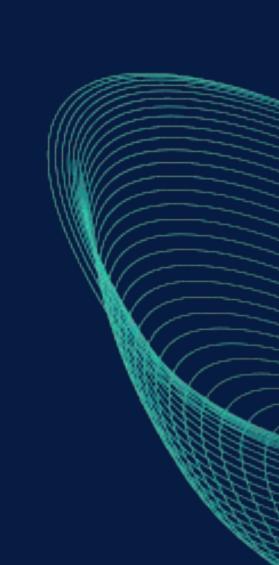






LinkedIn Paid Advertising

Gather Voices launched a paid ad campaign to generate leads for its new Video Kiosk product. Through a strategic full-funnel approach, we helped attract, nurture, and convert high-intent buyers.



Gather Voices Video Kiosk LinkedIn Paid Advertising

Program Overview

To drive marketing-qualified leads for the new Video Kiosk product, we built and executed a paid ad strategy to guide buyers through all stages of the buyer's journey.

Objectives

- Generate high-quality leads for the Video Kiosk product
- Align messaging with personas and emotional drivers
- Nurture qualified leads to convert to demo bookings
- Validating revenue potential of new product

What We Did

In order to execute a winning paid ad campaign, we focused on:

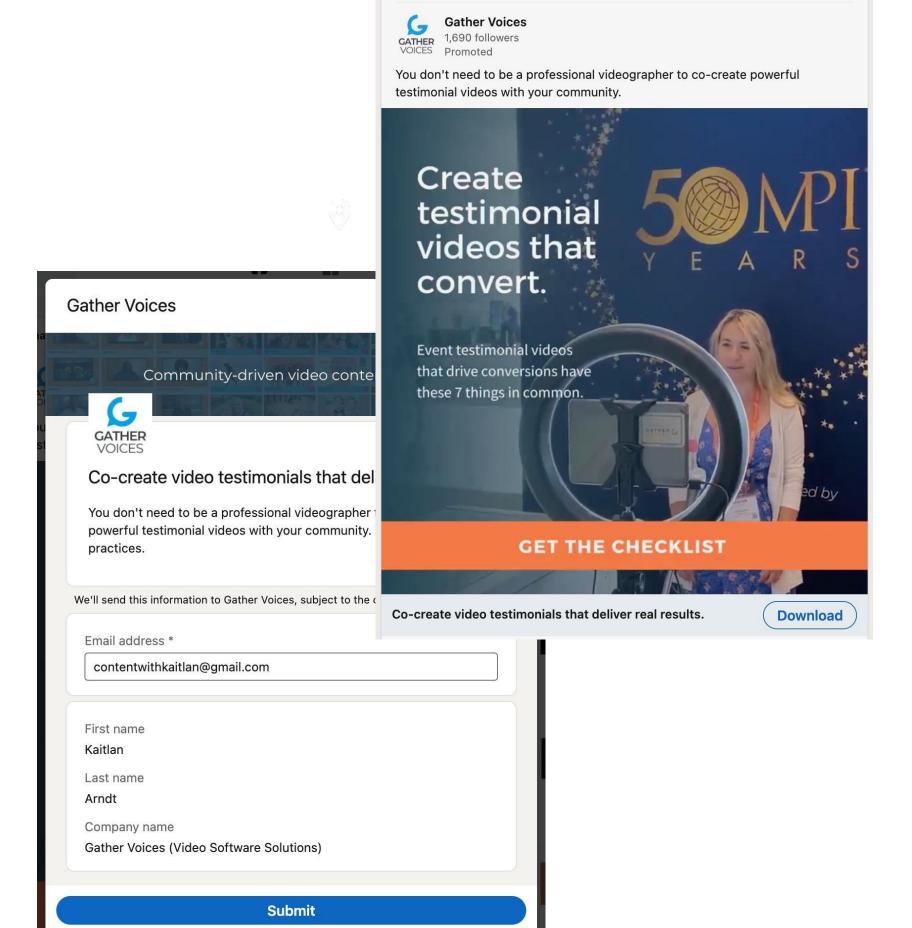
- Industry research to define key performance benchmarks
- LinkedIn audience targeting aligned with our ICP
- Gated content offers for Awareness and Consideration stages
- Ad copy, video scripts, and landing pages tailored to each stage
- Email nurture sequences to warm up leads for Sales
- Continuous optimization to improve ad performance over time

Results

The optimized paid ad campaign exceeded KPI targets and outperformed industry benchmarks, generating **high-quality leads** sustainably.

- 0.45% campaign clickthrough rate
 Overperformed the 0.40% industry benchmark
- O.67% clickthrough rate in final phase Improved engagement as campaign progressed
- 911% more leads than forecasted

 High-impact strategy far exceeded expectations





Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



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