



# LinkedIn Lead Gen Forms Playbook

10 Ways to Supercharge Your  
Lead Gen Strategy



# Introduction

Whether you're new to Lead Gen Forms, or perfecting your skills, this guide has tips and tricks you can incorporate into your campaigns for measurable results.



**FixDex's Webinar Series:  
Customer Relationships**

Learn how FixDex optimizes business by building strong, driven relationships with their customers and through their insight-based products during this hour-long webinar.

We'll send this information to FixDex, subject to their [privacy policy](#).

Email address  
grace@goldenphase.com

First name  
**Grace**

Last name  
**Goldberg**

Job title  
**Marketing Manager**

Function

**Submit**

# Why demand generation marketers advertise on LinkedIn

LinkedIn helps your organization grow and be more successful through the strength of our audience and powerful targeting capabilities.

We have more than 875 million professionals on our platform. Our members come back regularly to check in, network, and learn about how they can optimize their career and business.

This means you aren't just targeting or reaching out to a warm body. You are reaching and engaging a captive audience that's listening.

**89%** of B2B marketers use LinkedIn for lead generation



Marketers say LinkedIn generates over 2x more leads than the next highest social channel

# Lead Gen Forms drive 5x higher conversion than landing pages

LinkedIn Lead Gen Forms are designed to provide maximum convenience for both users and marketers. When forms are presented to a LinkedIn member, the fields are pre-populated with their profile data, drastically cutting the effort needed to fill them out, resulting in higher conversion rates.

The average conversion rate on a landing page is 2.35%.\* The average conversion rate on a LinkedIn Lead Gen Form is 13%.

Using a Lead Gen Form, you'll be able to:

- ✓ **Generate high-quality leads at scale**
- ✓ **Prove the ROI of your lead gen campaigns**
- ✓ **Access and manage your leads with ease**

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Email address

First name

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Job title

Submit

Web form

\*Based on a study conducted by [WordStream](#)

# How marketers use Lead Gen Forms today

Lead Gen Forms are a powerful tool to help drive demand for your product or service. Here are a few ideas to get you started.



## Download

Share an eBook to position yourself as a thought leader or share more about your product



## Sign up

Sign a member up for any product or service, from software demos to test driving a car



## Register

Allow members to register for an upcoming webinar or event



## Gather interest

Share details of programs such as your school's online certification, to identify members who are interested

# It's easy to get started with Lead Gen Forms

Simply set up your form and add it to one (or many!) of your ads. Lead Gen Forms can be paired with Single Image ads, Carousel ads, Video ads, and Message ads.

Suggested for you

**Fixdex**  
Promoted

What Channels Are Marketers Investing in Most? New B2B Benchmark Report Highlights 2019 Marketing Insights and Best Practices.



**Where Are You on the Marketing Maturity Curve? [Report]**  
fixdex.com

[Learn more](#)

39 Likes • 1 Comment

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 **Paige Eklund**  
Dear Aaron,

With Codelane's custom solutions, it's easy to see all the information you care about in one place. Your customized platform will empower you to make faster, better-informed decisions to optimize your ROI.

- Build with the data you already have
- Align your organization
- Visualize your metrics

Sign up for a free demo today and see what Codelane can do for you.

Sincerely,

**Paige Eklund**  
Product Marketing Manager  
Codelane

[Get Demo](#)

Message Ads

# Your Checklist for Lead Gen Success



## Here are some things to consider before setting up your Lead Gen Forms:

- Establish your target audience.**

Who do you want to reach out to in your campaign? What audience will resonate most with what you're offering?

- Develop your offer.**

What action do you want prospects to take after seeing your ad?

- Confirm who will follow up with leads.**

You could get all the leads in the world but if you don't have a sales team following up, they go cold! For a lead generated online, waiting just five minutes will reduce the likelihood of contact by 10x factor.\*

- Identify what a lead is to your business.**

This will help you decide what fields to include on the form.

