LinkedIn Marketing Solutions

Lead Generation Strategy Tackle Box

Catch high-quality leads using LinkedIn

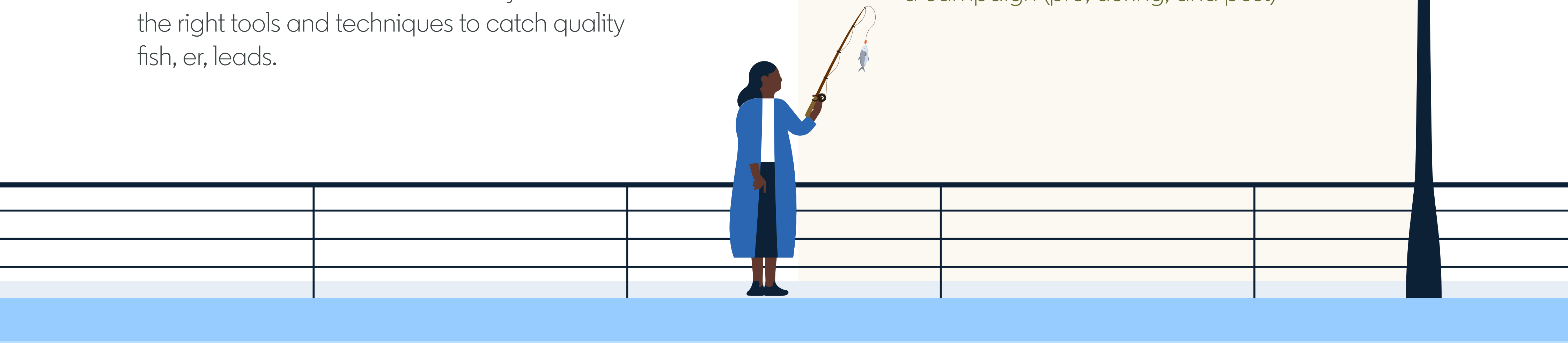
Introduction

Many marketers assume that generating more leads is equal to generating a higher volume of sales and revenue. But similar to fishing, casting a wide net doesn't always guarantee that every fish you catch will be edible.

That's why we bring you the **LinkedIn Lead Generation Tackle Box.** Because you need the right tools and techniques to catch quality fish, er, leads.

Here's what you can expect:

- Tips on optimising your LinkedIn campaigns to acquire quality leads that drive high ROI
- Best tips divided into three stages of a campaign (pre, during, and post)



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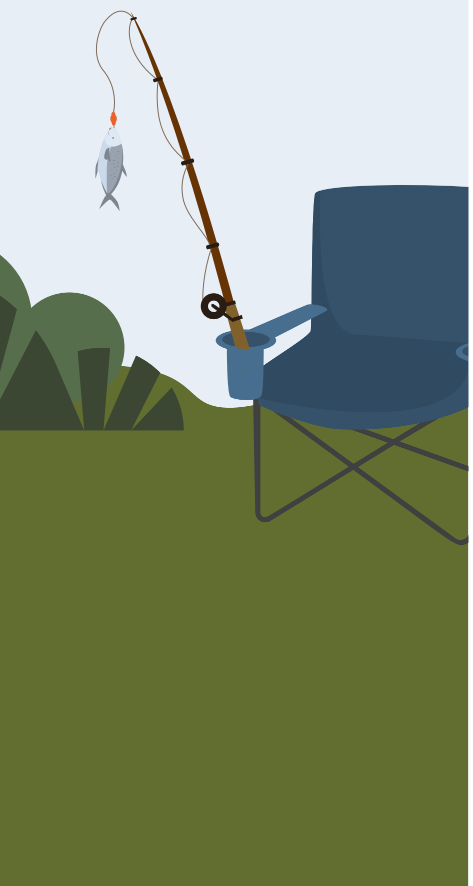


Pre-Campaign

During Campaign

Post-Campaign

Pre-Campaign

"Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

Anne Ritchie

6 questions you should ask before launching your LinkedIn campaign

How does your company define a sales conversion?

