

Please note: “XYZ” represents an industrial B2B company or product/service offering. The report is formatted in a question-and-answer (Q&A) format.

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LinkedIn has become the most powerful platform for B2B marketing — but leveraging it effectively...

LinkedIn has become the most powerful platform for B2B marketing — but leveraging it effectively requires more than posting content and hoping the right audience sees it. In the industrial sector, where decisions are complex and buying cycles are long, LinkedIn provides an unmatched opportunity to engage directly with the executives, engineers, and procurement leaders who influence and make purchasing decisions.

This guide outlines what every industrial B2B company should know about LinkedIn marketing — from building the right audience to structuring campaigns that convert.

Audience Targeting Capabilities

How granular can LinkedIn get with industry, job title, seniority, company, geography, and account lists?

- **Industry Targeting**
 - Choose broad industries such as Oil & Gas, Utilities, Construction, Manufacturing, and Power Generation.
 - Drill down into sub-industries (Energy Equipment & Services, Renewable Energy, Heavy Equipment, etc.).
- **Job Title & Seniority**
 - **Job Titles:** Exact (e.g., Operations Director, Reliability Engineer, Procurement Manager) or broader functions (Engineering, Maintenance, Purchasing).
 - **Seniority:** From entry-level to C-suite. The **Manager, Director, VP, and C-suite** are most relevant because they hold buying authority.
 - Can also exclude junior/irrelevant roles to reduce wasted spend.
- **Company Targeting**
 - **Company Names:** Upload account lists (ABM-style) — perfect for targeting priority operators, OEMs, or regional utilities.
 - **Company Size:** Filter by employees or revenue. For example, campaigns may be split between “Enterprise Energy Corporations” vs. “Independent Service Companies.”

- **Geography**
 - **Country, Region, Metro, or Zip Code** targeting.
 - Excellent for **geo-campaigns tied to locations** (e.g., Gulf Coast for compression services, Texas for oil & gas, Pacific Northwest for power generation).
 - Can run regional awareness ads alongside national thought leadership.
- **Account Lists & Matched Audiences**
 - Upload **CRM customer/prospect lists** (emails or company domains).
 - Retarget **website visitors** who have been on your site (via LinkedIn Insight Tag).
 - Create **lookalike audiences** from best-performing customer segments.

Are there successful examples of geo-targeting for branch locations or regional campaigns?

- LinkedIn offers precise geographic targeting—by city, region, or metro area.
- Many B2B companies successfully run regional/localized campaigns for new services, branch launches, or recruiting.
- Geo-targeting can be combined with professional filters for ultra-relevant delivery.
- Personalized creative boosts results for local campaigns.



Campaign Strategies

Which ad formats drive the most engagement and conversions for industrial B2B companies?

A combination of **video (for storytelling and facility highlights)**, **sponsored content (for traffic and brand building)**, and **lead gen forms (for direct inquiries and downloads)** delivers the best results. Mixing formats also lets you A/B test and optimize for what resonates most with your industrial audience.

“For industrial and B2B clients, we see the strongest engagement and conversion results from a mix of these LinkedIn ad formats:



1. Sponsored Content (Single Image and Carousel Ads)

- **Best for:** Brand awareness, product launches, and driving clicks to landing pages.
- **Why it works:** Visual storytelling and multiple image carousels let you highlight equipment, facilities, or case studies in a swipeable, engaging way.

2. Video Ads (Short and Long-Form)

- **Best for:** Showcasing product demos, facility tours, client testimonials, or infrastructure map launches.
- **Why it works:** Video is proven to stop the scroll, increase recall, and deliver complex information quickly—ideal for showing your technical strengths and building trust.

3. Lead Gen Form Ads

- **Best for:** Generating high-quality B2B leads directly within LinkedIn (e.g., quote requests, downloads, event signups).
- **Why it works:** Users can submit their info without leaving LinkedIn, dramatically reducing friction and increasing conversion rates, especially for whitepapers, case studies, or service inquiries.

