate value of your leads to your business. The best way to do this is to set targets and focus on those metrics which prioritize both volume and quality, along with your specific company goals. This is particularly important with long sales cycles where conversions could take months or years to complete. Your metrics should be reviewed on a regular basis so you can consistently focus on the tactics and strategies driving the most value for your business.



Volume



Quality



+

=



Value



A background image showing a group of business professionals in a meeting, looking at documents and charts. The image is overlaid with a dark blue semi-transparent filter.

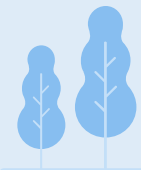
Get the Best Leads Through Targeting



Target Most Likely Buyers

Your lead generation strategies will always be most effective when they're targeted toward your most likely buyers and what they already know about your business. In this way, you can maximize your marketing budget and make sure you don't miss out on the highest-value leads.

Account for where your leads are in their journey to a decision and act on leads who have signaled they're interested right now. You need to act quickly on these leads to convert them before they change their mind.



LinkedIn

Insights Tag

Use the website retargeting feature in LinkedIn Matched Audiences to do this. You access it through Campaign Manager where you run your LinkedIn campaigns. Once you've added the LinkedIn Insight Tag to your website, you can target audience groups based on the specific pages they visit. You can also get all sorts of detail on the kinds of professionals these visitors are through Website Demographics, LinkedIn's free reporting tool. It uses anonymized profile data to help you understand the types of prospects you're engaging.

How to Add the LinkedIn Insight Tag to Your Website

1. Sign into Campaign Manager
2. Click on your account name or "New Account"
3. Click Website Demographics and click "Setup Insight Tag"
4. Follow the instructions to add the tag to your site



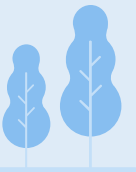


Targeting 101

1. The Easy Wins

Leads that already know about your business, your offers, your services, and the experience of working with you are ready to pay attention when you reach out to them.

Tips: Through LinkedIn Matched Audiences, you can upload lists of active email addresses, including subscribers, existing customers, or interested leads.



Targeting 101

2. High Priority Leads

You should target buyers, influencers, and/or businesses who have a relevant need for your products and services. This is where you can generate relevant, high value leads quickly and efficiently.



Tips: Use Matched Audiences to upload a list of up to 300,000 company names as target accounts.



Targeting 101

3. Expand Your Scope

Its time to target the prospects you don't know about yet. This is where LinkedIn profile data comes in handy. You can put your campaign in front of many people with potential interest with the right approach, the right experience, and the right bidding strategy. Now turn this potential interest into leads!

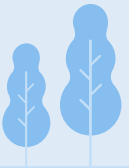
The key is to avoid hyper-targeting. Remember – you're targeting potential buyers you don't have detailed information about. Don't get drawn into making guesses. If you do, you'll be excluding people who could have converted to leads, you might have to bid higher, and you'll most likely increase your cost per lead (CPL).





Leveraging Profile Data

- Choose relevant, broad targeting parameters like industry and job function. The key is to be applicable and deliver at scale.
- Avoid targeting by job title as it's likely to exclude prospects you might not expect.
- Find similar people to those you've predefined with your targeting parameters by clicking 'Audience Expansion.'
- Set up different campaigns with different approaches and avoid loading too many targeting parameters onto a single campaign.
- You can track how effective your campaigns are and switch more budget towards the campaigns delivering the lowest CPL.





BEFORE YOU START

Lead Generation is Not a Straight Line

With this process you're likely targeting audiences who don't know about your business or your services. The level of your brand's awareness may mean you need to generate demand – not just leads. Consider this when you're building your campaigns.

Support your lead generation campaigns with demand generation campaigns which target a similar audience, but don't require sharing details. When demand generation campaigns lead prospects to your website, you can use Website Retargeting on LinkedIn to follow up with lead generation activity.



Capturing New Data



A common issue with lead generation is nobody likes filling in data capture forms, especially busy professionals. The easier you make it to share details, the more leads you'll get and the lower your costs will be.

To gain higher quality leads, LinkedIn Lead Gen Forms are vital. These shorter, smarter forms are optimized for mobile, where 57% of engagement on LinkedIn happens. They pull details from profile data, which means leads can share contact details in just a few clicks.

LinkedIn Lead Gen Forms can be combined with the most impactful formats for delivering lead generation content and messaging on LinkedIn - Sponsored Content and Sponsored InMail.





Engagement

Turning Interest into Leads

There are a few ways you can drive leads through LinkedIn, from organic activity that will help interested prospects find your business to paid opportunities that will put the right messages in front of the right prospects. Here's a full list of the different touchpoints you can leverage for lead generation:



LinkedIn Company Pages

Your brand's home on LinkedIn

LinkedIn Company Pages can be used to share company news, industry articles, and thought leadership pieces to attract followers. When people choose to follow your Company Page, they're signaling potential interest in your business.

