

# Drive more high-quality form fills on LinkedIn

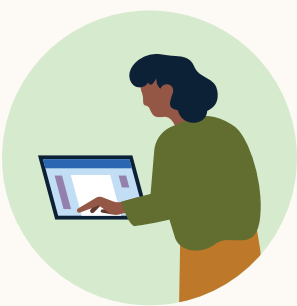
Now more than ever, healthcare marketers need to invest in digital media channels that reach their audience and deliver ROI. As you assess your media mix, don't let the pressure to lower cost-per-click undercut a much more important metric: cost-per-qualified lead or registration.

There's a reason why healthcare companies are running more lead generation and registration campaigns on LinkedIn. And that reason is all about the quality of the audience our members provide.

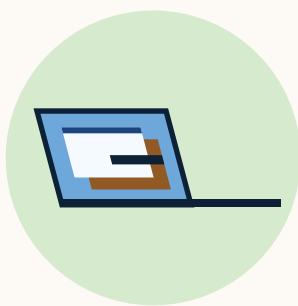


## Use Lead Gen Forms to boost:

Healthcare event registrations



Insurance co-pay sign-ups



Doctor discussion downloads for Pharma



## A trusted brand + LinkedIn = a highly cost-effective lead generation campaign

Amplify the trust you're building with thought leadership that's reliable, accurate, and stands out. Publish it on the platform with the best audience for healthcare and watch your brand drive demand.



Over 45% of the world's healthcare professionals are on LinkedIn.<sup>3</sup>

“ LinkedIn is our top-performing channel for driving qualified leads within the HCP audience. ”

- Hospital & Healthcare Marketing Manager

## Lead Gen Form effectiveness

One healthcare company reduced cost-per-lead by 33% and saw a 3X increase in opportunity-to-customer rate.<sup>4</sup>

[Learn how](#)

Reduced CPL by

33%

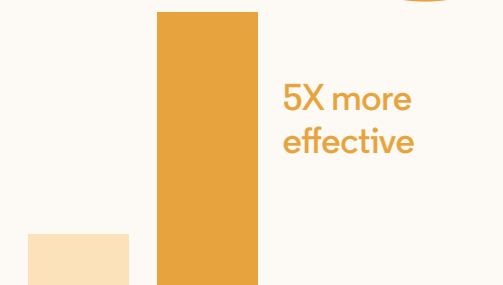


The company used a multi-touchpoint content marketing strategy combining Sponsored Content and the Matched Audiences tool to reach healthcare decision-makers.

The company implemented “pre-filled” Lead Gen Forms and was able to increase conversion by 56%.<sup>4</sup>

56%  
increase in conversions

LinkedIn Lead Gen Forms have proved to be 5X more effective at conversions<sup>5</sup> on average than landing page conversions.



Lead Gen Forms are 5x more effective at conversions than landing page conversions.

## Why LinkedIn Lead Generation Forms work so well

Get greater reach and better frequency with LinkedIn and LinkedIn Partners:

LinkedIn [Matched Audiences](#) let you use diverse parameters like company name, job title, or contact ID to see matched audiences increase reach by up to 25 percent.

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With the ability to constantly test and optimize using LinkedIn insights, you can strike the ideal mix of [Sponsored Content](#), [Text Ads](#), [Message Ads](#), and [Conversation Ads](#).



LinkedIn Lead Gen Forms integrate seamlessly with several Customer Relationship Management platforms to make sure you always have easy access to your leads and critical prospect information.

Advanced insights and data from our measurement partners allow you to dive deeper than vanity metrics and show true ROI.

Capture quality leads on LinkedIn.

[Start now](#)

1. QoQ from Q1 2019 to Q1 2020

2. Source: <https://www.bluecorona.com/blog/healthcare-lead-generation/>

3. Source: LinkedIn internal data and World Health Organization, Global Atlas of the Health Workforce (<http://www.who.int/globalatlas/default.asp>, 19 January 2006)

4. Source: <https://business.linkedin.com/marketing-solutions/case-studies/scorpion-healthcare>

5. Source: <https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>