Conversation Templates

Easy-to-use templates to inspire your next Conversation Ad

Linked**in**

Getting Started

Use these templates as a starting point when creating your Conversation Ads. Our advice: don't limit yourself to these ideas. Be creative, and feel free to experiment.

―――

P.S. in-product templates will be
available directly in Campaign Manager starting April 2020

Color & Symbol Key

Throughout the guide, you'll see symbols and color-coding that will help you follow along. Here are the definitions for each:
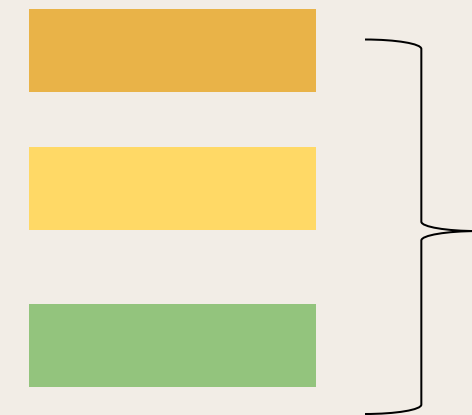
At the start of each template and sample conversation, you will see call-to-action (CTA) buttons that are coded in one of three colors. This will help you keep track of which conversation you're following as you progress through the slides. Thread 1 will be Orange, thread 2 will be yellow, and thread 3 will be green.

This symbol will be placed next to CTAs that link to a landing page

This symbol will be placed next to CTAs that open a LinkedIn Lead Gen Form

Let's start: what's your marketing objective?

You can use Conversation Ads to:

- **Increase** event and webinar registrations
- **Share** free trials and product demos
- **Drive** more website visits
- **Boost** asset downloads
- **Increase** program enrollments

Increase **event** and **webinar registrations**

Template:

Opening Message

Hi there %FIRSTNAME%! My name is [INSERT NAME], and I'm a [INSERT TITLE & COMPANY]. I thought you'd be interested in attending the _____ event in [INSERT CITY] on [INSERT DATE] at [INSERT TIME], so we saved you a seat. Are you interested?

Save My Spot! 📋

Tell Me More First

Template:

Save My Spot! 📋 ····▶ Awesome! We can't wait to see you there.

Tell Me More First ····▶ The event is at [VENUE NAME] from [INSERT TIME RANGE]. We'll be having [INSERT VALUE PROP & EVENT DETAILS].

Event Agenda ····▶ Here is the agenda, including the main event, the headliner! [INSERT AGENDA]

Last Year's Video 🔗 ····▶ Hope you like this video from last year's event. Maybe you can make a cameo this year!

Save My Spot! 📋 ····▶ Awesome! We can't wait to see you there.

Template:

Event Agenda ┄┄▸ Here is the agenda, including the main event, the headliner! **[INSERT AGENDA]** ┄┄▸ **Register Now** 📋 ┄┄▸ Thanks for signing up! We'll be in touch soon.

Maybe Next Time ┄┄▸ No worries! Thanks for letting me know. Here's a link to more information about **[INSERT TOPIC]** if you're interested.

Last Year's Video ↗ ┄┄▸ Hope you like this video from last year's event. Maybe you can make a cameo this year! ┄┄▸ **Save My Spot!** 📋 ┄┄▸ Awesome! We can't wait to see you there.

Save My Spot! 📋 ┄┄▸ Awesome! We can't wait to see you there.

Sample Conversation:

Opening Message

Hi there %FIRSTNAME%! My name is Regan Billie, and I'm a Client Solutions Manager at FixDex. I thought you'd be interested in attending the 8th Annual FixDex Fundraiser in San Francisco on July 22 at 8 PM, where all proceeds raised will go directly to our giving program. This program which funds STEM programs here in the Bay Area. Are you interested in joining?

Save My Spot! 📋

Tell Me More First

Sample Conversation:

Save My Spot! ┈┈▶ Our giving program only exists thanks to the generosity of donors just like you! Thank you for your purchase. We can't wait to see you there on July 22.

