Here's our LinkedIn Ads Pipeline Jumpstart Package Sample!

Sample Pipeline Jumpstart Package Overview

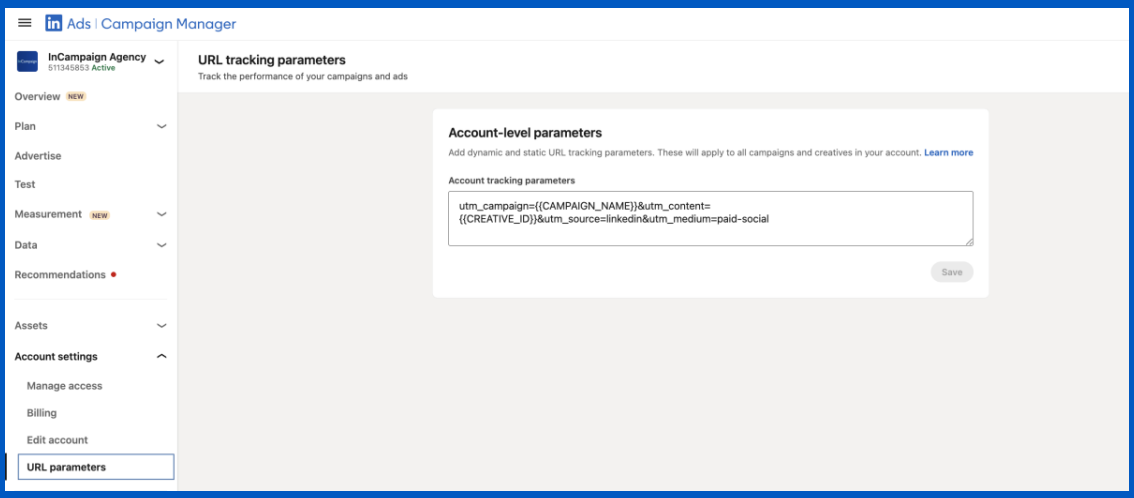
https://www.loom.com/share/ba26bdfe32aa49f7a311aaacf3d8bea5

Account Setup Checklist

https://www.loom.com/share/d0c7761e5fb241b78c17d379f83e03d5

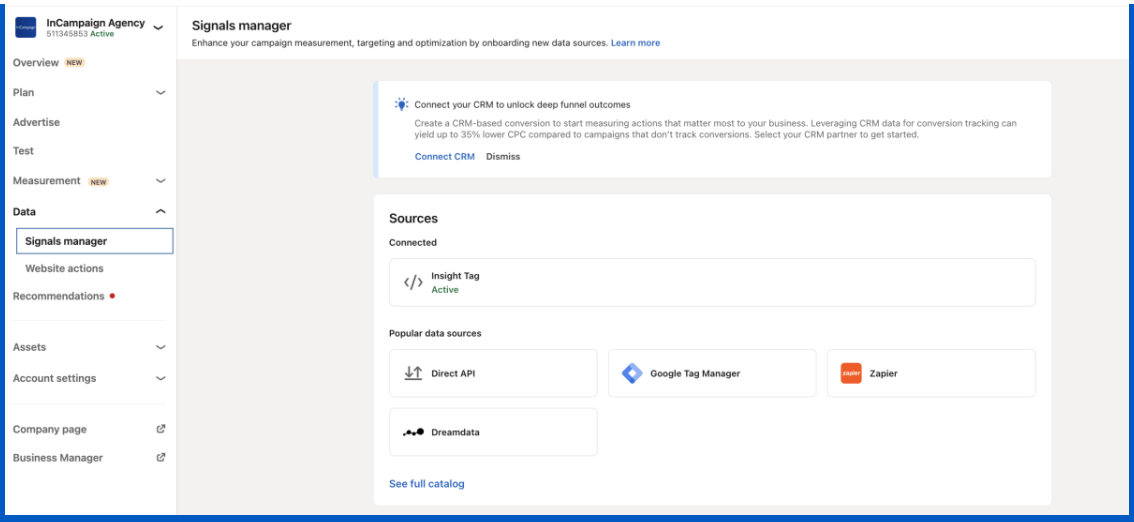
1. Global UTM Parameter

- This keep all tracking in your analytics provider uniform.
    - utm_campaign{{CAMPAIGN_NAME}}&utm_content{{CREATIVE_ID}}&utm_source=linkedin&utm_medium=paid-social



