



## FREE RESOURCE

# B2B LinkedIn Ads Playbook

Campaign structure, targeting strategy, creative framework, and optimisation checklist used by AIDWAY across 50+ B2B campaigns.

## CAMPAIGN ARCHITECTURE (FUNNEL-FIRST APPROACH)

### TOFU — AWARENESS

Objective: Brand Awareness / Video Views

Audience: Broad ICP by job title + industry

Budget: 30% of total

Format: Single Image · Video · Thought Leadership

### MOFU — CONSIDERATION

Objective: Website Visits / Engagement

Audience: Retarget page visitors + lookalikes

Budget: 40% of total

Format: Document Ads · Carousel · Event Ads

### BOFU — CONVERSION

Objective: Lead Gen Forms / Conversions

Audience: Website retargeting + matched lists

Budget: 30% of total

Format: Lead Gen Forms · Conversation Ads

## TARGETING LAYERS — ICP BUILDING

- Job Title targeting: use 8–12 titles per ad group, include variations (e.g., 'Director of Marketing' + 'Marketing Director' + 'Head of Marketing')
- Company Size: focus on 50–500 employees for mid-market; 500+ for enterprise
- Seniority filter: Director, VP, C-Suite for decision-maker campaigns; Manager for champion campaigns
- Industry exclusions: remove irrelevant verticals to protect CPL
- Matched Audiences: upload CRM lists for warm outreach — 1,000 contacts minimum
- Lookalike Expansion: use converted leads list as seed, set similarity to 'medium'
- Exclude converted leads from TOFU/MOFU campaigns to avoid waste

## LEAD GEN FORM BEST PRACTICES

- Limit fields to 4–5 max: Name, Email, Company, Job Title, Phone (optional)
- Headline: lead with the value offer, not your brand name
- Custom questions: one optional field to qualify lead quality
- Offer must be specific: 'Free 30-min Strategy Call' > 'Contact Us'
- CRM integration: connect via native LinkedIn integration or Zapier
- Follow-up email within 15 minutes of form submission

## CREATIVE FRAMEWORK

- **Hook (0–2 sec):** Lead with the pain point or outcome, not the product. 'Still losing deals to cheaper competitors?' performs 3× better than 'We offer consulting services.'
- **Body:** One specific benefit or data point. 'Our clients reduce CPL by 40% in 60 days' > 'We help businesses grow.'
- **CTA:** Friction-match to funnel stage — 'Download Guide' (TOFU), 'See Case Study' (MOFU), 'Book a Call' (BOFU)
- **Image:** Real people outperform stock photos by 35%. Dark backgrounds increase CTR by 20% in B2B.
- **Video:** Keep TOFU videos to 15–30 sec with captions. First 3 seconds are make-or-break.

## KPI TARGETS & OPTIMISATION TRIGGERS

| Metric                  | Pause / Review | Target   |
|-------------------------|----------------|----------|
| CTR (Sponsored Content) | < 0.3%         | > 0.5%   |
| Lead Form Conv. Rate    | < 8%           | > 13%    |
| Cost per Lead           | > \$150        | < \$60   |
| Lead Quality Score      | < 6/10         | > 7.5/10 |
| Frequency (7-day)       | > 6            | 2–4      |
| Video View Rate         | < 15%          | > 25%    |

## 90-DAY LAUNCH CHECKLIST

Days 1–7: Install Insight Tag, upload contact lists, set up conversion tracking

Days 8–14: Launch TOFU campaign, 3 creatives per ad group, daily monitoring

Days 15–30: Pause under-performing creatives (CTR < 0.3%), scale winners

Days 31–60: Launch MOFU retargeting with case study / guide offer

Days 61–90: Launch BOFU Lead Gen forms, A/B test CTAs and offers