

The Loop Live

LinkedIn Ad Creative



Ad content structure + philosophy

Our ad account is split into five 'buckets' of content. All with different objectives.

- Product Value > Reach
- Social Proof > Reach
- Content > Traffic
- Thought Leadership > Reach/Traffic
- Remarketing > Conversions

Our approach to ad creative?

We tailor the creatives to each specific objective. And over time have uncovered tried and tested concepts that we'll be sharing today.

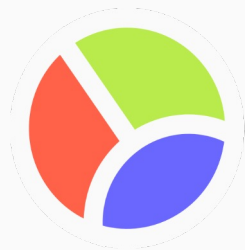
Outside of that, two other principles guide our ad creative:

1. Stand out in a noisy LinkedIn feed - bold colours, minimal white spacing, differentiated
2. Don't make them boring! Add a creative or humorous spin where possible



PRODUCT ADS THAT GET CONSUMED IN FEED





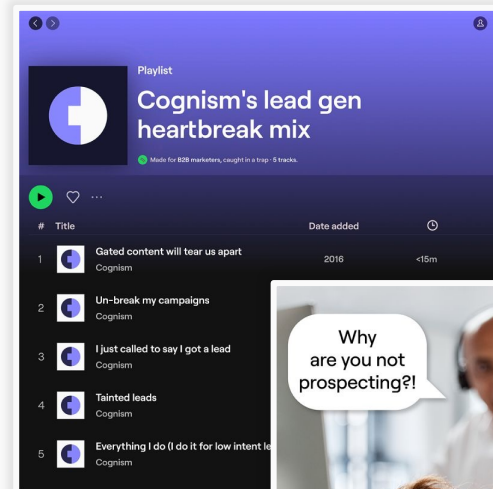
Product Value Ads

What are we trying to achieve?

- Stop the scroll and deliver message that gets consumed in-feed
- Show the audience you understand their specific pain points / challenge
- Explain how Cognism solves that problem
- Elicit an emotional response

How do we measure performance?

- Engagement rate
- CPR against impressions - if impressions is high and CPR is low it means the ad is being consumed in the feed really well which is ultimately what we want for a reach campaign



How do we do it?

Meme ads and humour

Why do they work?

- Concisely and visually highlights problem/pain point
- Presents in a relatable scenario that tells a story
- Elicits emotional response with humour

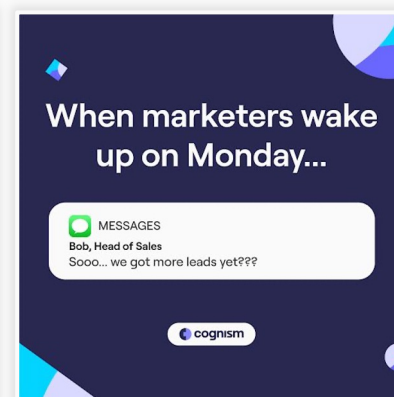
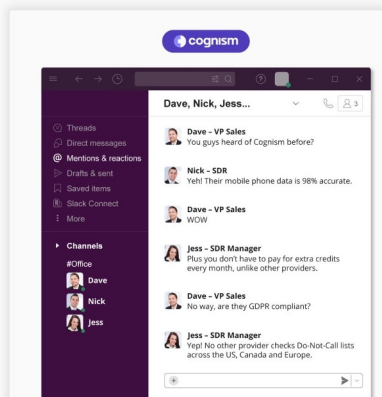
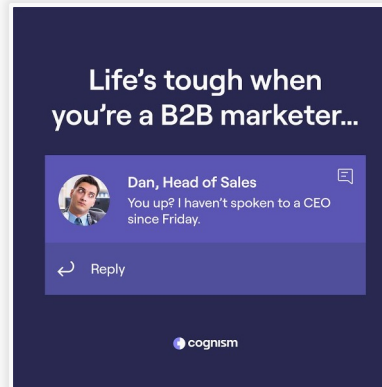


How do we do it?

Familiar UI/UX Ads

Why do they work?

