




LinkedIn for Leads

A QUICK-START GUIDE
FOR BUSY B2B PROFESSIONALS

Sagefrog Marketing Group

Does it surprise you that there are more than 530 million professionals on LinkedIn?¹



If you're a B2B professional, it shouldn't. Since its inception, LinkedIn has been an increasingly valuable tool for B2B companies of all sizes that dominate the social platform and leverage it for marketing and sales. New and improved features consistently provide businesses with fresh opportunities to connect with their audiences using real data and insights from the LinkedIn Marketing Solutions team.

There are plenty of beginner's guides available to help companies lay the groundwork for showcasing their brand, recruiting new talent and driving awareness and recognition. But where can small to medium sized B2B companies find a distilled guide focused on locking in qualified leads? Right here.

Skip the fluffy information about basic LinkedIn setup and leap right into the top tools LinkedIn provides for obtaining high quality leads, with only the need-to-know details included. You won't need a big budget or the skillset of a Google AdWords mastermind to follow these easy steps and best practices.

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LET'S TALK TOOLS 

LINKEDIN TOOLS FOR LEAD GENERATION

Sponsored Content

WHAT IT IS

Sponsored Content is LinkedIn's native ad solution that lets companies showcase content as updates in the main newsfeed of targeted users. This allows companies to test and improve messages and acquire new leads without cluttering their Company Page. A target audience can be refined through several filters and targeting options. Companies can set a budget to pay by cost per click or cost per impression.

WHEN TO USE IT

- » When targeting buyers early in the buyer's journey
- » When a particular Company Update is performing well
- » When looking to get more visibility for your brand or an event

74% of B2B buyers purchase from companies that first provide them with useful content²

LinkedIn Dynamic Ads and Text Ads are other advertising options. Unlike Sponsored Content, which gets content right in the main feed of users, these ads appear on the right column of LinkedIn's desktop view or under the top navigation.

GET THE HOW TO 

LINKEDIN TOOLS FOR LEAD GENERATION

Sponsored Content

HOW TO USE IT

1. Create a content asset with your buyer in mind, or select an existing Company Update to promote; best performing content includes guides, whitepapers, webinars and event invites
2. Develop landing and thank you pages and create multiple versions if targeting multiple personas
3. Create a few different sets of post descriptions (150 character max) and thumbnail images to test
4. Select a location to target and specify additional targeting criteria; pick from: company name, industry and size; company followers and connections; job title, function and seniority; schools, fields of study, degrees and skills; member gender, age, years of experience and groups
5. Set your budget and payment option as either pay per click or pay per impression
6. Use the Company Page Analytics view to track results and adjust your campaigns accordingly

PRO TIPS

- Avoid hard sells and be upfront about what the content includes and why it's important
- Use strong thumbnail images that include the title of the piece or a compelling message
- Write headlines that include numbers, statistics or name drop a company thought leader
- Cap your intro copy at a maximum of 140 characters to avoid burying your link
- Ensure your landing page is optimized for mobile, has a clear CTA and hosts a simple form
- Answer prospects' pain points by using job titles and "you" and "yours" language
- Start your campaign by casting a wide net and segmenting it by buyer persona

70% of clicks from Sponsored Content come from mobile devices³

LEARN ABOUT INMAIL 

LINKEDIN TOOLS FOR LEAD GENERATION

Sponsored InMail

WHAT IT IS

Sponsored InMail is a messaging tool that lets companies reach LinkedIn members in real time to share personalized messages and announcements. Messages are delivered when users are logged into their LinkedIn profile and as a result, the average InMail receives a high open rate at a low cost per open.

WHEN TO USE IT

- » When targeting users at any stage of the buyer's journey
- » When sharing time-sensitive announcements
- » When testing new personalization efforts to refine ad campaigns

The response rate for InMail is 3x higher than traditional email⁴

LinkedIn limits the number of InMails a company can send per month and asks users to purchase additional InMail credits to send more. This is what protects members from spam and maintains the platform's professional nature.

GET THE HOW TO 

LINKEDIN TOOLS FOR LEAD GENERATION

Sponsored InMail

HOW TO USE IT

1. Research your recipient to get a basic understanding of their professional situation, company updates or common connections
2. Pick a sender from your company who has both authority and a job title that makes sense for your recipient
3. Draft a simple headline that meets the 60-character limit and body copy that stays under 1,000 words to ensure your message is optimized for mobile
4. Include personalization in the form of a custom greeting or introduction that gives context to your message and shows the research you've conducted
5. Place contact information, disclaimers or other important info in the custom footer section to avoid cluttering your main message
6. Upload a banner image that aligns with the message you're sending and measures 300 x 250 pixels
7. Select a location to target and specify additional targeting criteria (same options as Sponsored Content)
8. Send a test message to review the appearance and formatting and set your budget and payment options

PRO TIPS

- Use one clear call-to-action to encourage the recipient to act
- Write messages in a friendly, causal tone to gain more responses
- Try A/B testing to refine your headline, body copy, message style and content offer
- Keep bold and italicized text and bulleted lists to a minimum

[LEARN ABOUT MATCHED AUDIENCES](#) 

LINKEDIN TOOLS FOR LEAD GENERATION

Matched Audiences

WHAT IT IS

Matched Audiences lets companies deliver marketing messages to a particular audience based on website retargeting, account targeting and email contact targeting. It combines LinkedIn's data with a company's own data to reach leads that are already engaged in the buyer's journey.