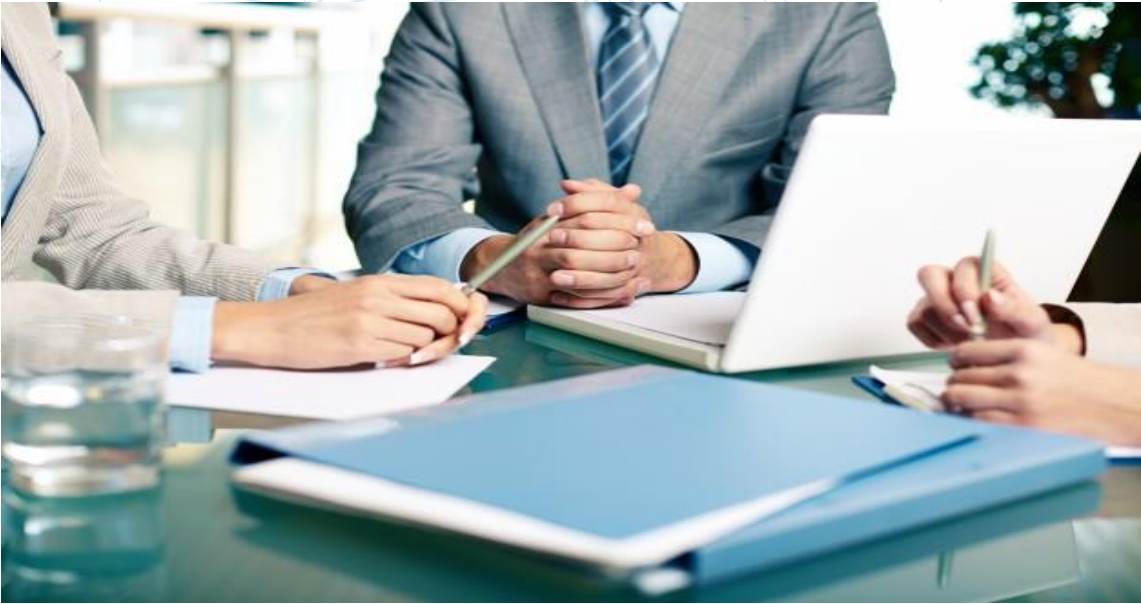




LinkedIn Showcase Pages

Showcasing Your Business

Showcase Pages are extensions of your Company Page designed for spotlighting a brand, business unit, or initiative. You're showcasing aspects of your business with their own distinct messages and audiences in their own page. This will generate a more targeted group of followers.





Publishing on LinkedIn

Thought Leadership

Nearly half of business decision-makers said reading a company's thought leadership led directly to doing business with that company. When you publish posts on LinkedIn, it's this senior audience you're reaching - 45% are in the upper ranks of their companies, including VPs and CEOs.

Tips: Try sharing expertise, key messages, lessons learned, crowdsourcing content, or answers to your readers' burning questions.



Sponsored Content

In-feed Brand Messaging

Sponsored Content delivers your brand messaging as an update in the LinkedIn feed where members look to stay informed. You can sponsor an update you posted to your company page or publish directly to the feed of your target audiences.

Sponsored Content Tips →

1. **Deliver promotions and event invitations**
2. **Keep the headline below 70 characters**
3. **Keep your copy below 150 characters**
4. **Use eye-catching video and imagery to capture attention**
5. **Format images to 1200 x 627 pixels so they display well on both desktop and mobile**
6. **Test different approaches and then optimize around those driving the most leads**



Sponsored InMail

Instant Messaging for Business

Deliver private messages to your target audience at scale through InMail. It's a fusion of email and instant messaging that professionals trust and respond to, with open rates of 52%. Reach prospects across mobile, desktop, and tablet – and generate leads through promotions, event invitations, or downloadable content.

Sponsored InMail Tips →

1. **Take a personalized approach - send InMail from an expert in your business**
2. **Keep the message concise (bullet points are an effective format to use)**
3. **Use banner images (300 x 250 pixels) to capture attention**
4. **Use a low-pressure, friendly Call to Action (CTA)**
5. **Add hyperlinks within the InMail body copy**



Dynamic Ads

Customized Representation

You can leverage LinkedIn profile data to deliver ads tailored to each member of your target audience. Viewers see their profile photo and name, along with an image you choose to represent your brand. Dynamic Ads appear on LinkedIn's desktop platform on the righthand side and use a prefilled data capture form to attract leads.