- Familiarity principle - frames message in relatable visual that audience use / see all the time
- When combined with humour can be used to tell a relatable story that elicits emotional response

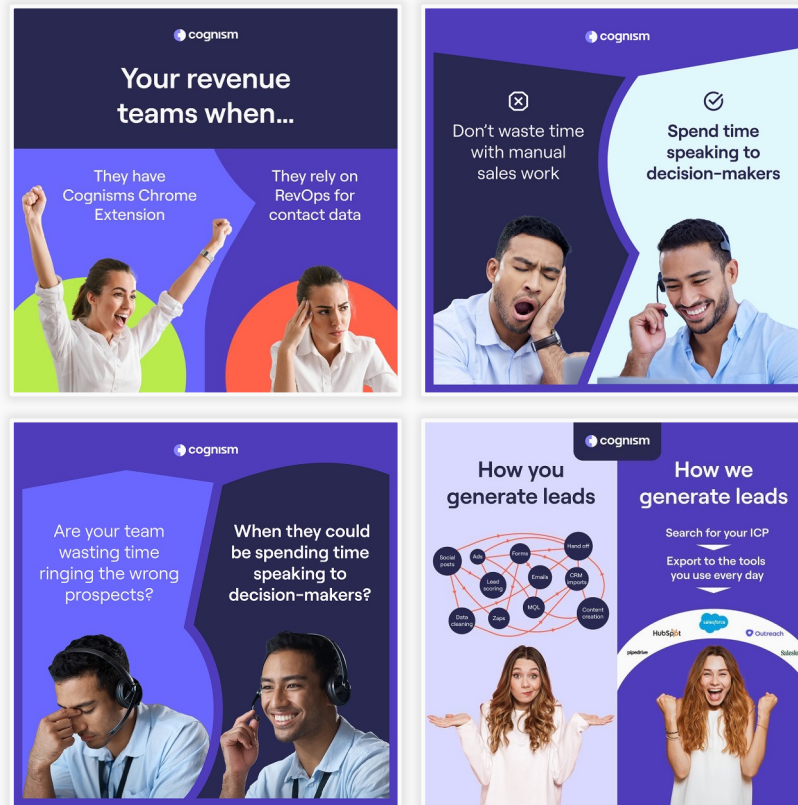


How do we do it?

Before/After or vs ads

Why do they work?

- Clarity - concisely communicates problem / solution for the buyer
- Concisely tells story buyer can relate to

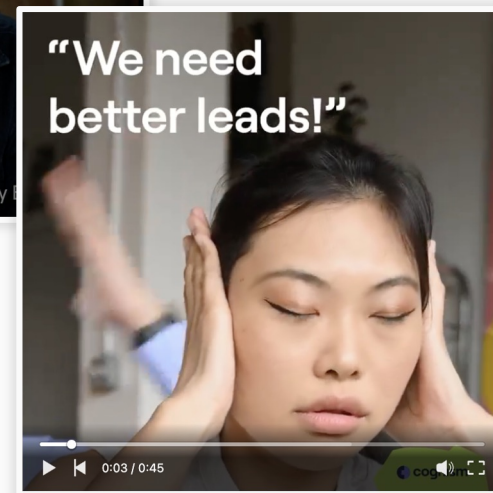
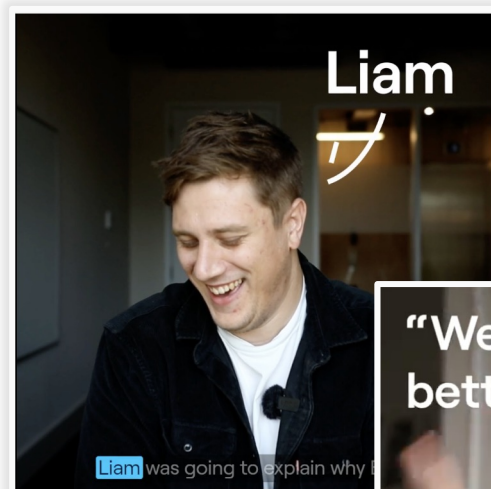


Product Value Ads

Focus on the hook, clarity and conciseness

What works?

- Emotionally/psychologically stimulating hooks
- Call out ICP/audience
- Communicate one clear value prop
- Concise <1 min





SOCIAL PROOF ADS THAT GET CONSUMED IN FEED





Social Proof Ads

What are we trying to achieve?