4. Conversation Ads

- **Best for:** Driving deeper engagement through personalized, interactive messages (think: recruiting, event invitations, or product recommendations).
- **Why it works:** These deliver in LinkedIn Messaging and allow users to choose their journey, increasing both engagement and lead quality.

What's your advice on running short-form video vs. single-image or document ads for brand awareness?

“For B2B, starting with a short, visually compelling video campaign can quickly build brand awareness and trust. Supporting that with high-impact image and document ads ensures your message reaches decision-makers at every stage of the buyer’s journey.”

1. Short-Form Video Ads

- **Strengths:**
 - Highly engaging—video auto-plays in the feed and captures attention quickly.
 - Excellent for storytelling, product demos, facility walk-throughs, and sharing your brand personality.
 - Great for explaining complex industrial solutions in 30–60 seconds.
 - Strong recall: Viewers remember your brand and message longer.
- **Creative Strategies:**
 - Keep videos under 60 seconds for maximum completion rates.
 - Use bold captions and clear branding in the first few seconds.
 - End with a clear CTA—such as “Learn More” or “See How We Deliver Peace of Mind.”

2. Single-Image Ads

- **Strengths:**
 - Simple, direct, and easy to produce.
 - Works well for brand launches, product spotlights, event promos, or facility news.
 - Ideal for quick-hit campaigns to reinforce visual branding or announce milestones.
- **Creative Strategies:**
 - Use strong, high-contrast images—equipment in action, team shots, or branded graphics.
 - Overlay concise, benefit-driven headlines (not just product names).
 - Link to relevant landing pages for more info.

3. Document Ads

- **Strengths:**
 - Allows you to share brochures, case studies, or infrastructure maps directly in the feed.
 - Viewers can preview or download—great for complex B2B offerings or technical education.
 - Can establish XYZ as a knowledge leader.
- **Creative Strategies:**
 - Highlight practical value (“Download Our XYZ,” “See Our Case Studies”).
 - Use as part of a nurture sequence following a video or image campaign.

Best Practice:

- **Combine formats for best results.**
 - Start with short-form video to build awareness and drive engagement.
 - Follow up with single-image and document ads for retargeting, education, and conversion.
- **Why?**
 - Video boosts brand recall and emotional connection.
 - Images drive quick recognition and traffic.
 - Documents deliver depth for prospects ready to learn more.

How often should we refresh ad creative to avoid fatigue?

Ad fatigue occurs when your target audience is repeatedly exposed to the same ads, resulting in declining engagement, increased costs, and “banner blindness.” On LinkedIn—where B2B audiences are niche and targeting can be precise—rotating your creative is essential.

“Plan to update your LinkedIn ad creative every month, monitor performance weekly, and always have new variations ready to test. This ensures your campaigns remain fresh and effective with your target audience.”

Best Practices

- **Refresh creative every 4–6 weeks** for always-on campaigns, or sooner if frequency and CPMs start to rise.
- **Monitor ad frequency:** If the same users see your ad 6–8 times, engagement typically drops. Use LinkedIn’s reporting tools to watch frequency and engagement rates.
- **Use a creative library:** Prepare 3–5 variations (e.g., image, headline, CTA) to swap in and out. Test new images, copy angles, or even formats (switch from image to video, etc.).
- **Pay attention to campaign objectives:** Lead gen and brand campaigns can run longer, but product launches or event promos may need fresh assets every 2–3 weeks.
- **Look for performance signals:** If CTR drops by 30% or more, or CPMs/CPAs rise significantly, it’s time to update.

Why This Matters:

Rotating creative keeps your message relevant, increases the chance of resonating with different audience segments, and protects your brand from being ignored.



“Checkmate”

Content & Creative

How should we leverage LinkedIn Lead Gen Forms versus driving to our landing pages?

LinkedIn Lead Gen Forms and **landing pages** are both valuable tools—but each has distinct strengths and best-use scenarios for industrial B2B companies' campaigns.

