

CASE STUDY



THE CLIENT

Plannuh is the first AI-driven marketing resource management software platform for delivering Operational Marketing excellence. With Plannuh, you can easily build, execute, and measure your marketing plans and budgets. Plannuh uniquely empowers marketers to prove and improve the true business value of your marketing. It services Marketing professionals on 4 continents across 25 industries. Both B2B and B2C companies of all sizes use Plannuh's cloud-based platform for building and managing marketing plans, budgets, and ROI across the globe and in any currency.

THE STORY

As a startup, Plannuh needed to generate a high volume of leads at a significantly low cost in order to see a positive ROI. They identified LinkedIn as a channel where they could reach their target audience with precision and decided to test the waters.

THE PROBLEM

Before partnering with B2Linked, Plannuh worked with another digital advertising agency. Their LinkedIn results, however, were far from desired. The Plannuh team became frustrated due to their high average CPL and low volume of leads generated. So, they turned to B2Linked. Their goal was to drop their CPL to roughly \$30 per lead and generate at least 30 leads per day.

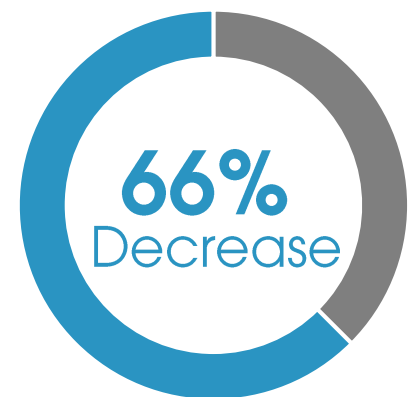
WHAT WE DID

The B2Linked team applied their unique LinkedIn ads strategy to increase the number of qualified leads generated and at a significantly lower cost. That strategy included:

- Setting up and managing campaigns the right way, including the use of proper bidding and targeting techniques
- Segmenting Plannuh's target audience and optimizing for high-value audience segments
- Working with the Plannuh team to identify and test offers that were high in value and low in friction
- Crafting compelling messaging to promote these offers
- Implementing a multiple ad format strategy, utilizing LinkedIn's single image lead form ads, dynamic ads, text ads, and message ads

OUR IMPACT / OUTCOME

Though B2Linked didn't achieve Plannuh's goals right away, the team was able to reduce Plannuh's CPL significantly. After one month of running LinkedIn ads, the B2Linked team helped Plannuh to reduce its CPL from \$140 to \$48 on average—a 66% decrease. The team is now consistently averaging a \$30 - \$40 CPL each week.



\$30 - \$40 CPL
Each week

TESTIMONIAL

"It has been a pleasure working with Eric and AJ's team. We created a marketing machine with our LinkedIn advertisement. B2Linked is attentive, quick to implement changes, bring fresh ideas to the table, while also holding themselves accountable. Our opportunity creation and marketing sourced revenue rely heavily on the success of this channel so we are grateful we have been able to scale this - especially during our busy season!"

– Kelsey Krapf, Senior Global Demand Gen Manager at Plannuh

TEAM MEMBERS INVOLVED

Kelsey Krapf - Plannuh's Senior Global Demand Gen Manager.

Prompt and collaborative in both written and verbal communication. Reviews optimizations and strategies and provides feedback/approval. Provides imagery, offers, and other ad assets. She's quick to turnaround new image assets, approve ad copy, or provide new offers to test.

Eric Jones - B2Linked Account Manager.

Manages the account on a daily basis. Implements optimizations and offers strategies for improving ad performance.

Adam Sklarin, Kyle Shindler, Molly Winchell - LinkedIn Representatives.

Assist in strategizing toward improving ad performance.

Cody Howell - B2Linked VP of Operations.

Assist in strategizing toward improving ad performance. Helps fill in for Eric in managing the account when he's unavailable.

AJ Wilcox - B2Linked Founder and CEO.

Assist in strategizing toward improving ad performance.

Sophie Scharffs - B2Linked Account Specialist.

Assisted in writing ad copy, launching ads, making bidding/budgeting optimizations.



HOW WE HELP

We've solved the marketing paradox of LinkedIn ads - B2Linked increases your lead quality while lowering costs at the same time. Say goodbye to wasted ad spend.

We offer prime LinkedIn ads management and consulting services. We've spent over \$150M on the platform, eight years learning its ins and outs, are certified LinkedIn Marketing Partners, and have worked with some of the largest LinkedIn ad accounts in the world. We're your premium LinkedIn ads partner for growth.



**Unique LinkedIn
Ads Strategy**



**Ad Account Setup
& Management**



**Dedicated Team of
LinkedIn Ad
Experts**



**Bulk Ads
Management Tools**



**Detailed Reporting
& Ad Optimization**

LET'S CHAT

Ready to generate more qualified leads for your business? Get in touch with a LinkedIn ads expert today.

 <https://b2linked.com/contact/>

 yourfriends@b2linked.com



b2linked

b2linked.com