



# Generate quality leads that your sales and marketing teams can nurture and close for you

Dynamics 365 Connector for LinkedIn Lead Gen Forms

To generate quality leads, you need to persuade relevant prospects to share their contact details with you. Let's face it, nobody likes filling in forms, especially on mobile devices – and busy decision-makers who are likely to be your most valuable source of leads certainly don't.

Even after you manage to capture their contact details, you still need to develop the leads into potential customers who ultimately buy. If your sales and marketing teams don't quickly accept and follow-up on the leads you generate, you miss the short window to convert, and your hot leads go cold.

With LinkedIn Lead Gen Forms connected to Microsoft Dynamics 365 through the pre-built Dynamics 365 Connector for LinkedIn Lead Gen Forms, you can align your lead generation with the sales and marketing teams that nurture leads and win deals, so the leads you generate have greater value to your business, close faster, and generate the revenue that justifies your marketing investment.

## Key Benefits

### Generate more quality leads

Target prospects on LinkedIn and make it easy for them to respond to your LinkedIn ads and submit their contact details.

### Increase conversion rates

Convert more LinkedIn leads at all stages by aligning your lead generation with your sales and marketing teams.

### Track marketing ROI

Prove the business impact of lead generation to optimize and justify marketing spend.



Most suppliers convert fewer than **3%** of their marketing qualified leads into revenue.

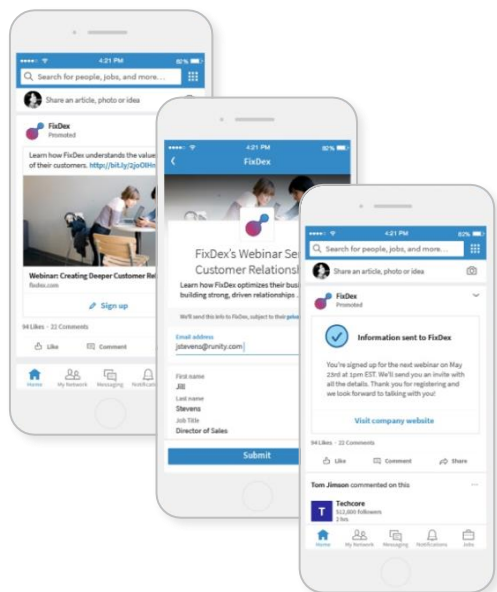


**49%** of sales reps ignore more than half of marketing's leads.

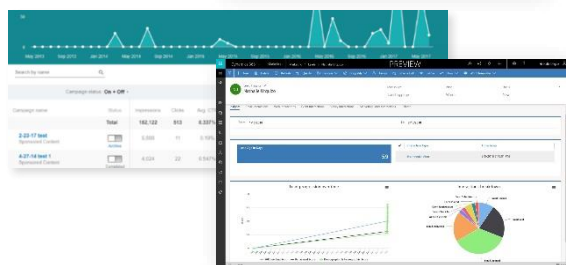
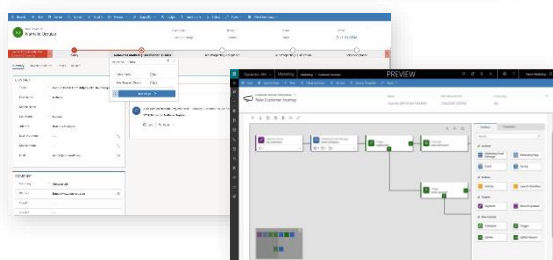


The **#1** challenge facing marketers is proving ROI.

# Key capabilities



Lead	LinkedIn Channel ID	LinkedIn Member ID	Company Name	First Name	Last Name	Job Title	City	State	Country	Phone	Email	Form ID
1	123456789	123456789	ABC Company	John	Doe	Marketing Manager	New York	NY	USA	212-555-1234	john.doe@abc.com	123456789
2	123456789	123456789	ABC Company	Jane	Doe	Marketing Manager	New York	NY	USA	212-555-1234	jane.doe@abc.com	123456789
3	123456789	123456789	ABC Company	John	Doe	Marketing Manager	New York	NY	USA	212-555-1234	john.doe@abc.com	123456789
4	123456789	123456789	ABC Company	Jane	Doe	Marketing Manager	New York	NY	USA	212-555-1234	jane.doe@abc.com	123456789
5	123456789	123456789	ABC Company	John	Doe	Marketing Manager	New York	NY	USA	212-555-1234	john.doe@abc.com	123456789
6	123456789	123456789	ABC Company	Jane	Doe	Marketing Manager	New York	NY	USA	212-555-1234	jane.doe@abc.com	123456789
7	123456789	123456789	ABC Company	John	Doe	Marketing Manager	New York	NY	USA	212-555-1234	john.doe@abc.com	123456789
8	123456789	123456789	ABC Company	Jane	Doe	Marketing Manager	New York	NY	USA	212-555-1234	jane.doe@abc.com	123456789
9	123456789	123456789	ABC Company	John	Doe	Marketing Manager	New York	NY	USA	212-555-1234	john.doe@abc.com	123456789
10	123456789	123456789	ABC Company	Jane	Doe	Marketing Manager	New York	NY	USA	212-555-1234	jane.doe@abc.com	123456789



## Generate more quality leads at scale

With Lead Gen Forms, tap into LinkedIn's network of 530+ million professionals, influencers, and business decision-makers to generate quality leads. Get profile data from prospects when they submit the pre-filled form from a call-to-action button on your LinkedIn ads - Sponsored Content and Sponsored InMail. Data is pre-filled from the prospect's up-to-date LinkedIn profile, including name, contact info, company name, seniority, job title, and location.\*

## Convert more leads from mobile

Remove one of the main barriers for mobile conversions with pre-filled Lead Gen Forms, which are optimized for mobile. Let your prospects skip the cumbersome step of typing in contact details on a mobile device to access your content or sign up for your events. Since a significant percentage of engagement occurs on smartphones, a mobile-first approach to lead generation results in more leads generated.

## Keep track of leads

Automatically synchronize leads generated from Lead Gen Forms to Dynamics 365 for Marketing or Dynamics 365 for Sales in real-time so you can start converting sooner. The pre-built Dynamics 365 Connector for LinkedIn Lead Gen Forms gives you the flexibility to configure how leads captured with Lead Gen Forms are associated with and updated in Dynamics 365.

## Nurture leads and close deals with ease

After leads are synced with Dynamics 365, marketing can prioritize and nurture leads through the buyer journey with personalized experiences, resulting in sales-ready leads. Then sales can work and close deals using intelligent, event-driven sales processes that surface recommended next steps. Deliver consistent and personalized customer experiences from lead generation to close.

## Measure your ROI

Prove the business impact of marketing with analytic capabilities that track key metrics like number of leads, lead form opens, form fill rate, and cost per lead to measure the value you're getting from your ad spend. Once leads are synced to Dynamics 365, analyze the performance of leads captured on LinkedIn versus other sources.

Dynamics 365 Connector for LinkedIn Lead Gen Forms is included with Dynamics 365 for Marketing. Or download it from [AppSource](#) to use with Dynamics 365 for Sales.

For more information, visit [Dynamics 365 Connector for LinkedIn Lead Gen Forms](#)

\* LinkedIn member must opt-in and consent in order for advertiser to receive data.

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