



How we generated requests for demos for our sales team at a cost per lead of \$59

Saleswhale's \$1,000 LinkedIn Conversational Ads Experiment



MARKETING PLAYMAKER

Gabriel Lim

Co-founder & CEO
Saleswhale



SALES WIDE RECEIVER

Brandon Gargan

Director of Sales
Saleswhale

Results at a glance

LinkedIn Campaign Performance

Accounts

Gabriel's Growth Experiments Account X

Campaign Groups

Default Campaign Group X

Campaigns

2 selected X

Ads

6 total ads

Create campaign

Performance Chart

Demographics

Set Status

Export

Search by name, campaign ID, or type

Filters

Columns: Performance

Breakdown

Time range: 5/2/2020 - 5/31/2020

	Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conversion	Leads	Cost Per Lead	
<input type="checkbox"/>	2 selected campaigns	-	\$1,000.00	-	-	2,133	1,262	59.17%	-	\$468.82	\$0.79	0	-	17	\$58.82	
<input checked="" type="checkbox"/>	Lead generation - May 6, 2020 ID: 150177416 · Sponsored Messaging	***	Completed	\$800.00	15 Leads	\$53.33	1,577	951	60.3%	\$0.65	\$507.29	\$0.84	0	-	15	\$53.33
<input checked="" type="checkbox"/>	Broader Lead Generation, 9th May 2020 ID: 150367466 · Sponsored Messaging	***	Completed	\$200.00	2 Leads	\$100.00	556	311	55.94%	\$0.45	\$359.71	\$0.64	0	-	2	\$100.00

Budget:

\$1,000

Total Impressions:

2,133

Total Clicks:

1,262

Total Leads:

17 (Requests for Demos)

Cost per Lead:

\$59

Results as of 1st June 2020

Create Campaign

Create your first LinkedIn Conversational Ad

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

Lead generation

I want more quality leads on LinkedIn.

Choose this objective to:

- Capture leads on LinkedIn
- Use a lead generation form pre-filled with LinkedIn profile data

Your campaign will be shown to people most likely to fill out a LinkedIn lead generation form.

1. Create a new campaign in LinkedIn Campaign Manager
2. Select Lead Generation
3. Select your Target Audience (will elaborate more later)

Ad format

Choose your ad format

Single image ad	Conversation ad (Beta) Create ads that are delivered to your target audience's LinkedIn Messaging inbox.	Video ad
Message ad	NEW Conversation ad (Beta)	

1. Select Conversational ad (Beta)
2. Set your budget
3. Click on Next, and Create new ad

Moving beyond basics

Diving into the deep end

We will not be teaching you the basics of conversational ads in this playbook.

For a step-by-step guide to Conversational Ads - LinkedIn has a support page you can [reference here](#).



