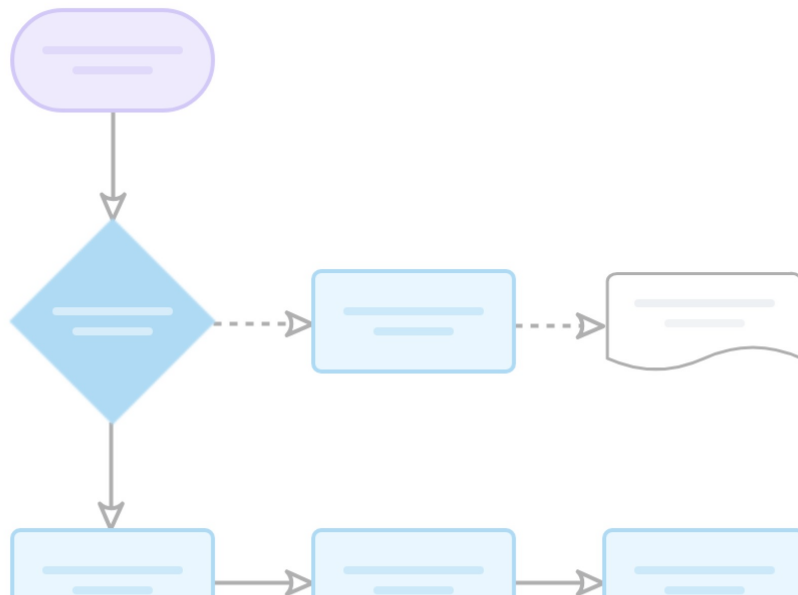# The LinkedIn Ads Strategy Playbook

Tom Casano

About the Playbook

After running countless LinkedIn Ads campaigns, I've distilled my most powerful strategies into 8 simple, proven concepts designed to drive real results.

These strategies are the culmination of years of experience, endless experiments, and the hard-earned insights that have consistently delivered the best outcomes for my clients. While my 8 core LinkedIn Ads strategies provide a powerful foundation, they must be customized to fit your business's unique goals, audience, and offering for maximum impact.

I'm excited to help you apply these strategies to your LinkedIn Ads campaigns and drive measurable success.

To your success,
Tom Casano

Tom Casano

1. Basic Lead Generation

The most basic strategy for cold MQL generation.

Ad → Lead Gen Form → Sales Follow-Up

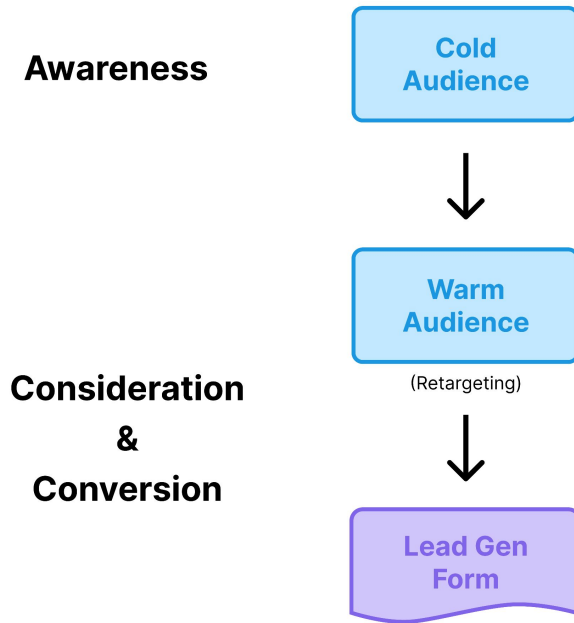**Tom Casano**

1. Basic Lead Generation

This strategy focuses on cold audience lead generation, targeting marketing-qualified leads (MQLs) who have no prior interaction with the brand.

As a top-of-funnel approach, we present lead magnets, such as white papers, eBooks, reports, or guides, through LinkedIn Ads.

