

# RAISING ALL SHIPS

## WITH LinkedIn ADS

A Strategic Playbook for  
SaaS Leaders



Includes  
Free Funnels  
&  
Templates

Build Trust & Make Every Channel Perform Better

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“

*“Most teams misunderstand LinkedIn. They treat it like a paid search channel, when it's really about trust and value. Once you get that right, yes, you'll get leads, but the bigger story is that every other channel starts to perform better too.”*

*- Adam Fischer, Principal Consultant, Strategy Kiln*

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# 01

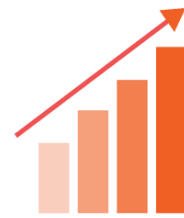


## Anchored in Trust: Why LinkedIn Isn't an Ad Channel, It's a Trust Channel

Over the last few years, LinkedIn has transformed from a networking site into the most trusted platform for B2B decision making. An overwhelming 68% of marketers have increased their use of LinkedIn<sup>1</sup>, but most are still playing by old rules and outdated tactics built for short term clicks, not long term growth.

What separates the best from the rest is a shift in mindset, from chasing impressions to building influence. The brands that master it turn LinkedIn into the source of truth for their buyers, and the rising tide that lifts every other channel.

Over the past three years, LinkedIn's global membership has surged past 1 billion professionals, while ad reach has increased by more than 20% year over year, according to Insider Intelligence.<sup>2</sup>



B2B ad spend on LinkedIn grew by

**30%** in 2024

Even more striking, B2B ad spend on LinkedIn grew by 30% in 2024 as marketing leaders doubled down on reaching decision makers where they actually go to think and learn.

### Sources:

<sup>1</sup><https://radiateb2b.com/blog/essential-linkedin-advertising-stats/>

<sup>2</sup>Insider Intelligence, LinkedIn Marketing Solutions, Hootsuite 2024 Global Digital Report

Why this level of growth? Because no other platform offers what LinkedIn does:

- 🕒 Direct access to verified decision makers across every B2B vertical
- 🕒 Best-in-class targeting by role, company size, and industry intent
- 🕒 Trust driven engagement, where buyers come to learn instead of scroll

Despite these advantages, many companies continue to fail on LinkedIn.

We still hear SaaS and B2B leaders saying, “We tried LinkedIn. It was too expensive, too slow, and didn’t work.”

**LinkedIn doesn’t fail because the platform doesn’t work.**

**It fails because most brands treat it like Google Ads or Meta, a place to chase clicks instead of to build trust.**

LinkedIn is fundamentally different.

It’s not a transactional marketplace; it’s a relationship-building engine.

## To win on LinkedIn, your strategy must be rooted in three things:

1

### VALUE

Give people something worth learning.

2

### TRUST

Earn attention before asking for action.

3

### INTENT

Build demand before you try to capture it.

When you master those three things, something powerful happens: LinkedIn stops being an isolated channel and starts becoming a channel that makes every other channel work better.



We've seen it firsthand through the application of the Rising TIDE Funnel, our proprietary strategy for running ad campaigns that power growth.

A SaaS client recently told us:

***"We love the leads we're getting from LinkedIn, but what's really surprising is that our organic traffic and Google conversion rates are rising, too."***

That's the ripple effect of doing LinkedIn right.



When you show up with value, the tide rises not just for your LinkedIn ads, but for your entire brand.

That's why this guide is called "Raising All Ships with LinkedIn." Because LinkedIn, when used intentionally, doesn't just generate leads, it lifts everything: brand awareness, organic reach, pipeline quality, and even sales velocity.

The purpose of this eBook is simple: to help you build a strategic, intentional LinkedIn system that turns trust into measurable growth.

We'll show you the strategies we use every day with high performing SaaS and B2B brands that take you from awareness to conversion with precision, not guesswork.

If you've ever felt that LinkedIn "just doesn't work," you're about to see why that's not true and how to make it your most reliable revenue engine.

# 02

## Stormy Seas: Common Pitfalls in SaaS LinkedIn Ads Strategies

There are four common pitfalls we see among SaaS leaders who tell us LinkedIn doesn't work for their business. The solution to these pitfalls is a shift in mindset: treat LinkedIn strategically, not as another paid channel, but as a trust engine that amplifies every other part of your marketing ecosystem.