Tell Me More First ┈┈▶ The event is at 222 2nd Street from 8 PM - 11:30 PM. We'll be having a silent auction, open bar, and a dinner. You can reserve a table or just a single ticket. ┈┈▶

Event Agenda ┈┈▶ Now that you have a feel for the agenda, would you like to register?

How Much is a Table? ┈┈▶ Tables range from $500-$1000, depending on the level of sponsorship you want.

I'll Donate ┈┈▶ Our giving program only exists thanks to the generosity of donors just like you! Thank you for your donation.

Sample Conversation:

Event Agenda → Now that you have a feel for the agenda, would you like to register?

- **Single Ticket** → Our giving program only exists thanks to the generosity of donors just like you! Thank you for your purchase. See you there on July 22!
- **Table** → Our giving program only exists thanks to the generosity of donors just like you! Thank you for your purchase. See you there on July 22!
- **I'll Donate** → Our giving program only exists thanks to the generosity of donors just like you! Thank you for your donation.

How much is a table? → Tables range from $500-$1000, depending on the level of sponsorship you want.

- **Single Ticket** → Our giving program only exists thanks to the generosity of donors just like you! Thank you for your purchase. See you there on July 22!
- **Table** → Our giving program only exists thanks to the generosity of donors just like you! Thank you for your purchase. See you there on July 22!
- **I'll Donate** → Our giving program only exists thanks to the generosity of donors just like you! Thank you for your donation.

Share free **trials** and **product demos**
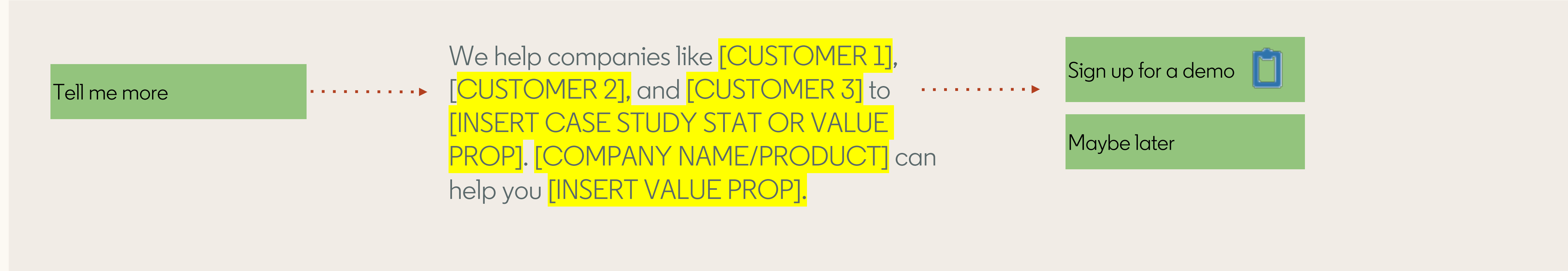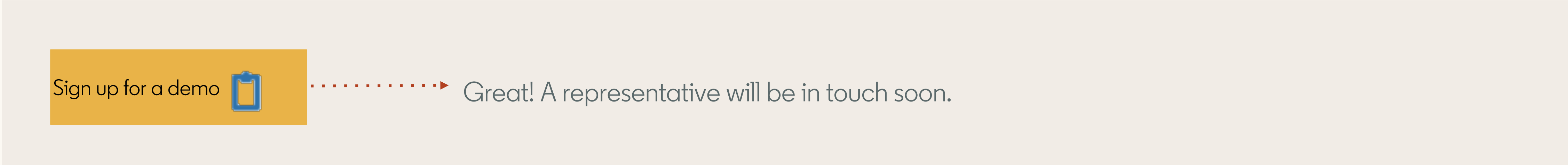
Template:

Opening Message

Hi there %FIRSTNAME%! My name is [INSERT NAME], and I am reaching out to you because [INSERT VALUE PROP]. With [COMPANY NAME], our family of products allows companies to be [VALUE PROP]. Would you be interested in a free demo of [COMPANY NAME/PRODUCT]?