When users click the ad, they fill out a native Lead Gen form, providing their contact information. The sales team then follows up with these leads through nurturing emails and phone calls, helping guide them further down the sales funnel to eventually close a deal.

Tom Casano

2. Simple Funnel

An added layer of warm-up via retargeting for SQL generation.

Awareness

Cold
Audience

**Consideration
&
Conversion**

Warm
Audience

(Retargeting)

Lead Gen
Form

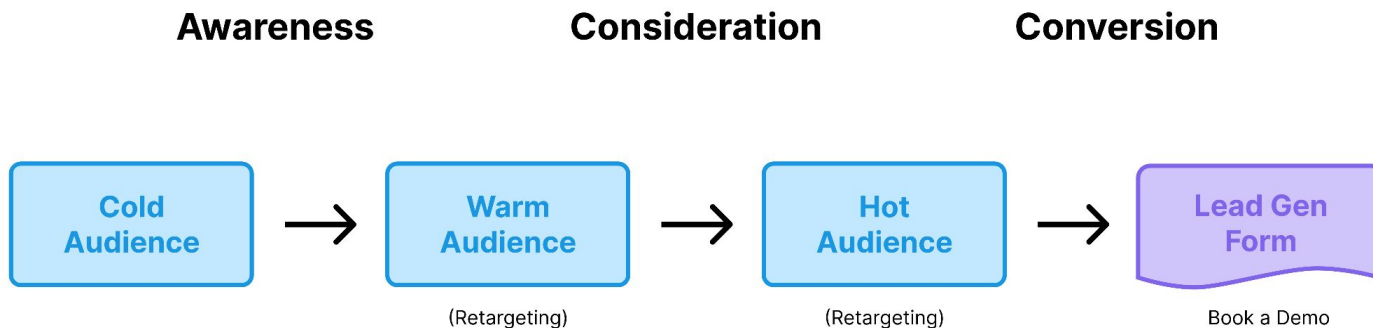**Tom Casano**

2. Simple Funnel

This is a two-step strategy designed to generate sales-qualified leads (SQLs) by introducing a retargeting layer.

First, we target a cold audience with relevant content, identifying prospects who engage with the ad. Those users are then retargeted with a second layer of ads that leverages lead gen forms aimed at those who have shown genuine interest.

This approach increases the chances of capturing more qualified leads through deeper engagement.

Tom Casano

3. Full-Funnel

3-layer warm-up via retargeting for more qualified SQL generation.

Awareness　　　　　　**Consideration**　　　　　　**Conversion**

| Cold Audience | → | Warm Audience | → | Hot Audience | → | Lead Gen Form |

(Retargeting)　　　　　　(Retargeting)　　　　　　Book a Demo

Tom Casano

3. Full-Funnel

This is a comprehensive, three-layer funnel strategy to generate highly qualified SQLs.

Starting with a cold audience, users who engage with the initial ads are retargeted with a second wave of ads. Those who engage again are shown a third layer of ads. This consistent interaction builds familiarity, trust, and rapport, ultimately leading to higher conversion rates.

At this final stage, we ask prospects to book a demo or sales call, capitalizing on the trust built over the multiple touchpoints.

