



Sending LinkedIn Lead Gen Forms to Account Engagement

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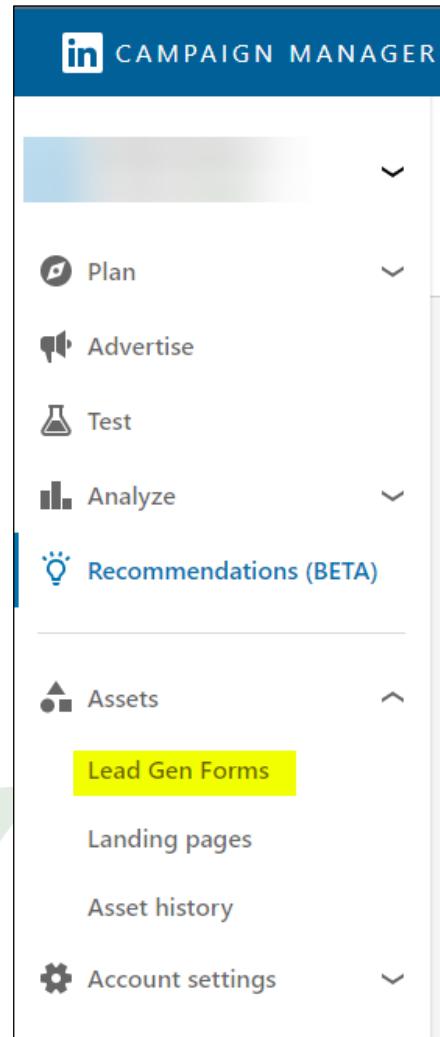
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- Marketing Champion
- 29 Years B2B Experience
 - 5 in Sales
 - 24 in Marketing
 - 21 in Digital Marketing
 - 10 in Salesforce Platform



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...



When this happens...



with this one!



then do this!