Sign up for a demo 📋

Tell me more

Template:

Sign up for a demo 📋 ┈┈┈> Great! A representative will be in touch soon.

Tell me more ┈┈┈> We help companies like [CUSTOMER 1], [CUSTOMER 2], and [CUSTOMER 3] to [INSERT CASE STUDY STAT OR VALUE PROP]. [COMPANY NAME/PRODUCT] can help you [INSERT VALUE PROP]. ┈┈┈> **Sign up for a demo** 📋

Maybe later

Template:

Maybe later ┈┈▶ No worries! Just out of curiosity, do you already have a [INSERT CUSTOM] solution in place? ┈┈▶

Yes, I do ┈┈▶ Gotcha. Well, we are always here for your consideration. Feel free to check out our suite of products to see if we can improve on your current situation.

Not yet, I'm shopping around ┈┈▶ Ok! If you ever need a [INSERT CUSTOM] solution, we'd love to be considered.

Sample Conversation:

Opening Message

Hi there %FIRSTNAME%! My name is Candace, and I lead Product here at FixDex. Our clients close 80% more deals. Would you like to learn how?

See case studies

Tell me more

Sample Conversation:

| See case studies ↗ | ┄┄┄▶ | Hope you found those helpful! Would you like to sign up for a demo? | Sign up for demo 📋 | ┄┄▶ | Thanks! A representative will be in touch soon. |

| Tell me more | ┄┄┄▶ | Our top-rated CRM platform can help you make every customer touchpoint meaningful. Want to see what FixDex can do for your business, with a demo? | Sign up for demo 📋 | ┄┄▶ | Thanks! A representative will be in touch soon. |
| | | | Learn more ↗ | ┄┄▶ | Thanks for checking out our website! In the meantime, here are some other ways to learn more about our solutions. |

Sample Conversation:
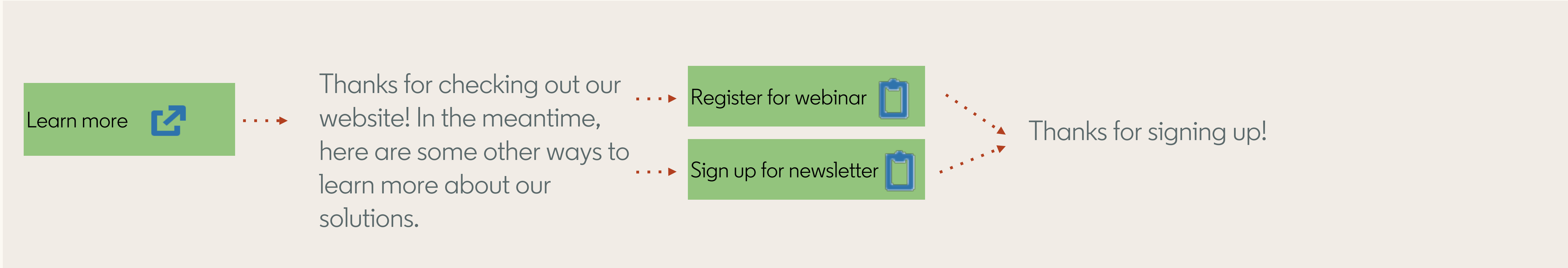
Drive more website visits

Template:

Opening Message

Hi there %FIRSTNAME%! My name is ==[INSERT NAME]== and I'm a ==[INSERT TITLE]== at ==[INSERT COMPANY]==. We ==[ADD OVERVIEW]==. Would you like to take a look at ==[TYPE OF CONTENT]==?

Yes please! ↗
→ Awesome! Thanks for checking that out. Would you like to ==[INSERT FOLLOW UP QUESTION HERE]==

Have other content?
→ Yes, we do! Outside of ==[CONTENT OPTION 1]==, we also have ==[INSERT OPTION 2]==. Would you like me to show it to you?

[Alternative response]
→ That's fine! ==[INSERT ALTERNATIVE OPTION]==. Would you like us to help you get started?

