

# 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.

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## 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.

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## 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.

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## 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.

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## 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.

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## 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.

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## 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.

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## 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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