



Bottom-Funnel B2B LinkedIn Ads

Highly targeted audience segments and messaging will help you reach the 5% of your audience that's ready to make a purchase now.

Question Lead-in

How do _____ s _____ their
adverb title verb
 _____ s and _____ their _____ s?
noun verb noun
 _____ the _____ to
verb title asset
 find out!

Title:

_____ the _____ now!
Verb title asset

Sign up
c.t.a

Stat Lead-in

_____ % of _____ s _____ their
number noun verb
 _____ s, according to _____ .
noun source
 If you still _____ , now is the
verb
 time to _____ ! Learn how to _____
verb verb
 with the steps in this _____ .
asset

Title:

Limited Offer! _____ the _____
Verb noun

Download
c.t.a

Statement Lead-in

The _____ is _____ .
noun adjective
 Start your _____ now with these
verb
 tips and learn how to _____ a(n)
verb
 _____ .
adjective noun

Title:

_____ the _____ .
Verb noun

Download
c.t.a

Title Lead-in

_____ : The _____ is an in-depth
Job title title
 look at how _____ s _____ . Discover
noun verb
 the latest _____ to give your team
noun -s
 the _____ they need to succeed.
nouns

Title:

Save your seat

Register
c.t.a