- Set up a plan to manage your leads**

Are you setting up an integration with your CRM or Marketing Automation software? Are you going to manually download them?

- Decide how you plan to evaluate success**

How will you evaluate the success of your lead gen campaign? Are you going to follow up with your sales team on quality? Do you have lead scoring in place?

\*Based on a study conducted by [HubSpot](#).

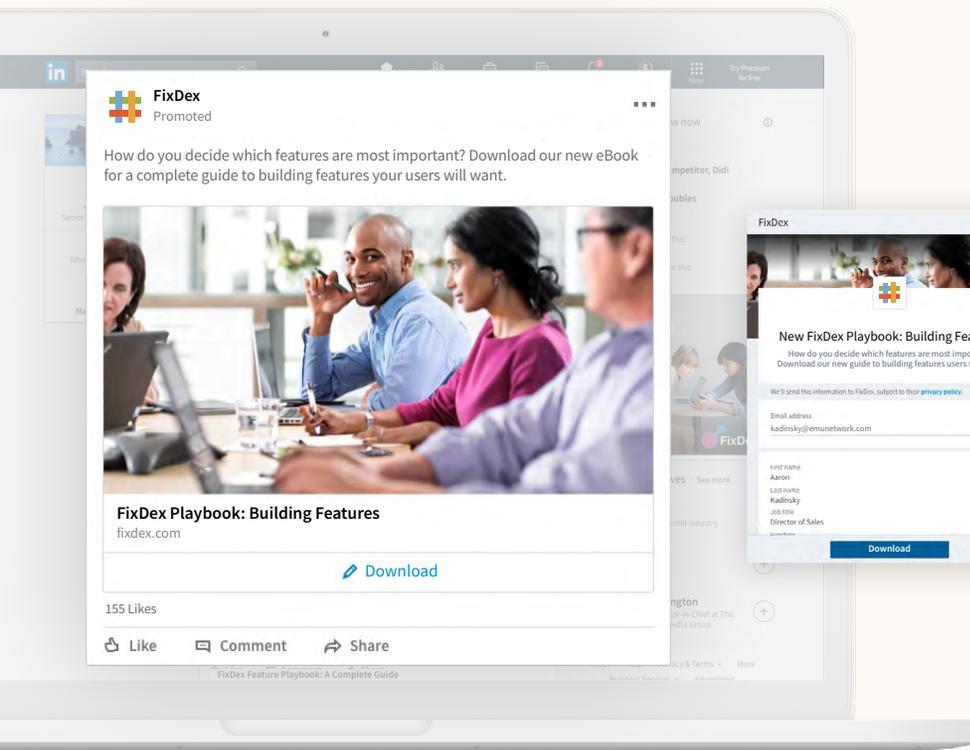


# 10 Ways

## Marketers on LinkedIn Supercharge Their Lead Gen Forms

Best practices pulled from top  
advertisers on our platform

# 1. Develop a strong offer



A compelling and clear introduction in your ad copy explains to members what they're signing up for and convinces them why they should share their information with you. Here are a few tips and tricks to doing so:

- ✓ **Hook your audience with a question**

Use your form to provide the answer and solution.

- ✓ **Keep it short**

We recommend under 120 characters.

- ✓ **Clearly communicate value**

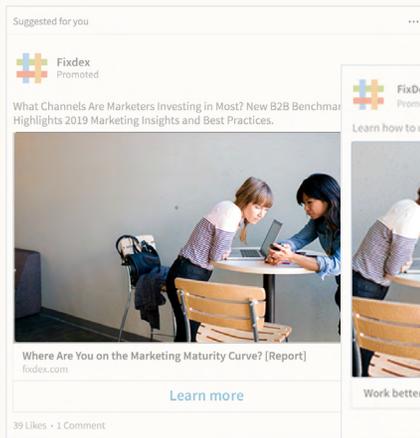
Be super clear about the value members are going to get when they sign up for what you're offering.