“For industrial B2B companies, LinkedIn Lead Gen Forms are ideal for generating high-quality leads quickly, especially from busy professionals on mobile. For more complex or educational offers, drive traffic to landing pages that can showcase your expertise and move prospects further down the funnel.”

LinkedIn Lead Gen Forms

- **Strengths:**
 - **Frictionless experience:** Users can submit their contact info directly within LinkedIn, with most fields auto-filled—leading to higher conversion rates.
 - **Best for:** Quick offers such as whitepaper downloads, event sign-ups, demo requests, or quote inquiries.
 - **Great for:** Capturing leads from mobile users who might not want to click out of the platform.
- **Creative:**
 - Use for top-of-funnel and mid-funnel offers (e.g., “Download our XYZ” or “Request a Consultation”).
 - Keep the form short—only ask for information you truly need.
 - Set up instant follow-up emails or direct handoffs to sales.

Landing Pages

- **Strengths**
 - **Deeper engagement:** Offers more information, context, and storytelling than a form alone.
 - **Best for:** Educating prospects about complex offerings (like facility capabilities, case studies, or technical details) and nurturing them toward a higher-value conversion.
 - **Great for:** Guiding users through next steps, including downloads, service requests, or even interactive tools.
- **Creative**
 - Use for lower-funnel actions, product deep-dives, or when you need to qualify leads with more context.
 - Ensure pages are optimized for fast loading and mobile devices.
 - Track conversions with LinkedIn Insight Tag for accurate attribution.

Recommended Approach:

- **Start with Lead Gen Forms** for fast, high-volume lead capture on content offers, webinar invites, or quote requests.
- **Nurture leads** with targeted follow-up campaigns, driving them to landing pages for richer content and higher-value actions.
- **Use A/B testing:** Run parallel campaigns to see which format delivers the best quality leads for each offer type.

Element	Recommendation	Notes
Headline	40–70 characters	Lead with value, keep it action-focused
Image Size	1200 x 627 px (image), 1920 x 1080 px (video)	Use brand visuals, <20% text
CTA Button	“Learn More,” “Download,” “Contact Us.”	Match to the funnel stage and offer

What are best practices for headline length, image specs, or CTA buttons?

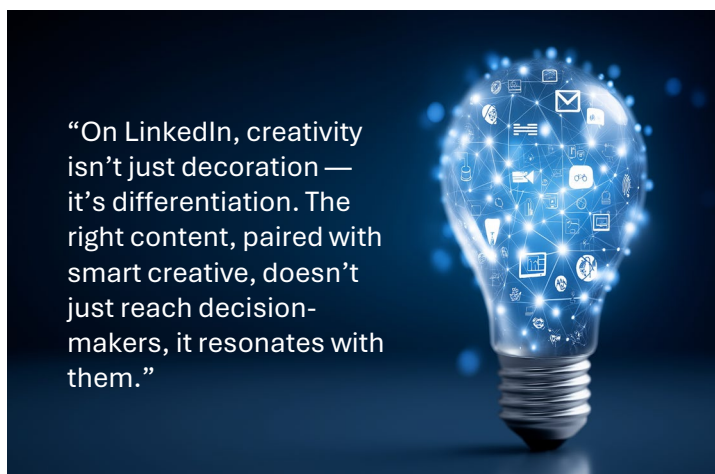
LinkedIn Ad Creative Best Practices

1. Headline Length

- **Optimal Length:**
 - **Headlines:** 40–70 characters (short, bold, and clear)
 - Avoid headlines that get cut off in preview—put the key benefit up front.
- **Tips:**
 - Use action-oriented words: “Discover,” “See How,” “Request,” “Upgrade.”
 - Highlight the value: “Maximize Uptime with Waukesha Expertise.”
 - Avoid jargon unless it’s an industry must.