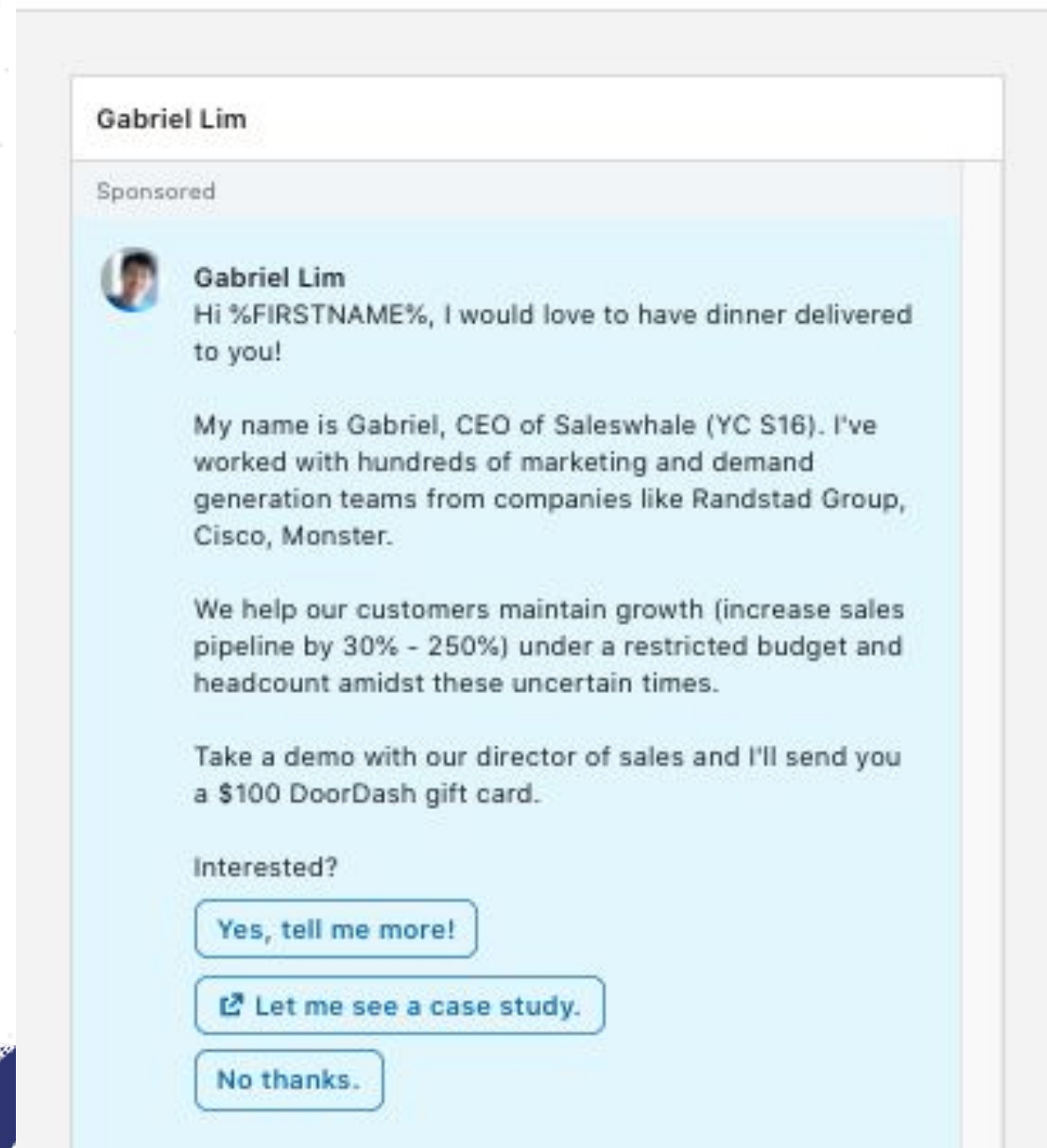
Saleswhale's Conversational Ads Play

Drawing on the rule of reciprocity to drive conversations and at-bats for the sales team

Intro Message

Offering a \$100 DoorDash gift card

Preview (Desktop only)



The first sentence of the intro message appears as a snippet preview in LinkedIn inboxes. It had to be snappy, and eye-catching.

The second paragraph leveraged on social proof. “Demand generation teams from Randstad, Cisco, Monster.”

If I had more time, I would have further segmented the reference customers to better fit the campaign audience segments (SMB vs Enterprise; Verticals)