Dynamic Ads Tips →

1. **Dynamic Ads are personal in nature so use wording that shows you know your target audience**
2. **Enable the profile image feature when setting up your ad. Data shows this increases engagement**
3. **Don't settle for just using your company logo to represent your brand – icons and striking images are most effective**



Text Ads

Cost-effective and Targeted

Text ads display in the right-hand column of the LinkedIn desktop interface and feature a small visual, plus a short message of up to 100 characters. They're a bit like Google search ads, only targeted by LinkedIn profile data so you know whom you're paying to advertise to. This is one of LinkedIn's more cost-effective options.

Text Ads Tips →

1. **Drive leads to a data capture form on your website**
2. **Address your target audience directly in your copy**
3. **Create a few variations for each campaign and focus your budget around those driving the most clicks**
4. **Always include an image. They may be small, but Text Ad visuals still increase impact**



Programmatic Display Ads

Compliment your existing campaigns

These ads also appear in the right-hand column of the LinkedIn desktop and come in classic 300x250 pixel dimensions which fit your existing online display ads. This makes it simple to add LinkedIn to your existing schedule.

Programmatic Display Ads Tips →

1. **If you're running a campaign with a lead generation objective and call to action, then extending that campaign to LinkedIn is likely to increase the quality of leads you generate**



A background image of a business meeting with a blue overlay. The image shows several people in business attire looking at documents and a tablet. The text is overlaid on this image.

Getting Higher Quality Leads

How to Choose the Right Formats and Bids

LinkedIn wants to protect the member experience and ensure strong engagement, so they carefully control the amount of in-feed promotions and other ads. They also cap the number of Sponsored InMails you can send. This means it's important to be competitive when bidding your ads. What's more, some LinkedIn advertising formats require higher bids than others.

You should base your bid on the likelihood of the audience you're targeting converting into leads and the value those leads will bring to your business. It's also important to choose ad formats for the type of audience you're targeting:



Leads who've already expressed interest are worth investing in higher impact formats and setting your bid for \$1 above the top bid range. Using Sponsored Content and Sponsored InMail with LinkedIn Lead Gen Forms will reach across devices whenever they engage with LinkedIn.

If you're working with sales on an ABM strategy, it's also worth setting your bids high and using the highest-impact formats. These are prospects that your business has identified as priorities.

If you're targeting a broader range of people and need to maximize your reach on a limited budget, then you should try lower cost option like Text Ads. The bids for these are typically lower.

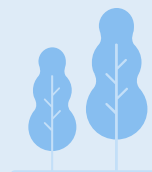




Campaign Manager will give you the option of bidding on cost per click (CPC) or cost per impression (CPM).

If you're targeting a broad audience and don't yet know what type of click-through rate you'll generate, bidding on a CPC basis will ensure you're only spending budget when someone takes an action.

However, if you're targeting an audience that is likely to click (contacts from your email database, for example) then bidding on a CPM basis may be more efficient. CPM bids are usually lower than CPC bids so if you know your click-through rate, they can help you generate leads at a lower CPL.



Make Sure You Utilize the Data

Tracking and Analytics

LinkedIn's tracking and analytics encourage better lead generation. Add the LinkedIn Insight Tag to your website and you'll be able to use Conversion Tracking to see which campaigns generate leads most efficiently.

Website Demographics give a clear record of which prospects are converting so you can get the most value for your business. You can also use the shared view of customers through LinkedIn Sales Navigator, our social selling platform.



This will provide your sales teams with the ability to pick up on active signals of intent and identify the businesses that should be a priority for your lead generation marketing.

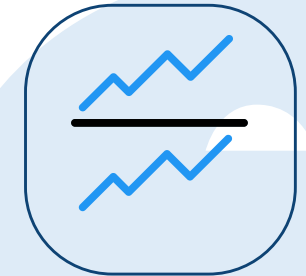
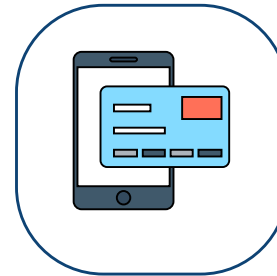
With more precise insight on who to target and when, your sales and marketing can work together to generate the leads your business needs.



Get Higher Quality Leads on LinkedIn

With these tools and tips for LinkedIn, you'll be well on your way to gaining higher quality leads that bring real value to your business!

LinkedIn is an abundant resource which your marketing and sales team can use to work together for an optimal lead generation strategy.



Not Equipped

to Handle the Workload?

We Can Help!

Whether you're a small business with a small team, have limited time and budgets, or just don't want the hassle of doing the heavy lifting on your lead generation campaigns, [Linked Lead Pros](#) is here to help!

We help B2B companies generate leads and increase sales through LinkedIn and marketing automation.



Targeting a Quality Audience



With LinkedIn, you're targeting a quality audience in a professional environment.

We market to influencers, decision makers, and executives who act on marketing opportunities. [Reach your ideal customers](#) on the world's largest professional network and make LinkedIn your lead generation machine!



Call us today:



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