- Stop the scroll
- In-feed consumption
Show the audience that relevant peers are achieving **specific outcomes and results** with the product
- Tap into persuasive principles of social proof and FOMO

How do we measure performance?

- Engagement rate
- CPR against impressions - if impressions is high and CPR is low it means the ad is being consumed in the feed really well which is ultimately what we want for a reach campaign



Paul Sullivan (He/Him) · 2nd

Scaling Growth for B2B Revenue & Product Teams in SaaS, Fintech & B2B...
I feel your pain.

I'm going through a really bad experience with a contact data platform who accepted my cancellation of service in August and they've been trying to run payment ever since.

I was a 4 year customer of this company and if it wasn't for [Fawn Hudgens](#) I'd have named and shamed them by now.

Instead I had to report fraudulent payment activity with my bank.

Can I just say that [Cognism](#) who we moved to would get an NPS of 20/10 for the support we've received from their team. Such a contrast in behaviour.

Like | Reply

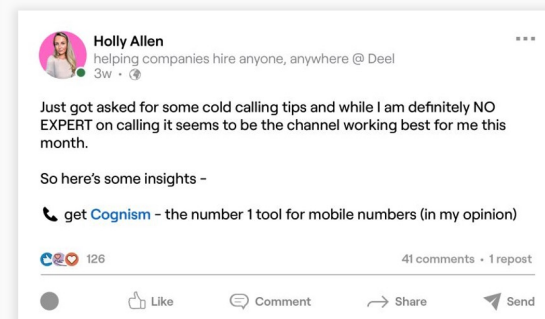
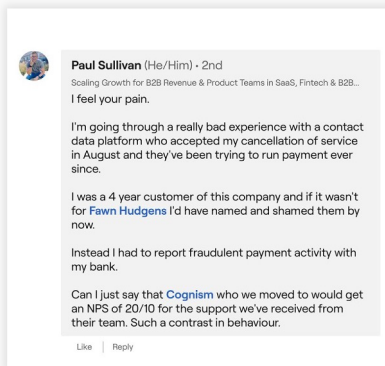
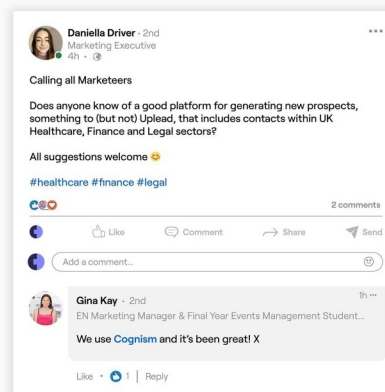


How do we do it?

User generated content

Why does it work?

- User generated post - adds credibility that standard testimonial ads can't replicate
- Unbranded 'ugly' creative - stops scroll by standing out in-feed, looks organic



How do we do it?

Outcome based testimonial
/ case study

Why does it work?

- Communicates quantified outcomes/results that are highly desirable to the buyer - not generic positive statements about the product
- Creates FOMO by highlighting relevant companies getting the results they want



70% of outbound meetings booked from Cognism's mobiles

[See Case Study](#)

Cognism is worth every single penny.
Michael Iannuzzi, Senior Director of Sales Development, Drift

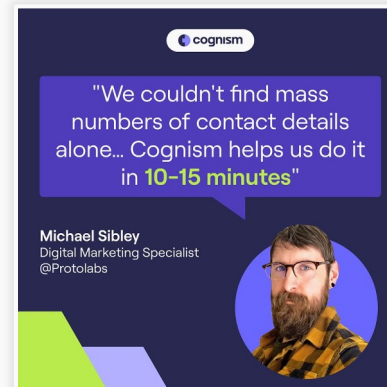
cognism



cognism

70%
of meetings booked with Cognism's mobiles

DRIFT
Michael Iannuzzi,
Director of SD
Drift



cognism

"We couldn't find mass numbers of contact details alone... Cognism helps us do it in **10-15 minutes**"