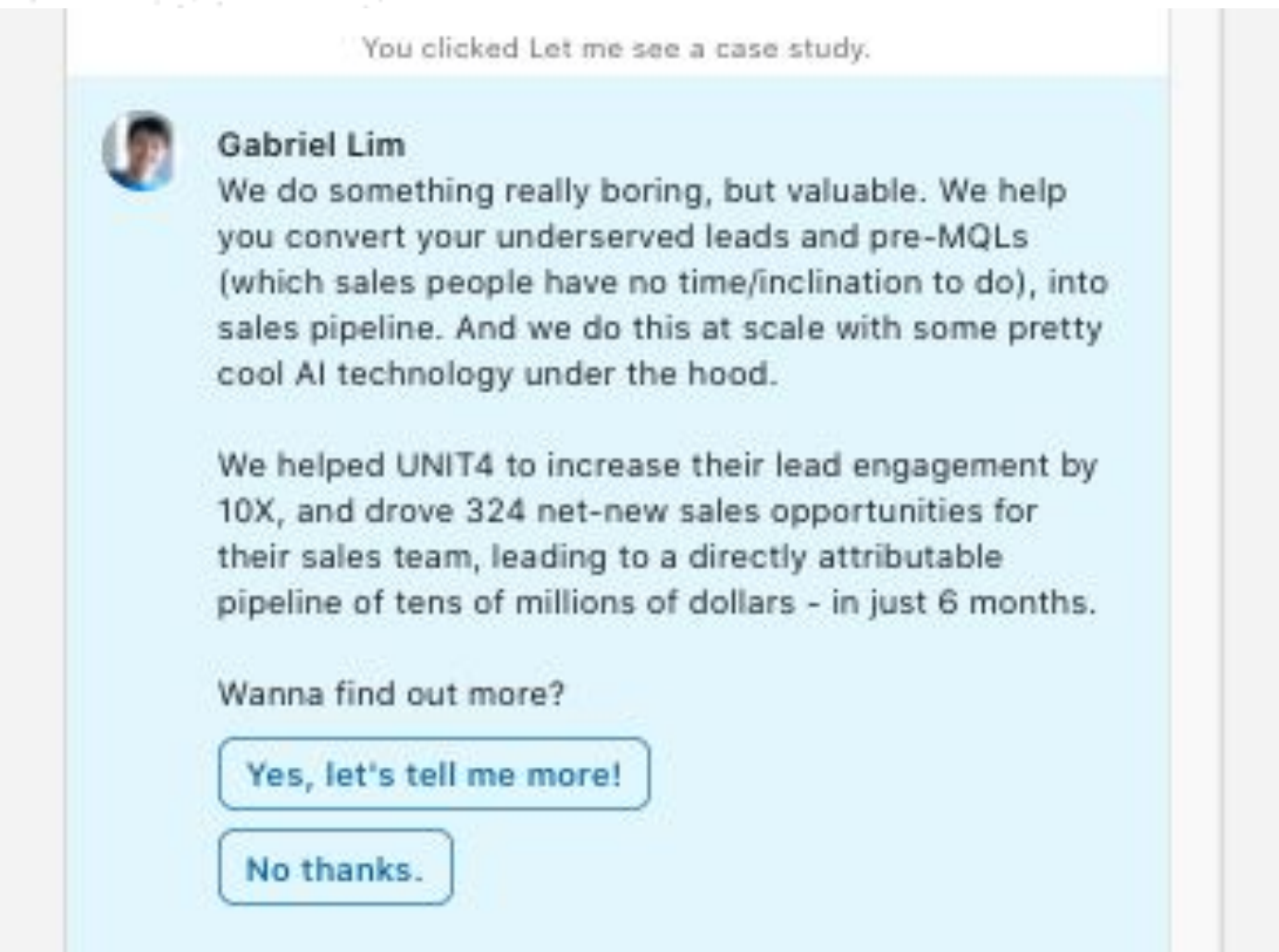
The third paragraph calls out the value proposition cleanly, with associated metrics.

The fourth paragraph is the offer.

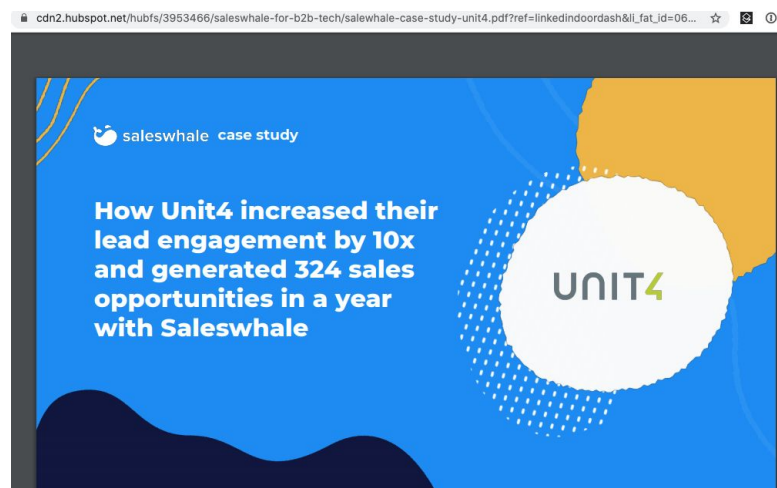
The fifth, and last paragraph, bridges across to the Conversational Call-to-action buttons.