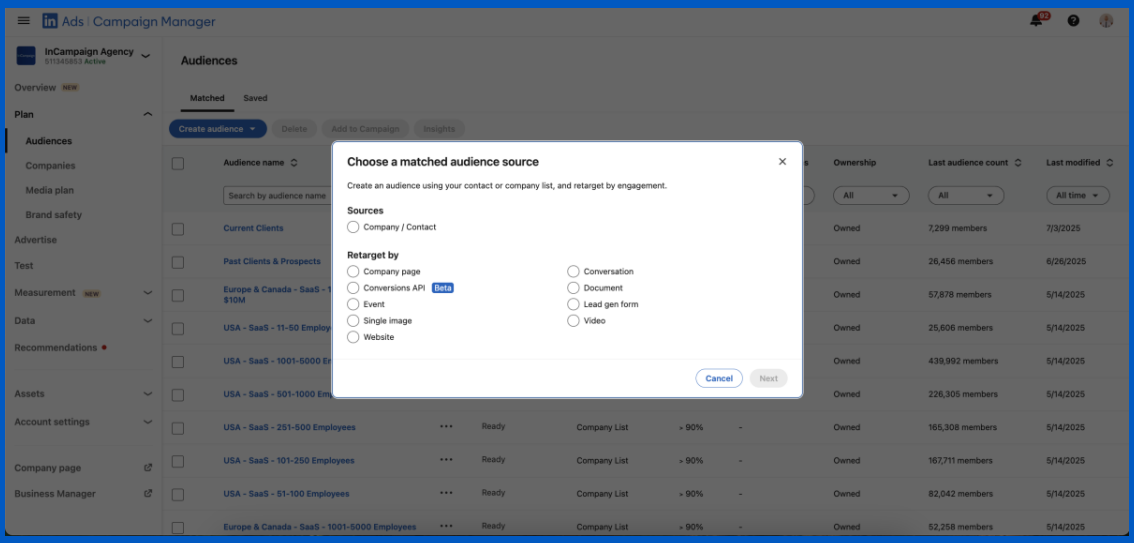
2. LinkedIn Insight Tag

- This allows you to retarget web visitors and utilize website conversion tracking.
- Instructions how to install on your website linked here.
- Best practice: install on the global footer of the site.



3. Retargeting Audiences

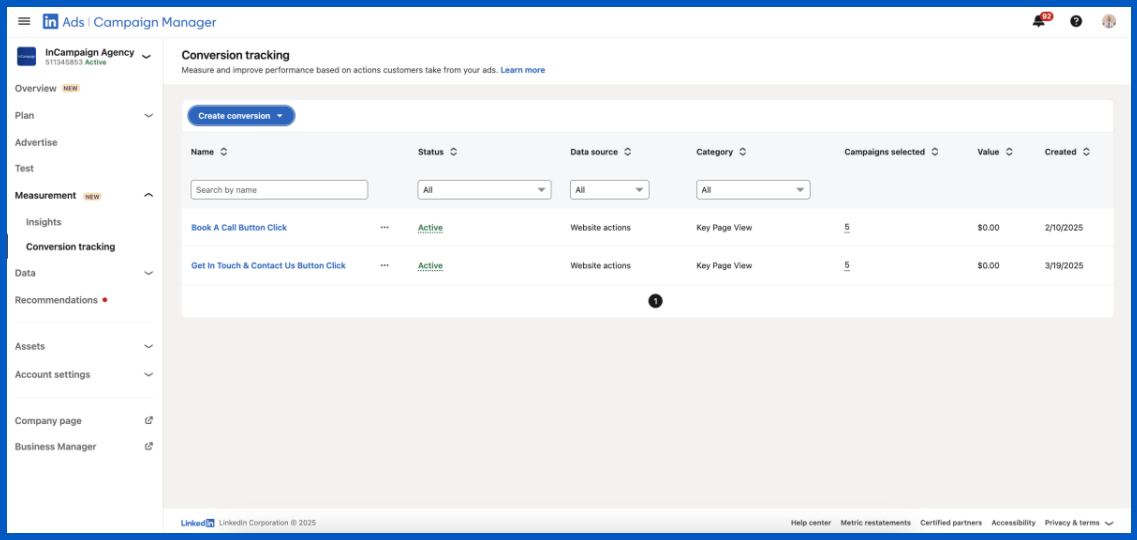
- This allows you to create a full funnel system and retarget warm audience members. To note: you'll first want to install the Insight Tag before moving to this step.
- More on retargeting audiences linked here.
- Best practice: create the following audiences.
    - Company Page Visitors (30 Days)
    - Website Visitors (60 Days)
    - **Top Funnel Ad Interactions (60 Days) - you'll need the campaign shell built out here first.
        - Single Image
        - Document
        - Video



4. Conversion Tracking

- This allows you to track actions on your website from your LinkedIn ads traffic, such as contact and demo request submissions.

- Instructions for how to set up conversion tracking linked here.

