

Let's get X company more revenue and awareness through LinkedIn advertising.

<https://www.loom.com/share/279b1e9d81cd41c78d3ed8e8a8ad1e8a>

Here is where we'll use the inputs of the proposal form to see when what metrics yield a positive ROI.

From the proposal intake form:

Average Customer Value: \$10,000

Average Quality Leads to Conversion: 5

Monthly Ads Budget -> Yearly Ads Budget: \$2,000 - \$6,000 / mo -> \$24,000 - \$72,000 / yr

Based on this information, we'll need 15 - 45 quality leads per year, depending on yearly budget. Of course, lead generation timeframes are subject to many different variables, but I'll help make sure we get these leads and I'll let you know along the way what amount of spend is optimal to get us there as efficiently as possible.

ROI timeline will be impacted by the following:

1. Current web traffic
2. How well the website converts this traffic
3. Customer lists
4. Leads lists

The more people we can retarget with ads, the quicker we'll reasonably generate quality leads. With a strong foundation and retargeting base + a solid product & market fit, we typically see results in 3-6 months. For newer companies, this process will on average take longer, 6+ months.

"We have had great results working with Chris to generate B2B leads for our consulting services! Thank you Chris for your professional approach! We will be happy to continue working together."



- Dmitri Rodenko, SaaS Founders

We believe for X company, a comprehensive, full funnel strategy is typically optimal

Using the information from the Intake Form, we believe 3 campaign groups, one for Top of Funnel, one for Middle of Funnel, and one for Bottom of Funnel, will work best.

To achieve Middle of Funnel ad delivery, we'll need an audience of 300+ people that have engaged with Top of Funnel content or are recent website or LinkedIn company page visitors.

To achieve Bottom of Funnel ad delivery, we'll need an audience of 300+ people that have engaged with Middle of Funnel content or are very recent non-home page website visitors or very recent X LinkedIn company page visitors.

Each of these funnels will require budget to consistently drive members through the full funnel system + lead generation (Bottom of Funnel) campaigns are typically drive more expensive Costs Per Result.

For now, because we are starting with only the Top of Funnel, I think \$2,000 / mo is a great first budget, especially as we begin testing audience parameters, our initial ads, etc. As we develop, we may well need more budget to deliver to the Middle of Funnel audience to then achieve Bottom of Funnel delivery, while still funding Top of Funnel campaigns. I'll advise when that time comes what further budget allotment will get us to our goals.

Step 1 - **Conversion Tracking & Website Integration**

Once I have access to the X LinkedIn company page & Campaign Manager account (steps outlined in the summary), I'll generate and send you a piece of Javascript code to put on the global footer of the website called the LinkedIn Insights Tag. This helps us not only set up conversions, but helps us be able to retarget website visitors.

Once the tag starts firing on the

site, I'll then set up the account with proper conversion tracking tags and events.

Step 2 - **Audience Building**

Once I have access to the account, I'll be able to upload your lists, which then take 48-72 hours to process.

Once processed, I'll be able to derive insights from the list and begin building out a proper audience, which I'll then send over for your review.

Step 3 - **Campaign Group Creation**

I'll then use the agreed upon audience to build out campaigns in all 3 funnels.

The Middle of Funnel and Bottom of Funnel campaigns will automatically begin once we reach the 300+ threshold of users needed to deliver ads.

Step 4 - **Campaign & Ad Creation**

Our plan for X's first month is as follows:

Top of Funnel: Best Practice – giving your audience value on how to solve a part of their core problem.

Campaign 1: Spotlight Ads – 4 variations, again to test which is most effective, but also because these ads serve so many impressions, we'll want enough ads for the content to be fresh. This ad type is perfect as it doesn't charge by impression, but rather clicks and the CPC for this ad type is the best in LinkedIn without having to sacrifice audience or delivery quality. Plan is an estimated 10-20% of monthly budget. Here's more on [spotlight ads](#).

Campaign 2: Video Ads – On the intake form, you had marked that we have video assets – these are perfect for Top of Funnel campaigns. We can retarget to Middle of Funnel based on video plays and the Cost Per Result is again one of the best on LinkedIn currently. Plan is an estimated 30-40% of monthly budget.

Campaign 3: Document Ads – I know currently we don't have a PDF resource, but considering the Intake form, I think this ad format is the best for driving retargeting engagements at the best possible cost and it gives us the perfect platform to highlight our competitive advantage. I can help with asset creation here, I'll just need to work a bit with the team. Plan is an estimated 40-50% of monthly budget.

Middle of Funnel: Best Practice – proving to your audience that we fully solve their core problem.

Considering we have a healthy amount of web visitors here + the plan built above, it's very possible we can reach the 300+ audience size within 2 months. I'll be setting up spotlight ads here now just to have on auto-start once the audience reaches the size and I will create a plan for this campaign group once we have some insights from our first campaigns.

Bottom of Funnel: Best Practice – asking your audience that we help fully solve their core problem.

I'll advise in the coming weeks on when bottom of funnel delivery looks to be close once the Middle of Funnel campaigns are delivering well. I'll be setting up spotlight ads here now just to have on auto-start once the audience reaches the size and I will create a plan for this campaign group once we have some insights from our first campaigns.

After you approve this plan, we'll create the ads & campaigns.

Then, we'll send them to you for final draft approval. This should take a day or two.

Once you've approved, we'll launch.

Each week after we've launched,

Step 5 - **Weekly Updates & Optimizations**

you'll receive a report in the same format as this proposal which also includes a Loom video.

This will cover:

1. Click through rates vs. benchmarks
2. Conversions
3. Frequency analysis
4. Creative analysis
5. A summary of what is working well
6. A summary of what could be improved and our plan to improve
7. Questions for you and roadblocks



Summary of Next Steps and Questions for You

1. Our first step is payment of the first month's services, which you can do [here](#). Simple auto credit card subscription, no contracts or anything like that.
2. We connect on LinkedIn, here's my profile - <https://www.linkedin.com/in/nelsonjchris>
3. You add me on your company's LinkedIn page, instructions here - <https://www.linkedin.com/help/linkedin/answer/a569144/add-admins-on-your-linkedin-page?lang=en>
4. You add me as an account manager on the company's Campaign Manager account, instructions here - <https://www.linkedin.com/help/lms/answer/a417905/add-a-user-to-a-linkedin-ads-account?lang=en>

Then, I'll begin work starting with Step 1 in the process outline above.

Feel free to contact me
any time!

Email:

chris@incampaignagency.com

Call or text: 1 (708) 497-9657

**Schedule a 15 minute phone or
virtual call with me [here](#)**