

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.

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

degree concentrations

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





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.

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

Ad templates available to use include those that:

- Create your own ad templates

Combined with a Lead Gen Form, Conversation ads are a winning combination for generating a high

A personalized choose-your-own-path

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.

We're In it together. Monique Benks Dadosky Information sent to LMS TestCompanylage. Thank you for your interest. In Company Website Visit Company Website Financial AIR Packages Monique Benks Dadosky - 416 PM All Company Website Financial AIR Packages Monique Benks Dadosky - 416 PM All Company Website in the wavefed a \$500 stipend for books and a \$1,000 credit towards nation for one senester each year. Students with an annual household income below \$50,000 can apply for scholanily apportunitie, 350 of diadrest within that income bracket receive between \$5,000 - \$25,000 in scholarships every year. We're the faculty Program Concentrations Virtual Open House Dussylveither is Lavan more. Funding via Crunchbase Post IPO equity 1 investor

An Education Performance Marketers' not-so-secret weapon

students and customers in interesting and exciting new ways.

You're in good company on LinkedIn with Conversation Ads that help connect you to prospective