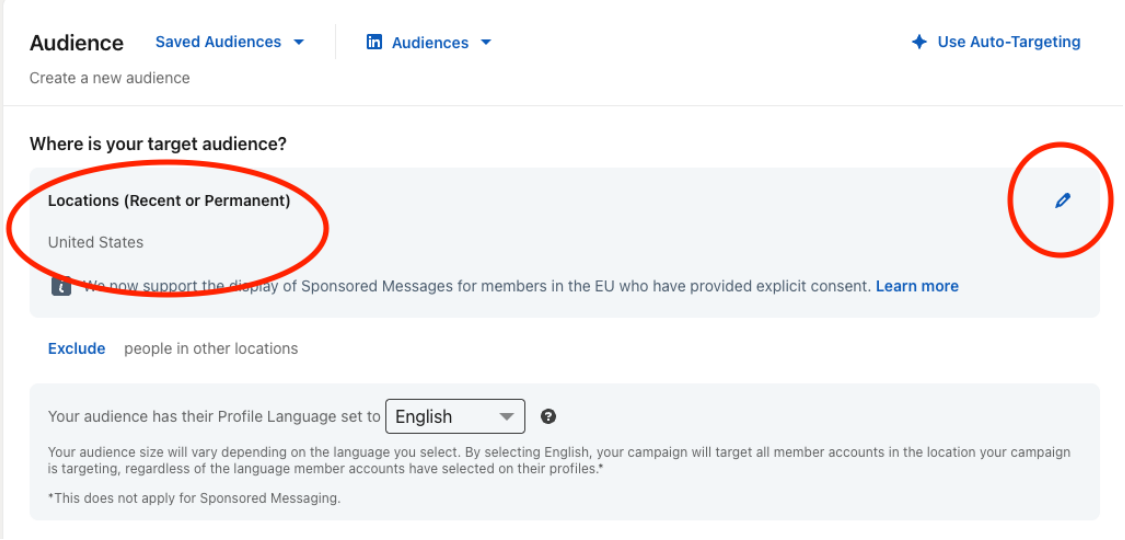


Audience Targeting Checklist

https://www.loom.com/share/5614cae118014938abe8bf6eba96f336

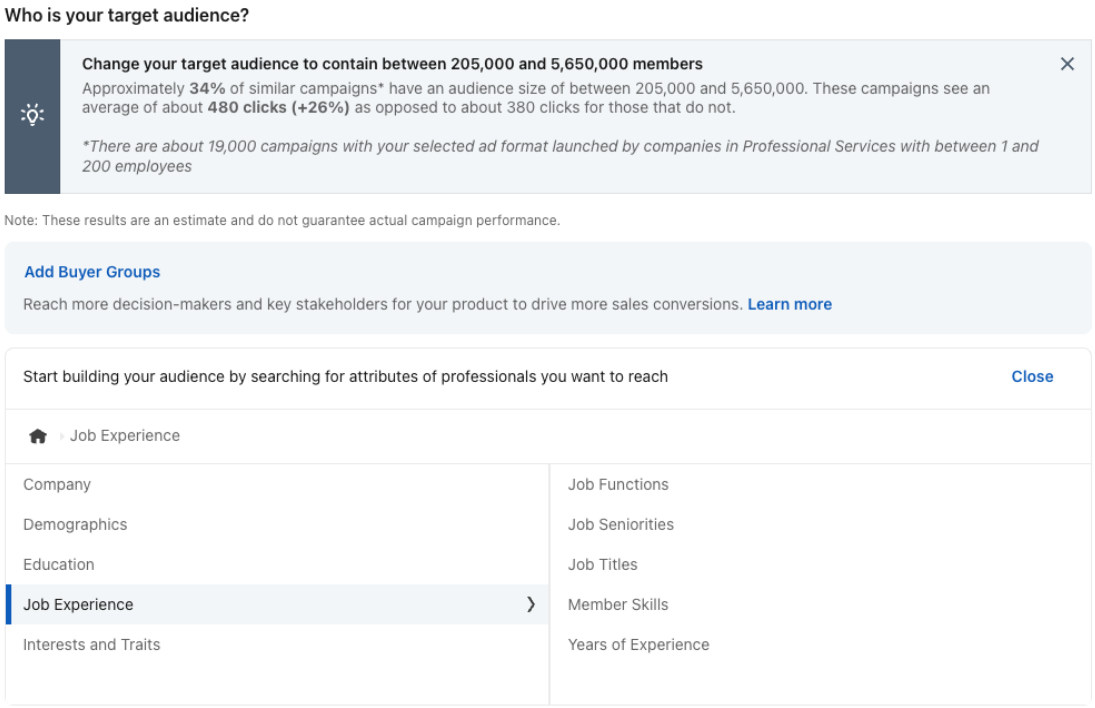
1. Location

- By default, the system shows location as "Recent or Permanent" - be sure to click the pencil and change to just "Permanent" so as to not include people who have recently visited your target location.



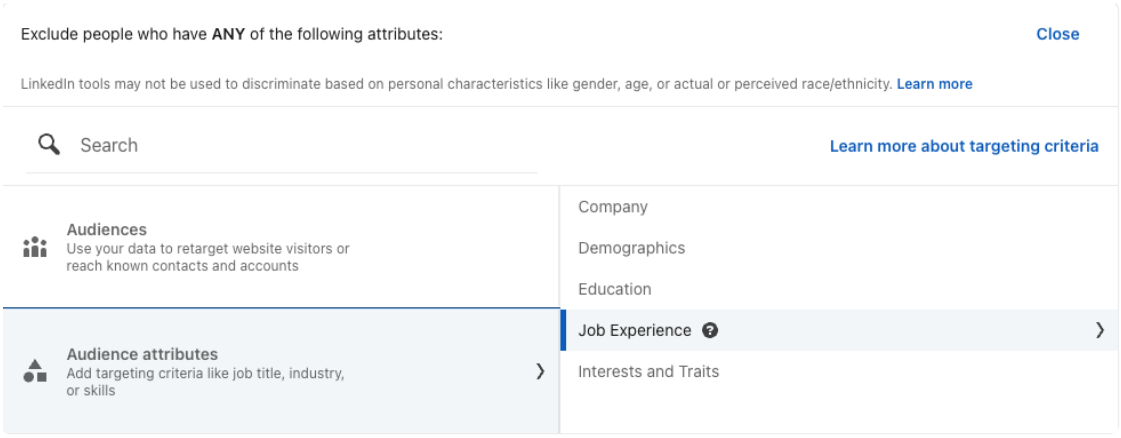
2. Targeting Parameters: Inclusions

- Lists
    - Target contact lists
    - Target company lists
- Job titles or job functions and seniorities
- Skills and interests, if applicable



