

# B2B Lead Generation Using Paid Advertising

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# Previous Videos from this B2B Digital Marketing Series

Missed previous sessions?! Here are the links:

1. **Supercharge Your B2B Lead Generation**
2. **Practical Tips and Tricks for B2B Content Marketing**
3. **Optimize Your Website & Landing Pages**

# Previously in ...

## B2B Lead Generation Framework



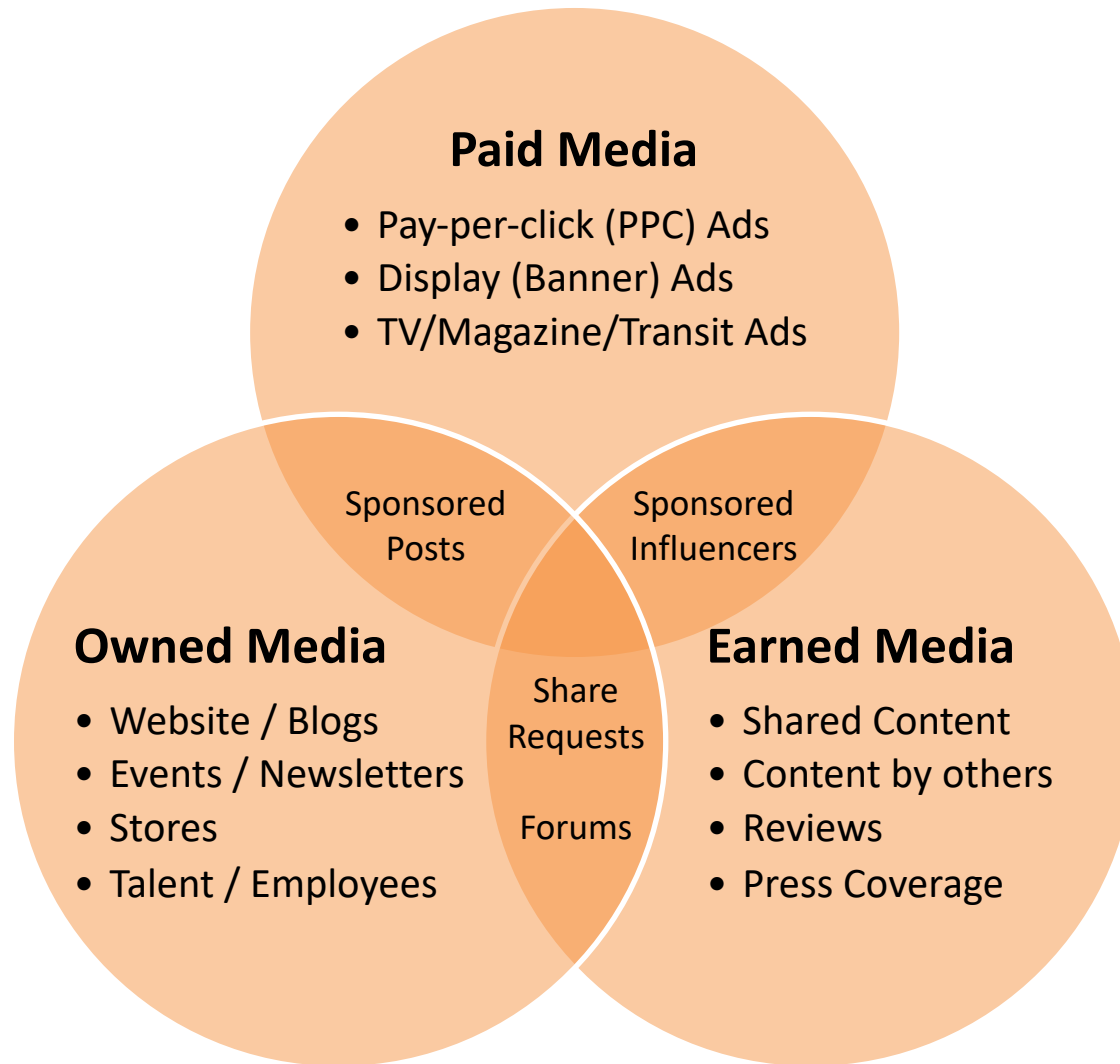
# Develop Content / Lead Magnets

A “**lead magnet**” is a free item or service that is given away for the purpose of gathering contact details.

## Types of Lead Magnets

- **Educational lead magnets**  
Teach your visitors something they don't already know
- **Useful lead magnets**  
Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**  
Create a way for your audience to build a community based on the things they have in common, e.g., direct challenges and group forums
- **Entertaining lead magnets**  
Inspire or entertain your audience, e.g., quizzes
- **Bottom of funnel lead magnets**  
“Push” the visitor from lead to customer, e.g., free trial, discount codes, free consultation

# The P.O.E.M Framework



# Identify Keywords

- Create a list of potential keywords, phrases, and questions:
  - Google Search Console – shows a lot of data about the keywords that you **already** rank for.
  - Google Keyword Planner – finds other keywords, but only list ranges for search volumes.
  - Google Trends – visualizes the relative search popularity of a keyword over time.
  - Keyword Generator – finds up to 150 keyword ideas for any seed keyword.
  - Keyword Sheeter – pulls thousands of autocomplete suggestions from Google.
  - Answer the Public – finds questions, prepositions, comparisons, alphabeticals, and related searches.
  - Keyword Surfer – is a free Chrome extension that shows estimated global and local (for 19 countries including Canada) monthly search volumes for any query typed into Google.
  - Keyworddit – pulls keyword ideas from Reddit.
  - Questiondb - finds the questions people are asking about a specific topic (sourced from Reddit).
  - Bulk Keyword Generator – is a keyword research tool for *local* SEO. It generates keywords based on industry type.
- **Google** your keyword searches and look at the results. Pay attention to the “People also ask” box of search suggestions.