Template

Yes please! ⬀

Awesome! Thanks for checking that out. Would you like to **[INSERT FOLLOW UP QUESTION HERE]**

Sure, I'd love that ⬀

I have specific questions ⬀

I'm happy to have a member of our team reach out. How can we best reach you?

My contact info 📋

Great, talk soon!

Have other content? ⬀

Yes, we do! Outside of **[CONTENT OPTION 1]** we have **[INSERT OPTION 2]**. Would you like me to show it to you?

Sure, I'd love that ⬀

I have specific questions ⬀

I'm happy to have a member of our team reach out. How can we best reach you?

My contact info 📋

Great, talk soon!

[ALTERNATIVE OPTION]

That's fine! **[INSERT ALTERNATIVE OPTION].** Would you like us to help you get started?

Sure, I'd love that 📋

I need more info first ⬀

Thanks for filling that out. We'll reach out soon!

Sure, here's the link to our blog, where we post on all things finances. Enjoy!

Sample Conversation:

Opening Message

Hi there %FIRSTNAME%! My name is Candace and I'm a personal banker at FixDex Capital Credit Union. We've just created a brand-new section of our website devoted to simplifying the process of applying for a home loan. Would you like to take a look?

Yes please! ⤴ ┄┄▶ Awesome! Thanks for checking that out. Would you like to speak with a member of our team to help you get pre-approved for a home loan?

Learn more ┄┄▶ We've got a blog post that walks you through the 7 things you need to consider before applying for a mortgage. Would you like me to show it to you?

Not looking to buy ┄┄▶ That's fine! One of the things we suggest doing is getting pre-qualified for a home loan. That way, when you're ready to buy, you can shorten the time to purchasing your home, which can make or break your offer being accepted given how hot the market is here. Would you like us to help you get started?

Sample Conversation:

Yes please! →
Awesome! Thanks for checking that out. Would you like to speak with a member of our team to help you get pre-approved for a home loan? →

Sure, I'd love that

I have specific questions →
I'm happy to have a member of our team reach out. How can we best reach you? →
My contact info →
Great, talk soon!

Learn more →
We have a blog post on the 7 things you need to consider before applying for a mortgage. Would you like to check it out? →

Sure, I'd love that

I have specific questions →
I'm happy to have a member of our team reach out. How can we best reach you? →
My contact info →
Great, talk soon!

Not looking to buy →
That's fine! One thing we always suggest is getting pre-qualified for a home loan. That way, when you're ready to buy, you can shorten the time to purchasing your home, which can make or break your offer being accepted given how hot the market is here. Would you like us to help you get started? →

Sure, I'd love that →
Thanks for filling that out. We'll reach out soon!

I needs more info first →
Sure, here's the link to our blog, where we post on all things finances. Enjoy!

Boost asset downloads

Template:

Opening Message

Hi there %FIRSTNAME%! My name is [INSERT NAME], and I'm a [INSERT TITLE & COMPANY]. I thought you'd be interested in downloading this [INSERT ASSET]. It was designed to [INSERT VALUE PROP]. Are you interested?

| Yes! | ┄┄► | Great! I think you will really love it. It dives into the following topics: [INSERT TOPICS OR LEARNINGS] |

| More details | ┄┄► | This [NAME OF ASSET] has tips on how to [INSERT BLURB OR 2-3 BULLETS OF KEY HIGHLIGHTS IN ASSET] |

Template:

Yes, I'm interested

Great! I think you will really love it. It dives into the following topics:
[INSERT TOPICS OR LEARNINGS]

Download Now 📋

I hope you enjoy- feel free to email or call me directly with any feedback or questions. [Insert email and/or phone number]

What else do you have?

We have a ton of other resources on the website.

Learn more ↗

Thanks for checking us out! Let us know if you have any other questions!

Show me more details

This [NAME OF ASSET] has tips on how to [INSERT BLURB OR 2-3 BULLETS OF KEY HIGHLIGHTS IN ASSET]

Download Now 📋

I hope you enjoy- feel free to email or call me directly with any feedback or questions. [Insert email and/or phone number]

Maybe Next Time

Feel free to explore our website and see what other assets catch your eye.