3. Targeting Parameters: Exclusions

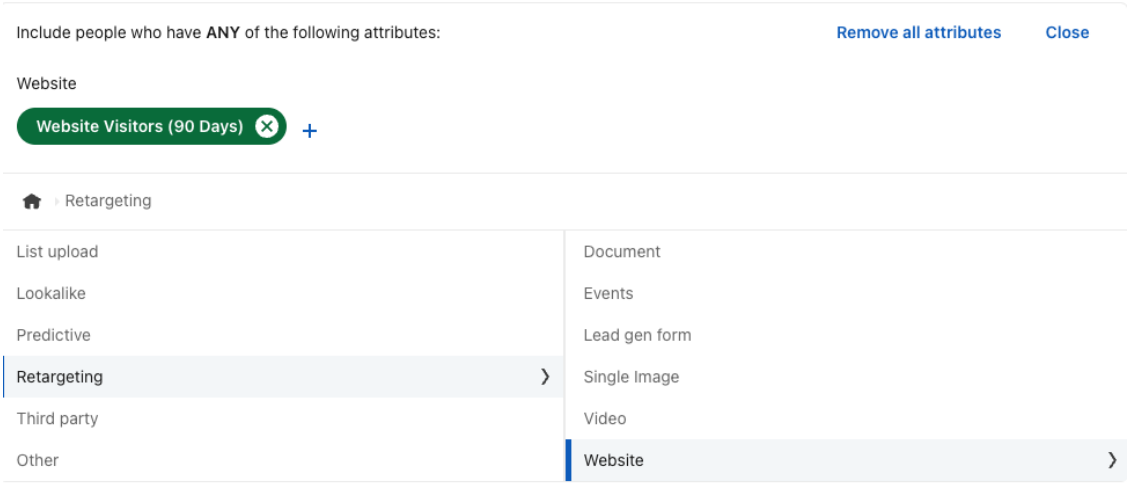
- Company names:
    - Your own company
    - Your competitors
- Current customers / clients list
- Skills and interests
    - Job seekers
- **If you're targeting by job functions and seniorities, be sure to start excluding job titles that you see in your first days of ad delivery.



4. (For Retargeting Campaigns) Retargeting Parameters

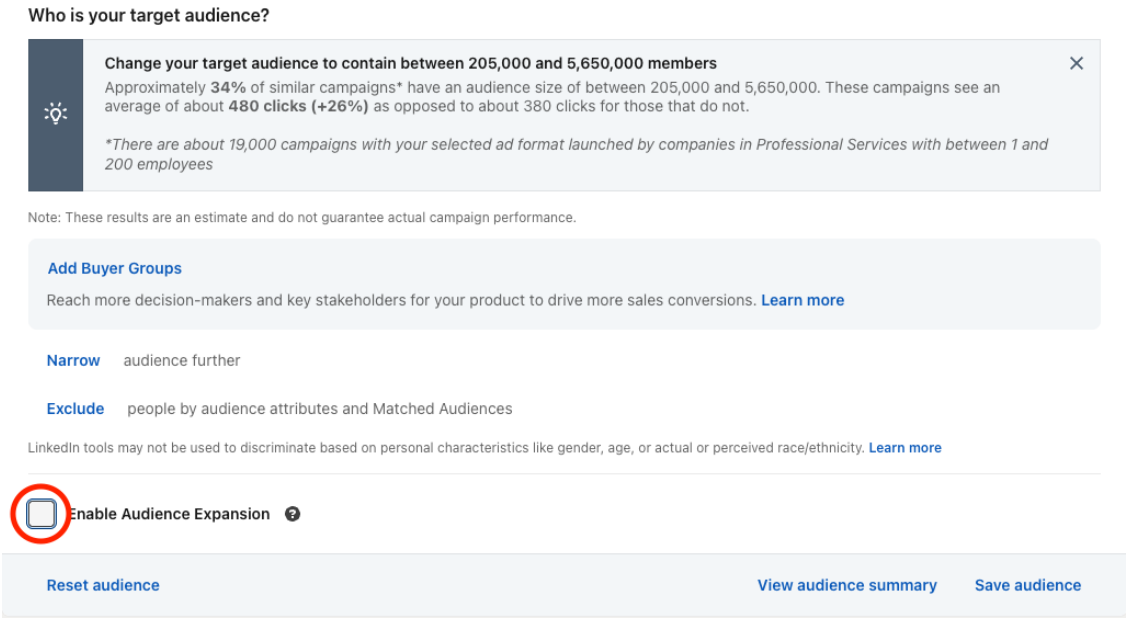
- Include parameters for each of the retargeting dimensions from the prior section, "Account Setup Checklist":
    - Company Page Visitors (90 Days)
    - Website Visitors (90 Days)
    - Top Funnel Ad Interactions (90 Days)
        - Single Image

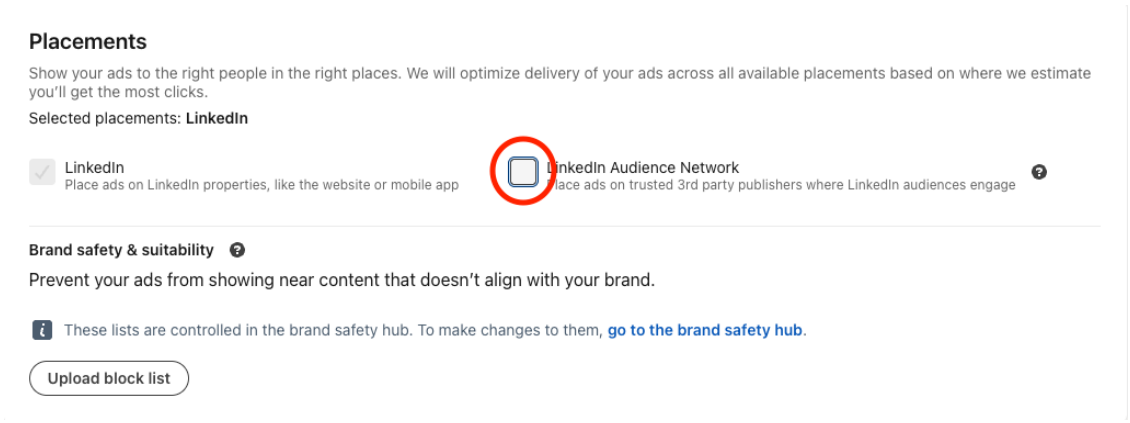
        - Document
        - Video
    - **Of course, if 30 days or 60 days makes more sense for your business, select those ranges.