# What We'll Learn

- By the end of today's session, you should be able to:
  - Explain key concepts related to **paid advertising**
  - Describe the basics of **keyword bidding**
  - List the different types of **Google Ads and LinkedIn Ads**

# Agenda

- Key Pay-per-Click Concepts
- Keyword Bidding Fundamentals
- Types of Google Ads
- LinkedIn Paid Advertising Options
- LinkedIn Sales Navigator
- Action Items & Next Steps
- Additional Links & Resources



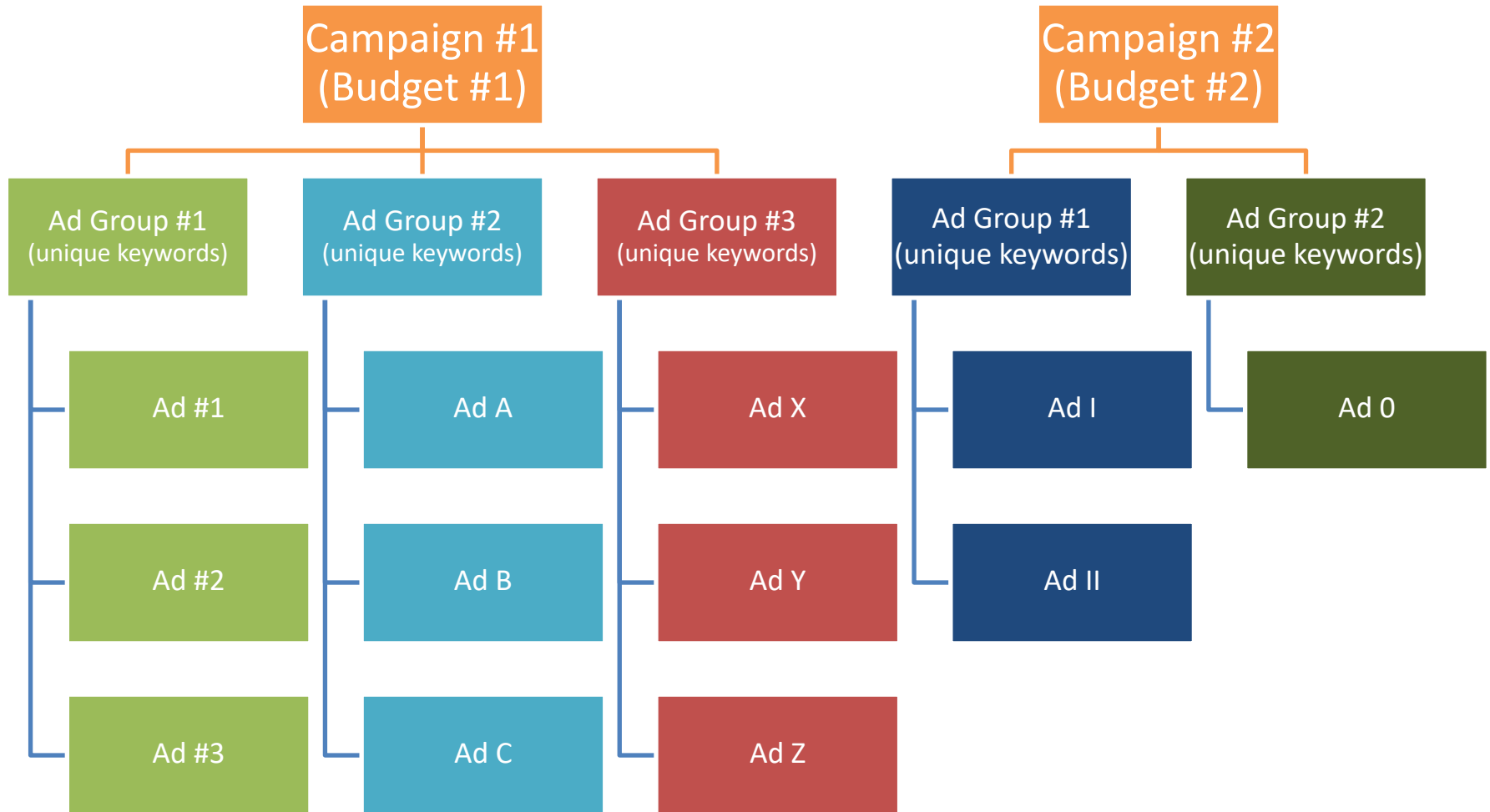
# PPC Key Concepts

## **Pay Per Click (PPC) / Search Engine Marketing (SEM)**

PPC marketing – also known as search engine marketing – is a form of online advertising that allows your organization to appear above the organic search results.

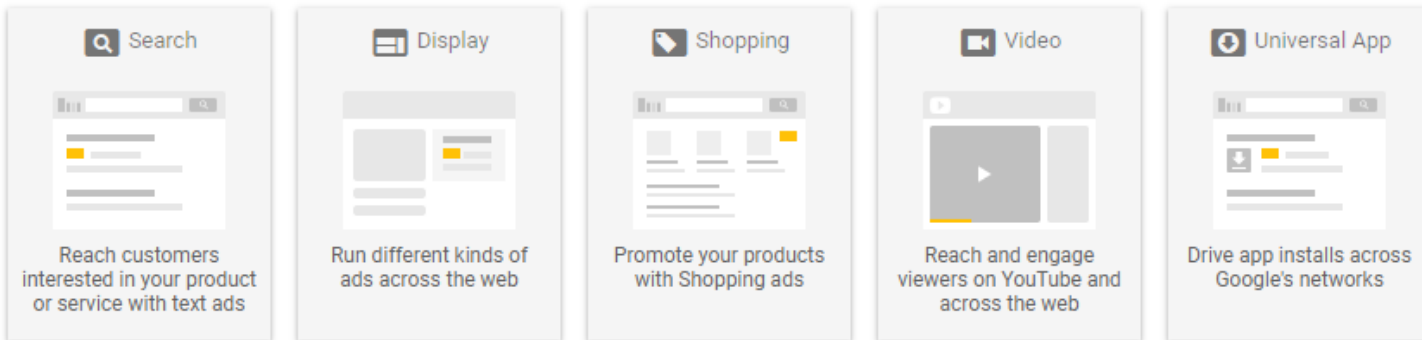
Put simply: you bid to appear when people search for specific terms (a.k.a., keywords or key phrases). And every time your ad appears, and someone clicks on it, you pay for each click.

# Google Ads - Key Concepts



# Types of Google Ads

Select a campaign type ?



Google also offers:

- **Local Campaigns** - Local campaigns help you bring people to your physical stores and venues. Your ads will be automatically optimized to appear across Search, Display, Google Maps, and YouTube.
- **Smart Campaigns** – smart campaigns are an easy way to get your ads up and running. Enter your organization, create a few ads, and Google finds the best targeting to get you the most for your time and money.

# PPC Key Concepts

- **Impressions** – how many people have been exposed to (“seen”) your ad.
- **CPM** = Cost per 1,000 (*mille*) impressions
- **Click-through Rate (CTR)** = Clicks / Impressions
- **Cost Per Click (CPC)** = Price ***paid*** for each click
- **Conversions** - visitors that perform the desired action, such as making a purchase, after clicking on an ad
- **Conversion Rate** = conversions / ad clicks
- **CPA** – Cost per Action (sometimes referred to as cost per acquisition) measures how much your organization pays in order to get a conversion

# PPC Key Concept – Quality Score



**AdRank** = Your Maximum Keyword Bid x Your Quality Score

# Keyword Bidding Fundamentals

- Your keyword bid is your **maximum bid price**. This means you are willing to pay *up to* this price. However, what you **actually** pay depends on what others bid.
- For example, if you bid \$2 for a keyword or key phrase, but the next highest bidder only bids \$1.50. Then, to win the auction, you only need to bid/pay \$1.51. So, your **actual** cost per click will only be \$1.51 – even though you were **willing** to pay up to \$2.