### Mistake #1: Treating LinkedIn like Meta.

SaaS leaders often make the mistake of approaching LinkedIn the same way they approach Meta, but the two platforms operate on entirely different dynamics. Meta's environment is impression based and conversion driven, built for B2C audiences who make quick, emotional decisions.

LinkedIn, on the other hand, serves a B2B audience of professionals who are intentional, data cautious and focused on research. The short term, conversion heavy ad styles that work on Meta often fail on LinkedIn because the B2B buying cycle is longer, more complex, and based in trust. While Meta's larger user base and lower cost per impression may seem appealing, those impressions rarely translate into meaningful pipeline for B2B brands.

**LinkedIn rewards patience and authority. The trust you earn here drives leads and primes prospects to engage more deeply with you.** On LinkedIn, success comes from strategic storytelling and audience education, not volume.

## Mistake #2: Opting to invest in a marketing generalist rather than a platform specialist.

Many companies make the mistake of assigning their digital marketing manager to handle LinkedIn Ads, and the results show it. A marketer who understands Facebook or Google isn't automatically equipped to succeed on LinkedIn. The platform's audience, ad formats, and buying behavior are fundamentally different. LinkedIn rewards mastery, not generalization.

Campaigns run by true LinkedIn specialists scale faster, perform more efficiently, and deliver stronger ROI because they're built on platform specific insight and experience.

**When your LinkedIn campaigns are managed by specialists who understand how to build credibility over time, the ripple effect shows up as higher search intent, stronger organic performance, and warmer outbound responses.**

## Mistake #3: Equating LinkedIn activity with LinkedIn strategy.

Some companies assume that simply being active on LinkedIn means they have a LinkedIn strategy, but activity alone doesn't equal presence. Success on LinkedIn requires a structured, formulaic approach that aligns messaging, audience targeting, and creative execution.

Running a few static ads or chasing webinar leads without iteration may generate clicks, but it won't generate pipeline. LinkedIn rewards consistency, testing, and refinement. **When your messaging is consistent and audience focused, trust compounds. That trust becomes the foundation that strengthens all your other channels.**

## Mistake #4: Impulsive decision making.

One of the biggest mistakes companies make on LinkedIn is pulling ad spend too early or pivoting their messaging without data to support the change. Successful LinkedIn campaigns require time, patience, and consistency, not impulsivity.

Because LinkedIn is a premium platform with a higher cost per impression than Meta, every decision needs to be strategic and intentional.

LinkedIn performance compounds over time, not because of quick wins, but because of consistent visibility and message alignment that nurtures intent across the funnel. **The key is to trust the process long enough to let the data tell the story.**

These missteps are costly, but they're preventable. When you approach LinkedIn as a long term trust building system rather than a short term lead engine, it elevates your entire marketing ecosystem.

Rethink your approach, embrace a results driven strategy, and watch LinkedIn become the catalyst that strengthens your brand, amplifies your other channels, and drives measurable growth across the board.

### Quick Checklist:

- ☐ Do you have a LinkedIn specific strategy?
- ☐ Do you have a LinkedIn specialist on board to run your campaigns?
- ☐ Are you clear about what goals you're trying to achieve on LinkedIn?
- ☐ Are you treating customers as people, not just leads, by offering them substantial value?



# 03

## Charting the Course: The Rising TIDE Funnel

LinkedIn is one of the most powerful B2B growth channels available to SaaS companies, but it only delivers when you approach it with a clear strategy that is rooted in trust.

Too often, companies rush into LinkedIn Ads without mapping how each ad type and audience layer contributes to the buyer journey. The result? Disconnected campaigns that generate clicks but not conversations, and traffic but not traction.

