

Why LinkedIn Could Be Limiting Your Lead Generation Success

You might be thinking...

“LinkedIn is the best place for **B2B marketing** - it’s for professionals, right?”

It’s a good platform, sure, but
**Is it giving you the best
ROI on your lead
generation?**

The Pros & Cons of LinkedIn Advertising

Firstly, let's acknowledge that any campaigns you're running with LinkedIn will be via LinkedIn's Campaign Manager platform. You'll be setting budgets and promoting your content for a cost that is dictated by LinkedIn.

The cost isn't predictable, but it is controllable. You won't know at the start how many leads you will generate, but you will be able to cap your spend.

LinkedIn advertising can work well for some B2B marketers, so let's start with the positives. Firstly, Senior Executives are receptive to advertising on LinkedIn because it's a business-to-business network. The platform also offers targeting options, for instance 'Job Function' and 'Job Seniority', which is more than any other social media platform, and this can help you to reach the right audience, especially when focusing on ABM. .



However, the potential downsides of LinkedIn advertising are substantial, including:

- 1 It's a very crowded platform.** LinkedIn's advertising revenues have increased by 50%¹, so there is now more competition to reach your target audience on the site.
- 2 LinkedIn costs are relatively high.** The average cost-per-click is around \$5.74, and the cost-per-conversion is estimated at \$90².
- 3 You have no guarantee of how many leads you will generate.**
- 4 Limited campaign reporting.** LinkedIn doesn't offer the level of granularity you need to investigate the causes of ineffective or under-performing campaigns.
- 5 Targeting limitations.** While there are some targeting options, LinkedIn can't automatically recognize all the possible variants of job titles. This means you could potentially miss many of the prospects you need to reach.

These factors can limit your success when using LinkedIn while also making it difficult to budget effectively.

¹ Source: [Social Media Today](#)

² Source: [Disruptive Advertising](#)

LinkedIn Advertising Alternative: Working With a B2B Lead Generation Specialist

By working with a lead generation specialist you'll agree a **fixed cost-per-lead (CPL)** with your chosen supplier while scoping out your campaign. LinkedIn Ads are not based on a CPL, instead they are measured using a variety of other metrics, including; impressions (the number of times people saw your ad), the cost-per-click (CPC), the click-through-rate (CTR) and the average engagement level your ads have received.

Working with a B2B lead generation specialist gives you a major advantage as they'll be able to **guarantee the exact number of leads your budget will generate before your campaign begins**. This means you can budget with confidence and prepare for the volume of leads you'll receive.

Most commonly, your chosen lead generation supplier will generate your leads using content syndication. [Content syndication](#) is the method of publishing your content, such as a white paper, research study, report, etc. – on platforms you don't own. Where this differs from LinkedIn is the platforms are usually dedicated content libraries with professional audiences, not social media platforms.

Our [Lead Generation Process](#) showcases how a transparent content syndication campaign works. You should only work with a specialist who can show you exactly where they host your content and how they generate your leads.

The **Advantages** of Working With a B2B Lead Gen Specialist Over LinkedIn Advertising

1. **More Advanced Targeting**

The major advantage you'll gain is the detailed targeting options and ad campaign types that lead gen experts have at their disposal. In particular, when targeting different regions or specific job titles, LinkedIn lacks the granular detail you need.

When working with a specialist, they'll get to know your business and advise you on the most effective targeting based on your lead generation objectives and the audiences you need to reach.

They will be able to recommend the best job titles to target per region, and advise on who the decision-makers and influencers are likely to be, based on your products or services and the industry you operate in.

2. **Specialized ABM Lead Generation**

By working with a lead generation specialist, they'll also be able to further enhance your lead generation campaign using ABM tactics. Although LinkedIn Ads support ABM target account lists, the functionality is limited. Plus, you won't benefit from the expertise and advice of a specialist lead gen supplier.

When it comes to ABM, working with a lead gen specialist is a great way to help you create or expand your Target Account List (TAL), if required. A reputable lead gen supplier will be able to expand your ABM list **using their own 1st party data**. You can explore our approach to [Account-Based Marketing](#) as an example.

The **Advantages** of Working With a B2B Lead Gen Specialist Over LinkedIn Advertising

3. More Control

Finally, it's important to remember that LinkedIn can't guarantee how many leads your campaign will generate. However, by working with a reputable lead gen supplier, you can.

For example at Headley Media, all of our campaigns are delivered on a fixed cost-per-lead (CPL) basis. Our approach means we will agree a guaranteed number of leads with our clients before their campaign begins, helping them to budget with confidence.

It's also **important to trust your lead generation supplier's methods**; for example knowing exactly where your content will be hosted, so that you can be sure of the authenticity of lead.



As a responsible marketer, **you need to know exactly where your leads are coming from.**

There are several questions you must ask of any lead gen provider using content syndication, as the quality of leads can vary significantly. **Key questions include:**

- 1 Where will your content be hosted?** Does the provider show you exactly which websites will host and share your content? And do you have any control over this?
- 2 Do they own the websites your content is hosted on?** Or are they using 3rd party 'networks' or 'partners'? If the latter, will they show you who these 3rd parties are and where they are located? If not - why not?
- 3 Who owns the data generated?** If they are using 3rd party external networks and partners, are you confident they own the data being supplied?
- 4 Can they provide you with full visibility into the reader journey?** Can they show you where and how the reader downloaded your content? As well as how and when your leads gave consent to share their information with you directly?

You should always choose a lead generation provider that:

- Hosts content on their own website(s).
- Can show you a clear reader journey from start to finish.
- Owns all the data generated.
- Can verify and validate that data to a high standard.
- Never outsources your lead generation campaigns to unknown 3rd party suppliers or networks without your consent or knowledge of who those companies are.

You should only work with lead generation providers that can do all of the above. This approach gives you complete visibility and control over your campaigns, leading to higher quality leads that are more likely to deliver better long-term business results for your company.

About Headley Media

Headley Media is a specialist lead generation provider for B2B technology vendors, connecting you with the decision-makers who influence technology purchasing decisions in key markets around the world.

We target technology buyers through content syndication across our five owned media brands, across 262 websites offering content in 60 countries and 32 languages.

By promoting a wealth of educational, subject-specific content on behalf of leading technology vendors across our brands, we have built a global database of readers who are already interested in technology solutions like yours.

Headley Media's Technology Brands:



Get in Touch

We'd love to hear from you! To find out more about Headley Media, or to discuss any upcoming campaigns you have, please contact our friendly, in-house team. For all inquiries, email info@headleymedia.com, or phone one of our global offices:

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