



LinkedIn's Guide to Legendary Lead Gen Campaigns

A handbook for marketers who are ready to reach the next level of results.



Welcome

According to the latest research from Content Marketing Institute and Marketing Profs, 75% of B2B marketers use LinkedIn for paid social campaigns (more than any other platform) and 79% say it produces the best results for them.

As we'll explore, LinkedIn offers a powerful set of tools for lead generation, and an engaged audience likely to convert. But many brands are competing for attention and engagement within this bustling professional community.

To stand out from the crowd, you'll want to tap into the full extent of what LinkedIn can offer for lead gen: purpose-built tools, key features, and partner solutions that can greatly enhance your impact. Read on and we'll cover them all, on a journey to making your LinkedIn lead gen campaigns extraordinary ... maybe even legendary.





Why Lead Gen on LinkedIn?

Here are a few of the reasons B2B marketers are investing in LinkedIn as a centerpiece of their lead generation strategies:

- More than **57 million companies** and **800 million professionals** across **200 countries** are on LinkedIn.
- **4 out of 5 LinkedIn members** drive business decisions. [1]
- LinkedIn has been rated by users as the **most trusted** social media platform for five straight years. [2]

5x higher

Lead Gen Forms on LinkedIn can convert customers at a 5x higher rate than traditional landing pages. [3]

3x higher

LinkedIn's lead conversion rates are 3x higher than other major ad platforms. [4]

- **Organic Event leads** and **Event ads** can drive higher CTRs up to **3x** and convert at a higher rate when targeted in later campaigns. [5]

[1] LinkedIn Audience 360 study

[2] Digital Trust Benchmark Report 2021, eMarketer

[3] HubSpot analysis of LinkedIn v. Google AdWords

[4] What's a Good Conversion Rate?, WordStream

[5] Internal insight report



“Our benchmarking based on attribution insights from Bizible customers showed that **LinkedIn Ads had the highest ad return** (revenue attributed per dollar of ad spend) among LinkedIn, Google Search, Google Display and Facebook.”

Bob Conklin, Adobe



“LinkedIn is one of the main channels where B2B buyers are researching, reading, and polling their peers about solutions to problems or new ways to drive innovation. **Within this trusted environment buyers are finding solutions** to their problems... before they engage with a brand.”

Colby Cavanaugh, VP of Product Marketing, Integrate



“LinkedIn provides a high quality, registration-based audience that has a built-in incentive to be current and complete from a profile perspective. **Precise targeting and frictionless engagement** and conversion is possible on the platform because the users are known and consented. This is increasingly important as marketers seek to grow their reach in target accounts but will face headwinds with 3rd party cookie deprecation and tightening privacy regimes around the world.”

Stephen Streich, Oracle Advertising and Customer Experience

LinkedIn Lead Gen Fundamentals

Before diving into add-on functionalities and enhancements, let's quickly cover some of the core built-in features and best practices for lead generation on LinkedIn.



- The **objective-based advertising** experience in Campaign Manager makes it easy to build campaigns around your desired goals. Simply select “Lead Generation” under the Conversion objective while getting started.
- **Sponsored Content** and **Message Ads** are two of the most popular products for lead gen campaigns on LinkedIn, enabling you to serve contextually relevant in-feed content, or reach decision makers directly with a personalized message.
- **Lead Gen Forms** can be used in tandem with both Sponsored Content and Message Ads, capturing leads with a seamless user-friendly experience that auto-populates form fields based on LinkedIn profile data. **Lead Gen Forms can reduce cost-per-lead by 40%.** [x]
- Using the **Matched Audiences** feature, you can upload your own contact lists or account lists, powering up your first-party data and ABM campaigns. You can also use **retargeting** to reach members who've already engaged with your content or website.
- Implement the **Insight Tag and conversion tracking** to measure conversions accurately, even when they occur outside of the LinkedIn platform.
- Don't leave your lower-funnel lead gen efforts on an island! Support paid sales activation efforts with organic brand-building. We find that **LinkedIn Page followers who are exposed to both organic and paid content are 61% more likely to convert** than those who only see paid.



Registration Forms

Marketers can collect and nurture leads organically through Events. LinkedIn members can sign up for your LinkedIn events by submitting their name and email to be collected through a Registration Form. With thousands of events created on LinkedIn every week, marketers can download and sync leads directly into CRM or a marketing automation platform.

Want to learn more? Learn more about using events and appending Registration Forms:
[Registration Forms Used for Events organized by Pages](#)

53% of marketers running an ad with a Lead Gen Form use a marketing partner

Reach the Next Level

If you're ready to take your lead generation efforts beyond the core capabilities of LinkedIn and achieve legendary status, partner solutions are where you'll want to look. These leading platforms and marketing technologies all connect or integrate with LinkedIn tools in different ways, bringing added efficiency, functionality, or reporting.