- ✓ **Take advantage of valuable real estate**

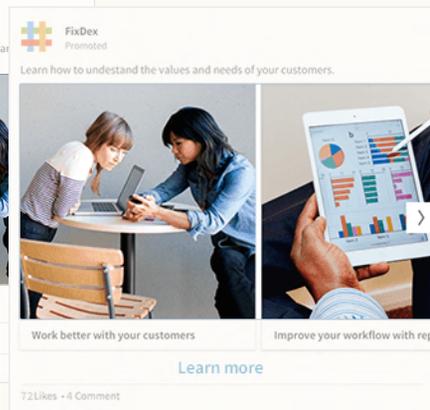
Use your ad to hook your audience, and the Lead Gen Form to give more context into what you're offering. Ensure the ad and the form are referencing the same content.

# 2. Use bold images, videos, and messages

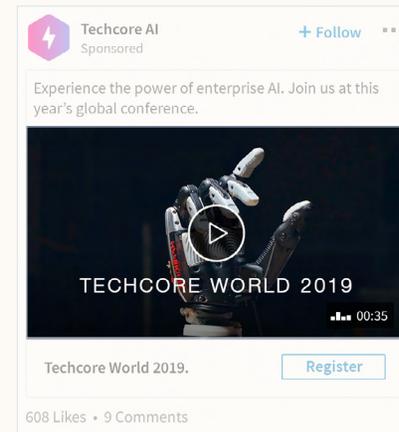
## Single Image Ad



## Carousel Ad

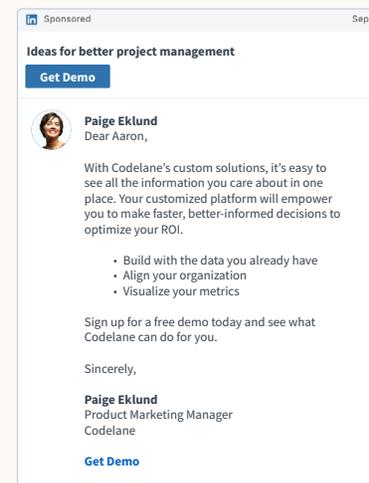


## Video Ad



- If you're optimizing for engagement, new ideas and explainer videos drive the best results
- For best CTR, keep videos at 1 min or less
- Videos using a distinctive and memorable soundtrack tend to have higher engagement rates