We also have [OTHER OPTION]

You can also explore [INSERT OTHER OPTION]

Template:

What else do you have? ⋯▸ We have a ton of other resources on the website. ⋯▸

Asset 1 🔗 ⋯▸ I hope you enjoy- feel free to email or call me directly with any feedback or questions. [Insert email and/or phone number]

Asset 2 🔗 ⋯▸ I hope you enjoy- feel free to email or call me directly with any feedback or questions. [Insert email and/or phone number]

Maybe Next Time ⋯▸ Feel free to explore our website and see what other assets catch your eye.

Explore Website 🔗 ⋯▸ I hope you enjoy- feel free to email or call me directly with any feedback or questions. [Insert email and/or phone number]

Join Email List 📋 ⋯▸ Thanks! We'll be in touch soon.

Sample Conversation:

Opening Message

Hi there %FIRSTNAME%! My name is Regan Billie and I'm a Client Solutions Manager. I thought you'd be interested in downloading the Q2 Gartner Report, where FixDex landed in the Magic Quadrant - again! It was designed to provide information to professionals as they make buying decisions for their businesses. Are you interested?

Yes! ┈┈┈▶ Great! I think you will really love it. It dives into the following topics: Top Tech or Buying Cycles. Which interests you most?

More details ┈┈┈▶ This report has tips on how to:
-Make educated decisions for your business
-Understand the value prop of different solutions

Sample Conversation:

Yes, I'm interested

Great! I think you will really love it. It dives into the following topics: Top Tech or Buying Cycles. Which interests you most?

Top Tech

I hope you enjoy- feel free to email me directly (rbillie@fixdex.com) with any feedback or questions.

Buying Cycles

I hope you enjoy- feel free to email me directly (rbillie@fixdex.com) with any feedback or questions.

Other

Thanks for checking us out! Let us know if you have any other questions!

More details

This report has tips on how to:
-Make educated decisions for your business
-Understand the value prop of different solutions

Download Now

I hope you enjoy- feel free to email me directly (rbillie@fixdex.com) with any feedback or questions.

Explore other content

Feel free to explore our website and see what other assets catch your eye.

Increase program enrollments

Template:

Opening Message

Hi there %FIRSTNAME%! My name is [INSERT NAME], and I'm a [INSERT TITLE & PROGRAM]. We have just opened enrollment for the [INSERT DATES] school year, thought you might be interested in a few of our programs based on your current role and the interests on your profile. Would you like to learn more about any of these programs?

Degree/Program 1	······▶ Awesome! This program teaches students how to [INSERT VALUE PROP]. Would you like to sign up?
Degree/Program 2	······▶ Awesome! This program teaches students how to [INSERT VALUE PROP]. Would you like to sign up?
"Other" option	······▶ Happy to share more about other options. What are your areas of interest?

Template:

Degree/Program 1	Awesome! This program teaches students how to [INSERT VALUE PROP]. Would you like to sign up?	Register 📋	Thanks for signing up! We'll be in touch soon. In the meantime, here's more info about ….[INSERT TOPIC]
		"Other" option	[INSERT OTHER OPTION]

Degree/Program 2	Great choice! This program teaches students how to [INSERT VALUE PROP]. Would you like to sign up?	Register 📋	Thanks for signing up! We'll be in touch soon. In the meantime, here's more info about …. [INSERT TOPIC]
		"Other" option	[INSERT OTHER OPTION]

Other programs	Happy to share more about other options. What are your areas of interest?	Interest 1	Awesome! We have some options for you. Do any of these catch your eye?
		"Other" option	Awesome! We have some options for you. Do any of these catch your eye?