Level Up Your Lead Gen: LinkedIn Marketing Partners

Among the key features available through LinkedIn's ecosystem of lead generation partners:

- **Automation** cuts out repetitive steps and streamlines communication between systems.
- **Revenue impact reporting** makes it easier to show how your advertising efforts are driving pipeline and sales.
- **Lead routing** directs opportunities to team members who can act on them quickly.
- **Lead scoring** helps you assess the quality of opportunities and prioritize the best ones.
- **Lead enrichment and standardization** brings greater insight to inform your prospecting across various channels and platforms.
- **New campaign creation** lets you develop LinkedIn campaigns within the tools you're accustomed to using.

In the next few sections, we'll take a closer look at some specific LinkedIn marketing partners, who will explain in their own words how to conquer key lead gen obstacles and how their integrations can help.

Accelerate through Automation



Featured Lead Gen Partner: [Adobe Marketo Engage](#)

Integrating Adobe Marketo Engage with LinkedIn connects the two platforms seamlessly, and helps you focus not just on generating leads, but nurturing them. “Some marketers struggle to turn all those leads into revenue because they have not yet implemented an effective and automated lead nurturing process,” says Bob Conklin of Adobe.

The key to converting leads into revenue? Consistent personalized engagements across multiple channels. Marketo Engage specializes in this through its leading marketing automation platform, which can bring efficiency and impact to your LinkedIn strategy. This is a deep and extensive integration that brings cohesion to your martech stack.

Marketo Engage enhances demand management and nurturing within both lead-based marketing and account-based marketing strategies.

Key Features

- Convert Marketo people & account audiences into LinkedIn Matched Audiences inside LinkedIn with a click of a button.
- Leverage LinkedIn’s interface and full suite of audience targeting features including look-alike targeting and B2B Audience templates to reach net new people and accounts.
- Integration with LinkedIn Lead Gen Forms enables lead data to flow automatically to the appropriate Marketo program as you run successful campaigns.



Attribution Evolved

Featured Lead Gen Partner: [Bizible](#)

In a world where B2B purchases can sometimes extend over several months and involve dozens of touchpoints, marketing attribution has become an increasingly challenging task. In turn, this means it can be extremely tough to get a reliable view of your return on investment with B2B ads.

Bizible is the leading solution in B2B marketing attribution, and its integration with LinkedIn unlocks a world of insight around ad ROI, helping you PROVE and then IMPROVE the efficacy of your efforts.

Clearly attribute conversions and revenue on LinkedIn with Bizible's advanced technology. Accurately report key results and maximize the impact of your ad spend.

Key Features

- Auto-tag LinkedIn Ads so they can be tracked as touchpoints for pipeline and revenue attribution.
- LinkedIn shares ad cost data with Bizible so you can gain a clear and detailed grasp on ROI.
- With a few clicks of setup, you can automatically track LinkedIn Lead Gen Form fills for attribution.



CRM Synchronicity

Featured Lead Gen Partner: [HubSpot](#)

HubSpot's CRM is one of the most popular and powerful in the category. The platform offers tools to help your brand differentiate at a crucial time.

"As the internet and internet marketing have matured, the process of generating leads has gotten more complicated and expensive," notes HubSpot's James Gilbert. "The biggest barrier is finding a way to cut through this noise. You need to be more creative in coming up with something that will be unique and people will find valuable. You need to be more sophisticated in your targeting to reach a relevant audience and solicit their interest."

The integration between HubSpot and LinkedIn helps you take full advantage of LinkedIn's unrivaled targeting capabilities while running through the CRM platform you know and love.

Run more powerful and efficient campaigns by leveraging HubSpot's CRM in your LinkedIn ad targeting.

Key Features

- Collect leads automatically into the CRM, where they're ready for the attention of the sales team. Live-syncing allows reps to act instantly.
- Track opportunities all the way from lead to revenue.
- Filter individuals who are already in your CRM when targeting your ads on LinkedIn.

Empowerment through Precision



Featured Lead Gen Partner: [Integrate](#)

It's no secret the needs, wants, and expectations of B2B buyers have undergone a broad and dramatic shift.

“They’re accustomed to consuming content and researching on their own terms, and demanding access and information beyond neatly prescribed buying journeys,” says Colby Cavanaugh, VP of Product Marketing at Integrate. “For lead gen marketers, it means accepting the demise of our carefully constructed journey maps and artificially-timed conversion points because today’s buyers are carving out their own paths to purchase.”

The new era calls for new levels of precision. That’s the name of the game for Integrate’s Precision Demand Marketing model, and you can infuse its capabilities into LinkedIn by connecting the two.

Integrate’s Demand Acceleration Platform (DAP) provides a scalable solution for high-growth and enterprise organizations to drive cross-channel demand strategies in a buyer-driven setting.

Key Features

- Increase conversions of marketing-generated leads across multiple channels including social, events, content syndication, and digital advertising.
- Ensure all leads generated are opted in for data that’s 100% marketable, compliant, and ready for activation in connected systems.
- Understand, measure, and optimize budget spend across demand channels with real-time, actionable measurement reports for a view into which accounts, campaigns, sources, or content are driving results.
- Reduce silos by gaining visibility across activated demand channels to centralize demand data sources.