5. Default Settings

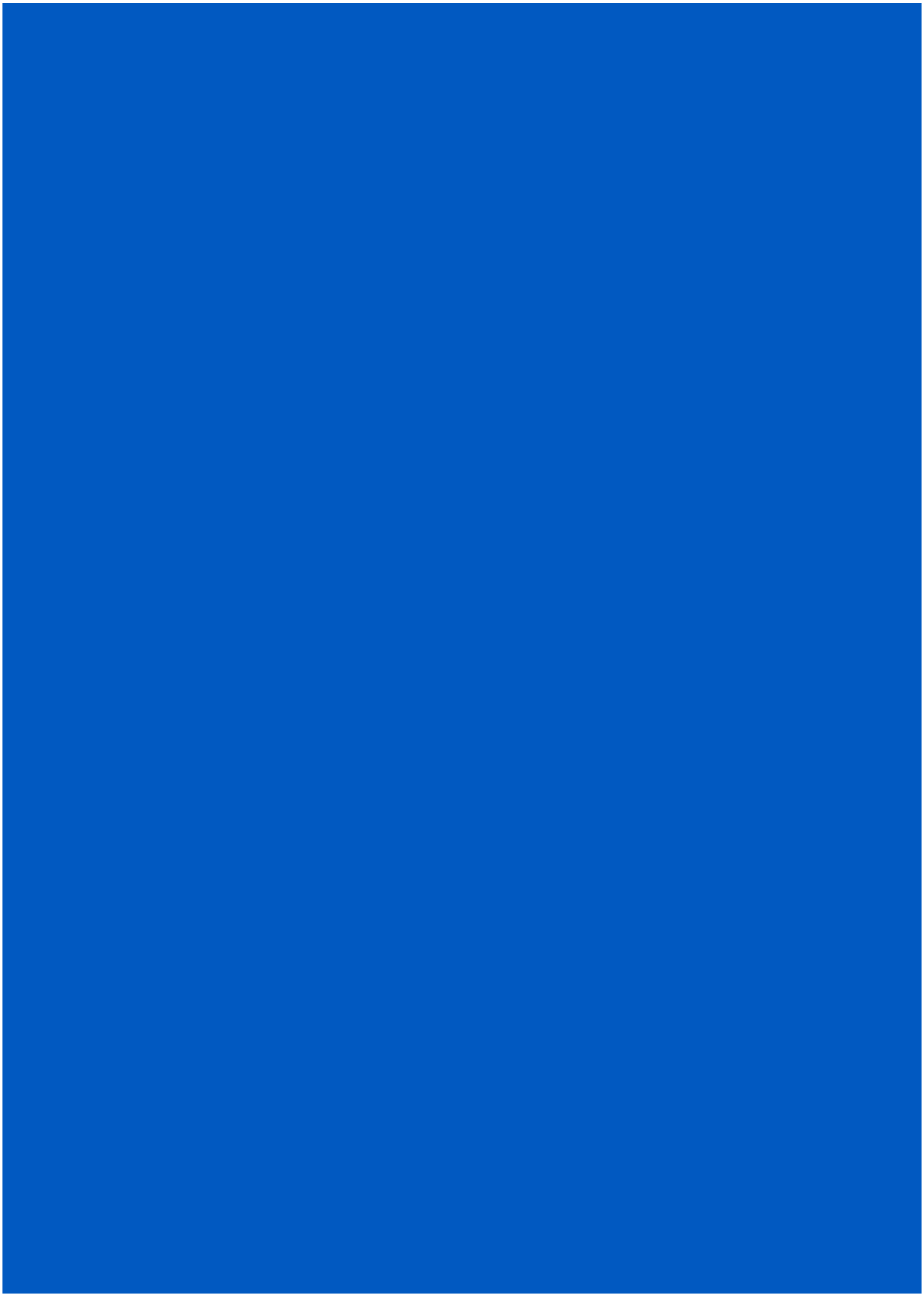
- Be sure to **uncheck** "Audience Expansion" as this will include folks outside of your targeting parameters (this is automatically checked)
- Also be sure to uncheck "LinkedIn Audience Network" as this will send your ads to folks not on LinkedIn, but rather partner websites, which often yields poor results.
    - To note, some will use LAN as a part of their strategy, but this is less common and advisable to leave out as a default.




Placements
Show your ads to the right people in the right places. We will optimize delivery of your ads across all available placements based on where we estimate you'll get the most clicks.
Selected placements: LinkedIn
LinkedIn
Place ads on LinkedIn properties, like the website or mobile app
LinkedIn Audience Network
Place ads on trusted 3rd party publishers where LinkedIn audiences engage
Brand safety & suitability
Prevent your ads from showing near content that doesn't align with your brand.
These lists are controlled in the brand safety hub. To make changes to them, go to the brand safety hub.
Upload block list

Custom LinkedIn Funnel Blueprint

https://www.loom.com/share/e5c91a36cd3a45eda453f395aa934a69



Funnel

Cold / Unware

Campaigns

- Spotlight Ads
- Video Ads
- Thought Leader Ads
- Document Ads
- Single Image Ads

Campaign Objectives

Website Visits & Audience Dwell Time / Provide Value

1. Call out ICP
2. Address top pain points
3. Let ICP know we solve that pain point
4. For engagement ads: provide value on how to solve pain point

Funnel

Warm / Aware

Campaigns

- Single Image Ads
- Conversation Ads

Campaign Objectives

Book A Demo / Lead Generation

1. Prove to ICP that we've solved those pain points for their peers and through our statistics.
2. Ask to let us solve that problem for them.
3. If possible, provide an offer with our ask.