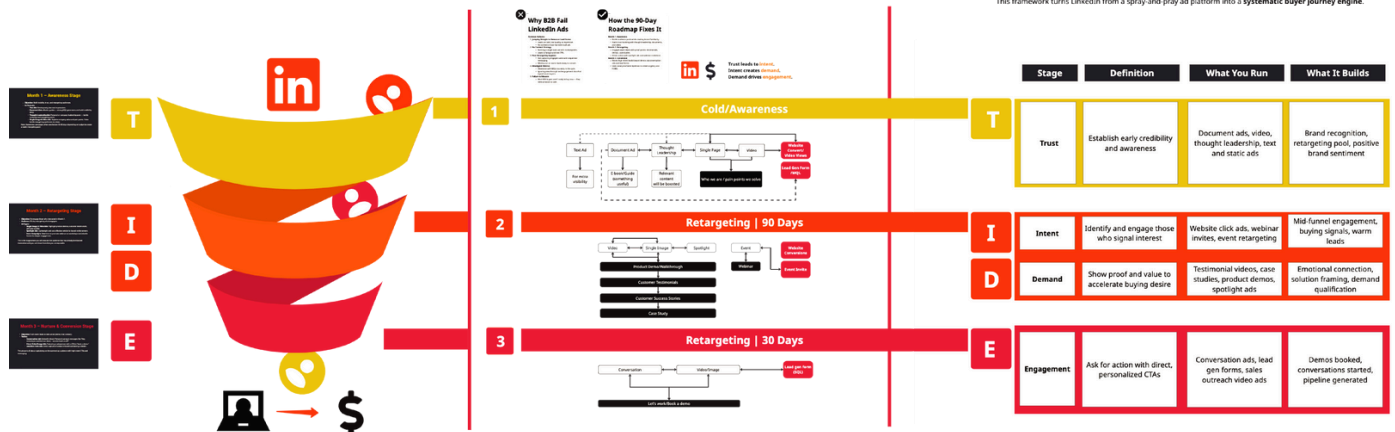
The Rising TIDE Funnel solves that problem. It's a structured, three stage formula built around how B2B buyers actually make decisions.

### The Rising TIDE Funnel



#### 3-MONTH LINKEDIN ADS ROADMAP STRATEGY

Most B2B companies waste thousands on LinkedIn because they treat it like Google Ads or Facebook, a place to get instant leads. But LinkedIn is not a transactional platform, it's a relationship-building engine where trust and timing drive success.



[UNLOCK THE FULL VISUAL NOW](#)



Each stage of the framework corresponds to a phase of the Rising TIDE Funnel:

- T = Trust (Stage 1: Awareness)
- I + D = Intent + Demand (Stage 2: Engagement & Education)
- E = Engagement (Stage 3: Conversion & Nurture)

Together, these stages guide your audience from initial brand discovery to qualified pipeline generation. It does this not through one-off tactics, but through an intentional, trust led progression.

At its core, the Rising TIDE Funnel transforms LinkedIn from a perceived “expensive experiment” into a trust driven ecosystem accelerator that improves not just your LinkedIn results, but the performance of every other channel you run.

Let’s explore each stage:

**T**

## Stage 1: Trust (Awareness & Visibility)

**Timeline:** 1 – 2 months

**Objective:** Establish credibility, reach the right decision makers, and build a retargetable audience.

**The Rationale:** Most companies skip this stage or treat it as an afterthought. But without top-of-funnel trust and recognition, every downstream campaign suffers. LinkedIn’s high CPMs demand precision, which starts with storytelling and value, rather than hard selling. At this stage, the goal isn’t conversion. It’s recognition, credibility, and trust.

### Key tactics:

- **Text Ads:** Cost efficient visibility boosters for desktop users
- **Document Ads:** High value educational assets (eBooks, guides) that position you as a thought leader
- **Single Image Ads:** Clear, brand-aligned creative that addresses pain points
- **Video Ads:** Short, story driven content that humanizes your brand
- **Thought Leadership Ads:** Founder or executive content that builds authority

**Outcome:** A warm, engaged audience that recognizes your brand, trusts your expertise, and is primed for deeper engagement in the next stage

**I+D**

## Stage 2: Intent + Demand (Education & Engagement)

**Timeline:** 1 – 2 months

**Objective:** Nurture engaged prospects and convert awareness into intent and buying desire.

**The Rationale:** After 30–60 days of Stage 1, LinkedIn allows you to retarget people who have engaged with your content or ads. This is the audience leaning into your brand. Now it's time to educate and inspire them.