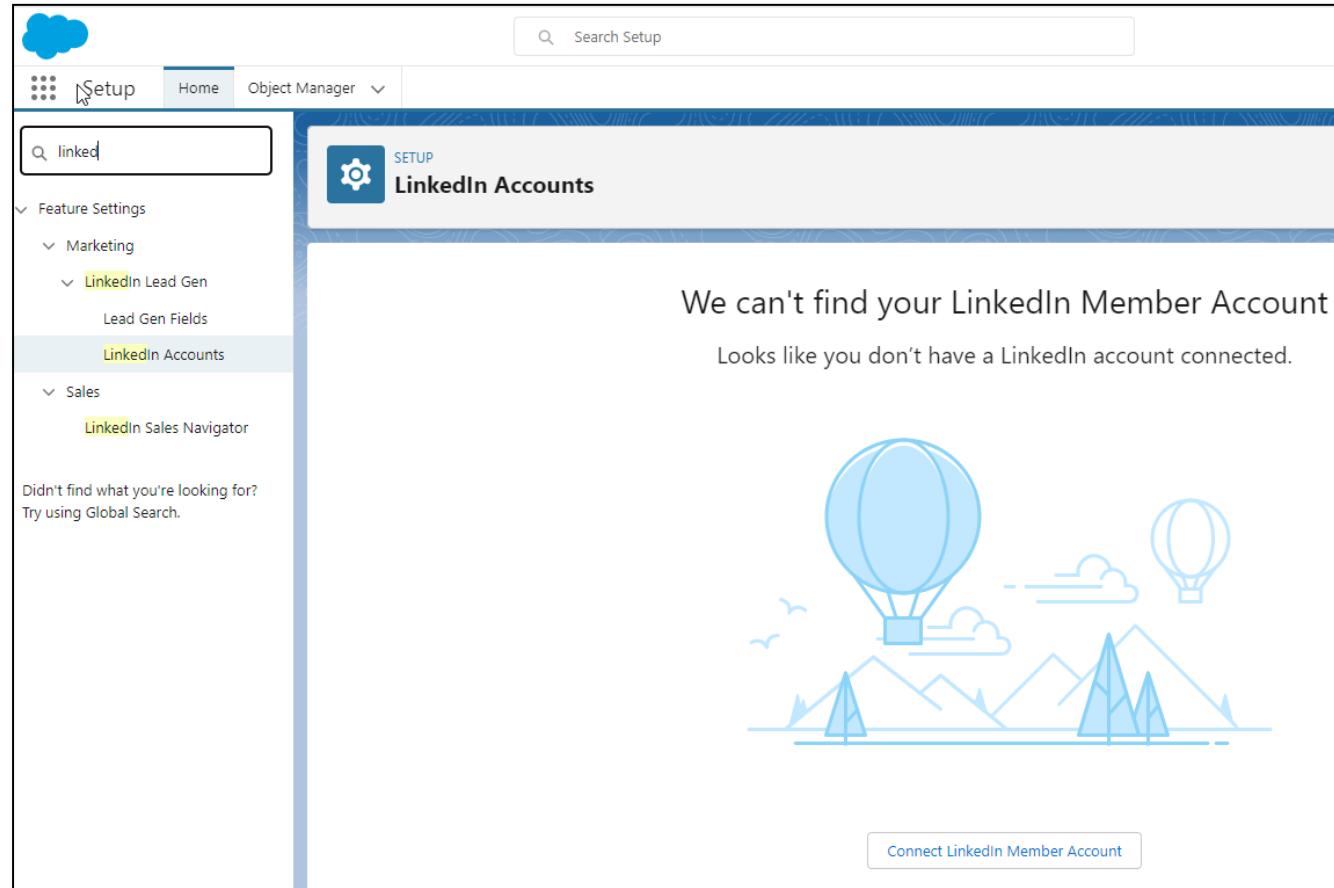
Try it

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...



When this happens...



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

Data

email

1. Work email

firstname

1. First name:

lastname

1. Last name: Hawkins, Sharron

phone

1. Work phone number: +1

title

1. Job title: CI

company

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

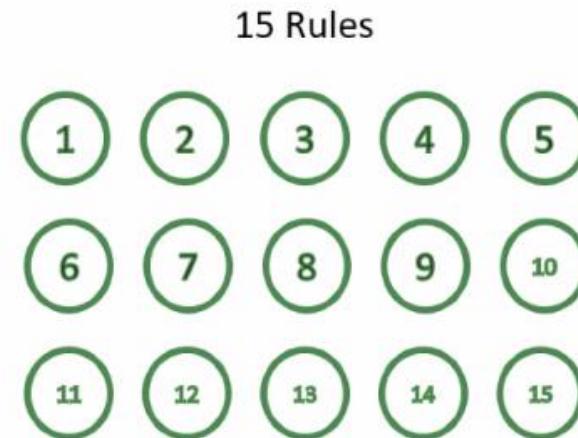
Action

The Limits

CCA Rules: 1/6/15



1+6 Groups,
1 Condition Per Group



15 Rules

Run out of Completion Actions?

- Enable data forwarding to the success location

Success Location *

Specific URL

Success Location *

https://go -06/5rhdm6

- 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 i

Preview 2023 Unconscious Bias Training Video for Healthcare Companies

Linkedin Ad Copy i

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

Linkedin Ad Picture

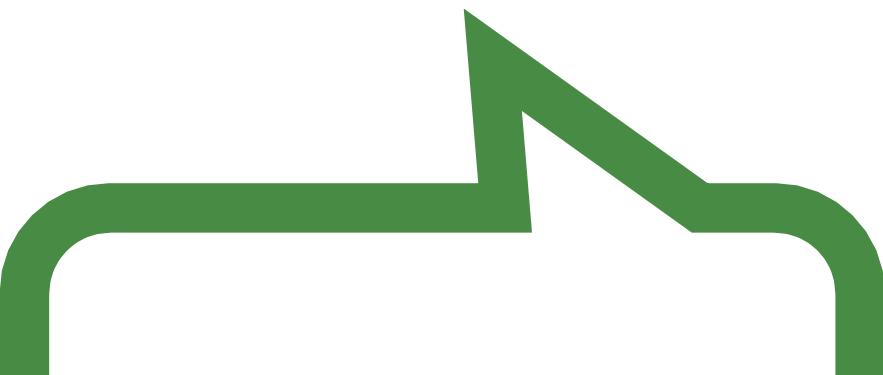


Gotchas

- 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?



<https://unfetteredmarketing.com/blog>