

Building compelling lead generation ads

Tips for technology marketers



The 5 rules of effective lead generation ads

Campaign creatives do not always need to be brand new. Transform your existing content into effective ad creatives for your lead generation campaign using these five rules.

Get more insights

yotpo.

Yotpo produced several e-books and promoted them with Sponsored Content and Lead Gen Forms.

“We tried a lot of variations in the Sponsored Content that we used to promote each asset, to ensure we were getting maximum value from it in terms of leads. We switched to promoting a new content asset only when the leads from the previous asset dropped off.”

Adi Palkovic, Acquisition & Lead Generation Director

This commitment to maximizing the value of content helped Yotpo to achieve an ROI of more than 3x from its LinkedIn campaigns.

Read the full story

1

Make it relevant and urgent

Tailor your headlines to your audience’s top-of-mind issues to give them a stronger reason to take action, right now. Use **Content Suggestions** on your LinkedIn Page to find out which topics are currently trending among your audience.

2

Offer deep value for a fair exchange

Lead generation is a barter — if you want contact information, make it a fair exchange for prospects by offering valuable content. Technology buyers often appreciate e-books, case studies, and whitepapers, to name a few.

If your existing content is too light, consider bundling related content together to create a bigger, more valuable piece. Conversely, if you have a large piece of content, consider breaking it down into smaller, “snackable” pieces that can be used to create a journey through the funnel.

3

Share an original insight or idea

One study shows that 74% of buyers choose the company that was first to add value during the purchase journey. Thought leadership is an effective way to generate leads by providing value early on. Since many technology decision-makers engage with content because they’re looking for new perspectives, call this out in your ad headline or layer existing content with an original take on the topic. This **quick-start guide to executive thought leadership** can help.

4

Answer the “what’s next” question

Great content is actionable content. Go through your existing content and add clear, next steps that spell out how prospects can apply the insights to solve problems and grow their businesses.

5

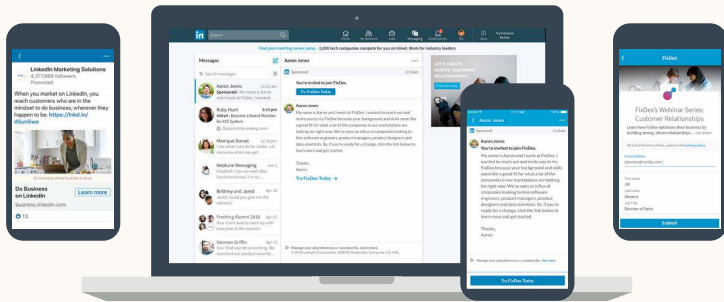
Build intrigue to generate interest

It’s not just what you say, but how you say it. Intrigue prospects and spark curiosity by repackaging existing content with a compelling creative concept or captivating visual metaphor. This will also help your offer stand out. Get inspiration for **engaging B2B creatives here**.

Try this proven ad format combination for lead generation

Single Image Ads + Message Ads + Lead Gen Form

Best for: Nurturing technology audiences towards product demos, free trials, or event registrations.



Retarget technology buyers who previously submitted your Lead Gen Form for middle-of-the-funnel conversions with a personalized Message Ad and a strong, single CTA.

moengage

MoEngage offered its rich and informative content to target accounts by leveraging LinkedIn's versatile ad formats. This allowed them to maintain versatility in their messaging and prevent content fatigue.

70% Lower cost per MQL
Compared to other digital platforms

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KNOTCH

Content intelligence platform Knotch created a high-value piece of content, "The 2020 State of Content Careers Report", and promoted it to generate leads.

1,100 downloads

"We gathered a pretty decent amount of leads.

The number of them interested in pursuing Knotch was what was really exciting,"

Liz Lowman, Senior Director of Marketing

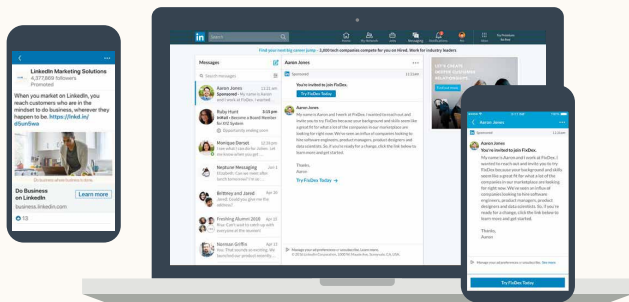
[Read the full story](#)



Aiming for website conversions? Try this ad format combination

Single Image Ads + Message Ads

Best for: Driving high-intent conversion opportunities such as whitepaper downloads or sales demos.



Retarget website visitors who downloaded your top-of-funnel content and serve them bottom-of-the-funnel thought leadership or product information to capitalize on brand familiarity and known engagement.

COMARCH

Comarch used LinkedIn Sponsored Content and Message Ads for demand generation, effectively transforming brand awareness and contributing to several major deals. Testing different targeting approaches helped to manage their cost per lead, as did learning from the effectiveness of different creative styles.

[Read the full story](#)

*“In the past, we had struggled to balance the need to generate leads with the need to build awareness and recognition – but our activity on LinkedIn naturally achieved both. **We’re now two to three years ahead of where we would have been without marketing on LinkedIn.**”*



Matthieu Lacroix
CMO, Comarch France

Lead Generation Campaign Checklist

Once you've selected the content and creative for your lead generation campaign, consider these four recommendations to ensure your campaign is seeing success.



- 1 Leverage your campaign's demographic data**
Create exclusion rules to remove low engagers across different demographic views (i.e. job titles, functions, industries, etc.)
- 2 Experiment with different audience composition**
Expand your audience by including job function, seniority, or skills in your targeting.
- 3 Have 4-6 ad variations active**
Optimize your campaign by having 4-6 ad variations in rotation. This lets you monitor content fatigue and quickly swap out underperforming ads. Focus on your top creatives based on conversion rate and always make sure that your copy is value enticing.
- 4 Streamline your lead generation form**
Include only the fields you need to meet your objective or have someone take action. Consider using a pre-filled email field or removing the phone number and business email field.