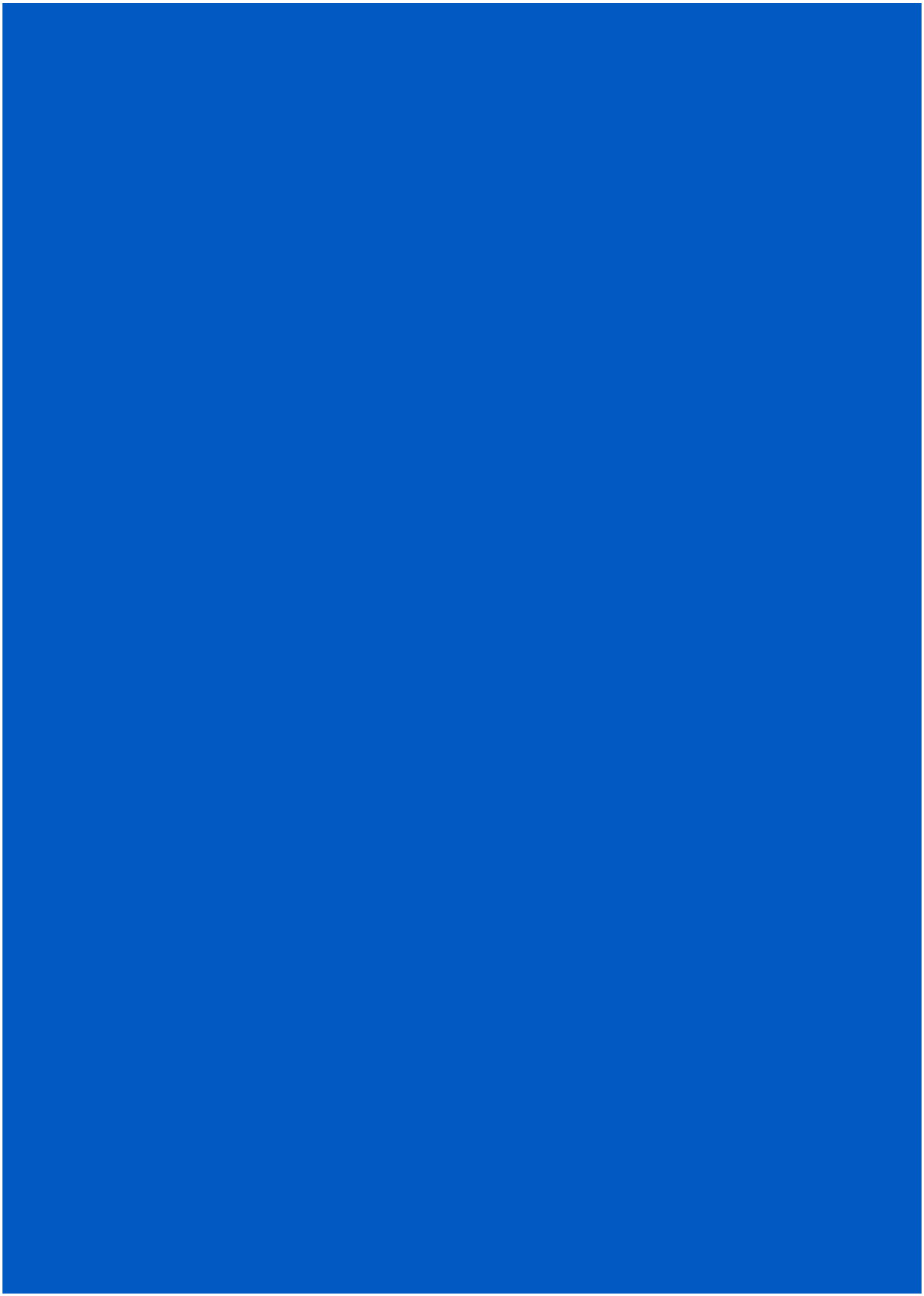
Competitive Ad Analysis

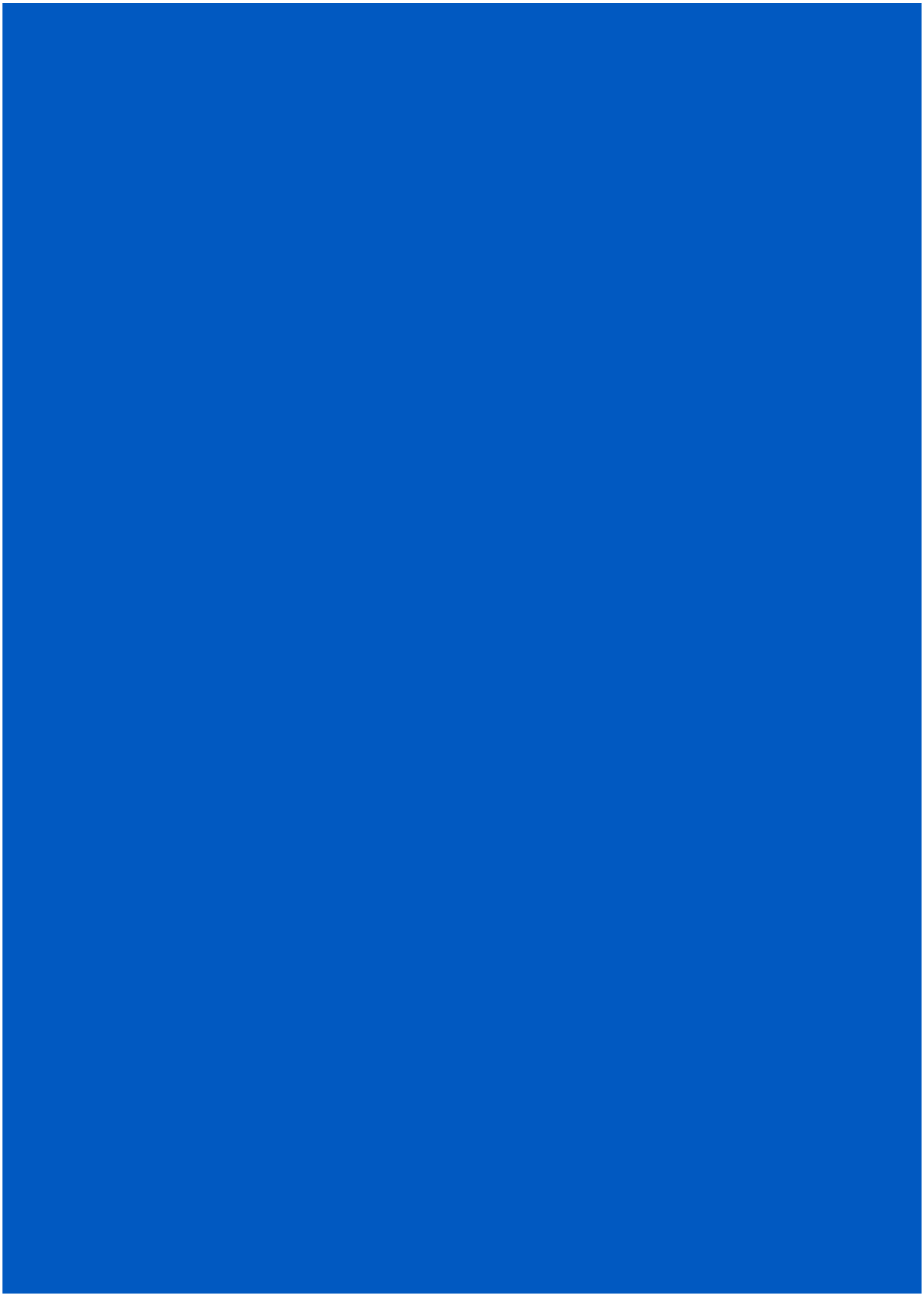
https://www.loom.com/share/ae4215110c2748e7bdf032b2aff6266d

2 Custom Ad Concepts