# Keyword Bidding Fundamentals

**Q: Should I bid on broad or specific keywords?**

**A:** There are trade-offs:

- Broad keywords will bring you more traffic / leads, but bidding on these popular (and competitive) keywords will likely cost you more money per click and deliver less “qualified” leads. So, these leads will be much more generic and conversion rates tend to be lower.
- More specific keywords and long-tail key phrases will deliver better qualified leads and can cost less, but because they are more specific, there are fewer people who will be searching using these terms. So, they usually produce fewer leads.
- Ideally, you want to bid on a combination of both of these because you may be able to convert some of the “generic” leads **and** you definitely want to convert those leads that most closely want your products and services.

# Keyword Bidding Fundamentals

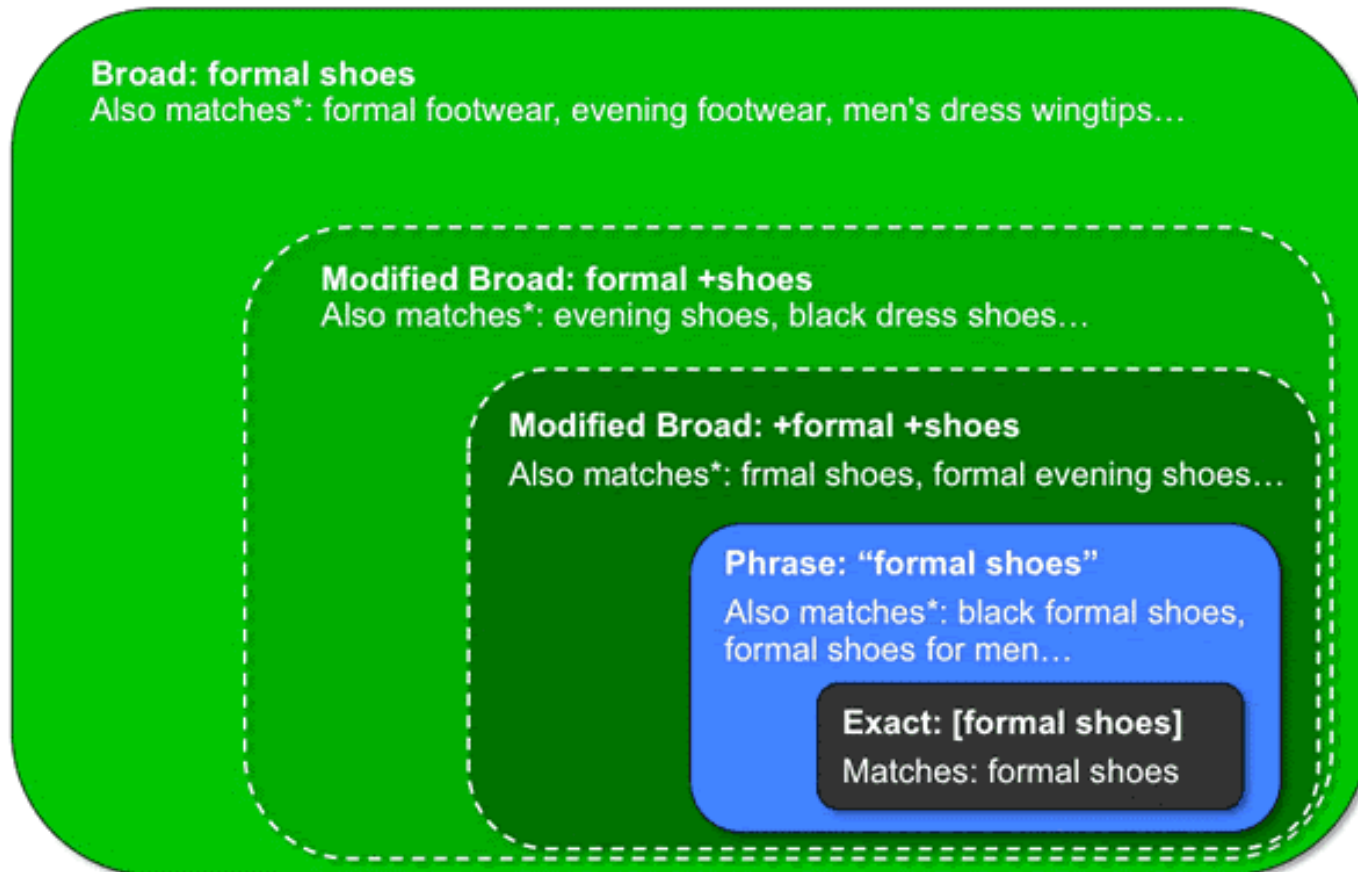
**Q: How much should I bid on keywords?**

**A: That depends!**

- When keywords or key phrases are ***highly competitive***, you can end up spending as much as 2-3x the suggested bid price. Recommendation: start with a bid 10 – 25% higher than the suggested price and work your way up ;-)
- For more specific keywords and long-tail key phrases, start with the suggested bid price and slowly work your way up.
- Ideally, you want to bid on a combination of both of these because you may be able to convert some of the "generic" leads ***and*** you definitely want to convert those leads that most closely want your products and services.