Tom Casano

4. Lead Nurture

Ads to nurture prospects are combined with a CTA to book a sales call.
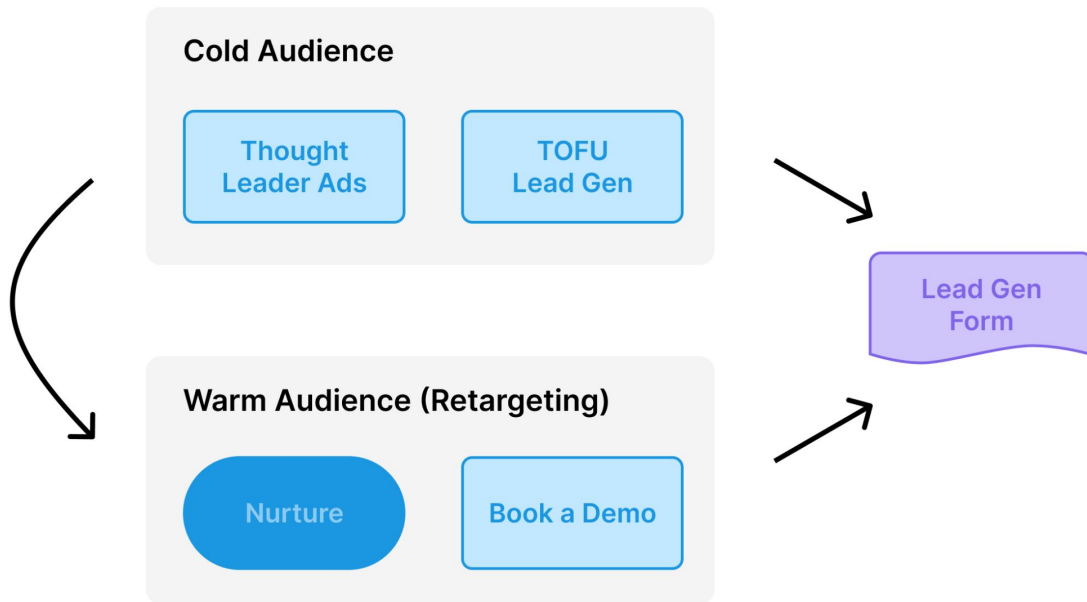

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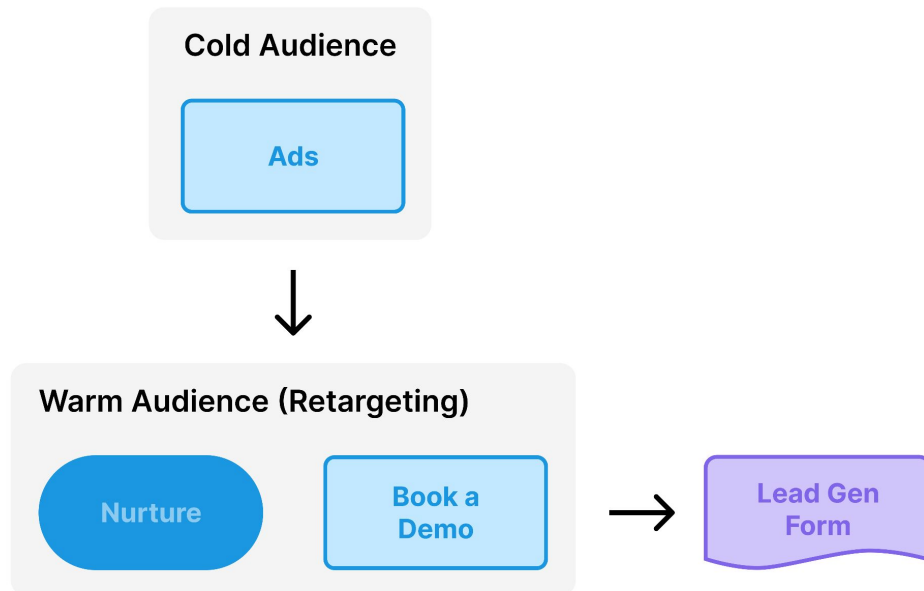
4. Lead Nurture

This strategy combines nurturing with a direct call-to-action (CTA) for booking sales calls.

Beginning with cold audience ads, we retarget users who engaged with our initial ads, building trust and credibility. We nurture them and in parallel, we introduce ads that include a CTA, encouraging prospects to book a demo or schedule a call.

By mixing nurturing content with actionable CTAs, this strategy drives conversions while continuing to build familiarity and trust.

Tom Casano

5. Hybrid Lead Gen

A hybrid strategy to generate both cold TOFU leads and warm BOFU leads.