Template:
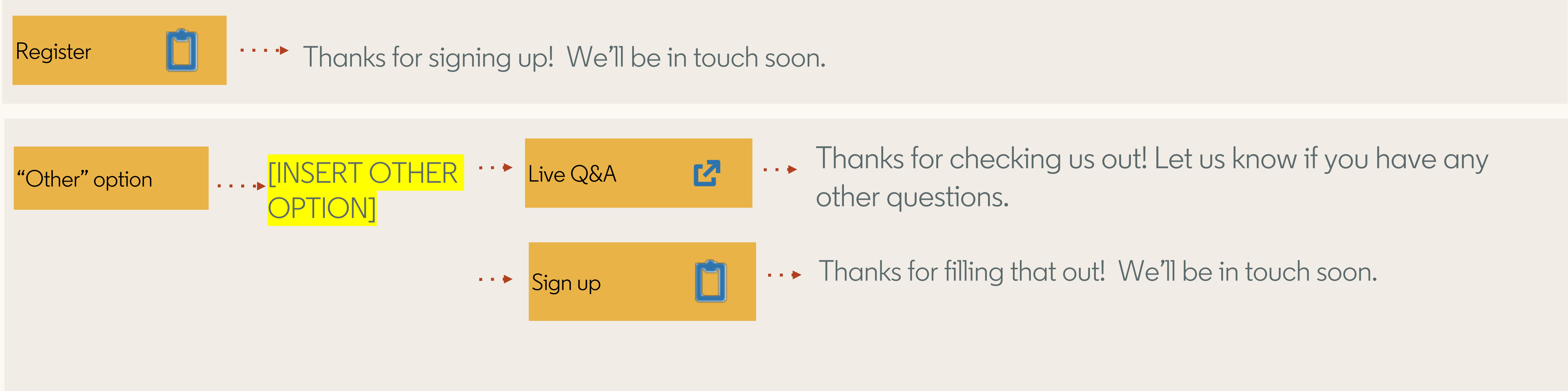
Register ⟶ Thanks for signing up! We'll be in touch soon.

"Other" option ⟶ [INSERT OTHER OPTION] ⟶ **Live Q&A** ↗ ⟶ Thanks for checking us out! Let us know if you have any other questions.

⟶ **Sign up** ⟶ Thanks for filling that out! We'll be in touch soon.

Template:

Register ┈┈▶ Thanks for signing up! We'll be in touch soon.

"Other" option ┈┈▶ [INSERT OTHER OPTION] ┈┈▶ Live Q&A ┈┈▶ Thanks for checking us out! Let us know if you have any other questions.

┈┈▶ Sign up (Website Link) ┈┈▶ Thanks for filling that out! We'll be in touch soon.

Template:

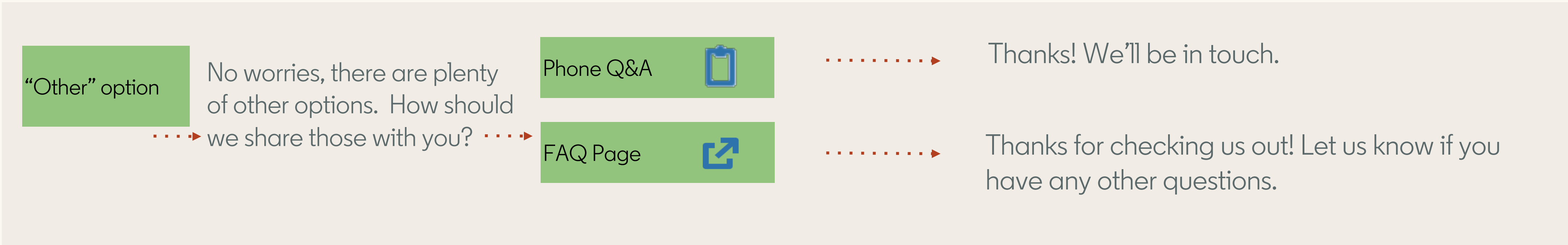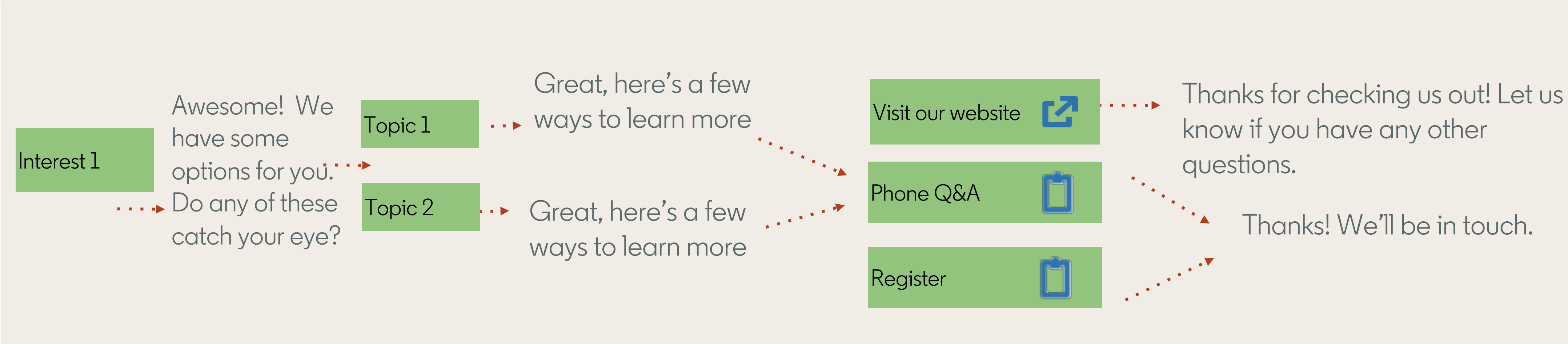Interest 1 → Awesome! We have some options for you. Do any of these catch your eye?

