

Top reasons education performance marketers should use Conversation Ads



Conversation Ads are a great way to reach and nurture prospective students because you can:

- Appear in a LinkedIn member's mailbox
- Showcase multiple programs or degree concentrations in a single ad
- Include interactive call-to-action buttons linking to a prepopulated response or Lead Gen form
- Use our members first-party data to autofill forms
- Use these ads at any stage of your campaign strategy

One Ad, Multiple Possibilities - how and why education performance marketers are using Conversation Ads

Education performance marketers are using Conversation Ads in a variety of ways to connect with prospective students. These ads are similar to Message Ads that appear in a LinkedIn members' mailbox, except they include interactive call-to-action buttons. These buttons can provide either a pre-populated response, or a link to a Lead Gen Form or external website.

- 1. Lead Gen Forms -**
use our members first-party data to autofill form
- 2. Consolidate Program Promotion -**
showcase multiple programs or degree concentrations
- 3. Nurture Leads -**
increase lead to enrollment rate

Education marketers that use lead gen forms with conversation ads, see an average **55%** lead submission rate.



Easy to build, easy to use

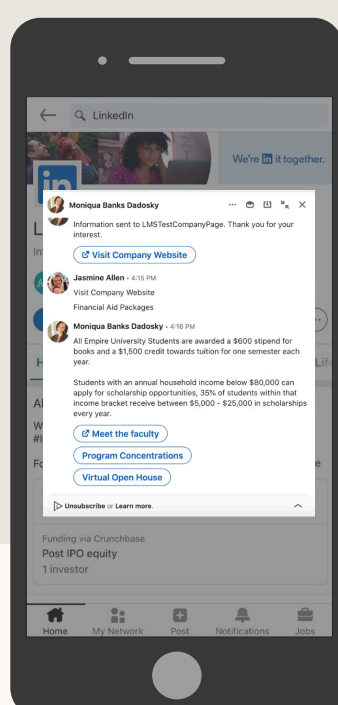
We make it easy to get started with Conversation Ads. You can choose a template based on your marketing goal and the ad builder tool will also guide you through the ad creation process.

Ad templates available to use include those that:

- Drive enrollment for programs
- Drive event or webinar registrations
- Drive website visits
- Create your own ad templates

A personalized choose-your-own-path ad experience

Combined with a Lead Gen Form, Conversation ads are a winning combination for generating a high volume of cost efficient leads. Compatible with all campaign objectives, conversation ads can be used at any stage of your campaign strategy from brand awareness, all the way down to conversion.



An Education Performance Marketers' not-so-secret weapon

You're in good company on LinkedIn with Conversation Ads that help connect you to prospective students and customers in interesting and exciting new ways.

[Learn More](#)