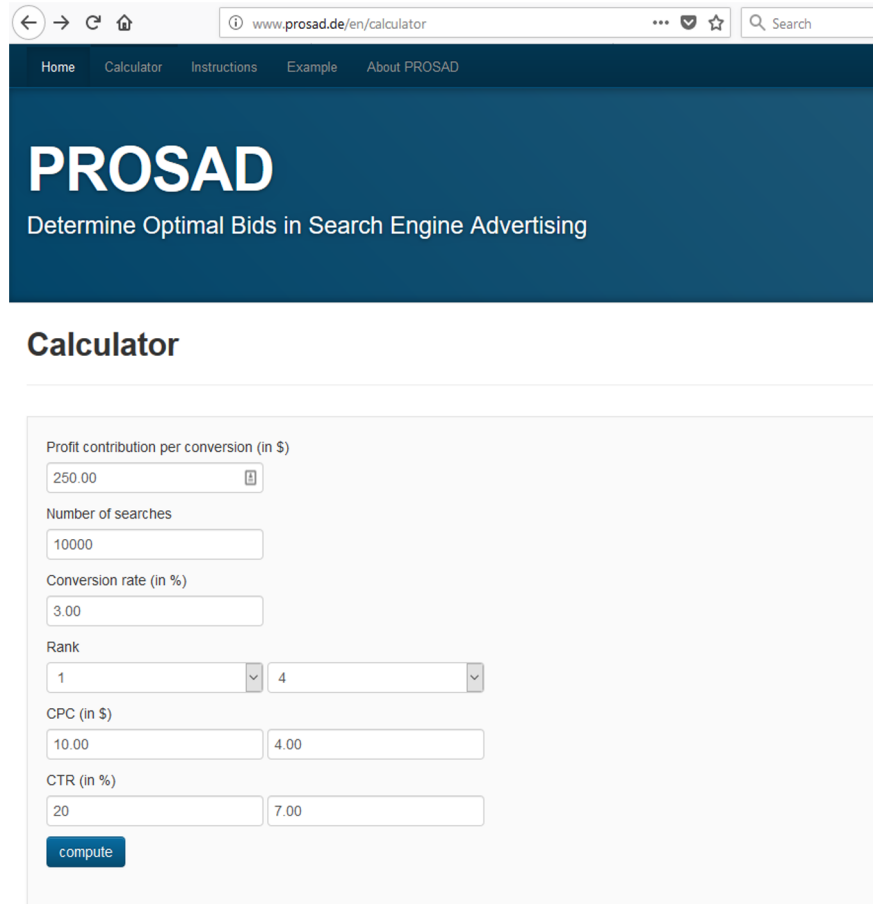


# Keyword Match Types



\*In each ring, the keyword shown also matches the searches inside the smaller rings. Illustrative – figure not drawn to scale.

# PROSAD



The screenshot shows a web browser window with the address bar displaying [www.prosad.de/en/calculator](http://www.prosad.de/en/calculator). The website has a dark blue header with the text "PROSAD" and "Determine Optimal Bids in Search Engine Advertising". Below the header, there is a navigation bar with links: Home, Calculator, Instructions, Example, and About PROSAD. The main content area is titled "Calculator" and contains a form with the following fields:

- Profit contribution per conversion (in \$): 250.00
- Number of searches: 10000
- Conversion rate (in %): 3.00
- Rank: 1 (selected) and 4 (selected)
- CPC (in \$): 10.00 and 4.00
- CTR (in %): 20 and 7.00

A "compute" button is located at the bottom of the form.

<http://www.prosad.de/en/calculator>

# Google Text Ads

The screenshot shows a Google search for "divorce lawyer vancouver". The search results include several text ads. Red arrows and labels identify the components of these ads:

- Headline 1:** Points to the first line of the ad title.
- Headline 2:** Points to the second line of the ad title.
- Headline 3:** Points to the third line of the ad title.
- Display URL:** Points to the green link text below the headline.
- Descriptions:** Points to the short text block below the URL.
- Ad Extensions:** Points to the additional text links below the description.
- Path 1:** Points to the first line of the ad title for a second ad.
- Path 2:** Points to the second line of the ad title for a second ad.

The ads shown are:

- Uncontested Divorce Lawyer | Gary Vlug | Free Consultation**  
[Ad] [www.familylawlawyervancouver.ca/Divorce\\_Lawyer/Vancouver](http://www.familylawlawyervancouver.ca/Divorce_Lawyer/Vancouver) (604) 323-8586  
We will guide you through your divorce. Flexible Appointments. Personal Lawyer Attention. Affordable Fee. 20+ Years Experience. Services: Family Law, Divorce Law, Child Custody Law, Child Guardianship Law, Child Support Law, Asset Division Law.  
Divorce Lawyer · Child Support Lawyer · Separation Agreement · Child Custody Lawyer
- Crossroads Law Vancouver BC | Divorce Lawyers Who Understand**  
[Ad] [www.crossroadslaw.ca/](http://www.crossroadslaw.ca/) +1 877-445-2627  
We Listen Closely, Assess Your Needs, and Provide Personalized Legal Advice. Effective Legal Services in Every Area of Family Law With a Client-Centered Approach. Serving Alberta & BC. Experienced Team. Client-Centred. Dedicated to Family Law. Results-Oriented.  
Divorce and Separation · Property Divisions · Book a Consultation · Spousal Support · Child Support  
Divorce - from \$899.00 - For Uncontested\* Services · More
- Burnaby Divorce Lawyers | 45+ Years Experience | hplaw.ca**  
[Ad] [www.hplaw.ca/Divorce/Lawyers](http://www.hplaw.ca/Divorce/Lawyers) (778) 655-0832  
45+ Years Experience In Divorce Matters. Providing Legal Advice & Support Tailored To You. Our...
- Divorce Lawyer Vancouver | Quick Affordable Divorce | UntieTheKnot.ca**  
[Ad] [www.untietheknot.ca/UntieTheKnot/Canada-Divorce](http://www.untietheknot.ca/UntieTheKnot/Canada-Divorce)  
Official Canadian Divorce Certificates. Quick, Easy & Secure. Order Now. BBB Approved.

Field	Max Length
Headline 1	30 Characters
Headline 2	30 Characters
Headline 3	30 Characters
Description 1	90 Characters
Description 2	90 Characters
Path (2x)	15 Characters each



# LinkedIn Advertisements Costs

- LinkedIn advertising does come with a few **minimums** that all advertisers must spend:
  - \$10 daily budget per campaign
  - \$10 total budget per campaign  
(*an optional feature for Sponsored Content*)
  - \$2 bid for CPC or CPM on Text Ad campaigns
- LinkedIn advertising also has a minimum bid for Sponsored Content campaigns, but the exact amount will depend on the audience you're targeting.

# LinkedIn Targeting

Professional targeting that's precise and powerful

Target by traits like job title, company name, industry, and more.



