

7 mistakes sales leaders make when trying to generate sales pipeline with LinkedIn ads

Talking about yourself

People will ignore ads about you. If they ignore your ads, you will waste your budget on ads that don't generate leads.

Attracting the wrong leads

If the leads are not aware they have a problem, you will struggle to sell them a solution. People don't buy solutions to problems they don't know they have.

Wasting your leads

If you have a poor follow up process for the leads, then you are wasting leads and will struggle to book meetings.

Trying to sell to leads too soon

If you try to pitch demos and discovery calls to new leads, you will struggle to book meetings with the leads.

Creating boring ads

If your ads are boring, your leads will ignore them. Resulting in a low click through rate and fewer leads for whatever your ad budget is.

Using the wrong type of ads

You can waste millions on brand awareness, but if you can not attract and convert leads then brand awareness is not the answer.

Sending traffic to a landing page

Landing pages convert very poorly in comparison to lead gen form ads. Low-converting landing pages will result in a very high cost per lead.

Want to learn how to generate sales pipeline with LinkedIn ads?

Book a blueprint call with one of our team to learn about how to do it

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