## Message Ad

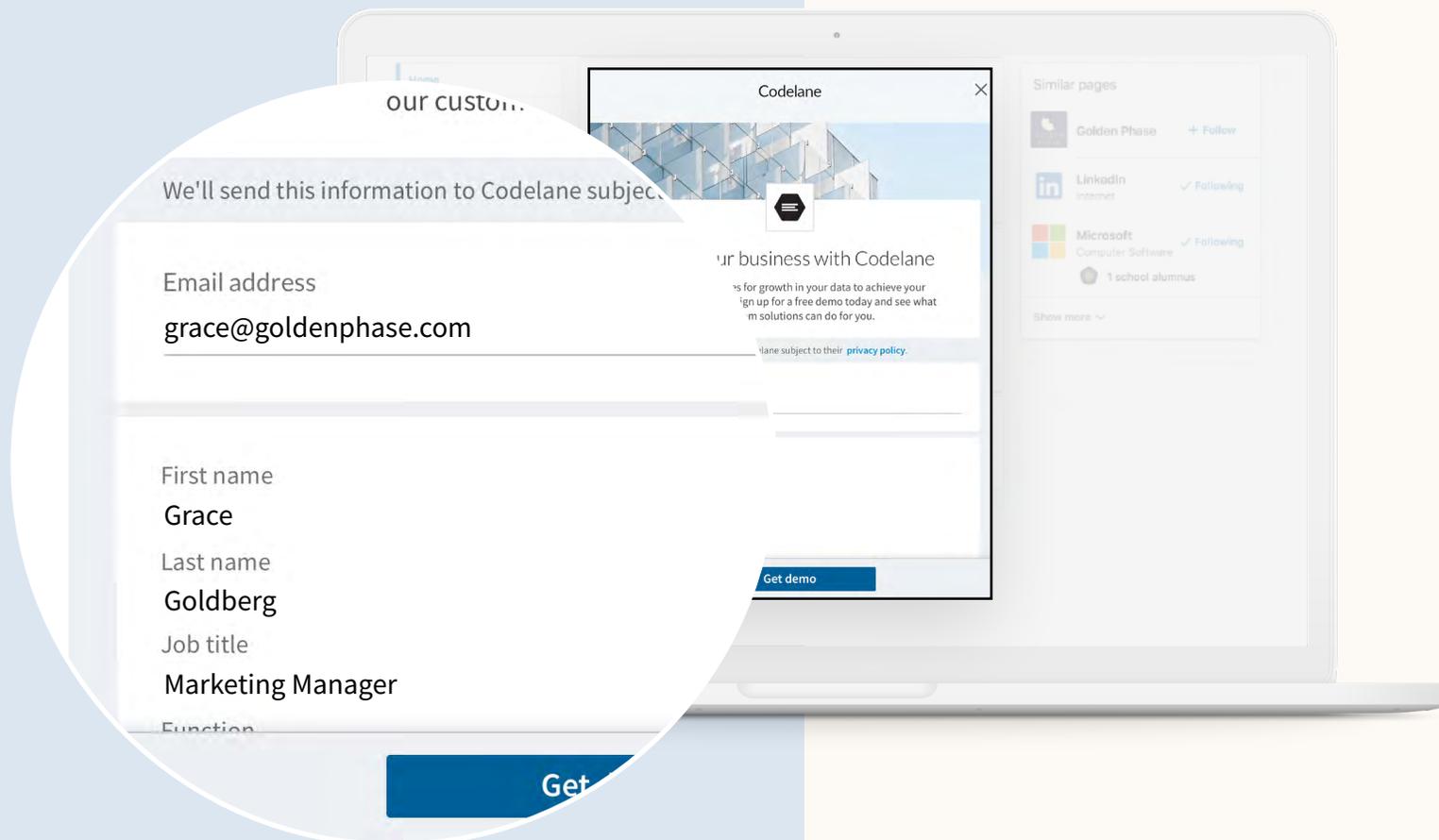


- When using an individual as a sender, use your opening message to introduce yourself and let members know why you're reaching out
- Keep your copy short and conversational, so your ad feels more personal
- Consider using language that is more casual, the way you would over the phone

