



## Reaching decision makers.

Reach your ideal customer using this proven method of LinkedIn PPC lead generation.



## How can LinkedIn benefit your salesforce?

**We supply your salesforce the needed tools for company growth.** LinkedIn might be the perfect place to look. Our client's recent success with our LinkedIn PPC Program has yielded successful leads that would not have otherwise come through their funnel.

Without careful planning, social media can sometimes feel like shouting into the void. By using LinkedIn ads, you can guarantee your brand's voice makes its way to the right audience. Reach an audience of influential decision-makers and experience a boost in your conversion rates.

**Content is key.** IGM can create powerful branded content for your business. Our staff can provide white papers, videos, articles, case studies, and more. Allow our team to create tailor-made content or use your own ready-made content to push audiences to your LinkedIn landing page, while capturing their contact information.

**Build your audience.** Target your ideal customer based on traits like their job title, company name, and industry. We can target a business based on connections, followers, industry, name, and/or size. Specify members' job functions, seniority levels, titles, skills, and/or years of experience. Be specific with a city or metropolitan area or go broader with a state or country.

**Drive innovation.** Engaging your audience by using creative interactive Pay-Per-Click strategies that will help differentiate your company and stimulate customer acquisition.

We can help you decide what content you need and how best to present it, to attract a quality audience and grow your business. Through a series of ad campaigns, we will engage potential new



customers based on specific demographics. Our program will increase engagement with companies specific to the verticals your sales team has targeted.

### **We provide a solid strategy using LinkedIn applications.**

Here are some of the ways we empower you to stay ahead of the competition as well as become pioneers in the industry. Our ads run in a 3-phase approach using awareness ads, sponsored ads and retargeting. Let us walk you through the various phases and proven results.

**[Ready to learn more? Join us for a Zoom presentation.](#)** Let us walk you through the process and educate your team on the intricate steps we take to gain new leads.

**[Click here to sign up.](#)**



### **Marketing driven. Customer focused.**

1 South Corporate Dr. Suite C, Riverdale NJ 07457  
973.709.1126 • [creativeteam@igmcreativegroup.com](mailto:creativeteam@igmcreativegroup.com) • [www.igmcreativegroup.com](http://www.igmcreativegroup.com)