



# COMMUNITY

## PEER BRAINSTORM SERIES

LinkedIn Ads





## Problem Statement

Identifying the problem is the first step in any brainstorming process. This typically begins in our social feed in the form of a post, from which we form an official “problem statement.” It’s important to choose a problem statement that is non-rhetorical and is inviting of new ideas. These often start with the phrase “how might we...”



William posted an update

Hey all! I'm back for another request for peer feedback. I recently put up my first LinkedIn form Ads for my MSP I market for, and none of them got good results.

These demographics were based on our understanding of the “technical” roles in IT and “strategic”. The strategy guide would appeal to the technical folks, and the buyers guide would appeal to the strategic.

All that said, we spent \$114 over three days and got 1 click, zero conversions put together for all ads.

Our problem statement:

How might Will improve the results of his LinkedIn Ads?



View Will's Full Post

## Brainstorming Ideas



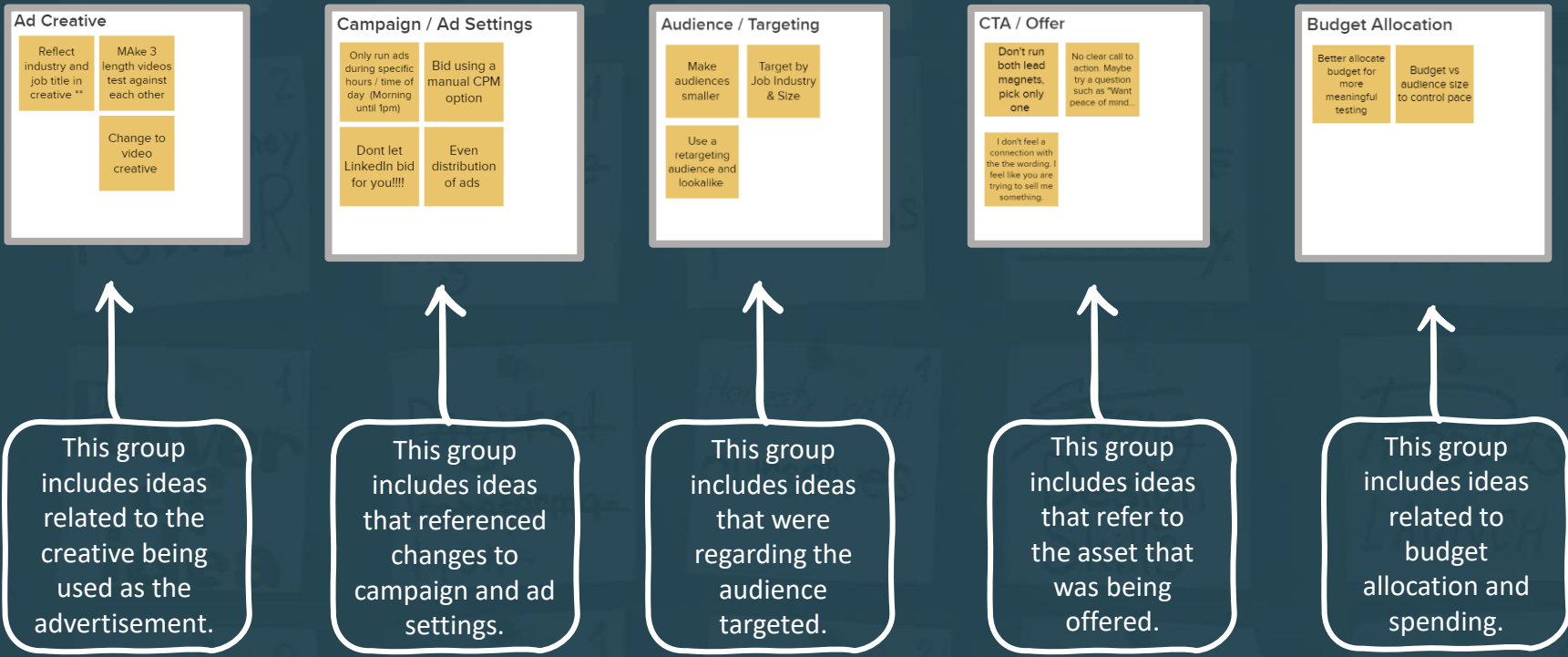
Once we have our problem statement defined, we create a brainstorm mural to allow community members to contribute their ideas. We try to collect as many ideas as possible so that the feedback is diverse. Once we have enough ideas in our mural, we schedule a session to vote on the ideas and prioritize them.

