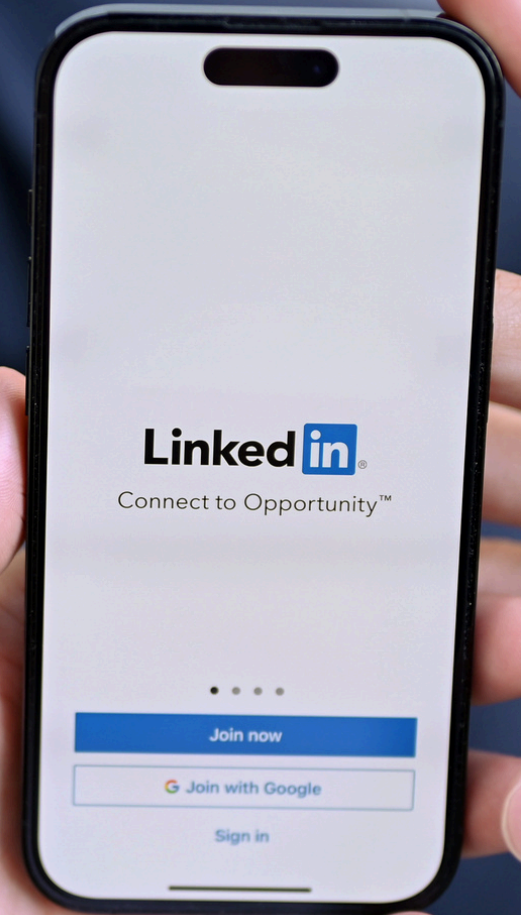


**BACKSTAGE**  
ENERGY MARKETING

# LINKEDIN ADS LEAD GENERATION CASE STUDY ENERGY INDUSTRY



# CAMPAIGN OVERVIEW

ENERGY INDUSTRY

## Goals

01

The primary objective of the client was to generate high-quality leads through their LinkedIn Ads campaign.

## Duration

02

14 Months

## About the Client

03

Client is a global oilfield products and equipment company, aims to generate high-quality leads for their products and services through a targeted LinkedIn Ads campaign.

# CAMPAIGN STRATEGY

- **Target Audience Selection:** We launched a 360 campaign to target niche prospects for individual products and services. The campaign focused on job titles, industry sectors, and relevant LinkedIn Groups to ensure precise targeting.



**BACKSTAGE**  
ENERGY MARKETING

- **Creative Assets:** Eye-catching visuals, including images and videos, are incorporated into the ads to grab attention and enhance engagement.
- **Lead Generation Forms:** LinkedIn Lead Gen Forms are utilized to streamline the lead capture process, allowing users to submit their contact information directly within the LinkedIn platform.
- **Budget Management:** A daily budget is set and closely monitored to ensure optimal allocation of resources and maximum return on investment.

# LINKEDIN INSIGHTS

ENERGY INDUSTRY



**Impressions**

1,862,279



**Clicks**

9,252



**Leads**

176



**Average CPC**

\$4.89

**BACKSTAGE**  
ENERGY MARKETING

# CONCLUSION

## ENERGY INDUSTRY

Client successfully achieved their lead generation objective through a well-executed LinkedIn Ads campaign. Client successfully generates quotes from these leads averaging \$600k.

By leveraging the platform's robust targeting capabilities, compelling ad creative, and continuous optimization, they generated a substantial number of high-quality leads.

This case study highlights the effectiveness of LinkedIn Ads in driving business outcomes, establishing brand visibility, and expanding the customer base for energy industry-focused companies.



# GET IN TOUCH

READY TO WORK WITH OUR TEAM?

[www.backstagedigitalagency.com](http://www.backstagedigitalagency.com)

[info@backstagedigitalagency.com](mailto:info@backstagedigitalagency.com)

832-948-5930