Company



Experience



Education

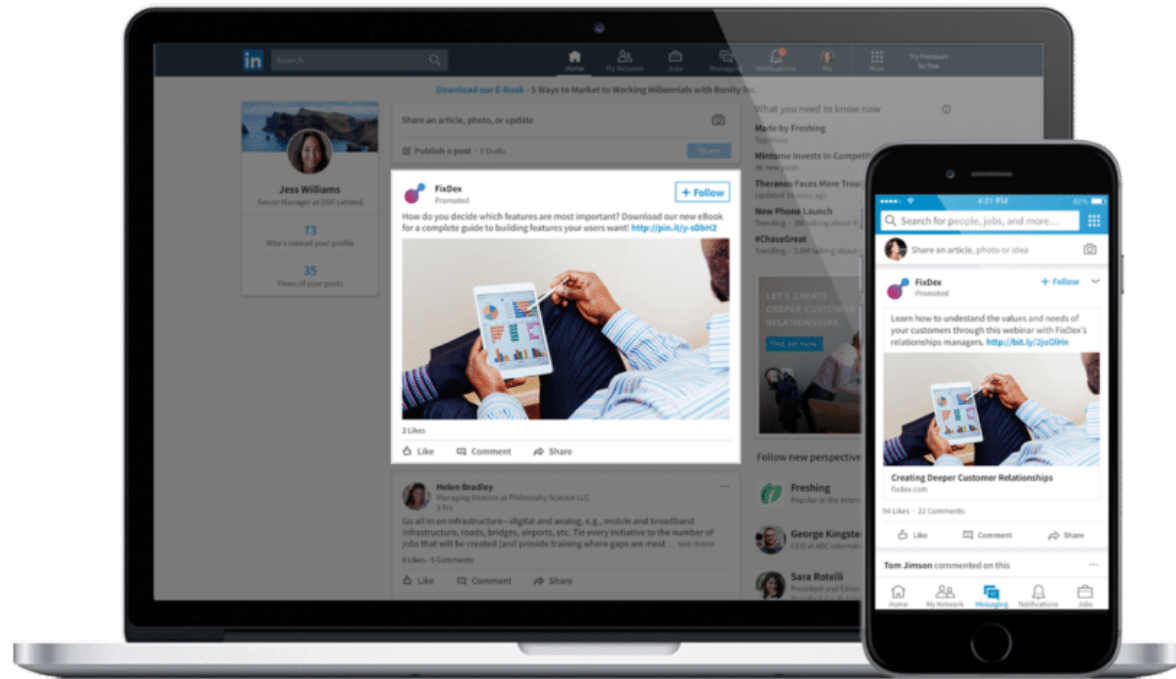


Interests & Identity

# Types of LinkedIn Advertisements

- Sponsored Content
- Sponsored Messaging  
(*InMail and Conversation Ads*)
- Video Ads
- Text Ads
- Dynamic Ads
- *Bonus: Elevate*

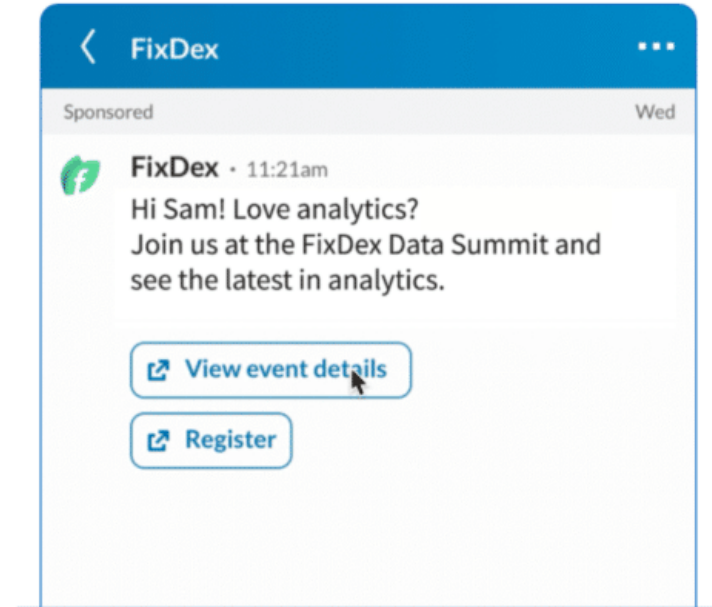
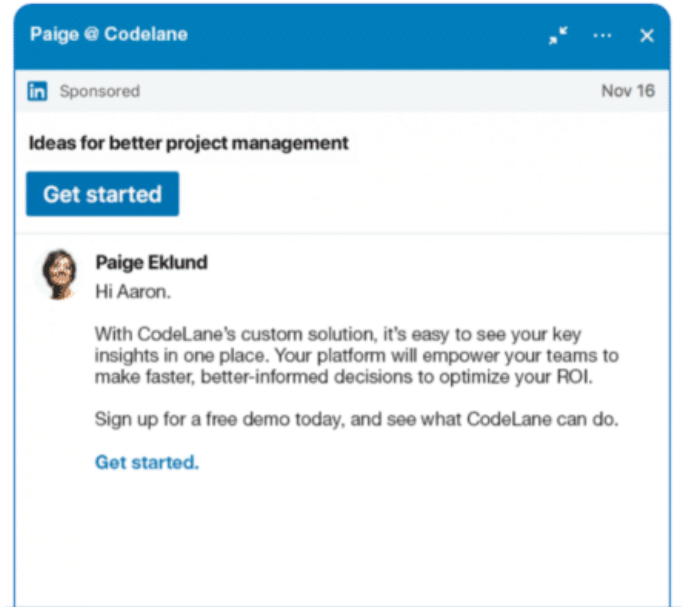
# Sponsored Content



Sponsored content is essentially promotional, boosted LinkedIn posts. You can tell such content by the **Promoted** sign above the post. There are 3 types: **images**, **carousel**, and **video**.

