

Top reasons education performance marketers should use Lead Gen Forms



Lead Gen forms are one of the most effective ways to capture leads on LinkedIn because they:

- Use our members first-party data to autofill forms
- Can integrate in real-time with your CRM system
- Offer the flexibility to include custom questions
- Are easy to set up
- Make leads available for download directly within Campaign Manager, so you can have access to them as soon as they come in

Lead Gen Forms can be used with the following ad formats:

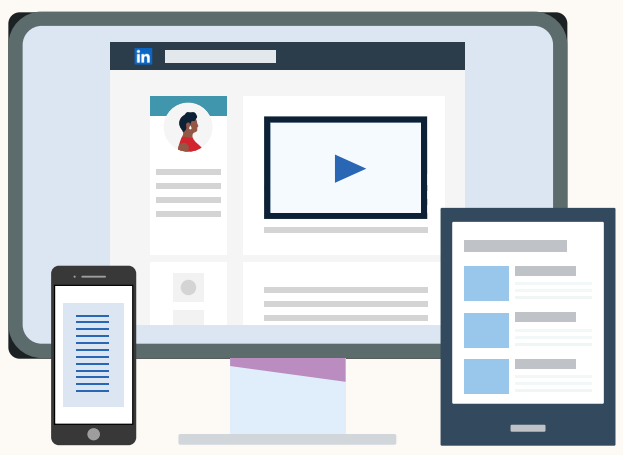
Static image ads

Video ads

Message ads

Carousel ads

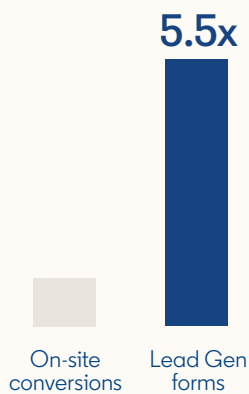
Conversation ads



Efficiency & Flexibility - how and why education performance marketers are using Lead Gen Forms.

- Auto-fill form fields capture more leads, more efficiently
- These are high quality leads within your target audience
- Leads are captured within the safe and trusted LinkedIn environment
- Ability to add in completely custom multiple choice questions, like specific academic programs or start dates

Lead Gen Forms have about a five and a half times higher conversion rate than on-site conversions.



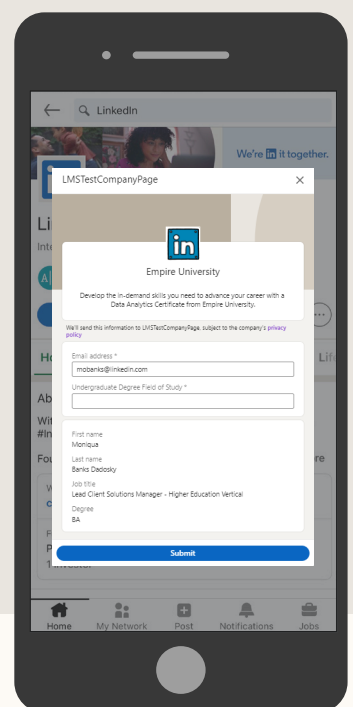
Boost enrollment and application rates

You can retarget those that open the form but don't actually complete it, as well as Lead Gen Form completes. This helps push your audience further down the funnel and allows you to connect with more potential students along their journey.



How Lead Gen Forms look from your audiences' perspective

When a member selects the call to action in an ad, a Lead Gen Form will automatically pop up. As soon as the member submits the form, you'll have access to their lead information in your CRM, as well as within Campaign Manager.



An Education Performance Marketers' not-so-secret weapon

Lead Gen Forms are easy to set up and easy to manage. They are the best of both worlds, because they offer efficiency with the auto-complete fields while also allowing for the flexibility to add in custom fields that are important to you.

You're in good company on LinkedIn with Lead Gen Forms that help connect you to prospective students in a way that is customizable, scalable, and easy to use.

[Learn More](#)