This stage combines the I (Intent) and D (Demand) phases of the Rising TIDE Funnel, focusing on deepening understanding and showcasing proof of value.

### Key tactics:

- **Video & Single Image Ads:** Highlight product demos, case studies, and customer testimonials to show credibility and capability.
- **Spotlight Ads:** Keep your brand top of mind through consistent, low cost visibility.
- **Event Campaigns:** Promote webinars, AMAs, or workshops to spark mid-funnel engagement.

**Outcome:** An audience that clearly understands your value proposition, sees evidence of your credibility, and is emotionally and rationally primed to take action.

**E**

## Stage 3: Engagement (Conversion & Nurture)

**Timeline:** 1 month

**Objective:** Turn trust and intent into action: demos booked, conversations started, and pipeline generated.

**The Rationale:** By this stage, your audience has familiarity, trust, and proof. They're ready for more direct calls to action, but still within a personalized, value first context.

## Key tactics:

- 🕒 **Conversation Ads:** Personalized, message based ads that invite direct engagement (e.g., consultations, trials).
  - 🕒 **Lead Gen Form Ads:** Streamlined form submissions within LinkedIn for a frictionless conversion path.
  - 🕒 **Video/Single Image Ads:** Direct CTAs tied to tangible next steps (“Talk to Sales,” “Book a Demo”).
- Outcome:** A nurtured, sales ready audience that converts with measurable ROI, built on a foundation of trust, education, and strategic sequencing.

## Putting It All Together: The Rising TIDE Effect

Each stage of the Rising TIDE Funnel builds upon the last, creating a flywheel of awareness, trust, intent, and engagement that compounds over time.

	Stage	Definition	What You Run	What It Builds
<b>T</b>	Trust	Establish early credibility and awareness	Document ads, video, thought leadership, text and static ads	Brand recognition, retargeting pool, positive brand sentiment
<b>I</b>	Intent	Identify and engage those who signal interest	Website click ads, webinar invites, event retargeting	Mid-funnel engagement, buying signals, warm leads
<b>D</b>	Demand	Show proof and value to accelerate buying desire	Testimonial videos, case studies, product demos, spotlight ads	Emotional connection, solution framing, demand qualification
<b>E</b>	Engagement	Ask for action with direct, personalized CTAs	Conversation ads, lead gen forms, sales outreach video ads	Demos booked, conversations started, pipeline generated

Rather than relying on disconnected campaigns, this model transforms LinkedIn into a long term growth engine that powers your entire marketing ecosystem.

When you lead with trust, align your campaigns to each stage of the buyer journey, and stay consistent, LinkedIn stops being an isolated channel and becomes the current that lifts everything else.

**That’s the power of the Rising TIDE: when you do LinkedIn right, the tide rises for your entire brand.**



# 04

## SmoothSailing: Real World Results from the Rising TIDE Funnel

You've seen how the Rising TIDE Funnel works in principle. Now it's time to see it in practice.

These case studies highlight how Strategy Kiln clients turned intentional LinkedIn Ads strategy into tangible success with higher quality leads, lower costs, and marketing performance that continues to ripple outward across their ecosystems.

The Rising TIDE Funnel is effective, and here's the proof:

### Case Study #1: B2B Financial Software Firm Builds \$2M Pipeline Through Precision LinkedIn Ads Targeting

**Industry:** B2B Financial Software

**Company Stage:** Growth

**Engagement Length:** 90 Days

**Challenges:** Before partnering with us, the client had already tested Meta and Google Ads in an effort to scale their demand generation but the results were underwhelming. Meta produced a high volume of low quality leads, while Google's competitive keyword landscape made the cost per lead prohibitively expensive.

They needed a way to generate high intent, qualified opportunities without wasting budget or time on unqualified traffic. LinkedIn Ads were the answer.