Michael Sibley
Digital Marketing Specialist
@Protolabs



cognism

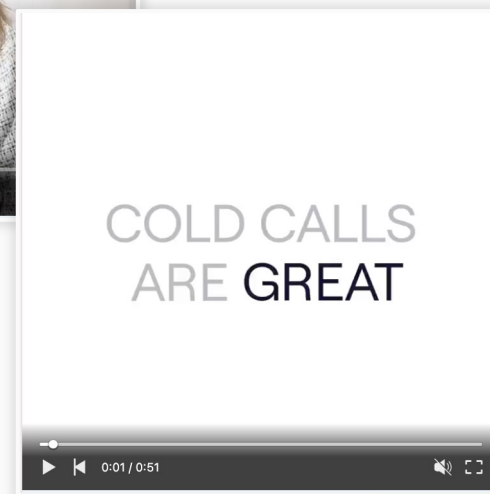
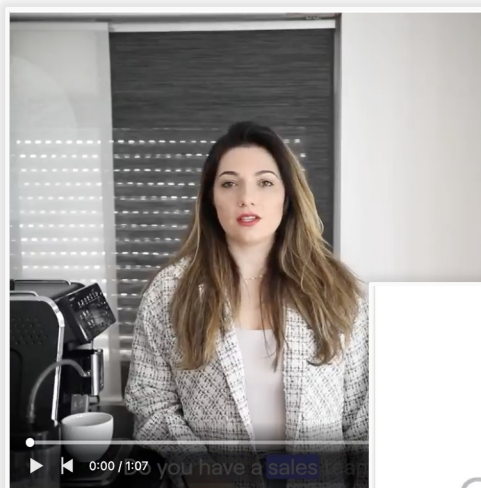
Find out how Slalom generated **\$400,000** in pipeline using Cognism

Social proof video ads

Focus on the hook, conciseness and building a narrative / story with proof.

What works?

- Clearly calls out pain points / value prop in hook
- Use customer's stories, stats or proof points to tell a story on how product delivers outcome buyer desires
- Concise ≈1 min





CONTENT ADS THAT DRIVE TRAFFIC TO WEBSITE RESOURCES



Content Ads

What are we trying to achieve?

- Stop the scroll
- Make a compelling offer
- Encourage click through to resource on website

How do we measure performance?

- Click through rate



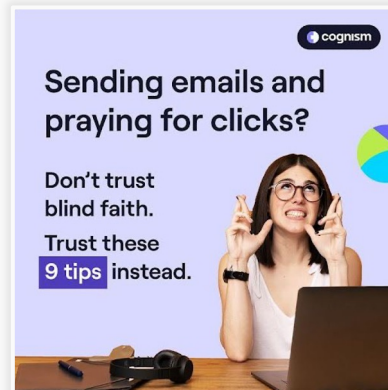


How do we do it?

Meme ad + content offer

Why do they work?

- Concisely highlights the problem/pain point
- Clear offer “17 cold call openers etc”
- Elicits emotional response with humour to drive action.



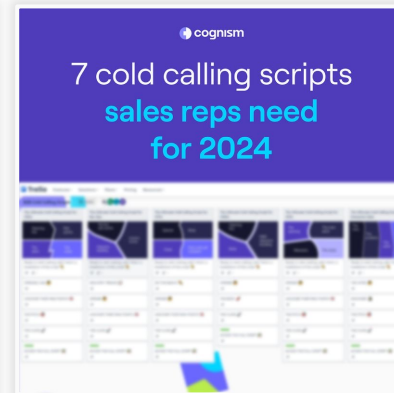
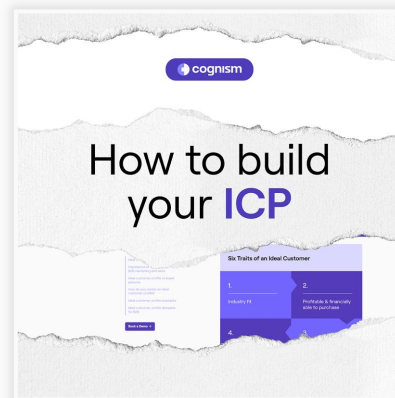


How do we do it?

Hidden image + content offer

Why did it work?