2. Image Specs

- **Single Image Ads:**
 - **Recommended Size:** 1200 x 627 px (landscape, 1.91:1 ratio)
 - **Format:** JPG or PNG, under 5MB
 - **No excessive text:** Text should cover less than 20% of the image for clarity and reach.
 - **Visual Tip:** Show real equipment, people, or branded colors for authenticity.
- **Video Ads:**
 - **Recommended Size:** 1920 x 1080 px (16:9 ratio)
 - **Length:** 15–60 seconds for best engagement
 - **Thumbnail:** Upload a custom thumbnail with your logo/brand colors.
- **Document Ads:**
 - **PDF, PPTX, DOC:** Max file size 100MB, up to 300 pages
 - **Preview:** First three pages are visible in the feed—make them count!



3. CTA Buttons Tips

- Match the CTA to your offer and funnel stage.
- Avoid generic CTAs like “Click Here.”
- Make it specific and action-driven: “See Our Solutions” or “Book a Demo”

What are examples of industrial sector creative benchmarks?

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For new campaigns, start by benchmarking your performance against these LinkedIn metrics and creative approaches. Then, test variations—real images vs. infographics, testimonial vs. product, etc.—and double down on what gets the best results with your audience.

Here are some **creative benchmarks and example approaches for the industrial sector, including LinkedIn and B2B digital advertising**. These are based on industry reports, LinkedIn insights, and successful industrial campaigns (including power generation, machinery, and service companies).

Key Metrics (LinkedIn Benchmarks):

- **Click-Through Rate (CTR):**
 - **Sponsored Content (Image/Carousel):** 0.44% – 0.65%
 - **Video Ads:** 0.50% – 0.80%
 - **Lead Gen Form CTR:** 10–15% submission rate (on opens)
- **Engagement Rate:**
 - 0.8% – 1.5% (likes, shares, comments, clicks)
- **Cost-Per-Click (CPC):**
 - \$5 – \$10 is typical in B2B/industrial sectors
- **Conversion Rate (Lead Form):**
 - 8% – 18% (varies by offer and audience)

Successful Creative Approaches & Examples

1. Facility and Field Action Shots

- **What Works:**
 - Real images of your people, machinery, or job sites.
 - Before/after, panoramic drone shots, team in action.
- **Example Headline:**
 - “See Our Experts in the Field—Solving Power Challenges Every Day”
 - “See Our Experts in the Field—Solving Construction Challenges Every Day”

2. Equipment or Solution Close-Ups

- **What Works:**
 - Show the detail: panels, engines, controls, or branded parts.
 - Use close-up images in high-contrast XYZ colors.
- **Example Headline:**
 - “Inside XYZ: Unmatched Reliability for Your Operations”

3. Customer Testimonial Video or Quote

- **What Works:**
 - Use authentic customer stories, with a photo or a short video.
- **Example:**
 - “How [Customer] Achieved 99.9% Uptime with XYZ”
 - Overlay a direct quote: “XYZ’s rapid response keeps our operation running, no matter what.”

4. Case Study/Guide Document Ads

- **What Works:**
 - Share a “Facility Success Story” as a downloadable doc.
- **Example CTA:**
 - “Download: Power Resilience Solutions for Modern Industry”

5. Problem/Solution Framing

- **What Works:**
 - Start with a challenge (“Weary of Unplanned Downtime?”, “Downtime got you stressed? ”) and follow with the solution (“Discover XYZ’s 24/7 Service Advantage”)
- **Example Image:**
 - Split-screen: left side “Before XYZ,” right side “After XYZ”
- **Creative Quick Wins:**
 - Use bold, brand-matched colors and clean layouts
 - Overlay text, but keep it <20% of the image
 - Short, punchy headlines focused on outcomes (“Boost Uptime,” “Cut Costs,” “Power When It Matters”)
 - Use “Discover More,” “Download,” or “Contact Us” for CTAs
- **Performance & Analytics**
 - What reporting tools will we have access to, and can we set up custom conversion events?
 - How does LinkedIn recommend measuring campaign success (e.g., CTR, CPL, engagement)?
 - Can you provide sector benchmarks for our KPIs?
- **Optimization & Support**
 - Will we get ongoing account support or optimization reviews?
 - Do you provide creative feedback or A/B test recommendations?
 - What’s the typical lead-to-close rate or ROI for similar industrial clients on LinkedIn?