Auto-Optimize for Revenue

Featured Lead Gen Partner: [Metadata](#)

Too many demand gen marketers are focusing on the wrong metrics, optimizing around things like cost-per-lead and click-through rate while failing to see the big picture. *Do those leads actually progress into revenue?*

“Lead quality is what I’m always looking to improve as a marketer,” says Jason Widup of Metadata. “But ultimately the only way to judge that quality is by how many turn into opportunities and then revenue.”

Metadata’s integration automates the time-consuming and repetitive tasks required to properly experiment and optimize your campaigns to revenue, at a scale that’s not possible within most marketing teams.

Orchestrate ABM campaigns through Metadata’s AI tools, automation features, integrations, and B2B decision maker database for predictable, qualified inbound lead flow.

Key Features

- Leverage their data partnerships to build highly-targeted audiences using intent, firmographic, technographic and other intelligent B2B signals.
- Launch hundreds or thousands of campaign experiments to understand ideal audiences, ads, and offers that drive revenue.
- Optimize for revenue metrics automatically by analyzing the full lifecycle of a lead.
- Integrate with Conversation Ads for easier deployment and improved performance.



Get the Most Out of Your Data

Featured Lead Gen Partner: [Oracle Eloqua](#)

Data: everyone's got it, but not everyone knows how to use it. As Stephen Streich of Oracle Advertising and Customer Experience (CX) puts it: "One of the fundamental challenges of lead gen marketing remains good, clean data – and enough of it – to reach your target audience on the channels they frequent."

LinkedIn is the leading source of good, clean professional data, and Oracle Eloqua Marketing Automation's integration with the platform helps marketers fully leverage it. This two-way integration creates a free flow of information between the two tools, opening a wide range of ways to activate your data. "The potential is only limited by the marketers' creativity," says Stephen.

Create highly-targeted paid social audiences in LinkedIn, with real-time conversion data flowing from LinkedIn into Eloqua for immediate action (retargeting, CRM integration, nurture).

Key Features

- Easily flow 1st-party data audiences into LinkedIn for advertising using Oracle Eloqua's LinkedIn Campaign Manager app.
- Push submitted Lead Gen Forms seamlessly into an Oracle Eloqua campaign workflow, creating or updating contacts in Eloqua.
- Route new leads into different workflow streams within seconds with Oracle Eloqua, including sales notification, nurture campaigns, or retargeting.
- Turn a time-intensive manual process into a fully-automated one, allowing for faster speed to lead and the ability to drip contacts into LinkedIn campaigns over time based on behavior with Oracle Eloqua.



Connect Everything

Featured Lead Gen Partner: [Zapier](#)

Timing is everything with lead generation. When it comes to driving conversions, capturing someone in the right mindset is essential. The problem is that the process of delivering ads and nurturing leads has many moving parts. If you get bogged down, or communication isn't airtight, you're liable to miss your moment.

“Having a seamless process in place can improve mastering lead response time, capturing qualified leads, and delivering ads that convert,” says Zapier’s Ellie Huizenga . Their integration brings extensive connectivity to your LinkedIn program, cutting down friction and manual work.

Connect your LinkedIn profile, LinkedIn Page, Lead Gen Forms, and Matched Audiences to thousands of apps, like your favorite CRM or email marketing platform.

Key Features

- Save time by automatically collecting and sending rich lead data to your CRM for safekeeping, leading to better, more productive sales calls.
- Eliminate communication gaps by using Zaps to send notifications to a team, so they can respond faster and keep leads engaged while they're hot.
- Instantly update current leads with new information for LinkedIn Matched Audiences, to ensure you're sending the right message.
- Automate event registrations through LinkedIn Lead Gen Form submissions.



Legendary Lead Gen in Action: Harness + Zapier

You've heard about what these partner solutions can do. You might be wondering: what do these enhancements look like in practice? Let's explore the story of one company using Zapier's integration to vastly improve lead-routing efficiency and accuracy.



The Challenge: Harness.io, a continuous delivery-as-a-service platform, was driving significant pipeline through LinkedIn's Lead Gen Forms. So much, in fact, that they were finding them difficult to manage and properly route leads into their Marketo system. Delays and lost requests were frequent in this heavily manual system. Enter: Zapier.



How a Partner Helped: Harness took advantage of Zapier's integration to automate the provision of accounts, and also to deliver their trial link to leads more seamlessly and speedily. This helped ensure data was flowing smoothly and reliably into Marketo, where their team could take action.



The Outcome: By leveraging the LinkedIn + Zapier Integration, Harness was able to dramatically increase its speed-to-lead rate and streamline a tech-heavy process.

The company reported a

99% Increase

in lead delivery accuracy from LinkedIn to Marketo.



“It is essentially a developer solution that can be used by marketers... It’s really simplified the resources and support we would need and given us the ability to build these developer-esque solutions ourselves.”

Sara vonDohren, Senior Manager of Programs, Harness.io.

This is the kind of functionality that LinkedIn’s marketing partner ecosystem can bring to your lead generation strategy. We encourage you to explore the many integrations and connections available to find the perfect fit for your program.

Legendary status is within your grasp.



Take the next step:

Explore our [full ecosystem of Lead Gen Marketing Partners](#), or visit [Campaign Manager](#) to connect to your partner of choice!