https://www.loom.com/share/04724708b0bc41288c16d6924b209310

Awareness Thought Leader Ad



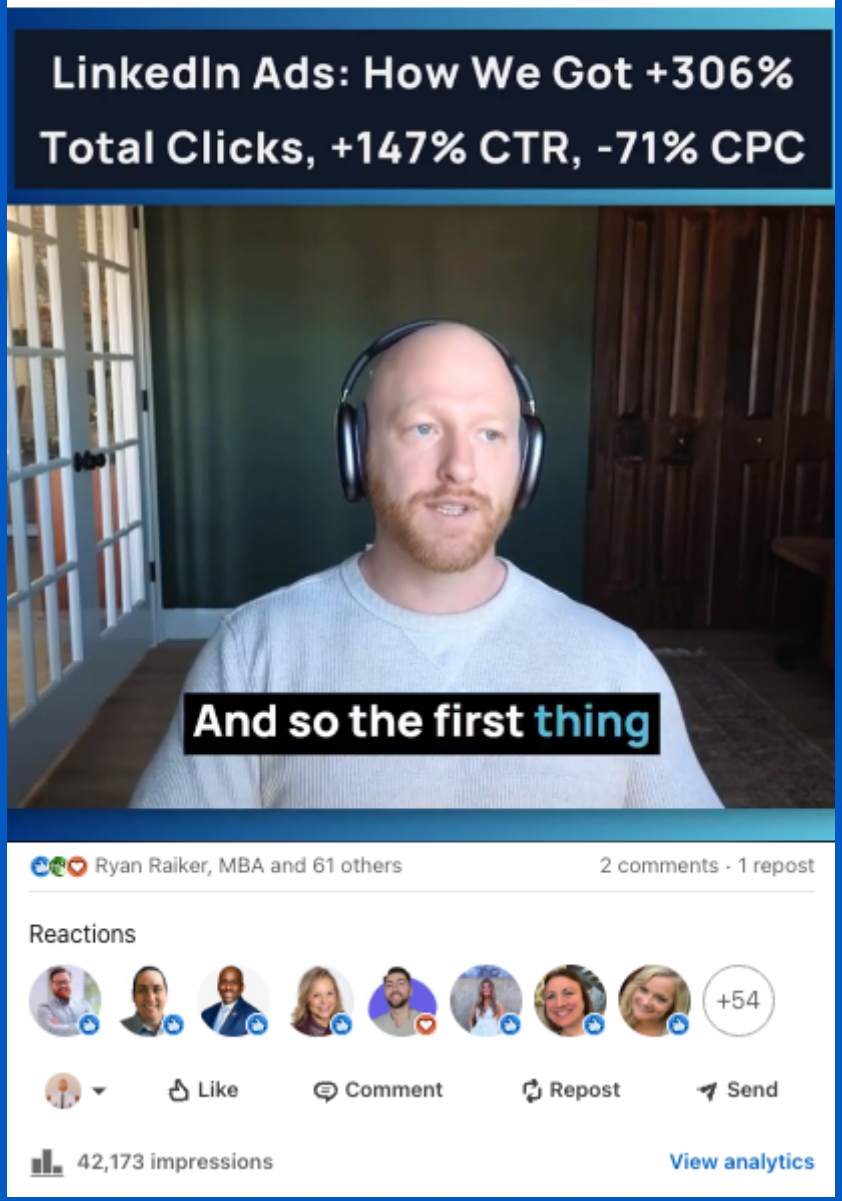


The result?
→ 306.1% more clicks
→ 147% higher click-through rate
→ 71% lower cost per click