“In the industrial world, creative benchmarks aren’t just numbers — they’re proof that even the hardest steel needs a spark to shine.”

Reporting/Analytics: What analytics or dashboards will XYZ have access to? Is there custom conversion tracking?

XYZ will have full visibility into LinkedIn campaign performance—from top-level impressions and engagement down to granular conversion actions on your site or the LinkedIn platform. Setting up custom conversion tracking is highly recommended for measuring ROI and optimizing campaigns over time.

1. LinkedIn Campaign Manager: Analytics & Dashboards

Standard Reporting Features

XYZ will have direct access to LinkedIn's **Campaign Manager**, which provides real-time dashboards and downloadable reports. Key analytics available include:

- **Impressions:** How many times your ad was shown.
- **Clicks:** Number of clicks on your ad.
- **Click-Through Rate (CTR):** Clicks divided by impressions—shows how compelling your creative/message is.
- **Engagement Rate:** All engagement actions (likes, shares, comments, clicks) divided by impressions.
- **Video Views & Completion Rates:** For video campaigns.
- **Leads:** Number of Lead Gen Form submissions (if using LinkedIn's native forms).
- **Conversions:** Number of defined conversion actions (see below).
- **Cost Metrics:** Cost per click (CPC), cost per lead (CPL), cost per conversion, etc.
- **Demographics:** Breakdown by job title, function, industry, company, company size, seniority, and location (geo).
- **Device Data:** Desktop vs. mobile engagement.
- **Ad Frequency:** How often your audience is seeing your ad.

Custom Dashboards

- Campaign Manager allows you to **customize views**—filtering by campaign, ad format, audience segments, or timeframe.
- You can **schedule regular reports** (daily, weekly, monthly) to send to your team or management.

2. Custom Conversion Tracking

Set up custom conversion tracking on LinkedIn:

- **LinkedIn Insight Tag:** A piece of code added to your website that enables tracking of website actions from LinkedIn users (like form fills, downloads, quote requests, etc.).
- **Custom Conversions:**
 - Define your conversion actions—e.g., “Contact Us form submitted,” “Brochure downloaded,” “Request a quote,” etc.
 - You can track conversions from both paid campaigns and organic LinkedIn traffic.
- **View-Through Conversions:** Track when someone sees (but doesn't click) a LinkedIn ad but later converts on your site.
- **Offline Conversions:** Option to upload offline sales or lead data to measure how many leads/closed sales resulted from LinkedIn campaigns.

3. Lead Gen Forms vs. Website Conversions

- If you use **LinkedIn Lead Gen Forms**, all form engagement and submissions are tracked natively and exportable.
- If you drive traffic to **landing pages**, you'll track conversions using the **Insight Tag** and set up specific URLs or events as conversions (e.g., "/thank-you" page after a form is submitted).

4. Benchmarks & Optimization

- Dashboards allow you to compare results across campaigns, creatives, and targeting strategies.
- You'll see which ads, headlines, images, or videos are driving the best engagement and conversions—so you can optimize spend and creative accordingly.



“Without reporting and analytics, marketing is just guessing in the dark — with them, it’s precision with purpose.”

Retargeting & Audience Building: Can XYZ retarget website visitors or upload customer lists? How do they recommend building remarketing audiences?

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Retargeting and contact list uploads are powerful tools on LinkedIn. They keep your brand top-of-mind for warm prospects, nurture leads, and help close more deals by reaching high-value audiences with tailored messaging. Regular segmentation, clean data, and creative refreshes are key to high-performing remarketing.