## Services Provided

- 🕒 Campaign Manager setup and implementation
- 🕒 Audience research and segmentation
- 🕒 Creative design and ad copywriting

## The Solution

### Step 1: Campaign Manager Setup

To ensure a seamless launch, we started by building a brand new LinkedIn Campaign Manager instance from the ground up. Our team handled:

- 🕒 Full technical setup and billing configuration
- 🕒 Installation and verification of the LinkedIn Insight Tag
- 🕒 Custom conversion tracking and event testing
- 🕒 Access provisioning for certified LinkedIn Ads specialists

This infrastructure ensured accurate tracking, clean data, and the ability to confidently scale spend without technical gaps.

### Step 2: Audience Research and Segmentation

In high-CAC industries like finance, LinkedIn CPMs (cost per thousand impressions) often reach \$100 - \$200. That means every impression must count.

We applied our audience segmentation methodology, building audiences outside of Campaign Manager to maximize accuracy. Each segment targeted senior finance decision makers while excluding irrelevant job functions, company sizes, and competitors that LinkedIn's default settings tend to include.

The result was a lean, intent driven audience that dramatically reduced wasted spend, ensuring every ad reached only the right people at the right companies.

### Step 3: Creative Design and Ad Copywriting

Rather than relying on corporate looking creative, we designed ads that were engineered to stop the scroll and deliver messages in a relatable way:

- 🕒 **Tweet-Style Ads:** Designed like Twitter screenshots to highlight mini case studies and quick wins
- 🕒 **ChatGPT-Inspired Ads:** Prompt-and-response visuals that position the client as the “answer” to their audience’s key problems
- 🕒 **Google Search Ads:** Creative that mimics a Google results page, featuring the client as the top solution

By tapping into the visual language of platforms that decision makers use every day, we transformed traditional ad creative into curiosity driven content.

### The Results

Within the first month, the client saw immediate traction. Over the initial 90 day engagement, the campaigns delivered:

- 🕒 **Ad Spend:** \$9,000
- 🕒 **Impressions:** ~300,000
- 🕒 **Click-Through Rate:** 1.1% (above LinkedIn’s benchmark)
- 🕒 **Conversions:** 30 (\$264.59 cost per conversion)
- 🕒 **Leads via LinkedIn Lead Gen Forms:** 11 (\$428.96 cost per lead)
- 🕒 **Total Qualified Leads:** 41

With an average deal size of **\$50,000**, this added **\$2.05 million** to the client’s pipeline. Within the first three months, **5 new deals** closed, generating **\$250,000** in new revenue and achieving a 28x return on ad spend (ROAS).

### The Takeaway

LinkedIn became the high efficiency engine that other channels couldn’t replicate.

By combining precise targeting, native style creative, and airtight technical setup, the client turned expensive traffic into predictable, high quality pipeline proving that in B2B, the right attention always outperforms more attention.

## Case Study #2: Norwegian PropTech Company Expands into US Market with Targeted LinkedIn Campaigns

**Industry:** PropTech / Real Estate

**Company Stage:** Growth / International Expansion

**Engagement Length:** 90 Days

**Challenges:** The client, a Norwegian PropTech company creating 3D virtual tours for residential properties, had a strong presence in Norway and a portfolio of satisfied real estate developers. Their goal was to explore demand in new markets, particularly in the United States.

Despite having a healthy marketing ecosystem, including Google Ads, SEO, and Meta, the client had not yet tested LinkedIn as a channel for B2B lead generation. The challenge was clear: could LinkedIn help the company reach senior US real estate decision makers with high quality, conversion driving messaging?



## Services Provided

- LinkedIn Campaign Manager audit and technical setup
- Audience segmentation
- Copywriting and ad creative design
- Weekly optimization
- Real time reporting via analytics platform

## The Solution

### Step 1: Audit & Technical Setup

We began with a full audit of the client's LinkedIn Campaign Manager. They were missing:

- LinkedIn Insight Tag installation
- Structured audience segmentation
- Conversion tracking

We resolved these issues first, ensuring clean tracking and a scalable foundation for the campaigns.

