



Sending LinkedIn Lead Gen Forms to Account Engagement

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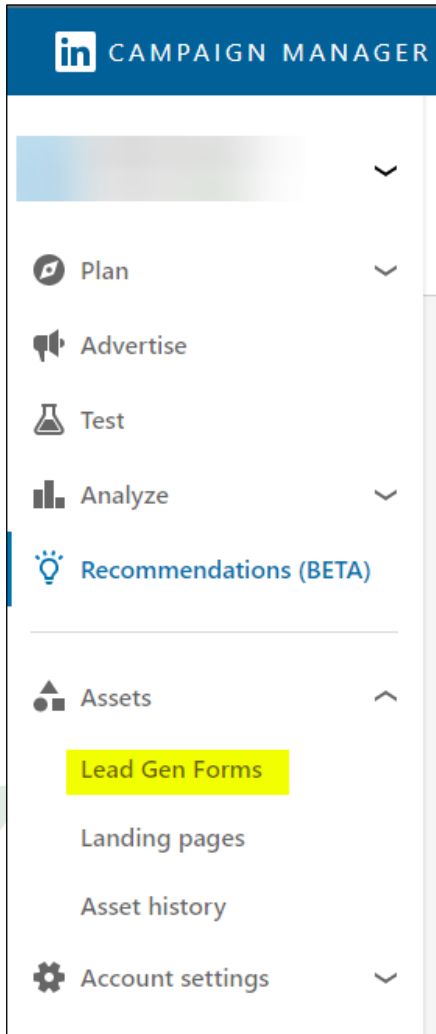
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- Account Engagement Consultant
- Sales Cloud Consultant
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- Marketing Champion
- 29 Years B2B Experience
 - 5 in Sales
 - 24 in Marketing
 - 21 in Digital Marketing
 - 10 in Salesforce Platform



Account Engagement Hacks for Cheap Mortals

What are LinkedIn Lead Gen Forms?



- Part of an ad campaign
- Send to landing page or download content
- Up to 12 questions / Data Points
 - Drawn from LinkedIn profile info:
 - Contact (name, location, contact email/phone)
 - Work (function, seniority)
 - Company (name, size, industry)
 - Education (degree, field, university)
 - Up to 3 custom questions (multi choice, F.I.B.)
 - Up to 20 hidden fields (not from above)



How do we get the leads out?

Low Investment app connection tool



Account Engagement

Make a Zap



Connect this app...

 LinkedIn Ads 

with this one!

 Pardot 

When this happens...

 New Lead Gen Form Response 

then do this!