Is it an account opening, subscription, application or event registration? Whatever it is, we have to understand how a conversion is defined once the lead is moved through the sales cycle.

How long is your sales cycle?

Sharing the length of your sales cycle enables LinkedIn to check-in on lead nurturing and how these are moving through the sales funnel. We can optimise future campaigns and closely monitor return of investment (ROI). Generally, sales cycles of over six months see very high ROI.

What does a 'quality lead' mean to you?

Listing attributes your ideal audiences have can ensure that the targeting will reach that particular buyer persona.

Do you use marketing automation tools?

If you use a marketing automation tool, integrate it with your LinkedIn Lead Gen Forms campaign. This makes the process of collecting, contacting, and nurturing leads more efficient. This can potentially reduce the time it takes to contact leads.

What is your sales teams' lead response time?

Studies show that sales reps are 7x more likely to have a meaningful conversation with leads if they respond to them within the first hour. The longer your team takes to reach out, the less likely these convert to sales.

How are leads nurtured?

According to Marketo, on average 50% of the leads in any system are not yet ready to buy. To move them down the sales funnel, nurture these leads via website re-targeting or contact targeting in your LinkedIn campaign.

Source: Harvard Business Review

During Campaign

- Optimise
- Lead Scoring
- Marketing Automation

4 **ways** to optimise lead quality

1 **Do you have feedback on lead quality from the sales team?** After the leads are contacted by the sales team, it's time to collect feedback. You can request feedback data (appointments booked, not interested, criteria not met, converted to sale).
Only then, relevant optimisations can be made.

2 **Which targeting is generating the highest quality leads?** If multiple audiences are targeted, collecting this feedback allows performance evaluation of each campaign. Redistribute budgets towards higher performing campaigns and pause lower performing ones.

3 **Have you achieved sales conversions so far?** If a specific product has a short sales cycle, identify if leads from your campaign have led to sales conversions. If so, use the value of the deal to measure ROI. If the results are good, consider investing further to drive for a higher volume of quality leads.

4 **How is the lead quality from other channels?** If you have marketing activity running on other channels, check the lead quality from those channels as well. Though costs may be higher on LinkedIn compared to other platforms, the higher quality leads on LinkedIn may lead to larger deal sizes and better ROI.

How to optimise your targeting

Avoid hypertargeting as this will exclude people who could easily be converted into leads and eventually customers. Test targeting a larger audience initially. Cost per lead (CPL) and lead quality feedback can then allow the audience to be narrowed down.

Set up different campaigns and approaches to targeting your potential buyers. Track effectiveness of generating leads and redistribute budget to campaigns delivering low CPL and high lead quality.

Use Matched Audiences (contact list targeting) to reach prospects familiar with the brand and product. You can look at subscribers to your blog, existing customers interested in new products and leads who have shown interest in the past. These prospects may be more likely to convert.

Leverage Lookalike Audiences to reach a larger number of people with similar characteristics as your customers or ideal buyer personas. Upload a list of existing or past leads or use website retargeting segments to find similar audiences. Seed lists are excluded from new Lookalike Audiences, so there's no double up.

If you are using the Insight Tag, use Website Demographics to view the demographics of visitors to your site. You can gauge those familiar with your brand who are interested to learn about your products. They can then be targeted in lead generation campaigns to take the next step of submitting their information.

Maximising your LinkedIn campaign creative

1

Generate demand.
When broadening campaign reach and looking to generate leads at scale, you are likely targeting audiences unfamiliar with your business. When developing creative, remember, you may need to generate demand – not just leads.

2

Be clear and compelling.
Make your creative compelling, clear and relevant to specific audiences. When people know what they're signing up to, they can make a more informed decision before submitting their details.

3

Make it short, but sweet.
Keep your copy concise but effective in generating interest and consideration. Cut down on unnecessary and redundant words and phrases as this creates confusion.