### Step 2: Audience Segmentation

Accurate targeting is critical on a high cost B2B channel like LinkedIn. Since this was a big gap for the client, we honed in on defining their ideal US audience, segmenting by country, job seniority, job function, industry, and company size. We made sure to exclude entry level, unpaid, and training roles, and we disabled audience expansion. This precision targeting ensured every message we developed as part of the campaign would reach only US based decision makers with buying authority.

### Step 3: Ad Format & Scheduling

Next, we selected message ads as the preferred ad format for this campaign. The direct-to-inbox nature of this format was ideal for the type of personal engagement needed. We also set a daily budget and schedule for the campaign that was in line with the client's goals and timeline.

#### Step 4: Conversion Tracking

Next, we created two “Book a Demo” conversions for each of the client’s sales team members, enabling accurate performance measurement for the campaign.

#### Step 5: Ad Creative

For the ad creative (LinkedIn InMail), we developed a core message that was concise, personal, and highly relevant. This is the exact message we used:

“Hey [First Name],

*We’re a Norwegian PropTech company that is able to create mass virtual tours of new off-plan apartments at photo-real quality with accurate views from all windows.*

*We’ve got some good traction in Norway and are currently exploring the US developers’ appetite for such a solution.*

*Open to learning more?*

*If so, happy to invite you for a virtual coffee. [Meeting link]*

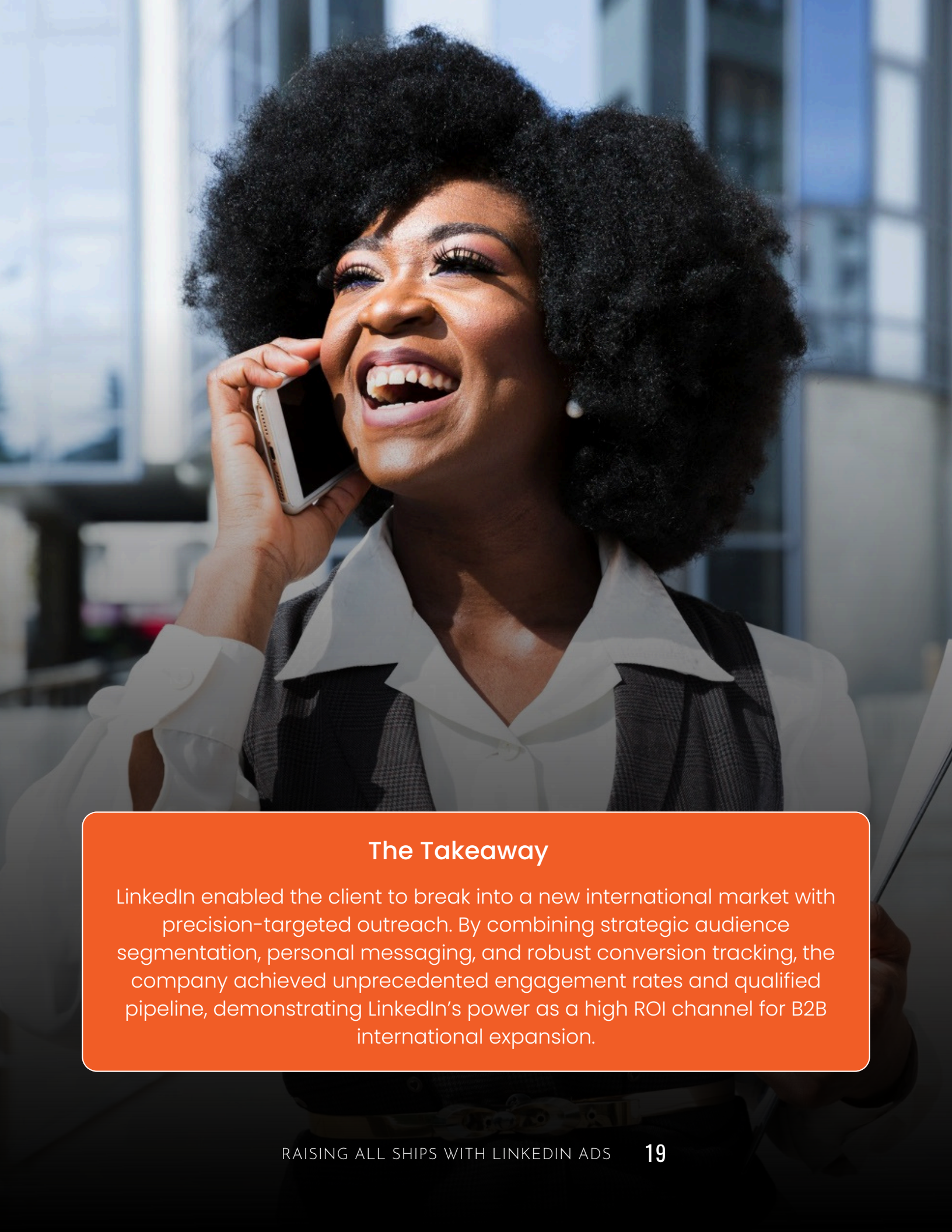
*- [Name]*

## The Results

Over the 3 month campaign:

- 🕒 **Ad Spend:** \$8,200
- 🕒 **Conversions:** 30 “Book a Demo” leads
- 🕒 **Cost per Result:** \$273
- 🕒 **CTR:** 78.8% (highest ever recorded by the client)
- 🕒 **CPC:** \$1

LinkedIn proved to be an efficient and scalable channel to attract quality US based leads for this client, generating qualified opportunities at a fraction of the cost of other paid channels.



### The Takeaway

LinkedIn enabled the client to break into a new international market with precision-targeted outreach. By combining strategic audience segmentation, personal messaging, and robust conversion tracking, the company achieved unprecedented engagement rates and qualified pipeline, demonstrating LinkedIn's power as a high ROI channel for B2B international expansion.

