Marketing AD LiBS
by alpha BRAVO

Top-of-Funnel
B2B LinkedIn Ads

*Strong ad copy leads **to** your brand, not **with** it.*

Question Lead-in

Does _____ your _____ from _____
   verb-ing   noun   nouns

keep you up at night?

Follow these _____ best practices
     number

and _____ easier.
   verb

Title:
_____ Best Practices for Your Business
Number

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Stat Lead-in

The average _____ spends _____%
      noun   percent

of its _____ on, _____s according
    noun   noun

to _____. How can you _____
  source   verb

your _____ is _____?
     noun   adjective

Title:
_____ the _____.
Verb   noun

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Statement Lead-in

Most _____ aren't _____ _____.
    nouns   adverb   verb-ed

_____ your _____ with this _____
Verb   noun   asset

to find out where yours stands.

Title:
_____ the _____ now!
Verb   noun

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Job Title Lead-in

_____ : How does your _____ stack
Job title   noun

up against the _____? Discover the
        noun

latest _____ and learn how you
    noun -s

can _____ more _____ and _____.
    verb   adverb   adverb

Title:
Read the _____.
        asset

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