4

Be specific. Write specifically for one potential customer in your target audience. Include specific details within your ad copy that are relevant to the client's buyer persona (or customized for multiple buyer personas). Call out your audience and address their specific pain points.

5

Tell them where to go.
Consider your call to action (CTA). Include one focused CTA in the ad copy which prompts a specific action, e.g. 'learn more about', or, 'download our whitepaper on'.

6

Test your creative.
A/B test different creative with the same targeting (or different targeting with the same creative) to identify which ones generate the highest quality leads. The more nets you cast, the more you'll catch.

Tips

Remember to create an ad that is easy to understand. When someone sees the ad, they should clearly know:

1. What you're offering
2. How it benefits them
3. What to do next

You can use these resources on LinkedIn:

Tip #1

Leverage Carousel Ads to highlight various features and benefits of your products. On each card of the carousel, include a specific benefit or unique selling point which differentiates your product from those offered by your competitors. Tell a story and showcase value instead of just describing your products. The Carousel Ad can either link to one or multiple landing pages on your website, or open a native Lead Gen Form for prospects to submit their details.

Tip #2

InMails can be an effective way to reach audiences that have previously engaged with a Sponsored Content campaign, submitted leads in the past but have not yet converted to sales or are current customers who may be interested in other products.

Leverage this ad format to nurture prospects and reiterate messaging from Sponsored Content campaigns.

Optimise by Campaign Type

Using Lead Gen Forms

Be clear and effective in generating interest. Lead gen form ads do not take members to a landing page before they submit details. Ensure the ad copy itself is clear.

Create multiple lead gen forms for different target audiences. Leads can be downloaded separately for each campaign and quality can be tracked.

Include a custom question on the form if needed, e.g. ‘preferred time to be contacted’ or ‘I can fulfil the minimum investment of $X to open an account’ to ensure that leads meet a specific criteria.

Note: this may impact lead volume and CPLs, but could help to generate higher quality leads.

In the offer detail section, make next steps clear, e.g. indicate that once the member submits their details, they will be contacted by someone who will help them learn more about the product. Members will know exactly what to expect and will be prepared for a conversation with the sales team.

Your guide to optimising by Campaign Type

Using Conversion Tracking

Tip

Some fish are quicker than others. Use a speed test tool to ensure pages load quickly and optimise them to minimise load time.

Ensure that the customer journey on the landing page is smooth. E.g. if the objective is to collect form fills, the form should be easily accessible on the landing page without needing to click additional links or scroll too much.

Ensure that the landing page includes sufficient information about the product in an organised format. This way, members can make an informed decision before they submit their details.

Keep landing page forms concise. If many fields are necessary, ensure that there is enough information on the landing page which communicates the value to prospective customers. This way, members may be more compelled to fill out the form.

53% of mobile site visitors leave a page that takes longer than 3 seconds to load. Ensure your pages load as quickly as possible.

Use the Insight Tag and Lead Gen Forms simultaneously, evaluating the quality of leads from each. After collecting feedback on lead quality, focus budget on the campaign type garnering the highest quality leads.

Classify and score your LinkedIn leads

Depending on the call-to-action (CTA) of your campaign, scores can be assigned to determine whether they are a Marketing Qualified Lead (MQL). Assign a lead score between 1 to 100 based on fit, engagement with your company, and propensity to buy.

The lead score increases as you learn more about how they engage your website and your marketing.

Ensure that the ad formats, features, creative and targeting used in the campaign are relevant to generating quality leads.

How to do **successful** lead scoring

What is Lead Scoring?

Lead scoring is a methodology for ranking leads to determine their sales-readiness . Having a lead scoring system in place enables you to determine a prospect's current level of interest in your company. Use this information to shape your outreach and nurture strategy.

