Lead Generation with LinkedIn Ads

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A guide to planning LinkedIn ad campaigns for defined business audiences.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Setting up campaigns around audience and goals.
- Using job, industry, and company attributes for targeting.
- Comparing LinkedIn ad formats and lead forms.
- Testing messages and reviewing campaign performance.

Who this ebook is for

This book may be useful for marketers and communications teams who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

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