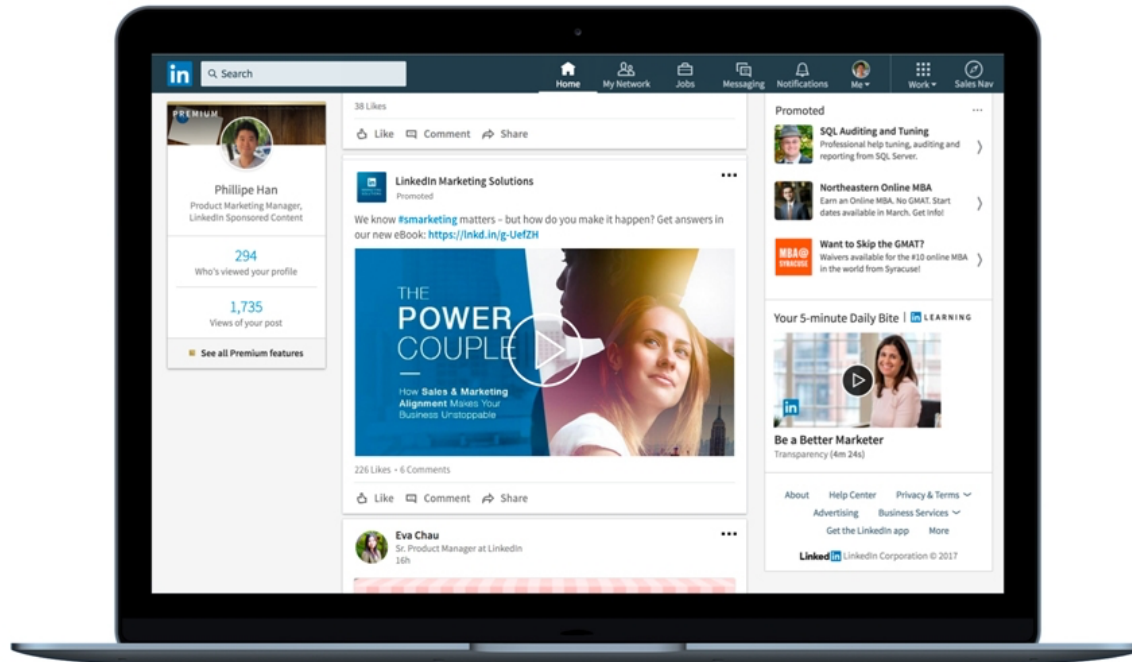


# Sponsored Messaging – InMail and Conversation Ads



This ad format delivers messages directly to your prospect's inbox. According to LinkedIn, these messages are more successful at driving **conversions** than email. Sponsored InMails tend to be more **direct** and **personalized**. If you're targeting an extremely specific niche, they can be quite effective for driving action. There are two types: **message ads** and **conversation ads**. Do keep in mind that LinkedIn users can opt-out of receiving LinkedIn InMail ads.

# Video Ads



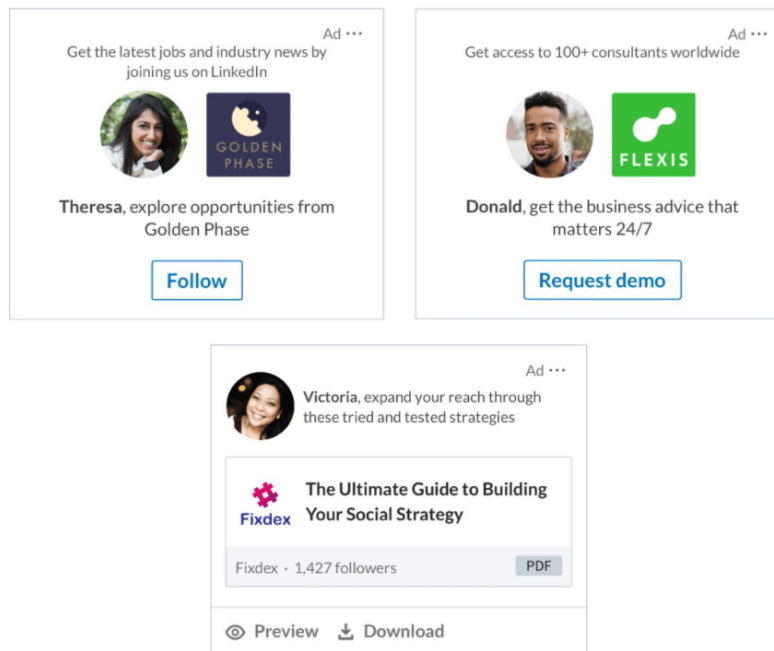
Video ads get delivered into your prospect's news feeds. These videos are viewable on both desktop and mobile devices. Since LinkedIn can be quite text-heavy, video ads do tend to catch people's attention and drive awareness, engagement, and conversions.

# Text Ads



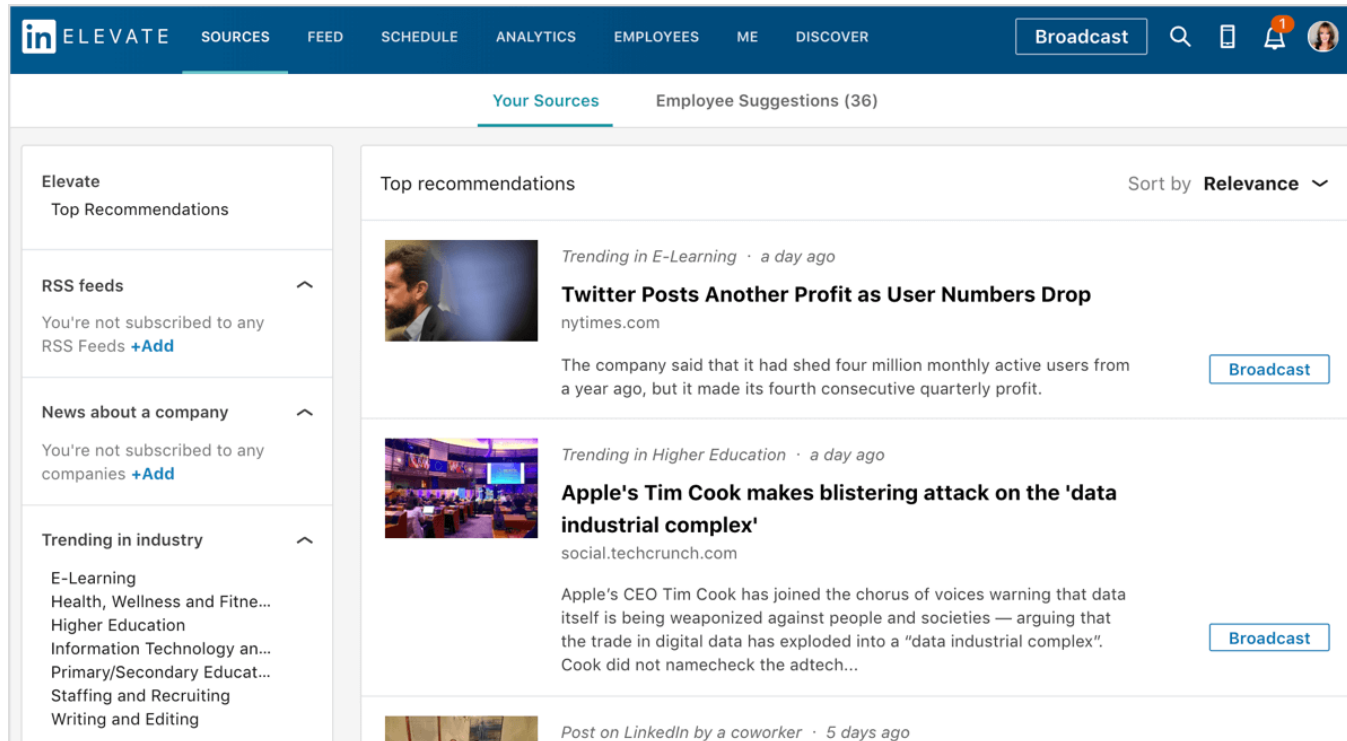
Text ads are simple ads on the right-hand side or top of the LinkedIn desktop feed. You can use PPC or CPM bids to control your ad spend. You may want to explore the other LinkedIn ad options first, but text ads can be used to complement your other LinkedIn advertising activities.

