

**FREE GUIDE**

# LINKEDIN ADS MASTERY GUIDE

**Skyrocket B2B SaaS**

**Demos by 40%**



 **cometly**

As a VP of Marketing, Head of Growth, or Demand Generation Professional, your priority is driving growth and generating leads for your B2B SaaS company. With over 774 million professionals on LinkedIn, it is the perfect platform for targeting key decision-makers and driving high-quality demo bookings. In this comprehensive guide, we will walk you through proven strategies and tips to increase your demo bookings by 40% using LinkedIn ads.

## 1 Identifying Your Target Audience

Before launching your LinkedIn ad campaigns, it's crucial to identify and understand the decision-makers you want to target. These decision-makers should be those who are most likely to be interested in your SaaS solution. Consider the following factors when defining your target audience:



Job titles (e.g., VP of Marketing, Head of Growth, Demand Generation Manager)



Company size and industry



Geographic location



Skills and expertise

**Example:** A SaaS company offering an HR management platform may target HR managers and directors, CEOs, and CTOs in mid-sized to large organizations

## 2 Crafting Compelling Ad Creatives

Your ad creatives play a significant role in driving engagement and demo bookings. To ensure your ads stand out and resonate with your target audience, consider the following tips:



### Use eye-catching visuals

Incorporate engaging images or videos that showcase your SaaS solution's unique selling points and benefits.



### Write persuasive copy

Your ad copy should communicate the value of your solution and clearly articulate the problem it solves for your target audience.



### Include a strong call-to-action (CTA)

Encourage your audience to take the desired action by using a clear and concise CTA, such as "Book Your Demo Now" or "Schedule Your Free Demo Today."

### 3 Utilizing LinkedIn's Advanced Targeting Options

LinkedIn's advanced targeting options enable you to reach the right decision-makers with your ads. Consider using the following targeting features:

#### Job Titles, Company Size, and Industry

Focus on reaching decision-makers in your ideal customer profile.

#### Skills and Expertise

Target professionals with specific skill sets that are likely to be interested in your solution.

#### Matched Audience

Retarget website visitors or upload lists of your ideal customers to ensure your ads are seen by the most relevant audience.

**Example:** ZoomInfo, a B2B contact database provider, used LinkedIn's targeting features to focus their ads on specific industries and job titles, resulting in a significant increase in demo bookings.





## 4 Experimenting with Different Ad Formats

LinkedIn offers various ad formats that can help drive engagement and demo bookings. Test the following formats to determine which works best for your campaigns:

### Sponsored Content

Promote your content in the LinkedIn feed to drive awareness and engagement.

1

### Sponsored InMail or Message Ads

Send personalized messages directly to your target audience's LinkedIn inbox.

2

### Dynamic Ads

Create personalized ads that automatically populate with your audience's profile information.

3

## 5 A/B Testing Your Ads










A/B testing is critical for optimizing your ad performance. Test different elements of your ads, such as headlines, images, and CTAs, to identify the most effective combinations. Monitor key metrics, such as click-through rates, conversion rates, and cost per conversion, to make data-driven decisions.

## 6 Implementing LinkedIn Lead Gen Forms

LinkedIn Lead Gen Forms can simplify the demo booking process for your audience by pre-filling the form with their LinkedIn profile information. This reduces friction and increases conversion rates.

## 7 Monitoring and Optimizing Your Campaigns

Consistently review and optimize your LinkedIn ad campaigns to ensure maximum ROI. Track key performance indicators (KPIs) and adjust your targeting, ad creatives, and bids accordingly.

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7 total accounts		Choose an account		Choose an account	
Create account				Time Range: 03/07/17 - 03/14/17	
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Account Name	Company Name	Status	Created Date	Total Budget	Campaigns
Search by account name	Search by company name	All	All time		
7 accounts	3 company pages	—	—	\$25,300.50	3,231
<input type="checkbox"/> Marketing CXO Account Account ID: 354325321		Active	03/08/2017	\$2,500.30	50
<input type="checkbox"/> EMEA Account Account ID: 545342345		On Hold	03/09/2017	\$5,502.50	45
<input type="checkbox"/> House Sponsored Content NAMER Account ID: 432432153		Active	03/10/2017	\$6,304.30	21
<input type="checkbox"/> House Dynamic Ads APAC Account ID: 643264334		On Hold	03/10/2017	\$1,500.25	73
<input type="checkbox"/> APAC Marketing CXO Account Account ID: 754375422		Active	03/12/2017	\$4,030.15	12
<input type="checkbox"/> NAMER Marketing CXO Account Account ID: 432545316		On Hold	03/14/2017	\$8,020.30	68
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## Setting a Budget and Bidding Strategy

Establishing a budget and bidding strategy is essential for managing your ad spend and maximizing ROI. Consider these factors when setting your budget:

# 1

### Start with a test budget

Allocate a smaller budget initially to test different ad formats, targeting options, and creatives before scaling your campaigns.

# 2

### Opt for cost-effective bidding

Choose the bidding strategy that aligns with your goals, such as cost per click (CPC), cost per impression (CPM), or cost per send (CPS) for Sponsored InMail campaigns.

## 9 Leveraging Social Proof and Case Studies

Incorporate social proof, such as testimonials, reviews, and case studies, into your ad creatives to build trust and credibility with your target audience. Showcasing the success of other companies that have used your SaaS solution can encourage potential customers to book a demo.

