



LINKEDIN CONVERSATION ADS

Tips, Rules & Template

LinkedIn Conversation Ads are a personal & informal way to engage prospects in LinkedIn messenger. Think you might give them a try? Use our free, downloadable template to draft your LinkedIn Conversation ad flow, designed to provide you with an example to demonstrate how you can write a conversation. Feel free to delete, re-write and rebuild it to your liking!

Before you begin, we recommend having a read of [LinkedIn's Conversation Ads guide](#).

CONVERSATION AD RULES:

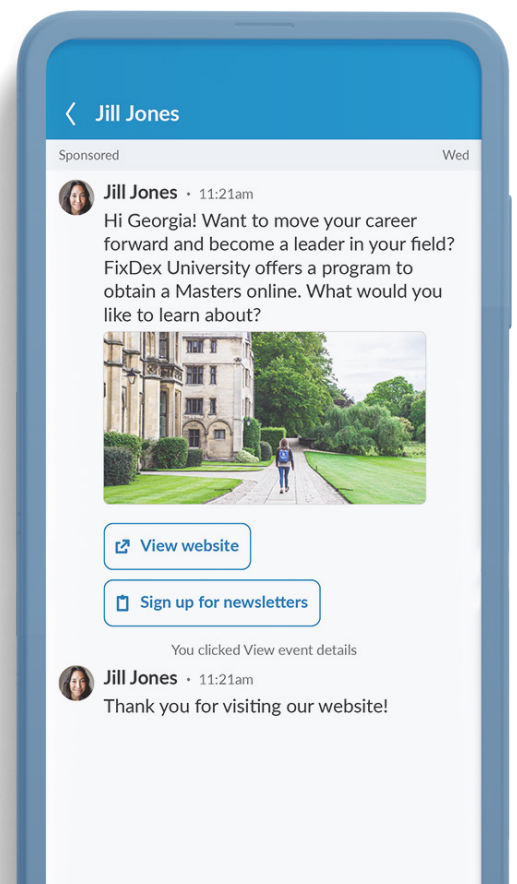
You can have up to 5 possible responses to any question.
The response can trigger up to 4 possible actions:

- Proceed to next message
- Show an image
- Take user to a web page
- Open up a lead gen form

TIPS:

- It's instant messenger, not email. Keep each message short and succinct.
- Keep the tone friendly, conversational and informal.
- Try to keep your prospect in the conversation, without being pushy. For example, instead of offering a "Yes" and "No" answer, you could say "Yes" and "I'd like to do my own research" with an action to open a landing page where they can read about your products independently.

[DOWNLOAD OUR FREE TEMPLATE](#)



[Click here](#) for more tips on how to get the most out of Conversation Ads. Got any questions? #letsconnect