1. Retargeting Website Visitors (“Matched Audiences”)

How it works:

- **LinkedIn Insight Tag** (a small snippet of code) is added to your website.
- This tag allows LinkedIn to recognize visitors who have been to your website and then show them ads when they’re browsing LinkedIn.
- You can create audiences based on:
 - **All website visitors**
 - **Specific page visitors**
 - **Duration since visit** (e.g., last 30, 60, or 90 days)

Best practices:

- **Segment by intent:** Create separate audiences for high-intent pages (like Contact Us, Parts Request, Product pages).
- **Layer in exclusions:** Exclude users who already converted (downloaded, submitted a form, etc.) to avoid wasted spend.
- **Test lookback windows:** Try different time frames—30-day, 60-day, 90-day—for freshness and reach.

2. Uploading Customer Lists (“Contact Targeting”)

How it works:

- **Upload a CSV of email addresses or company names** (e.g., current clients, leads, lapsed customers, or event attendees).
- LinkedIn matches these to user profiles and allows you to:
 - **Directly target these audiences** with ads (upsell, cross-sell, win-back, or nurture).
 - **Create lookalike audiences** (find similar professionals).

Best practices:

- **Clean your lists:** Use business emails for best match rates (personal emails are less effective).
- **Segment lists:** Upload by client type, stage, or region for tailored campaigns.
- **Regularly refresh:** Update lists every quarter to maintain relevance.

Content Amplification: Suggestions for promoting case studies, landing pages, video, new offerings, or lead magnets.

Here's a set of actionable suggestions for **promoting case studies, landing pages, videos, and lead magnets** across channels, including what to say and how to maximize impact for each content type.

1. Infrastructure Map (topic example)

Promotion Channels:

- **LinkedIn Sponsored Content/Posts** – Announce the “new widget/service”; highlight how it demonstrates your value proposition.
- **Homepage Banner or Slider** – Direct users to “Explore XYZ.”
- **Targeted Email Blast** – Send to customer/prospect lists with a visual snippet and CTA.
- **Blog Post/Press Release** – Explain the value of XYZ and invite readers to interact.
- **Sales Team Enablement** – Use features/benefits in proposals, leave-behinds, or as a virtual sales tool.

2. Case Studies

Promotion Channels:

- **LinkedIn (Carousel or Document Ads)** – Feature client logos, project highlights, and a CTA to “Read More.”
- **Resource Library on Landing Pages** – Collect case studies by industry or challenge.
- **Email Series** – “Success Stories” campaign targeting prospects by segment.
- **Webinars/Events** – Invite prospects to hear the story first-hand.
- **Video Testimonials** – Turn written case studies into 60-second clips for social/email.

Promotion Channels:

- **Targeted LinkedIn or Google Ads** – Direct to relevant audience segments.
- **SEO Optimization** – Build content clusters with relevant keywords for search traffic.
- **Newsletter Features** – “New! Explore our resources for [industry/problem].”
- **Retargeting Ads** – Bring previous site visitors back with reminders about the landing page.

4. Video Content

Promotion Channels:

- **LinkedIn Native Video** – Share short-form highlights; use captions and direct links.
- **YouTube Channel** – Organize by topic/industry and include links in video descriptions.
- **Email Marketing** – “Watch how XYZ delivers results” with an embedded video or thumbnail.
- **Website Modules** – Feature explainer or testimonial videos on service pages.
- **QR Codes on Print Collateral** – Link directly to videos from brochures or trade show handouts.