Cold Audience

Thought Leader Ads

TOFU Lead Gen

Warm Audience (Retargeting)
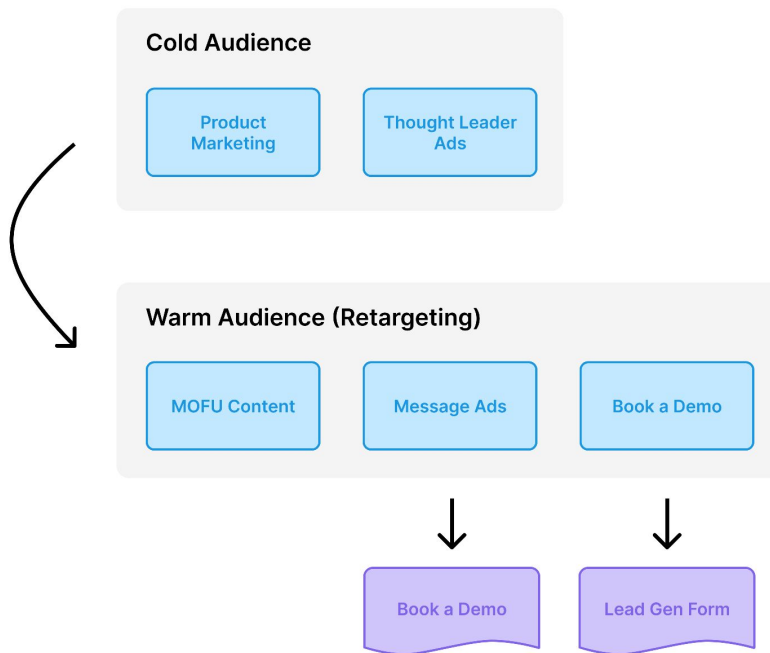
Nurture

Book a Demo

Lead Gen Form

Tom Casano

5. Hybrid Lead Gen

This is a flexible strategy that generates both top-of-funnel (TOFU) leads and bottom-of-funnel (BOFU) conversions. Cold audiences are targeted with a mix of thought leadership content to build awareness and lead magnet ads to capture contact info.

Those who engage with either are retargeted with further nurturing ads. For engaged audiences, BOFU ads with direct CTAs for demo bookings or sales calls are introduced, allowing for simultaneous TOFU lead generation and BOFU conversions, covering the entire funnel spectrum.

Tom Casano

6. SaaS Demand Generation

A mix of product marketing and thought leadership for B2B SaaS startups.

Cold Audience

Product Marketing	Thought Leader Ads

Warm Audience (Retargeting)

MOFU Content	Message Ads	Book a Demo

Book a Demo

Lead Gen Form

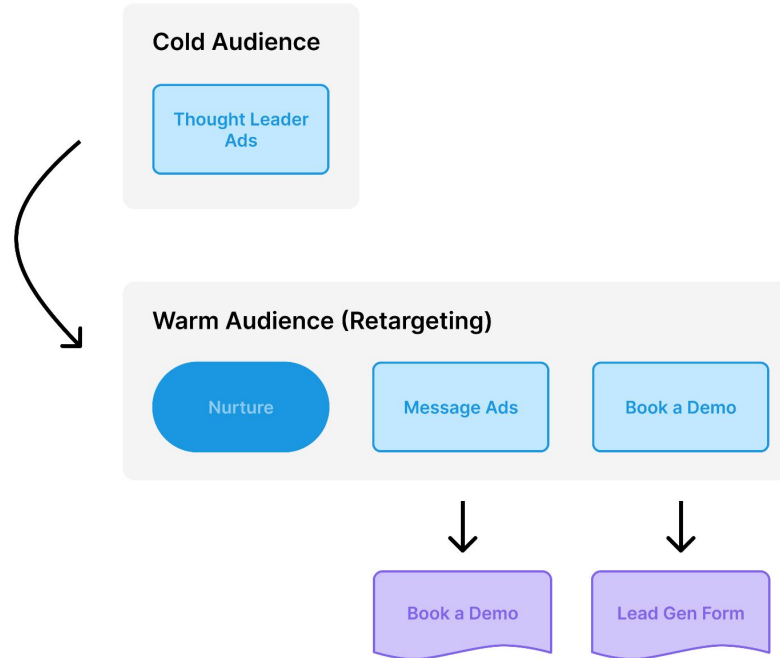**Tom Casano**

6. SaaS Demand Generation

Tailored for B2B SaaS startups, this strategy uses a combination of product marketing and thought leadership to build awareness and drive demand.