- 1 Change to video creative
- 2 Reflect industry and job title in creative \*\*
- 3 Make audiences smaller
- 4 Target by Job Industry & Size
- 5 Only run ads during specific hours / time of day (Morning until 1pm)
- 6 Dont let LinkedIn bid for you!!!!
- 7 Use a retargeting audience and lookalike
- 8 MAke 3 length videos test against each other
- 9 Even distribution of ads
- 10 Bid using a manual CPM option
- 11 Don't run both lead magnets, pick only one
- 12 I don't feel a connection with the the wording. I feel like you are trying to sell me something.
- 13 Better allocate budget for more meaningful testing
- 14 No clear call to action. Maybe try a question such as "Want peace of mind..."
- 15 Budget vs audience size to control pace

During the session, we reviewed each of the ideas that were generated and organized them based on how applicable they were to the current scenario. Some members offered feedback from their experience with LinkedIn ads, whereas others focused more on the creative and lead magnet that was being promoted. While there wasn't an excessive amount of feedback on this brainstorm, we found most of the ideas to be highly actionable and lent well to our process.

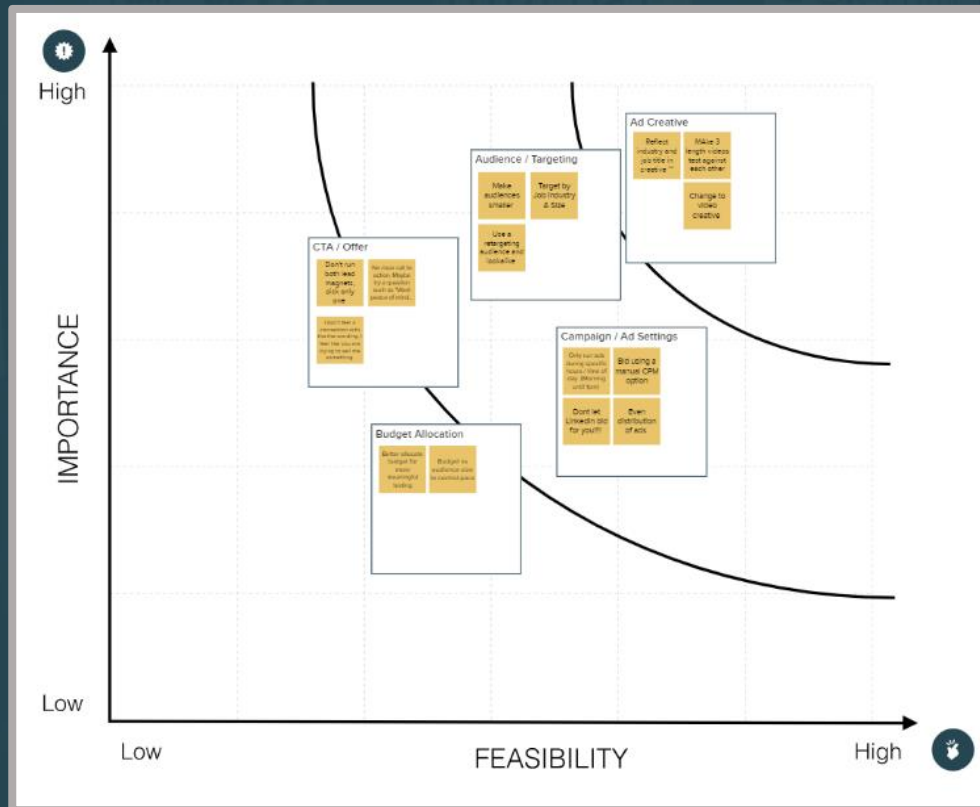
# Grouping Ideas

After the ideas have been voted on and we filter out those that received no votes, we begin to group ideas together to find common themes and form more complete concepts. These groups can consist of ideas that are similar, or those that complement each other and can be combined to form something new.