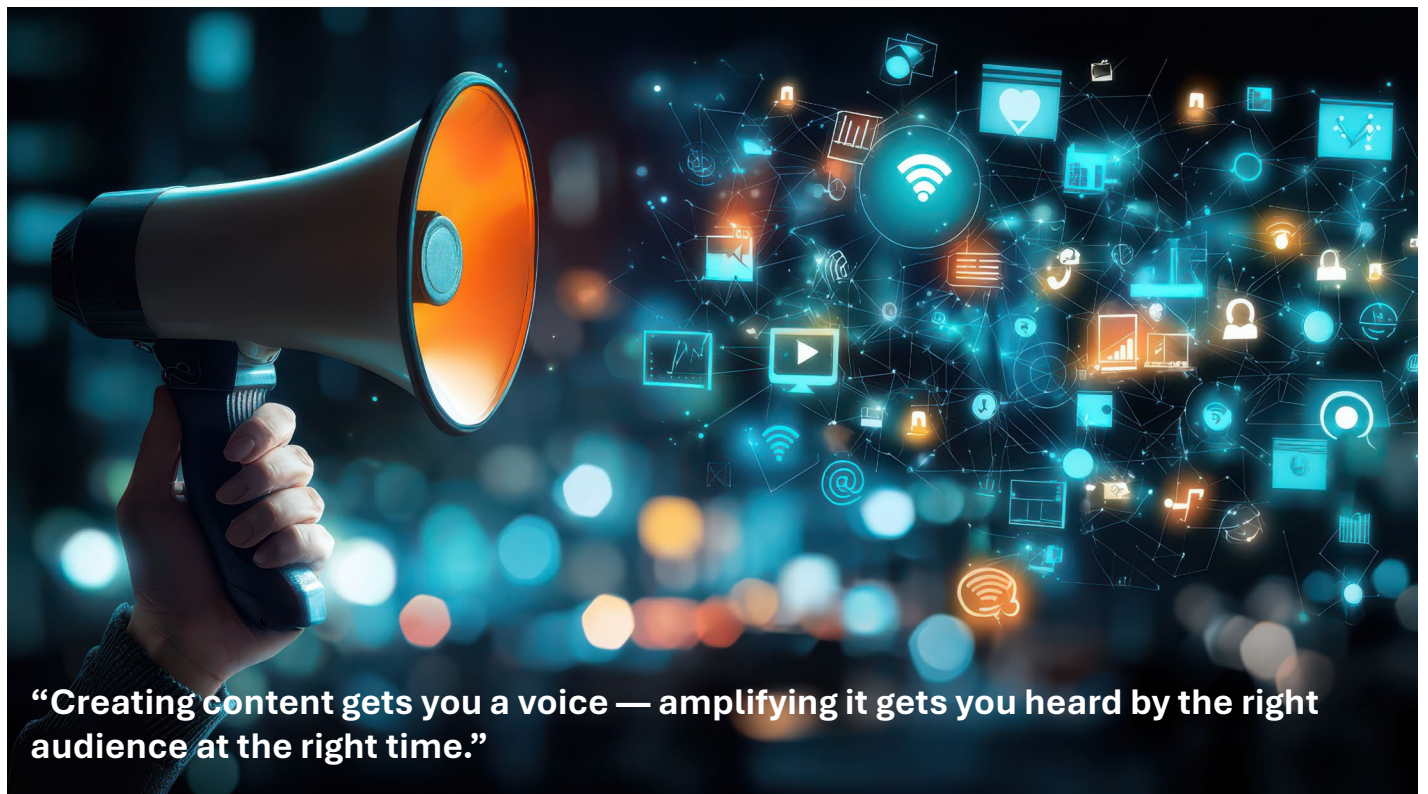
5. Lead Magnets (e.g., Downloads, Checklists, Toolkits)

Promotion Channels:

- **LinkedIn Lead Gen Forms** – Offer the asset in exchange for contact info.
- **Landing Pages with Clear CTAs** – Highlight the value (.
- **Follow-up Email Automation** – Nurture leads with additional insights after download.
- **Pop-Ups/Slide-ins on Site** – Offer the lead magnet to engaged visitors or exit-intent triggers.

Best Practices Across Content Types

- Always **use a compelling CTA**.
- **Repurpose** content: Turn a case study into a video, infographic, and social post.
- **Track conversions and engagement** on each asset—refine based on what works.
- **A/B test** messaging and visuals for each channel/audience segment.



“Creating content gets you a voice — amplifying it gets you heard by the right audience at the right time.”

Budget Recommendations: What minimums or typical spending deliver results for industrial accounts?