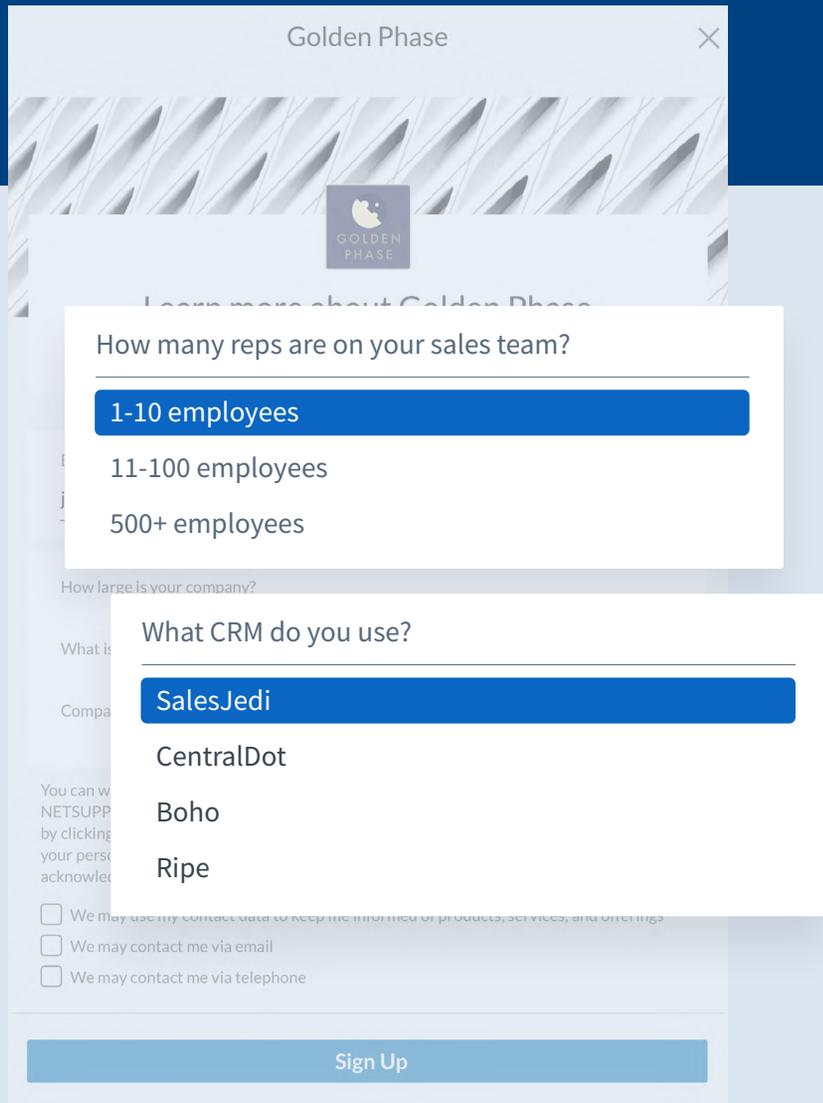
- Show an image of the product or service you're asking prospects to sign up for. This helps set expectations. For example:
  - Use an image of the eBook you're promoting in book form
  - Promoting an alumni community? Use images of your current alumni.
- Pops of color help draw member eyes when scrolling through the feed

### 3. Keep the number of questions to a minimum

Think about how you define a lead. Decide what information is most critical to collect from leads in order to qualify them and stick to that. Forms see the highest completion rates when they use 5 or fewer questions.



## 4. Make your custom question easy to answer



The image shows a screenshot of a lead form titled "Golden Phase". The form includes a logo, a "Sign Up" button, and several questions. Two custom questions are highlighted with white boxes:

**Question 1:** "How many reps are on your sales team?" with options: "1-10 employees", "11-100 employees", and "500+ employees".

**Question 2:** "What CRM do you use?" with options: "SalesJedi", "CentralDot", "Boho", and "Ripe".

Other visible text on the form includes: "Learn more about Golden Phase", "How large is your company?", "What is your company's primary industry?", "Company size", "You can withdraw your consent from NETSUPP by clicking on the link in your personal acknowledgment email.", and three checkboxes for contact preferences: "We may use my contact data to keep me informed of products, services, and offerings", "We may contact me via email", and "We may contact me via telephone".

There are times where you need to use custom questions to collect specific data to qualify the lead. However, we recommend keeping the use of custom questions to a minimum.

If you need to use a custom question for lead qualifying data, we recommend multiple choice as members are more likely to choose from a dropdown than to write in an answer.

Adding even one free response custom question, can lead to a 3-4% drop in the lead submission rate.

## 5. Follow up with your leads in a timely manner

Once a member has submitted their information to your Lead Gen Form, use the confirmation message to provide clear next steps.