## Idea Prioritization

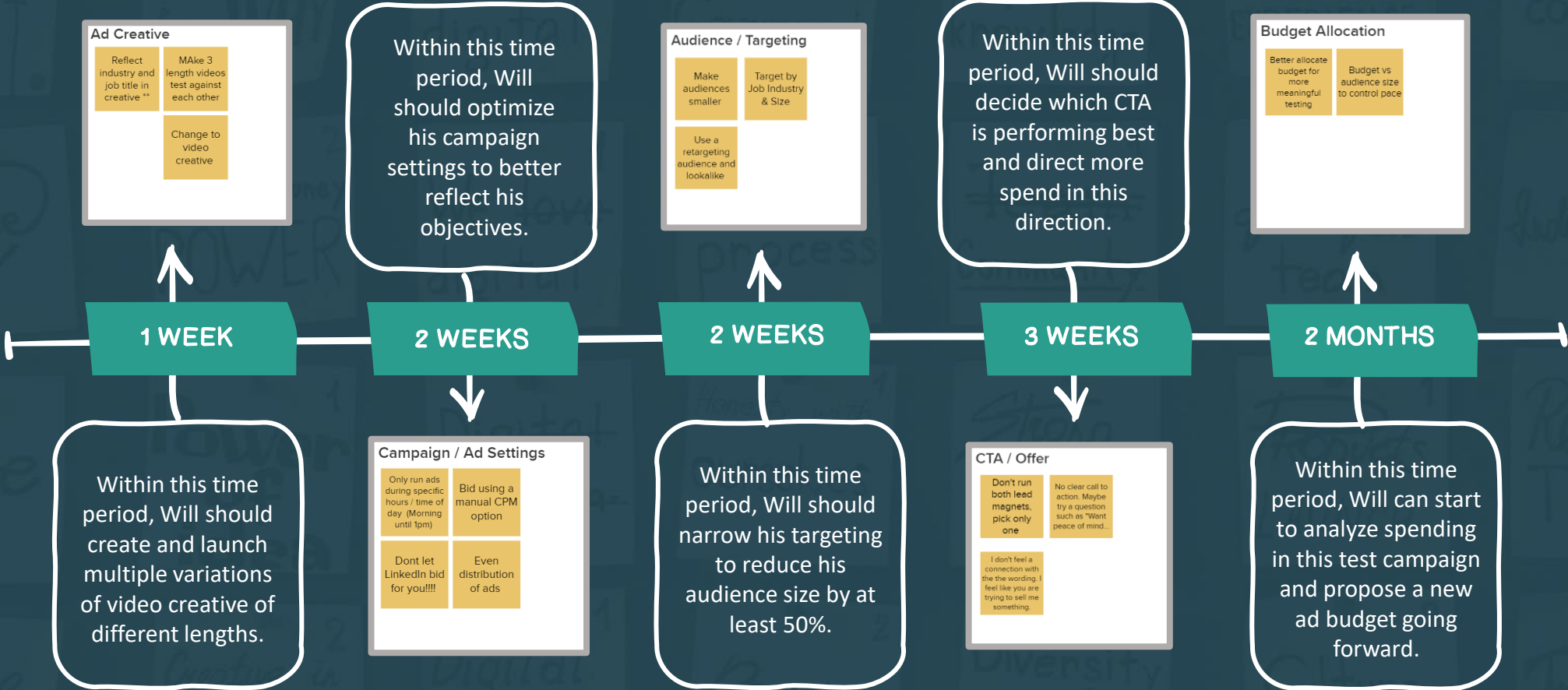
After grouping our ideas together to form a select few, more rounded concepts, we begin the process of charting these to prioritize them based on feasibility and importance. This is to help us break the habit of only working on the ideas that are the “low hanging fruit” or the ones that may be important but just aren’t feasible.