- Clear offer “7 cold calling scripts”
- Uses blurred image to entice click through to web page





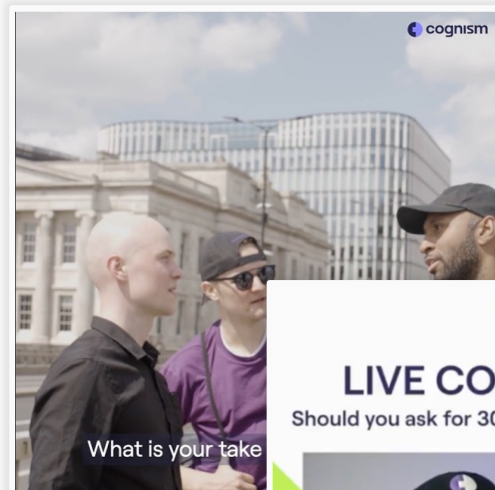
Content Ads

What are we trying to achieve?

- 'Edutain' - Educate the audience on a specific topic through an entertaining concept
- Create a memorable experience for the audience
- Encourage click through to resource on website

How do we measure performance?

- Likes
- Shares
- Mentions across
- Dark social
- Comments
- Click through rate





REMARKETING ADS THAT CONVERT



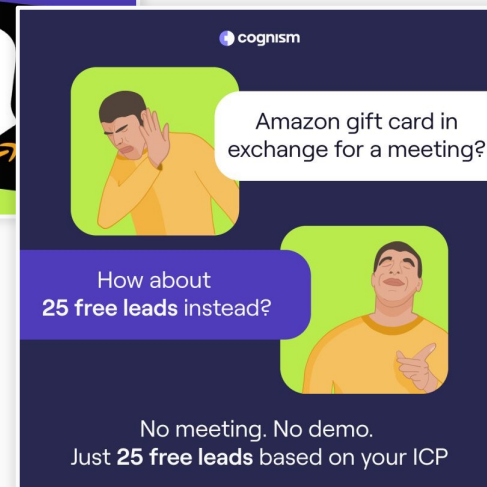
Demo Ads

What are we trying to achieve?

- Make a compelling product / demo offer
- Encourage click through to landing page

How do we measure performance?

- Conversions

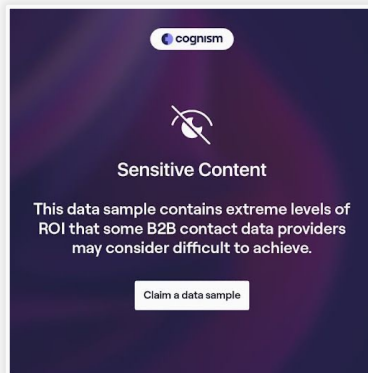


Static remarketing Ads



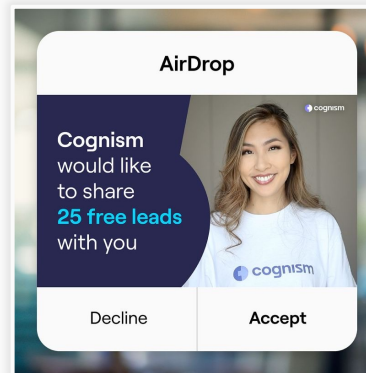
Why did it work?

- Clear offer “25 free leads”
- Makes offer in contrast to common ‘gift card’ demo ad to increase perceived value of product offer
- Engaging visual to support offer in headline



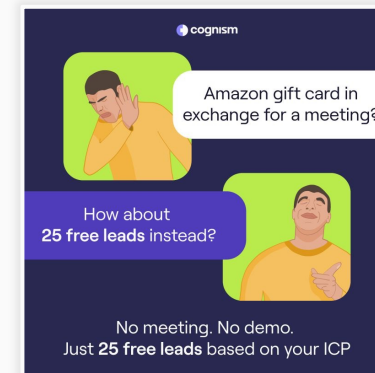
Why did it work?

- Clear offer ‘Free Data Sample’
- Stops scroll with unexpected visual “sensitive content”
- Familiarity principle - instagram content blocking
- Elicits emotional response with humour



Why did it work?

- Clear offer “25 free leads”
- Familiarity principle - airdrop imagery
- Decline/Accept imagery encourages action



Why did it work?

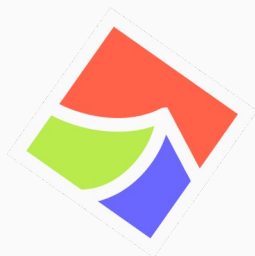
- Clear offer ‘25 free leads’
- Stops scroll by repurposing well known meme
- Elicits emotional response with humour



Conversation ads

Why do they work?