## Case Study #3: Leading MarTech Company Reduces MQL Cost by 74% with Document Ads

**Industry:** MarTech / SaaS

**Company Stage:** Enterprise

**Engagement Length:** The client, one of the largest MarTech companies in the United States, was running paid campaigns to generate Marketing Qualified Leads (MQLs). Despite significant ad spend, their cost per MQL was exceptionally high:

- **Previous Campaign Spend:** \$10,000
- **Conversions:** 12
- **Cost per Conversion:** \$906
- **Leads Generated:** 52
- **Cost per Lead:** \$209

Their existing campaign relied on single image ads driving traffic to a landing page, with the hope of converting visitors.

While traffic was flowing, conversion efficiency was low, and costs were unsustainably high. They hired us to revamp their campaign strategy and drive costs down.



## Services Provided

- Campaign strategy using the Rising TIDE Funnel
- Document ad creative development
- Targeting and optimization for lead generation
- Real time performance reporting

## The Solution

Rather than repeating the same approach that had proven costly (using single image ads), we implemented a document ad campaign. Key elements included:

- **Document Ads Instead of Single-Image Ads:** We converted content assets into interactive downloadable documents, giving prospects immediate value and increasing engagement.
- **Optimized Lead Path:** Instead of directing traffic to a generic landing page, we created an experience that encouraged content consumption first, making conversion natural and frictionless.
- **Targeted Optimization:** Leveraging precise audience targeting enabled us to reach the decision makers most likely to engage with the content and convert.

This approach allowed the client to generate leads more efficiently while significantly lowering acquisition costs.

## The Results

In just the first few weeks of this campaign, the results were staggering:

- **Cost per Conversion:** \$72 (↓89% vs previous \$906)
- **Cost per Lead:** \$54 (↓74% vs previous \$209)

These results proved the power of our document-focused approach for B2B lead generation.

## The Takeaway

By swapping single-image ads for document based campaigns, we dramatically reduced acquisition costs and increased ROI for this client. They were able to achieve high quality leads at a fraction of the previous cost.

These results have paved the way for optimized pipeline performance for this client across all of their LinkedIn campaigns.

# 05

## Raising All Ships: LinkedIn as an Ecosystem Accelerator

We've shown you how to run successful LinkedIn Ads campaigns and align them with the Rising TIDE Funnel, but the real power comes when you understand that LinkedIn is not an isolated channel, it is an ecosystem accelerator.