# Dynamic Ads



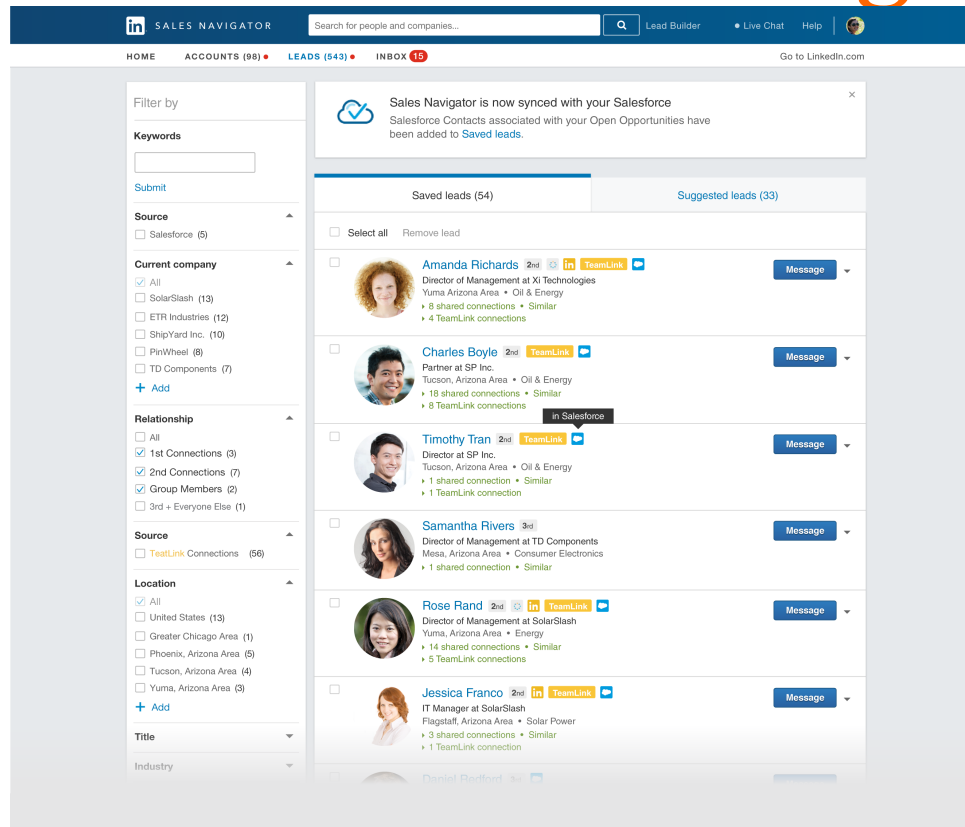
Dynamic ads are automatically **personalized** for your leads based on their profiles. For example, a dynamic ad might grab your prospect's first name, profile picture, work industry, and more. You can choose to promote job postings, content downloads, your own company page, or drive traffic to a website via spotlight ads, which also appear on the newsfeed. This ad type also has set templates and auto-translation options to make personalizing the ad creative easy for you.

# Elevate



Elevate is not an ad, per se, but it works as a LinkedIn advertising solution. Elevate is a platform that a company can **pay for their employees to become brand advocates**. Basically, it makes it easier for your marketing or sales team to control or suggest content that your employees share on LinkedIn.

# LinkedIn Sales Navigator



**LinkedIn Sales Navigator** is an even more premium version of LinkedIn. Starting at \$64.99 per month, Sales Navigator lets you find leads much more efficiently. It also comes with a bunch of advanced features that can take your lead generation to the next level. Such as:

- Unlimited searches (*FYI – you don't have these in the free version ;-)*)
- Being able to search for your target audience with advanced filters
- Recommend sales leads, track updates, and connecting with specific people
- Use advanced filtering only available with LinkedIn Sales Navigator
- Job change alerts, specific keyword mentions, and more
- Integration with other CRM services like Salesforce, Hubspot, etc.

# Action Items & Next Steps

- Decide which keywords and key phrases you will use in your paid ads **and** on your landing pages
- Using your customer personas (*from our first workshop ;-)* identify your target audience(s) on the appropriate platform(s)
- Know your budget!
- Craft compelling ads with ***tangible*** benefits for your target audience
- Review several of the PPC articles / free courses on the **Additional Resources** slide for more details.

# Additional Resources

- [PPC 101: A Complete Guide to PPC Marketing Basics](#)
- [\*\*PPC Fundamentals Course with Joel Bondorowsky\*\*](#) (*Free: 5 hrs. – SEMrush*)
- [\*\*Google Ads Certification FREE Courses\*\*](#) ([Search](#), [Display](#), [Video](#), [App](#), [Shopping](#))
- [A Beginner's Guide to Using Google Ads](#)
- [The Ultimate Guide to Google Ads](#)
- [How Do Keyword Match Types Work in Google?](#)
- [How To Write Text Ads For Google That Get Clicked On By Your Prospects](#)
- [Complete Guide on LinkedIn Advertising](#)
- [The Complete LinkedIn Advertising Cheatsheet](#)
- [How to Use LinkedIn Sales Navigator in 2021 to Get the Most Out of It](#)
- [LinkedIn Sales Navigator Comparison Table](#)
- [7 Best LinkedIn Automation Tools for 2021](#)
- [The Top 14 LinkedIn Tools to Grow Your Business in 2021](#)
- [Top 10 LinkedIn Automation Tools for Lead Generation in 2021](#)
- [LinkedIn Automation Tools: a comprehensive list \(update 2021\)](#)