 Create Prospect 



Create prospect in Pardot when new lead gen form response in LinkedIn Ads

LinkedIn Ads + Pardot

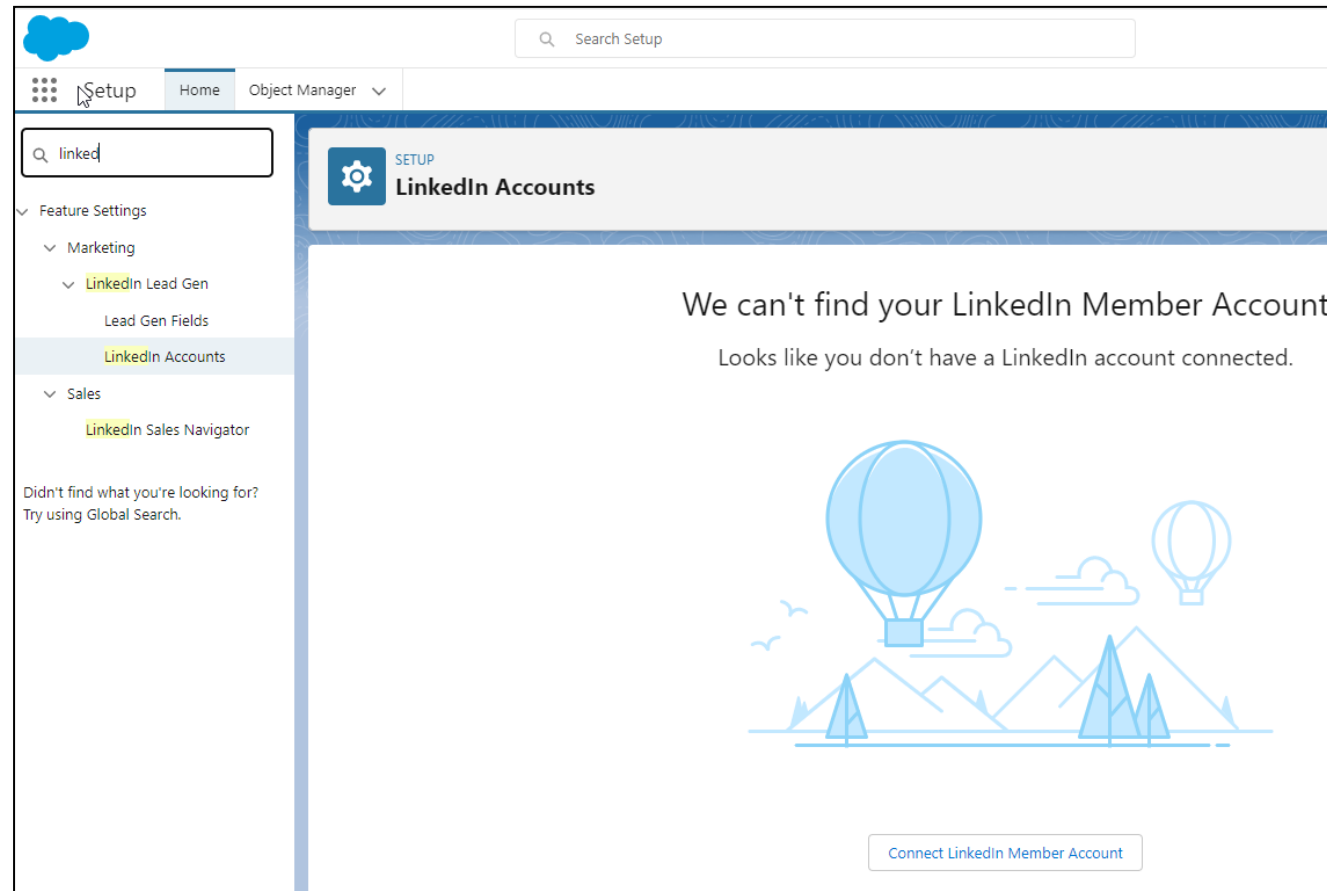
Try it

Wonder Twins AMPSEA...



Duplicate!

But what about this?



https://help.salesforce.com/s/articleView?id=sf.leads_linkedin_lead_gen.htm

Wonder Twins AMPSEA...



Duplicate!




Make a Zap



Connect this app...

 LinkedIn Ads 

with this one!

 Webhooks by Zapier 

When this happens...

 New Lead Gen Form Response 

then do this!

 POST 



Post in Webhooks by Zapier when new lead gen form response in LinkedIn Ads

LinkedIn Ads + Webhooks by Zapier

[Try it](#)




---| Action

2. POST in Webhooks by Zapier



App & event

App

 Webhooks by Zapier

Event

POST

Step details

[Show all fields](#)

URL

https://info [REDACTED] 022-12-08/2kdcwj

Payload Type

form



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Data

email	<input type="text" value="1. Work email"/>
firstname	<input type="text" value="1. First name:"/>
lastname	<input type="text" value="1. Last name: Hawkins, Shawn"/>
phone	<input type="text" value="1. Work phone number: +"/>
title	<input type="text" value="1. Job title: Cl"/>
company	<input type="text" value="1. Company name:"/>

Wrap Request In Array	no
Unflatten	false

Create Form Handler

Name ^{*}

Folder ^{*}

Tags

Note: Tags are applied to the form handler only

Campaign ^{*}

Tracker Domain

We use this tracker domain to create the link to this asset

☒ Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

☐ Enable data forwarding to the success location

☒ Disable Visitor Activity throttling and send auto-responder emails after **every** submission. [Why disable throttling?](#)

Success Location ^{*}

Error Location ^{*}

+ Completion Actions

Action

[+ Add Action](#)

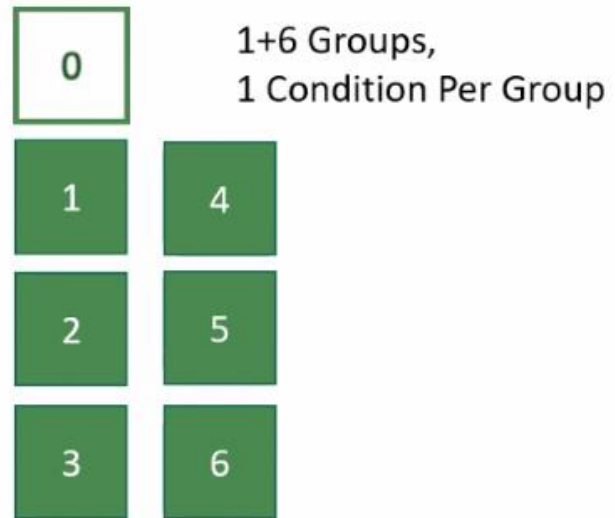
[+ Add Conditional Group](#)



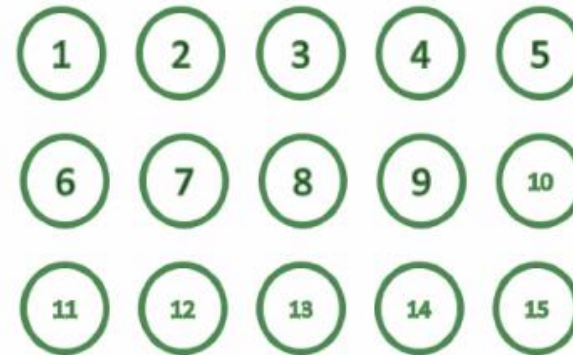
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The Limits

CCA Rules: 1/6/15



15 Rules



Run out of Completion Actions?

☒ Enable data forwarding to the success location

Success Location*

Success Location*

- Success location = Another Form Handler!
- 15 more CCAs!
- Only need 1 field on next handler (email)
- Unlimited forwarding???

Available Enhancements

- Campaign Name
- Campaign Group
- Targeting Details
- Form Name
- Ad Version Information

Linkedin Ad Headline ⓘ

Preview 2023 Unconscious Bias Training Video for Healthcare Companies

Linkedin Ad Copy ⓘ

Help healthcare workers end unconscious bias & microaggressions with training that measures and improves 12 key behaviors with 3x the impact.

Linkedin Ad Picture



Gotchas

- New forms, different field order
- Can't change a form after it's created
- Email Addresses from LinkedIn
- System Timing & Timestamp
- Form Testing is annoying
- Zapier Premium Required

Questions?