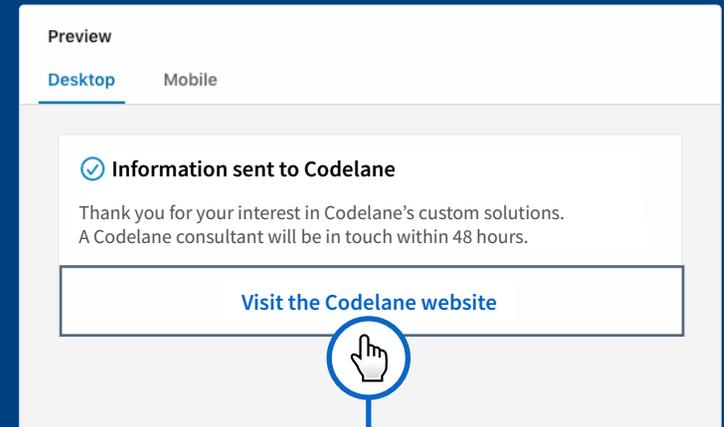
When you link a strong CTA to more posts or content, people can continue to engage with you even after filling out your form.

If you've offered a piece of content in your ad, make sure you put an ungated, direct link to the asset you've offered in the confirmation page as content is not automatically delivered. If you only put the link in the destination URL, members won't gain access to your material.

If you've signed someone up for an event, newsletter, etc., the confirmation page is a way to keep the momentum going.

Be specific with the call to action you choose. "Download Now" and "View Now" were top performers across most geographies, verticals, and company sizes.

## Top 5 best performing confirmation page CTAs

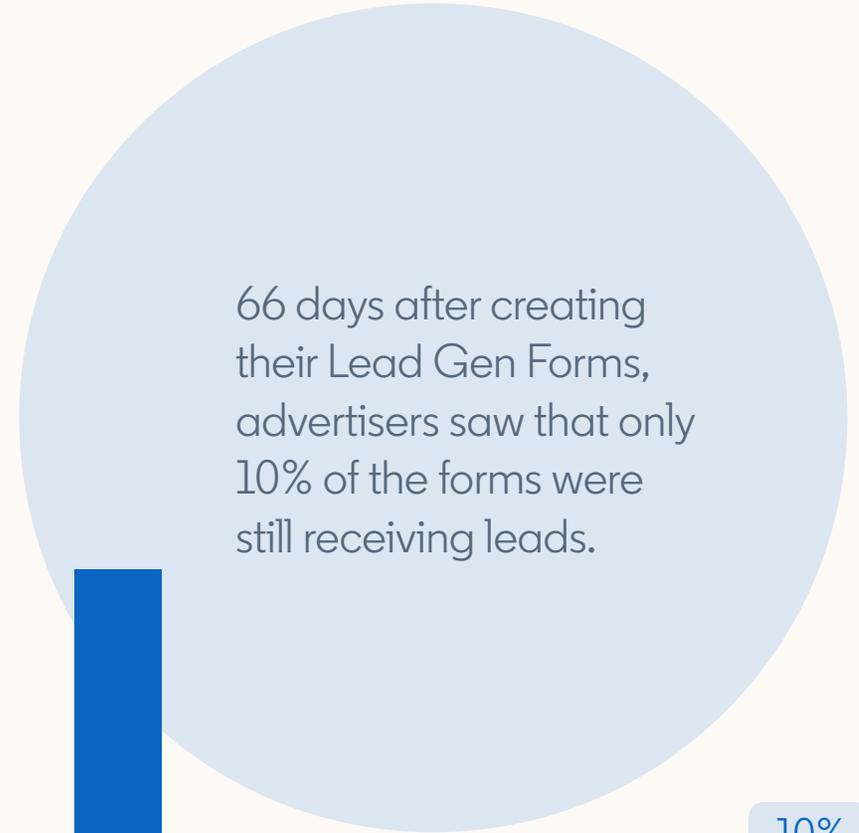


### Click through rate (CTR)



# 6. Keep your Lead Gen Forms fresh

Refresh your Lead Gen Form creative at least once every two months to avoid the content going stale.



66 days after creating their Lead Gen Forms, advertisers saw that only 10% of the forms were still receiving leads.

10%

66 days

7.