## 10 Aligning Your Ads with High-Quality Content

Provide valuable content, such as whitepapers, eBooks, or blog posts, to your target audience to establish your company as an industry thought leader. By offering helpful resources, you can nurture your audience and encourage them to book a demo.

## 11 Collaborating with Sales Teams

Collaborate with your sales team to ensure seamless lead handoff and follow-up processes. Educate your sales team on the ad campaigns you're running, and provide them with insights on the leads generated. This will help them tailor their outreach and improve the overall demo experience for potential customers.



## 12 Measuring Success and Refining Your Strategy

Establish KPIs to measure the success of your LinkedIn ad campaigns. Some common KPIs to track include:

**Click-through Rate (CTR)**

**Conversion Rate**

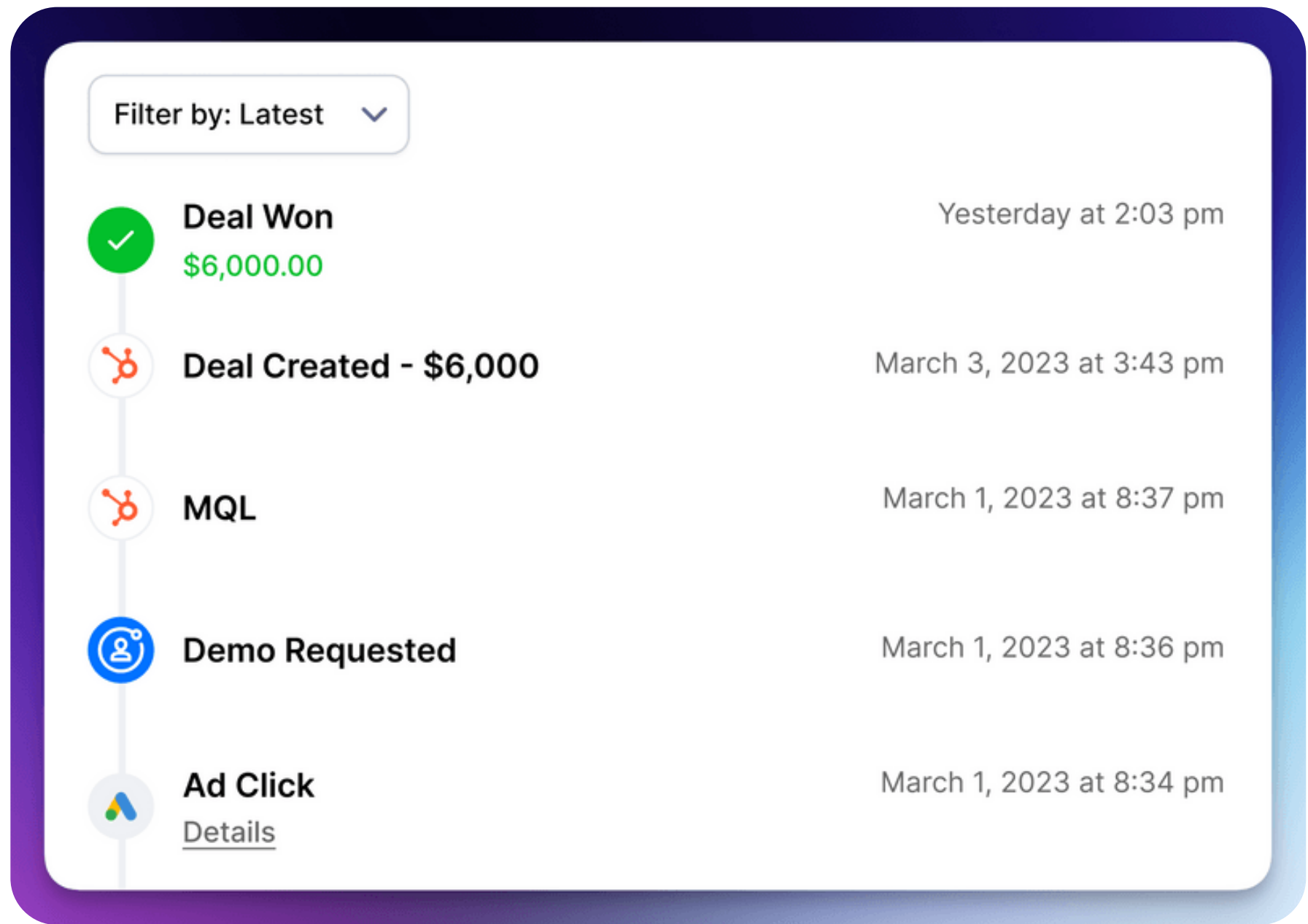
**Cost Per Lead (CPL)**

**Number of Demo Bookings**

**ROI**

Continuously analyze these metrics to identify areas for improvement and adjust your strategy accordingly. By implementing these additional steps and maintaining a focus on continuous improvement, you'll be well on your way to achieving a significant increase in demo bookings through LinkedIn ads.

Remember to be patient and persistent, as the key to success is ongoing experimentation, optimization, and adaptation to your target audience's needs and preferences.



## Ready to uncover every touch point from MQL to Deal Won?

Use Cometly to get accurate data to measure the effectiveness of your digital ad campaigns. Understand which campaigns are driving MQL's, Opportunities, and Deals Won.

Integrate your tech stack and identify what ads drive the highest quality leads

[Get Started](#) ➡