1. **Determine your ideal buyer persona.** Adjust your campaign strategy and targeting to focus on generating quality leads that fit your sales team's focus

2. **Ensure your sales and marketing teams are aligned on what constitutes a Marketing Qualified Lead (MQL).** This way, you can devise an appropriate lead scoring strategy to ensure that you can focus on providing the right quality and quantity of leads to the sales team.

3. **Set up integration with your Marketing Automation System (MAS) for lead scoring.** Enable leads to flow into the MAS for efficient scoring and quick access by the sales team for outreach and nurture.

Components of a Lead Scoring Model

By activity

Actions Taken via the Campaign (based on campaign CTA)

Examples:

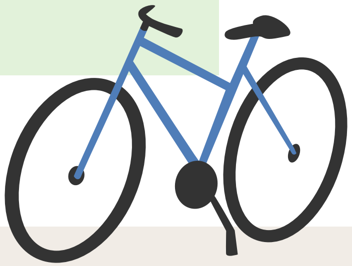
- requesting to be contacted by sales
- signing up for a free trial
- requesting certain types of content
- registering for an event/webinar

By demographics

Are your fish Fresh or Saltwater?

Personas could include groups such as affluent individuals, decision makers in companies, graduates from specific fields of study, etc. Leads can be evaluated by demographics such as job title, seniority, job function and years of experience.

For B2B lead generation, you can evaluate factors such as which company the lead is part of, company size, industry, company location, etc.



5 questions to ask when evaluating Lead Quality

1
What is the minimum criteria a lead must pass to become a customer?

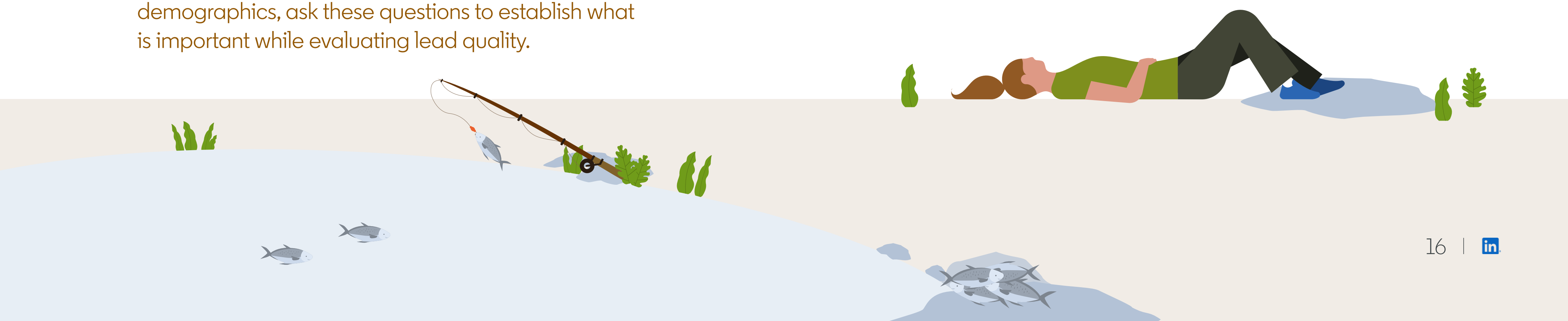
2
What qualities do your current customers have in common?

3
What does a successful customer journey look like?

4
How long is the sales cycle of a valuable lead vs. a low-scoring lead?

5
What is the lifetime value or average spend of a valuable lead?

In addition to scoring leads based on activity and demographics, ask these questions to establish what is important while evaluating lead quality.



How to reel in the catch of the day

Tip #1

Identify different types of lead generating campaigns and what each one consists of i.e. content nurture campaigns vs. event/webinars. You may need separate scoring models for each campaign type.

Tip #2

Set guidelines for determining which leads are passed along to the sales team. Based on lead volumes and the number of different types of campaigns running, different grades of leads may be sent to sales.

This way, an effective nurture strategy on LinkedIn can be created for leads which take longer to close.

Marketing **automation** systems

Marketing automation system is software that automates repetitive tasks and processes associated with nurturing leads, personalising messages and content, and sending emails, etc. This makes lead scoring, nurture and outreach strategies efficient and seamless.