# Optimize your target audience using demographic data

LinkedIn provides detailed demographic reporting about your campaigns. You'll get insight into the number of impressions, lead form opens, open rates, number of leads, and lead form completion rates.

Use this data to test and optimize what audiences respond best to your content and what content works best with each audience.

Performance

Leads

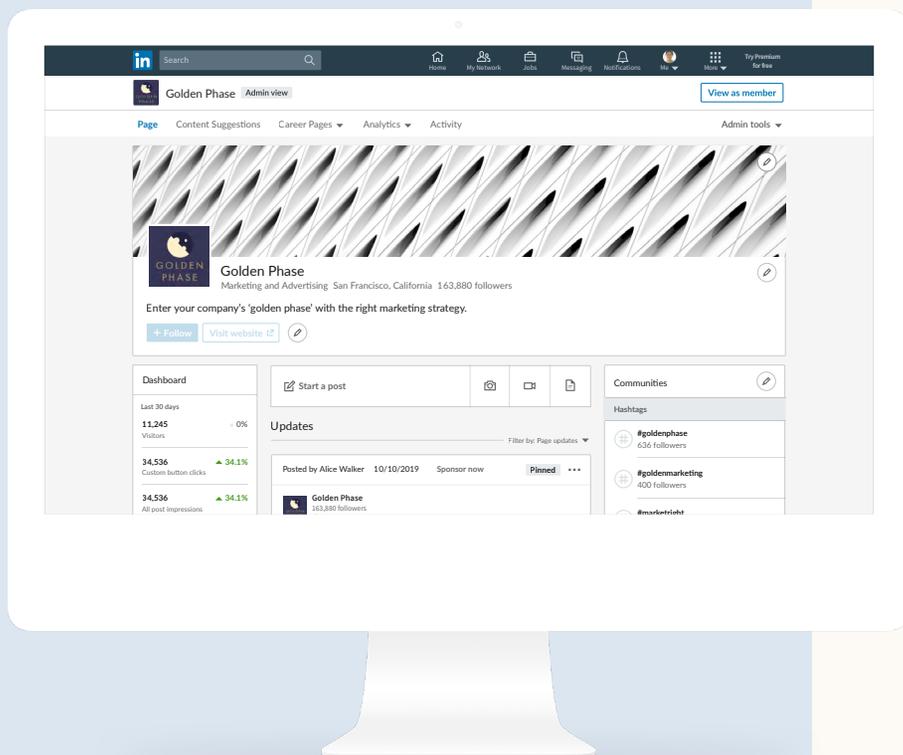
Sponsored InMail

Video

Name	Open Rate	Leads	Lead Form Completion Rate		
Sales	247 (18.02%)	0.32%	16 (19.05%) 6.48%		
Operations	302 (22.03%)	0.46%	22 (26.19%) 7.28%		
Engineering	31,868 (9.33%)	119 (8.68%)	0.37%	10 (11.9%) 8.4%	
Business Development	23,723 (6.94%)	78 (5.69%)	0.33%	Below reporting minimum	-

# 8.

## Optimize your LinkedIn Page so members can learn more about your brand



Your Page is your foundation in the world's largest professional community.

A member can click through from a Lead Gen Form to your Page. As such, you want to ensure they walk away thinking that your brand is both credible and a thought leader, so they feel comfortable sharing their information with you.

To do so, follow these tips for optimizing your Page:

### ✓ Complete your Page.

Make sure you have a logo, description, website URL, and your city + country indicated in your overview.

### ✓ Post content regularly.

We recommend daily or weekly. Share images, videos, documents, articles and more to help keep your audience informed, build thought leadership and humanize your brand.