- Less competitive and less brands using them
- Cheaper than other ad formats
- Reaches buyers who might not spend as much time on the feed



David Bentham
Hey

I'm David Bentham, VP of Sales Development at Cognism

We noticed that you visited our website.

So me and Lionel Richie had a question to ask you...



More mobile numbers!

Tell me more

Tip: Disarm and differentiate with humour



Liam Bartholomew
Hey,

Liam here, VP of marketing at Cognism.

People skim these messages so let's get to the good stuff.

Want a free sample of leads from your European target accounts?

We noticed you checking us out, which means you're probably:

- a) Struggling with European lead generation
- b) At your wits end with the sales team

Yep, we get it. So we wanted to give you this free sample. You can add the leads to your campaigns and test our data quality - no meeting needed.




Tip: Get to the point and make the offer in first message




5 ADS THAT INFLUENCED \$7.5m IN PIPELINE



'Influencer' Ads

**Cognism**
73,885 followers
Promoted


In three years, CMO Alice de Courcy scaled her team's marketing revenue from \$3M to \$25M ARR. Here's how she did it 📌






**Alice de Courcy** • 1st
Chief Marketing Officer at Cognism - technical SaaS revenue marketer. ...
3mo • 🌐

3 years ago I joined **Cognism** as Head of Marketing.

We were a team of 3 Marketers.


We were under \$3M in revenue. [...see more](#)

 Itay Oved and 1,538 others [124 comments](#)


  Like  Comment  Share  Send

Read: How CMOs create revenue with #DemandGen 📌 [Learn more](#)
cognism.com

- Influenced **\$2.9m** in pipeline

**Cognism**
73,891 followers
Promoted


Top performing sales is built on real, genuine conversations. It's how our team achieved \$25m ARR last year - and here's why it's so crucial...






**David Bentham** • 1st
Director, Sales Development @ Cognism | Follow me for all things Sales ...
2mo • 🌐

The reason why cold calls will always be my favourite **#outbound** channel?

Conversations. Real, live, back and forth, human conversations.

I saw a great post on this from **Yunis Ali** yesterday, who booked the [...see more](#)

 Stewart Cartwright and 122 others [18 comments](#)

  Like  Comment  Share  Send

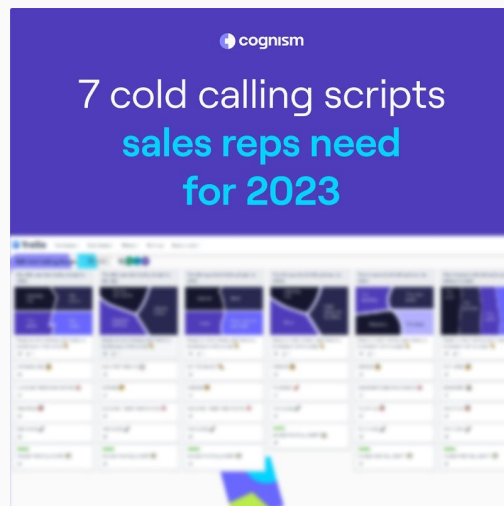
Read: Why cold calling matters to sales [Learn more](#)
cognism.com

- Influenced **\$1.7m** in pipeline

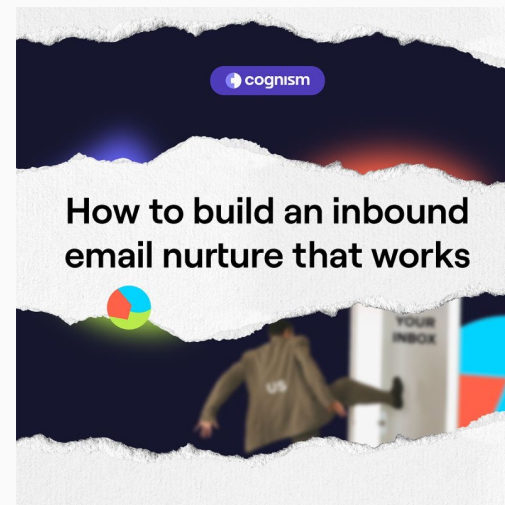
Email and scripts swipe files, Gift Card Ad