LinkedIn is compatible with several marketing automation systems that you can integrate with your Lead Gen Forms campaigns for easier lead scoring and management.

Integrations

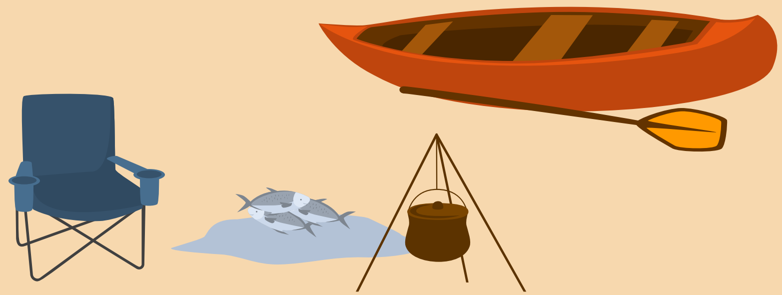
If you use any of these marketing automation systems, your LinkedIn team can help to get you started with the campaign integration:

- ✓ Salesforce Pardot
- ✓ Salesforce Sales Cloud
- ✓ Zapier
- ✓ Oracle
- ✓ Eloqua
- ✓ Hubspot
- ✓ Convertr
- ✓ Integrate
- ✓ Microsoft Dynamics 365
- ✓ Marketo
- ✓ Driftrock

Tip

If LinkedIn doesn't support your marketing automation system at this time, you can always download a list of your leads as a CSV file in Campaign Manager and manually upload it to your database.
You can also use a bridging partner; Driftrock or Zapier to connect.

Post-Campaign



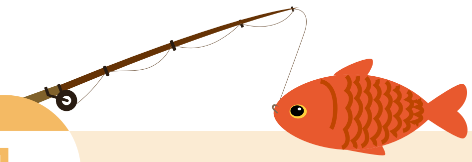
What's your catch worth?

Track your LinkedIn campaign **success to revenue**

To get the most accurate picture of success, track your LinkedIn campaign to revenue. Metrics like impressions and click-through rate can help with campaign optimisation and high-level analysis, but they don't show tangible and direct impact on the pipeline. Some deals can take months, even years to close, but if you have the right bait the fish will come

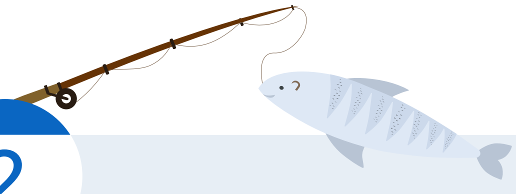
Clients have seen very high success with LinkedIn when their sales cycles are higher than six months. It is important to have a system in place to track leads as they move through the sales cycle. This way, you can measure the real business value your campaign is driving, instead of just segmented metrics during the campaign period.

Which fish would you rather **take home?**



1

Lead Gen Campaign One	**$10,000**
Leads received	100
Cost per lead	$100
Leads converted to sales	2
Total revenue	$20,000
Conversion rate %	2
Return on Investment	**200%**



2

Lead Gen Campaign Two	**$10,000**
Leads received	50
Cost per lead	$200
Leads converted to sales	5
Total revenue	$50,000
Conversion rate %	10
Return on Investment	**500%**

Key takeaway: Although campaign 1 had a lower CPL, campaign 2 eventually achieved better ROI as higher quality leads were generated which led to more sales conversions. **We know you'd rather reel in a Marlin than a Guppy.**

Satisfied with your catch?

Post campaign, be sure to track metrics such as number of sales conversions achieved and the value of each sale.

Share this information with your LinkedIn team so they can help you formulate a strategy for future campaigns that will drive strong ROI and cast a wide and powerful net.

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Enjoy your catch

And remember there are plenty more leads in the sea.

For more ways to hook high-quality leads using LinkedIn, **visit us here.**