### ✓ Grow your audience.

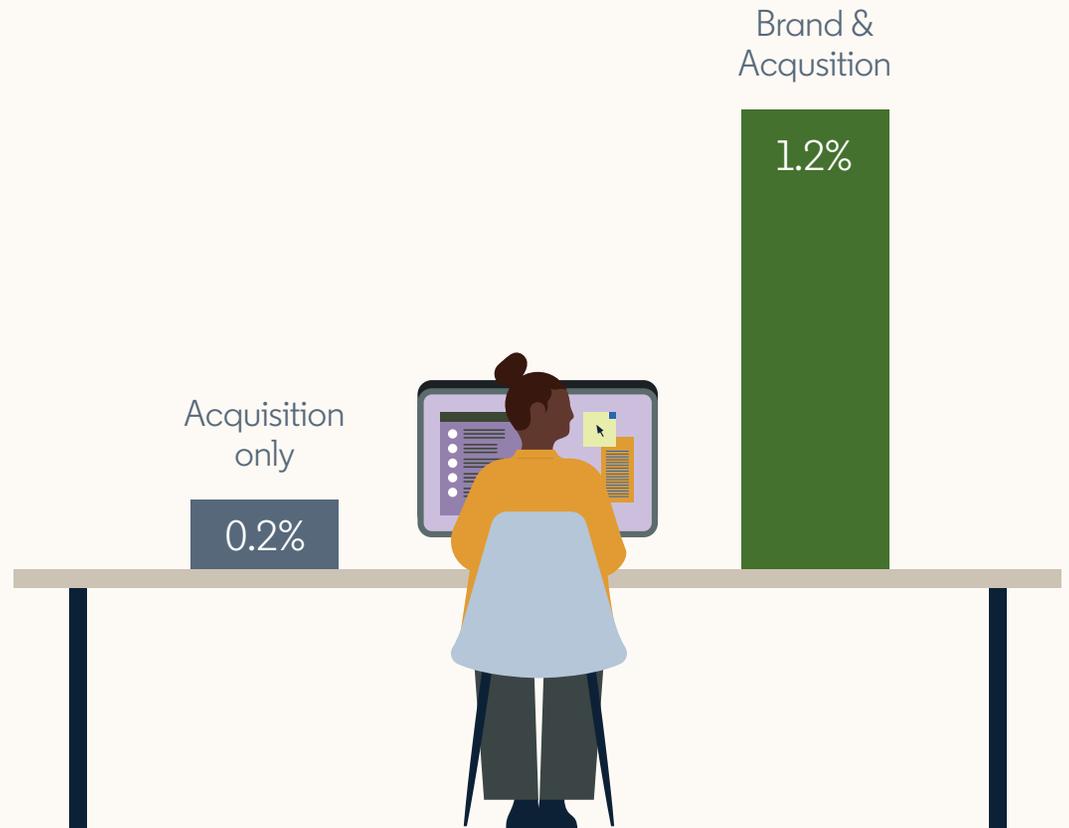
Pages with at least 150 followers or 30 mapped employees are perceived as more credible. Promote your Page until you've reached one of these thresholds.

# 9. Pair lead gen campaigns with brand campaigns for higher conversion rates

Pair lead gen campaigns with objectives such as Brand Awareness or Engagement to reach the right audience.

Leverage Matched Audiences to reach website visitors or members who have previously engaged with your brand.

Members exposed to both brand and acquisition messaging are over 6x more likely to convert.



# 10.

## Test, and test again

As any good marketer knows, testing is an art and the key to advertising success. Trying different versions of similar content can provide answers into what your target audience responds best to. Here are a few best practices to keep in mind as you test forms:

- ✓ Start with a primary hypothesis
- ✓ Test one variable at a time
- ✓ Limit the number of creatives you're testing so there isn't additional dilution of test results
- ✓ Decide on a primary and secondary KPI to measure. For example: CTR, form completion rate, or CPL
- ✓ Set up next steps based on the test results
- ✓ A/B test lead forms against standard landing pages to start to see what's working & establish proof of concept. Consider trying a different combination of questions or see what CTAs work best.



For the first time in the history of media, you can reach the world's professionals all in one place. More than 875 million people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow — precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com)

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