- Influenced **\$567k** in pipeline



- Influenced **\$2.2m** in pipeline



- Influenced **\$262k** in pipeline



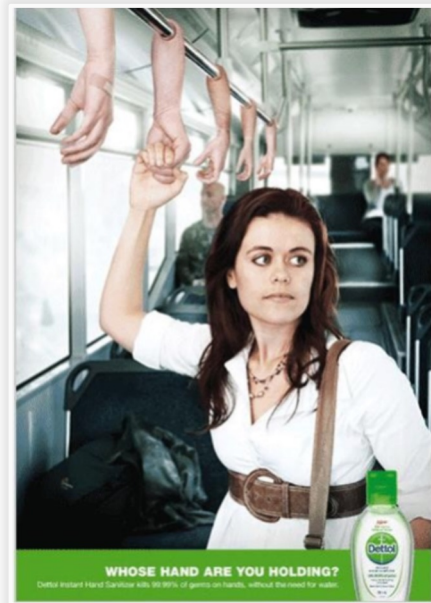
AD CREATION PROCESS + WHERE TO GET IDEAS





Semiotics

The study of how words and other symbolic systems of communication make meaning.





Tim's ad creation process for humorous ads:

- Create ads based on the campaign objective (reach, conversions & traffic)
- Stand out in a noisy LinkedIn feed - bold colours, minimal white spacing
- Don't make them boring! Add a creative or humorous spin to professional stock imagery
- Keep ad headlines under 150 characters for 'traffic' & 'conversions' objective. Max 300 characters for 'reach' objective
- Test, test, test - Different personas prefer to learn in different ways
- Ask yourself - **would i stop scrolling to notice this ad in my feed?**

Lead with a question



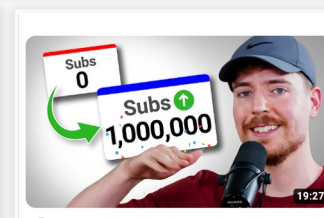
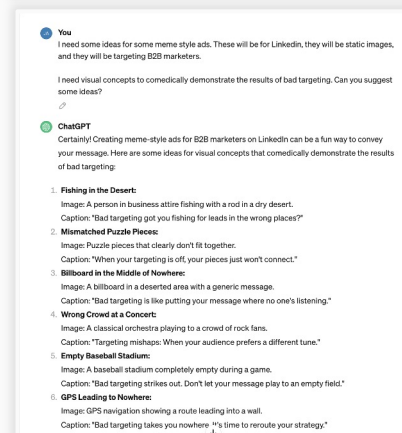
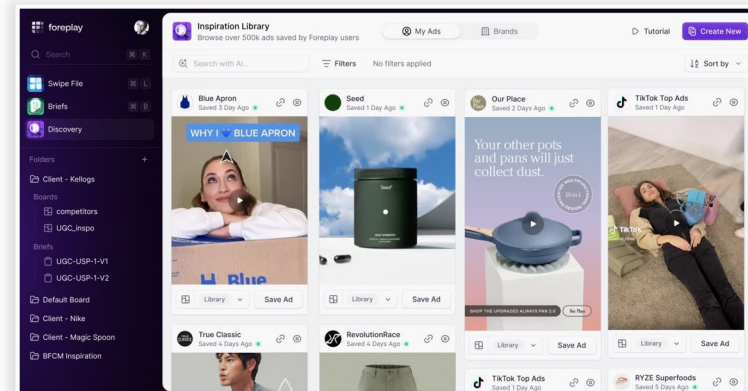
Use images/ metaphors to illustrate the point you're trying to get across

Tie it all together with the incentive, offer or asset



Jamie's tips for not getting stuck for ideas ad creation process for humorous ads:

1. Start building a swipe file
2. Always start with the pain point/messaging, but after that lean on ad concepts and frameworks to shortcut creative work
3. Use tools like foreplay for creative inspiration - look to DTC as well as B2B for creative ideas
4. Use YouTube thumbnails for creative inspiration, swipe visual ideas and ways to visually express ideas
5. If you're really stuck - kick start your brain with ChatGPT, you probably won't get the perfect creative idea, but it will help you think through way to visually express ideas
6. Either start sketching out rough versions on Canva or physically draw something. Get past the blank slate and the ideas will flow!





Questions?