# Other LinkedIn 3<sup>rd</sup> –Party Tools

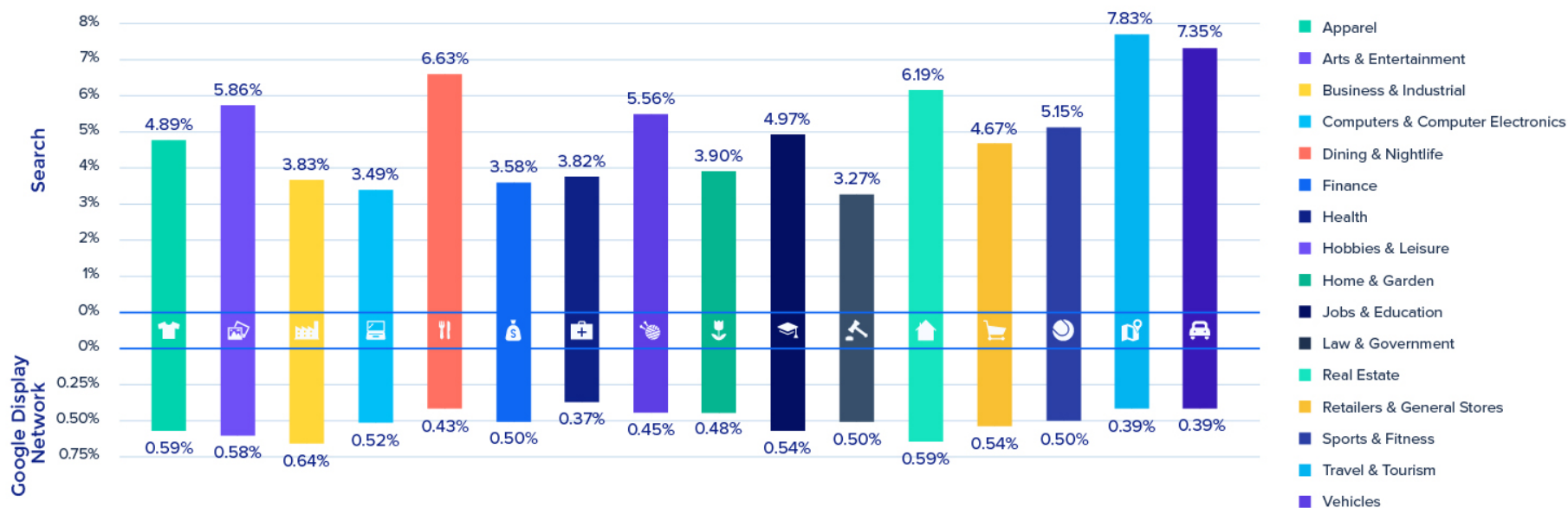
- **Crystal** – This browser extension looks at someone's social media profile and gives you an idea of his or her personality. From there, Crystal gives you suggestions on how to communicate with that person.
- **Discover.ly** – With the Discoverly browser extension, you can see data from the other social media profiles about someone while viewing their LinkedIn page.
- **Dux Soup** – is another LinkedIn automation tool that helps you generate leads in many ways. With Dux-Soup, it's easy to find, attract, and engage with your prospects on LinkedIn.
- **Expandi** – Expandi can help you increase your list of contacts. It also automates responses, helps manage campaigns, and works with LinkedIn chat.
- **Leadfuze** - This lead generation tool helps you find leads from its over 200 million-strong database of professionals.
- **Linked Helper** - is a Chrome-based tool that helps find valuable leads without spending too much time and money. You can use it to automate your work within LinkedIn, Sales Navigator, and LinkedIn Recruiter (Full & Lite).
- **Meet Alfred (formerly Leonard)** – is one of the most sophisticated LinkedIn automation tools out there. Not only does it provide you with the best LinkedIn lead generation tools, but it also ensures that you do it cost-effectively.
- **Phantombuster** - is a content scraper that works with a wide variety of online platforms, including LinkedIn. You can also use it to automatically engage with social media posts, respond to messages, and accept connection requests, for instance.
- **Zopto** – is a LinkedIn outreach automation tool that mainly helps sales teams improve their lead generation efforts.

# Average Industry CTR

## Google Ads Industry Benchmarks

### Average Click-Through Rate

The average click through rate (CTR) in Google Ads across all industries is 5.06% on the search network and 0.50% on the display network.



Source

# Average Industry CPC

## Google Ads Industry Benchmarks

### Average Cost Per Click

The average cost per click (CPC) in Google Ads across all industries is \$2.41 on the search network and \$0.59 on the display network.



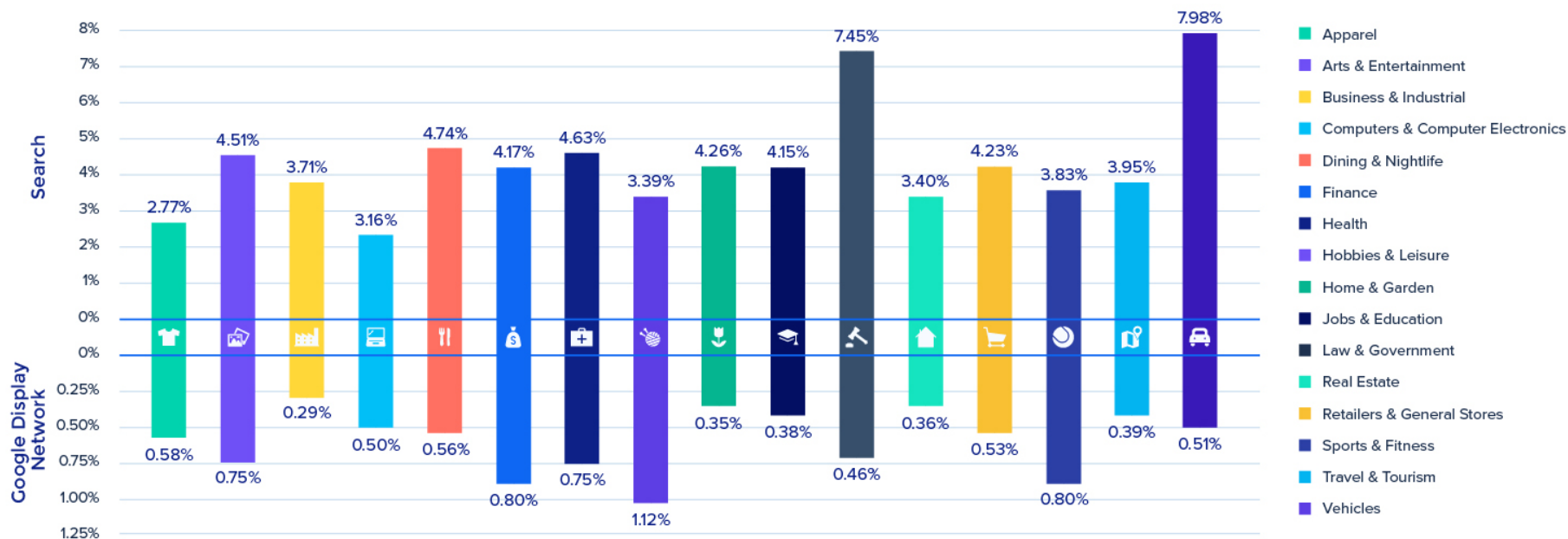
### Source

# Average Industry Conversion Rates

## Google Ads Industry Benchmarks

### Average Conversion Rate

The average conversion rate (CVR) in Google Ads across all industries is 4.40% on the search network and 0.57% on the display network.



## Source

# Average Industry CPA

## Google Ads Industry Benchmarks

### Average Cost Per Action

The average cost per action (CPA) in Google Ads across all industries is \$56.11 on the search network and \$90.80 on the display network.



Source

# Thank You!



## Any questions or further ideas? 😊

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