Cold audiences are presented with two key ad types: product marketing ads that showcase the product's value proposition and problem-solving capabilities and solutions, and thought leadership ads to establish subject matter expertise.

For those who engage, we retarget with middle-of-funnel content such as case studies, and Message Ads, while bottom-of-funnel ads focus on CTAs to book demos.

Tom Casano

7. Thought Leadership

Leverage thought leader ads to build rapport and trust.

Cold Audience

Thought Leader Ads

Warm Audience (Retargeting)

Nurture | Message Ads | Book a Demo

Book a Demo | Lead Gen Form

**Tom Casano**

7. Thought Leadership

This strategy leverages Thought Leader Ads to establish authority and trust with the audience. It starts by sharing valuable insights, perspectives, or industry expertise through the ads.

For users who engage, we follow up with nurturing ads that continue to build rapport, and combine these with Message Ads and direct CTAs to book demos. The goal is to convert engaged prospects into qualified leads by demonstrating the company's expertise and credibility.

Tom Casano

8. Message Ads

Utilize message ads to a warm audience to increase conversion rates.

Cold Audience

↓

Message Ads

(Retargeting)

↓

Sales Call

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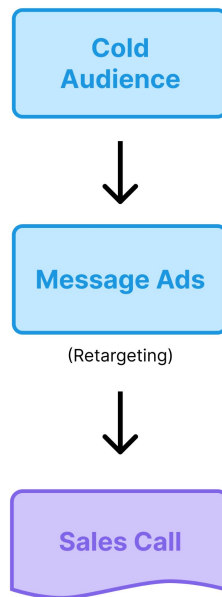
8. Message Ads

This is a simplified and streamlined strategy designed to increase conversion rates by using Message Ads. After identifying a warm audience that has previously engaged with our content, we retarget with Message Ads to initiate direct, personalized outreach.

This approach increases the likelihood of conversions by targeting a warm audience and delivering a focused call-to-action, often encouraging the prospect to book a sales call or demo, while maintaining a personal touch.

Tom Casano

Strategic Approaches

Demand Generation

Demand generation creates interest by engaging prospects early in their decision-making process. LinkedIn Ads should highlight key pain points, driving awareness and moving prospects toward conversion.

Lead Generation

Lead generation captures prospect information through LinkedIn Ads' Lead Gen Forms, fueling your sales pipeline with qualified leads ready for nurturing.

Brand Awareness

Brand awareness campaigns increase visibility and recognition by delivering high-frequency impressions, building familiarity and trust with key audiences.

Account-Based Marketing

ABM targets specific high-value companies or key accounts with LinkedIn Ads, focusing on reaching decision-makers within these organizations to drive engagement and build sales opportunities..

Thought Leadership

Thought leadership positions your brand as an industry authority by sharing expert insights via Thought Leader Ads, fostering credibility and trust.

Full-Funnel

Full-funnel strategies nurture prospects through every stage of the buyer's journey with LinkedIn Ads, using tailored retargeting to drive engagement and conversions.

Tom Casano

Tom Casano

Tom is a seasoned and certified LinkedIn Ads strategist with a proven track record of generating high-quality B2B leads with strategic LinkedIn advertising campaigns.

With over 12+ years of digital marketing experience, Tom has developed a unique data-driven approach to LinkedIn Ads that delivers consistently high ROI for his clients.

Tom leverages data-driven optimization and creative problem-solving to drive visibility, conversions, and brand awareness for his clients.

He stays up-to-date with the latest trends and best practices, providing transparent reporting and a client-centric approach to exceed client expectations.