WHEN TO USE IT

- » When you want to cost-effectively retarget and re-engage website visitors
- » When you have a high quality list of company names and decision-makers
- » When you have a high quality list of personal (not just business) email addresses

Over the past six months, LinkedIn has run a successful pilot program for Matched Audiences with over 370 participating advertisers and 2,000+ active campaigns delivering above-average performance compared to product benchmarks.⁵

GET THE HOW TO 

Matched Audiences

HOW TO USE IT

Similar to Sponsored Content, create a content asset, including a landing page, thank you page, post description and thumbnail image. Then, decide which type of Matched Audience targeting capability is right for you.

Website Retargeting lets you market to people who have visited your website.

1. In Campaign Manager, select Website Traffic to create your audience
2. Enter the URL of the webpage you want to retarget; you can choose multiple
3. Add the LinkedIn Insight Tag on your website; you can only have one at a time
4. Campaign Manager will verify your domain when it reaches 300 members
5. When it's verified, your campaign will go live and display your content to your audience on LinkedIn

Account Targeting lets you market to decision-makers based on company lists.

1. In Campaign Manager, navigate to the targeting page
2. Specify location and then use company targeting to enter company names
3. Upload a CSV of up to 30,000 company names you wish to target
4. Your list will be matched against companies on LinkedIn in 48 hours
5. Once it's matched, view the list and link it to your campaign
6. Add additional targeting options to your campaign

Contact Targeting lets you market to select individuals based on email lists.

1. Select Matched Audiences from the Tools menu in the top right corner
2. In the Uploaded List Audience tab, click Upload a List
3. Choose Match Based on a List of Contacts and upload a CSV file (LinkedIn recommends at least 300 contacts; maximum 300,000)
4. Launch your campaign; when LinkedIn matches at least 300 members, your campaign will begin delivering your content

USE LINKEDIN FOR ABM 

LEVERAGING LINKEDIN FOR ABM

Using LinkedIn Tools for Your ABM Strategy

Account-based marketing (ABM) uses inbound and outbound marketing techniques to cast a smaller marketing and sales net by directly targeting key accounts and business stakeholders.

DO YOU USE ACCOUNT-BASED MARKETING?

ABM is a classic method that marketing and sales teams use to attract their most qualified leads and secure them as new customers.

LinkedIn's advertising solutions are perfect for executing your next ABM campaign because they operate on the same tenants of personalization and small-net targeting. LinkedIn's tools allow you to filter your target audience by company name and job title, letting you present your content to decision-makers at qualified companies. Email marketing is still an effective ABM tactic, but because LinkedIn offers both a professional space to execute tactics and advanced targeting capabilities to spread the word, it's the best option for companies on smaller budgets.

*"ABM delivers the most ROI when integrated with other marketing strategies to maximize effectiveness at every touchpoint."*⁶

– Mark Schmukler, CEO & Co-founder at Sagefrog

VIEW TIPS & TRICKS 

TIPS & BEST PRACTICES

Quick Tips and Best Practices

Whether you're refining an existing LinkedIn strategy or you're trying out a LinkedIn tool that's new to you, keep these best practices in mind to make the most of your investment.

- » Invest in **LinkedIn Sales Navigator** to keep an eye on updates from clients and prospects, get new recommendations for leads and integrate data from your CRM
- » Use LinkedIn's **Advanced Lead and Company Search** function to **scope out the competition** in your planning stage and **do research on leads** before launching
- » Don't be afraid to ask for introductions through shared connections and **leverage your current clients** for referral marketing
- » **Recycle content** from your Sponsored Content campaigns by sharing them in relevant **LinkedIn groups** to extend the life and reach of your best performing assets
- » **Keyword optimize** your company page and the pages of your top sales reps to create an **end-to-end optimized LinkedIn campaign** for those who view your ads and search for you online
- » Because leads will most likely visit your company page, **make posting updates a priority** and regularly **share high quality content**
- » If you have multiple business divisions, products or brands, **create Showcase Pages** to segment your offerings for your target audience
- » Make use of the **Who's Viewed Your Profile** feature to reach out to viewers and connect with potential leads

GET HELP FROM THE EXPERTS 

GETTING STARTED

**For help getting started,
contact us today.**

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