When you lead with trust, LinkedIn becomes a learning engine. It reveals who your audience is, how they think, and what messaging resonates. These insights will then ripple through every part of your marketing. Organic content will perform better, outbound outreach will become warmer, and your sales pipeline will accelerate.

The magic happens when your campaigns are connected and intentional, with each stage of the funnel reinforcing the next. LinkedIn stops being a single touchpoint and becomes a strategic multiplier for your entire growth system.

The takeaway is simple: **invest in building trust, commit to implementing a proven strategy, and watch as LinkedIn not only generates leads but lifts every other channel, driving measurable, compounding growth across your business.**

### Re-Cap

- Success on LinkedIn comes from building credibility and providing value, not chasing short term clicks. When trust is established, leads follow naturally, and every other channel benefits from warmer, more engaged audiences.
- Generic approaches and one-off campaigns fail. Platforms, audiences, and ad formats require mastery. By using a proven strategy, campaigns compound over time, systematically building trust, intent, and demand.
- When it's done right, LinkedIn improves performance across your marketing mix. Organic content, search, outbound, and sales engagement all lift when LinkedIn campaigns are executed with purpose, consistency, and audience-first thinking.

# 06

## Full Steam Ahead: Your 3-Step Action Plan

### *A Clear 3-Step Path to Turn Your LinkedIn Strategy Into Pipeline in 90 Days*

You've seen what doesn't work on LinkedIn: random ads, generic audiences, and reactive decisions.

You've learned how the right structure, sequencing, and strategy can transform LinkedIn from an expensive experiment into a predictable growth engine.

Now it's time to put that into action.

### **Step 1 → Book a LinkedIn Ads Strategy Call**

Let's talk about your goals, what's working, what's not, and what kind of growth is possible for your business using a more strategic approach.

**BOOK MY LINKEDIN ADS STRATEGY CALL**



## Step 2 → Get Clarity with a Free LinkedIn Ads Audit and TIDE Funnel Roadmap

We'll audit your existing LinkedIn efforts (if any), assess your opportunities, and map a TIDE Funnel tailored to your ICP, including how we'll approach awareness, retargeting, and conversion for your audience.

## Step 3 → Launch Your 90-Day Pilot Plan

We'll build and run your pilot campaign on LinkedIn, using our proven strategy to validate messaging, test funnel components, and generate sales-ready leads.

### Here's what's included:

- ICP segmentation strategy (precision targeting by job title, industry, signals, and exclusions)
- Full LinkedIn funnel architecture and retargeting strategy
- Conversion tracking built in across your funnel to attribute every click and lead
- Weekly 1-on-1 strategist sessions to align on performance, learnings, and optimization
- Strategic weekly reporting to clarify what's working, what's not, and where to scale
- Built in iteration process to reduce waste, amplify what's working, and document key insights

**Our guarantee: If we don't generate conversions that you're genuinely excited about, we'll work with you for free for a fourth month.**

**Let's put your strategy into motion.**

If this eBook sparked new ideas, your next step is a simple one: book the call, get the roadmap, and launch your pilot with confidence.



A boutique digital strategy firm with a seasoned team of top level marketers.



Unlike standard agencies, we dive deep to understand your business and identify critical success factors to fuel predictable growth.



A team with experience at B2B startups and well known megabrands



BOOK MY LINKEDIN ADS STRATEGY CALL



**We're looking forward to auditing your current LinkedIn ads account and giving you a free high level strategy, fast.**

ADAM FISCHER



DIGITAL MARKETING STRATEGY

15+ years of marketing experience at Fortune 500 companies & start-ups managing \$1MM to \$15MM annual budgets.

Omni-channel launches with full-funnel digital & traditional strategy.

SHAHA DOLIMOV



LINKDEIN EXPERT

6+ years of hands-on LinkedIn Ads experience driving results across diverse verticals including B2B SaaS, healthcare, coaching, fintech, & more.

Proven ability to manage and scale a wide range of budgets from \$3K to \$50K/month.

**BOOK MY LINKEDIN ADS STRATEGY CALL**



**-OR-**

**Call: (401) 200-6545**

*Reach out and you'll get clarity on the first call.*