Topic 1 → Great, here's a few ways to learn more

Topic 2 → Great, here's a few ways to learn more

Visit our website → Thanks for checking us out! Let us know if you have any other questions.

Phone Q&A → Thanks! We'll be in touch.

Register

"Other" option → No worries, there are plenty of other options. How should we share those with you?

Phone Q&A → Thanks! We'll be in touch.

FAQ Page → Thanks for checking us out! Let us know if you have any other questions.

Sample Conversation:

Opening Message

Hi there %FIRSTNAME%! My name is Jane and I'm an admissions rep at FixDex University. We just opened enrollment for the 2021 school year, and I thought you might be interested in a few of our programs based on your current role and the interests on your profile. Would you like to learn more about any of these programs?

| MBA |

Awesome! Our MBA program is taught by world renowned professors, who are trailblazers in their respective fields. Would you like to register for this fall?

| Certification in Marketing |

Awesome! This program teaches students all the skills they need to be a top-notch marketer in today's world and is taught by professionals in each field. Would you like to register for next quarter?

| Are there other programs? |

Yes, definitely! Happy to share more about other options. What are your areas of interest?

Sample Conversation:

MBA	Awesome! Our MBA program is taught by world renowned professors, who are trailblazers in their respective fields. Would you like to register for this fall?

Speak to admissions rep 📋	We'll be in touch soon.

More info ↗	Hope you got the info you needed! Ready to sign up?

Certification in Marketing	Awesome! This program teaches students all the skills they need to be a top-notch marketer in today's world and is taught by professionals in each field. Would you like to register for next quarter?

Speak to admissions rep 📋	We'll be in touch soon.

More info ↗	Hope you got the info you needed! Ready to sign up?

Are there other programs?	Yes, definitely! Happy to share more about other options. What are your areas of interest?

See all programs ↗	Hope one of them caught your eye! Let me know if you need anything else.

Sample Conversation:

Speak to admissions rep ┈┈➤ We'll be in touch soon.

More info ⧉ ┈┈➤ Hope you got the info you needed! Ready to sign up? ┈┈➤ **Sign up!** 📋 ┈┈➤ We'll be in touch soon.

Speak to admissions rep 📋 ┈┈➤ We'll be in touch soon.

More info ⧉ ┈┈➤ Hope you got the info you needed! Ready to sign up? ┈┈➤ **Sign up!** 📋 ┈┈➤ We'll be in touch soon.

See all programs ┈┈➤ Hope one of them caught your eye! Let me know if you need anything else. ┈┈➤ **Sign up!** 📋 ┈┈➤ We'll be in touch soon.

Thank you