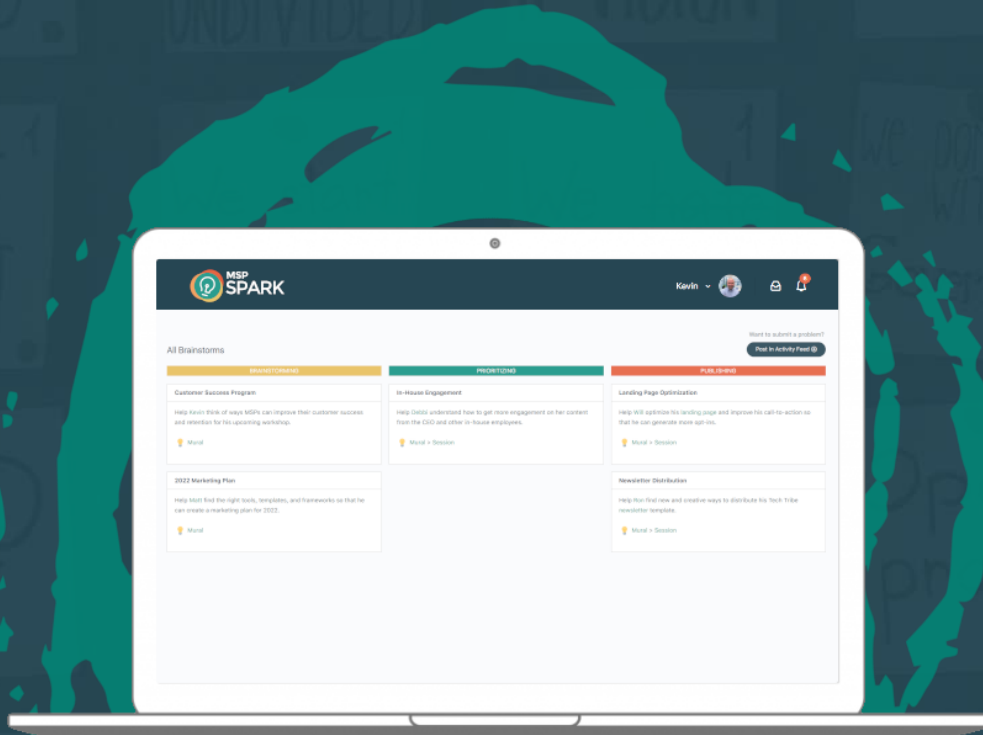
- While the initial ads that were created were static image, Will had decided based on initial feedback that he would try more video. He had already produced one example before our session, which we all thought was a great start. Therefore “ad creative” was deemed as the most feasible option.
- Will’s initial targeting of his first campaign was quite broad. He was only targeting by specific Job Titles, with very few additional restrictions. We thought that refining the targeting in this case was easily achievable and would have an immediate positive impact. Narrowing by Company Size and Industry were two of the most agreed upon suggestions.
- Since Will is not yet experienced in the various campaign and ad settings, we thought that this would be something to work on after receiving some additional training. Will later attended one of our vCMO Sessions where these options were reviewed so that Will could make the recommended changes.
- While Will had only spent a small amount thus far on his campaign, he still wanted to make iterative changes before blowing his entire budget. This proved to be a good idea since we were able to recognize some significant improvements.

# Goal Milestones

After prioritizing our ideas, we then select concepts to move forward with and place them into our timeline as milestones. This now becomes our roadmap for executing on these ideas and setting realistic goals.







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