Let me see a case study

Sending them a downloadable PDF



When the prospect clicks on Let me see a case study, a new tab will be opened. They will be sent to a PDF case study.



And the conversation will cycle forward.

The two simple options presented hereforth are:

- Yes, let's tell me more!
- No thanks.

We experimented with more complex flows, but they didn't convert as well.

Yes, let's tell me more!

Making sure we qualify leads first

You clicked Yes, tell me more!



Gabriel Lim

Great! Just a quick question to make sure we are a good fit. Our AI assistant works best when you generate at least 100 pre-MQLs/ leads per month. This way, our AI has enough volume to run engagements at scale and optimize quickly to generate pipeline for you. Do you bring in at least 100 pre-MQLs or leads monthly?

☒ Yes, let's book the demo!

☐ I don't, unfortunately.

We don't want to be giving away \$100 gift vouchers to anyone who agrees to take a demo.

We had a set of criteria we use to further qualify - "Do you bring in at least 100 pre-MQLs or leads monthly?"

My suggestion would be to qualify based on criteria that cannot be publicly accessed (i.e. don't qualify based on company size, or role etc.)

The two simple options presented hereforth are:

- Yes, let's book the demo!
- I don't, unfortunately.

Let's look at what happens if someone clicks on I don't, unfortunately first.

I don't, unfortunately

Disqualify, but leave a good impression

You clicked I don't, unfortunately.



Gabriel Lim

No problem! As a fellow executive, I'm sure you understand that we don't want to waste your time, or our director of sales' time, on a demo that will not likely work.

We would love to stay in touch regardless!

[Visit Saleswhale website](#)

This is straightforward.

We disqualify the lead, but it's imperative we remain courteous and polite.

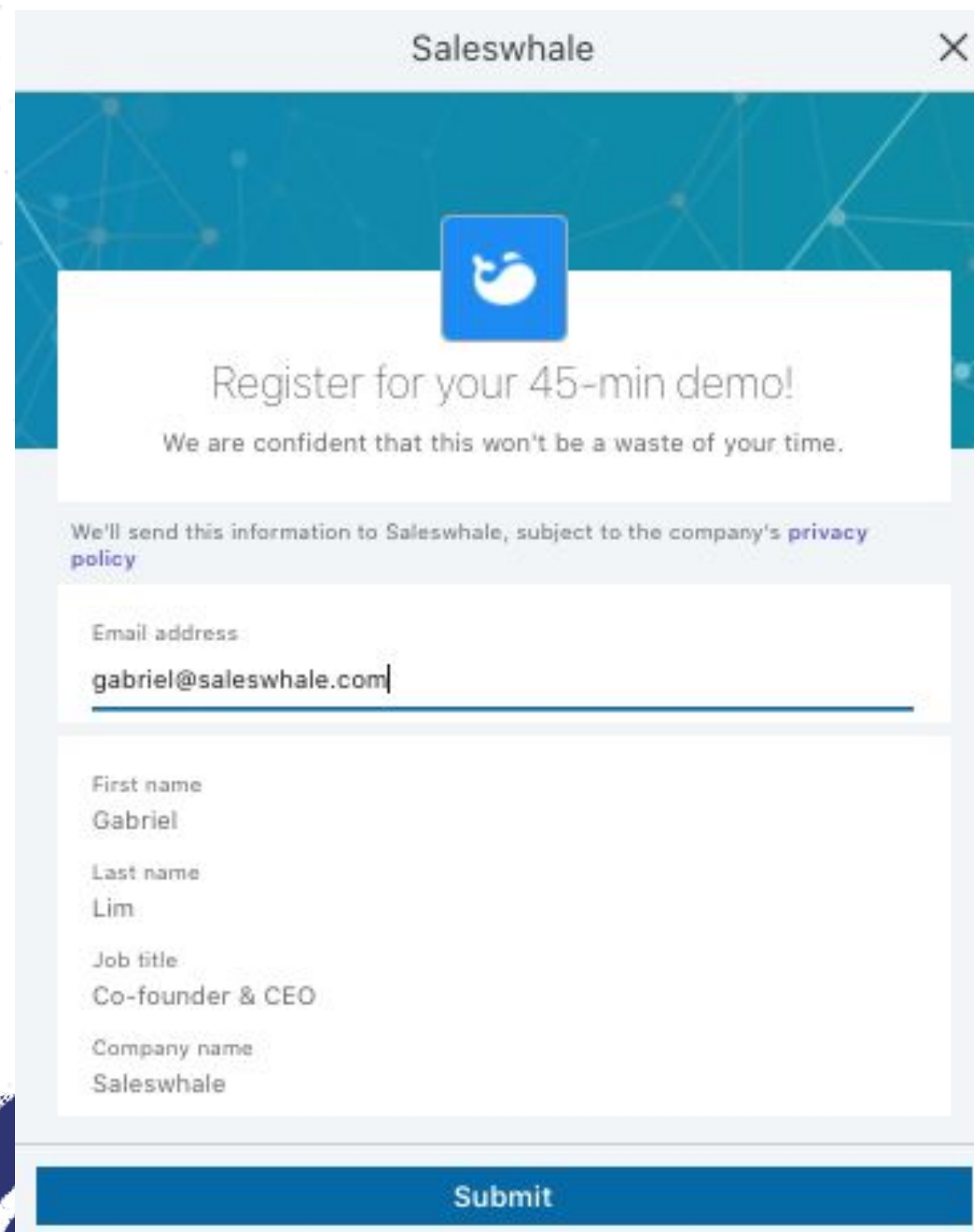
We give them an option to visit our website to find out more about Saleswhale.