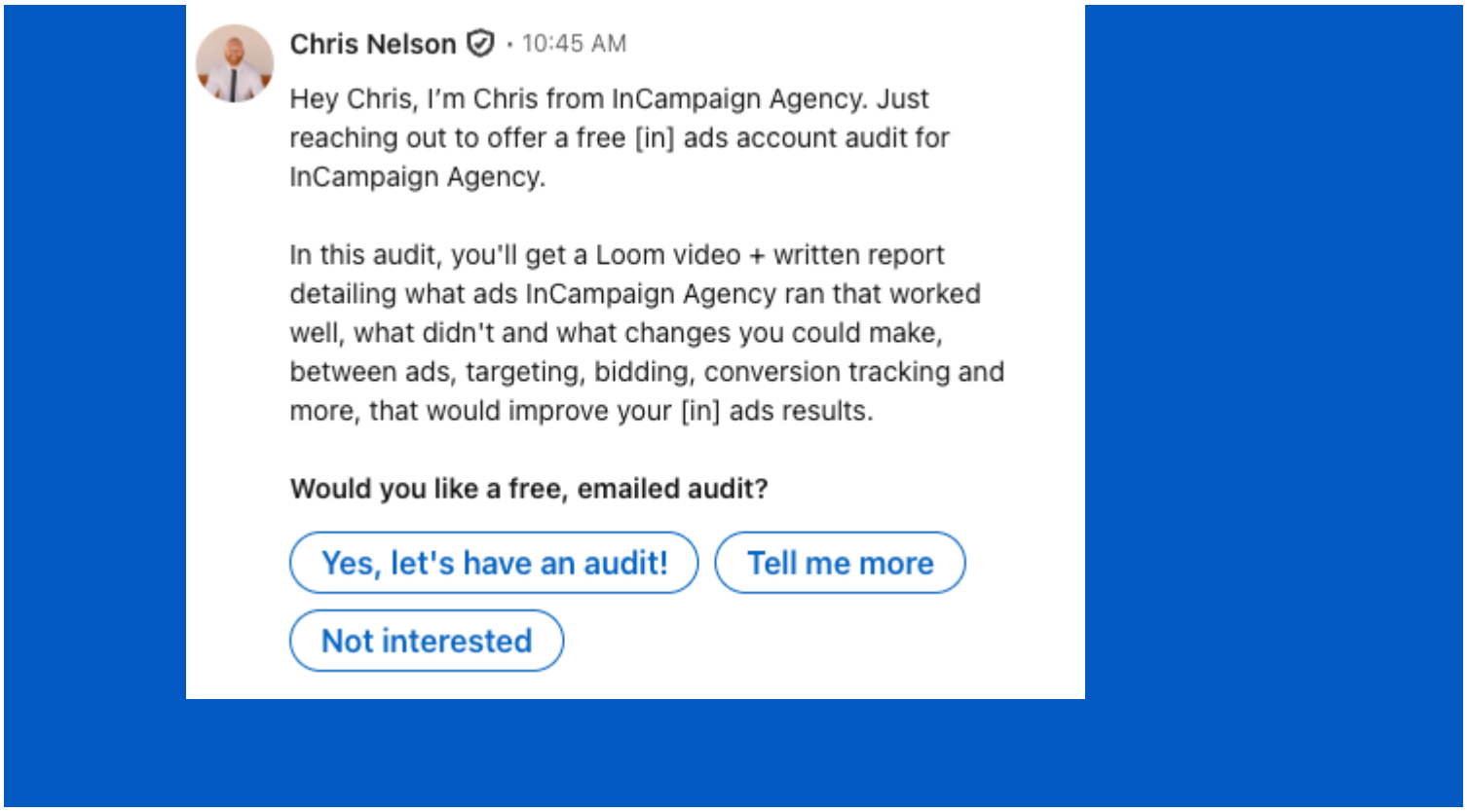
The lesson?
If your LinkedIn ad performance is flatlining, the answer isn't always more budget.

It's a different system—one that keeps the right people engaged until they're ready to convert.

If you'd like to make sure you're not wasting budget and would like to ensure you have Unified Retargeting in place, click here for a free LinkedIn ads account audit: https://lnkd.in/eqamUEkN



Retargeting Lead Generation Ad


Chris Nelson · 10:45 AM
Hey Chris, I'm Chris from InCampaign Agency. Just reaching out to offer a free [in] ads account audit for InCampaign Agency.
In this audit, you'll get a Loom video + written report detailing what ads InCampaign Agency ran that worked well, what didn't and what changes you could make, between ads, targeting, bidding, conversion tracking and more, that would improve your [in] ads results.
Would you like a free, emailed audit?
Yes, let's have an audit!
Tell me more
Not interested







Want to bring this strategy and these ads to life?

Click here and select a monthly package!