Minimum and typical digital ad spend levels for companies (serving industrial, B2B, energy, or equipment sectors) depend on objectives, audience size, and chosen platforms, but here are some industry guidelines and best practices for budgeting:

LinkedIn Advertising

- **Absolute minimum:** \$2,500–\$3,500/month
(Anything less is unlikely to produce statistically meaningful results for B2B/industrial campaigns.)
- **Typical spend for robust testing:** \$5,000–\$10,000/month
(Allows for A/B testing, multiple audiences, and multiple content types—video, lead gen forms, carousel, etc.)
- **Large campaigns or national launches:** \$10,000–\$25,000/month

Why:

- LinkedIn’s average cost-per-click (CPC) in B2B/industrial is \$5–\$10+, and cost-per-lead (CPL) is usually \$80–\$250 (often higher for high-value services or capital equipment).
- Audience targeting is narrow (decision-makers, engineers, plant managers, etc.), so every dollar is more focused but also more costly.

Google Search/Display Ads

- **Minimum recommended for results:** \$1,500–\$3,000/month
(Enough for keyword testing, daily visibility, and remarketing.)
- **Typical range for industrial B2b companies’ markets:** \$3,000–\$7,500/month
(CPCs for industrial products and services often run \$2–\$8/ 8/click; competitive segments are higher.)

Combined Omnichannel Strategy

- **Practical “starter” budget:** \$4,000–\$8,000/month across platforms
- **Aggressive campaigns:** \$10,000–\$20,000/month

What Delivers Results?

- **Lead generation or conversions:** \$80–\$250+ per qualified lead is common for industrial B2B.
- **Brand awareness:** Expect CPMs (cost per 1,000 impressions) of \$20–\$60+ on LinkedIn, lower on display/video.
- **Retargeting/remarketing:** Small budget increments (\$500–\$1,500/month) can yield high ROI.

Best Practices

- **Commit for at least 3 months:** Needed to collect actionable data, optimize, and see results.
- **Divide budget for testing:** Run A/B tests, creative variants, and segment targeting.
- **Review and adjust monthly:** Allocate more to top-performing channels or audiences.
- **Leverage organic + paid:** Pair paid campaigns with organic posts, email, and retargeting for efficiency.

Platform	Minimum / Mo.	Typical / Mo.	Result Expectations
LinkedIn Ads	\$2,500–3,500	\$5,000–10,000	High-quality B2B leads, brand reach
Google Ads	\$1,500–3,000	\$3,000–7,500	Intent-based leads, conversions
Omnichannel Mix	\$4,000–5,000	\$8,000–20,000	Maximum reach & lead generation
Remarketing Only	\$500–1,500	\$1,500–3,000	Nurture & re-engage warm prospects

Support: Will LinkedIn provide campaign reviews, creative feedback, or quarterly optimization calls?

LinkedIn provides campaign reviews, creative feedback, and optimization support, especially for advertisers like industrial B2B companies with committed budgets. LinkedIn's client services can be a real strategic asset—don't hesitate to request hands-on support, data-driven reviews, and creative input. Consistent collaboration will help industrial B2B companies get the most out of every dollar spent.

Here's what to expect (and what to ask for):

1. Dedicated Account Support

- If XYZ is spending at least \$5,000/month or running sustained campaigns, LinkedIn often assigns a **dedicated Account Manager or Customer Success Manager**.
- They serve as a strategic partner: reviewing campaigns, flagging opportunities, and sharing best practices.

2. Campaign Reviews

- **Regular campaign reviews** are available—monthly or quarterly—where LinkedIn will:
 - Analyze performance metrics (CTR, engagement, conversions, CPL, etc.)
 - Compare to industry benchmarks
 - Identify under- or over-performing segments

3. Creative Feedback

- **Creative best practices and ad copy reviews** are included for managed accounts. LinkedIn will:
 - Review headlines, images, videos, and CTAs
 - Suggest A/B testing ideas or creative variants
 - Share successful examples from similar B2B or industrial campaigns

4. Optimization Calls

- **Quarterly optimization calls** (or more frequent if requested) are standard for priority accounts. On these calls, your team can:
 - Get recommendations for bid strategy, targeting, and audience expansion
 - Review new ad formats or beta features