I would love to get ideas from readers (breaking the fourth wall here), on how you would handle this better.

Drop me an email at gabriel [at] saleswhale.com if you have any suggestions. I would love to hear your ideas.

Yes, let's book the demo!

Generating an ICP qualified lead for sales



The image shows a LinkedIn Lead Gen Form for Saleswhale. The form is titled "Register for your 45-min demo!" and includes the tagline "We are confident that this won't be a waste of your time." Below the header, there is a privacy policy link. The form fields are: Email address (gabriel@saleswhale.com), First name (Gabriel), Last name (Lim), Job title (Co-founder & CEO), and Company name (Saleswhale). A blue "Submit" button is at the bottom.

Saleswhale

Register for your 45-min demo!

We are confident that this won't be a waste of your time.

We'll send this information to Saleswhale, subject to the company's [privacy policy](#)

Email address
gabriel@saleswhale.com

First name
Gabriel

Last name
Lim

Job title
Co-founder & CEO

Company name
Saleswhale

Submit

Clicking on “Yes, let’s book the demo!” opens a LinkedIn Lead Gen Form interstitially (pop-up).

We experimented with various headers, but we decided to be extremely explicit that it’s a 45-min demo. We didn’t want to play games with the prospect.

The tagline “We are confident this won’t be a waste of your time.” was deliberately added:

- (a) To provide more reassurance before booking the demo;
- (b) We were confident that our product demonstration would inspire a sense of wonder, and would be educational (even if prospects were not ready to buy just yet)

Preliminary Summary

Results as of 1st June 2020 (to be continued)

That's all there is to it.

It's still early days.

As of the date of this guide (1st June 2020), we have generated 17 requests for demos. Bear in mind that \$59 is cost per request for demo. When the demo successfully happens, you need to add the cost of the gift card - \$100.

We managed schedule most of the demos on to our sales teams' calendar for the coming weeks.

We will continue to update this guide with the final results and ROI.

In the meanwhile, you can check out Jason Widup's (VP Marketing, Metadata.io) [blog post](#).

H/T: We really got the idea to combine LinkedIn Conversational Ads with DoorDash gift cards from Jason Widup and Danny Read of Metadata.io



Thank you!

I would love to hear from you -
gabriel [at] saleswhale.com

