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The Ultimate Channel Guide: LinkedIn Advertising for Multi-Channel ABM Success

LinkedIn Ads: Precision Targeting for Professional Audiences

Modern B2B buying decisions are rarely made by a single person. Purchasing decisions now involve committees of 13 or more stakeholders across departments, functions, and levels of seniority—each with distinct priorities, concerns, and influence over the final outcome. While a CFO may focus on budget impact and ROI, an operations leader is evaluating efficiency gains, and end users are assessing day-to-day usability. Most conduct their research independently before ever engaging with a vendor or discussing options internally.

This creates one of the biggest challenges in account-based marketing (ABM): reaching the right people within the right accounts with messaging tailored to their specific role in the buying process.

Few channels are better equipped to solve this problem than LinkedIn.

As the world's largest professional network and the leading social platform for B2B marketers, LinkedIn provides unparalleled access to the people involved in business purchasing decisions. Its targeting capabilities allow marketers to reach audiences based on company, job title, function, seniority, skills, industry, and professional interests—making it possible to engage highly specific buying audiences with remarkable precision.

LinkedIn delivers **three critical capabilities** that make it uniquely valuable for ABM:

- Persona-level targeting that reaches specific decision-makers and influencers within target accounts
- Professional-context engagement that connects with buyers while they're actively consuming business-related content
- CRM-powered audience activation that aligns advertising, marketing automation, and sales outreach around the same accounts and contacts

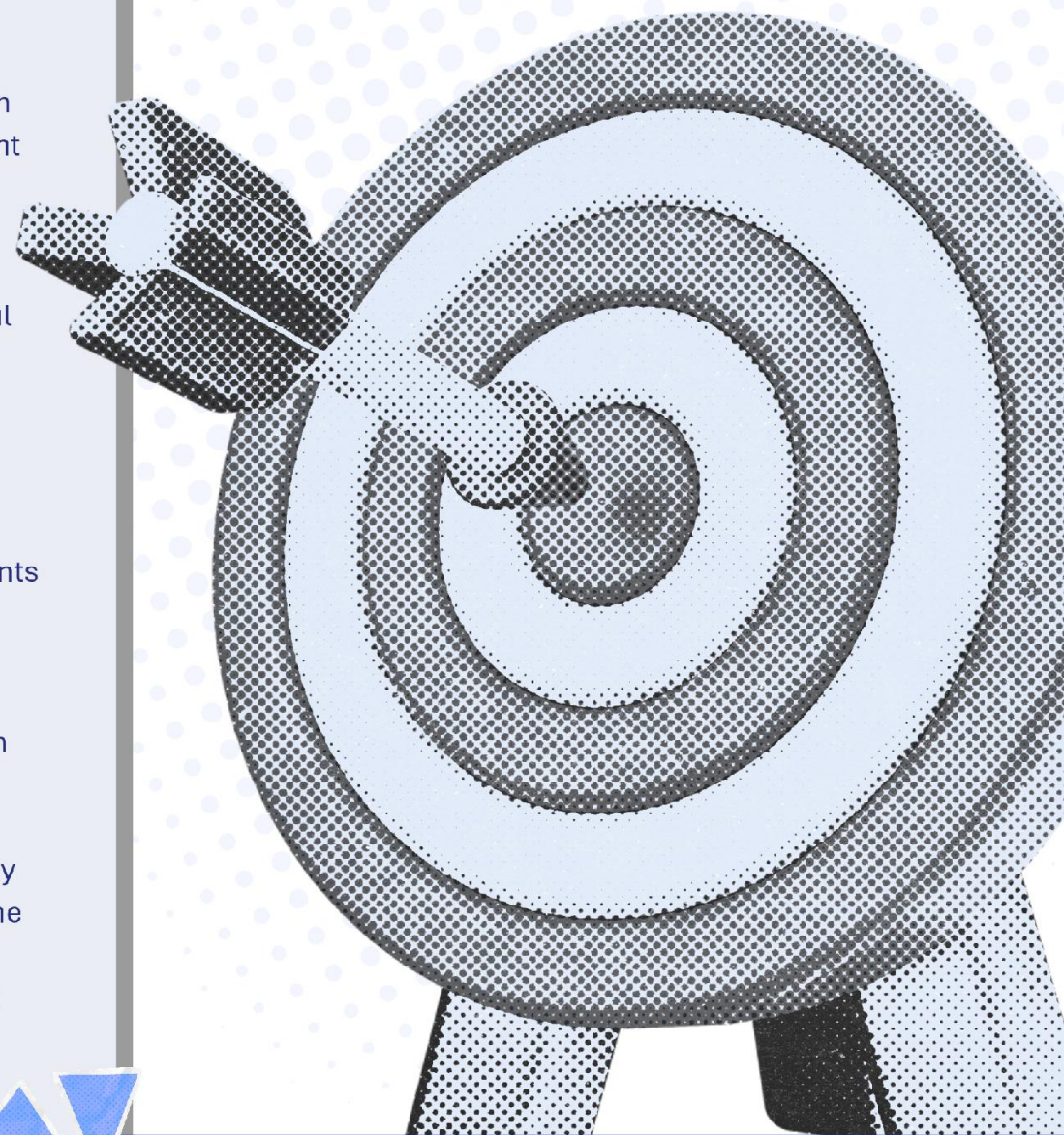


What sets LinkedIn apart in an ABM strategy is its ability to combine account targeting with role-based personalization. Rather than delivering generic messages to an entire organization, marketers can engage different stakeholders within the same account using content tailored to their responsibilities, challenges, and stage in the buying journey.

When activated effectively, LinkedIn advertising becomes a powerful mid-funnel engagement channel. It helps identify and influence key buying group members, nurture consideration among high-value accounts, and create meaningful engagement signals that can be shared with sales teams for more coordinated account outreach.

Equally important, LinkedIn provides visibility into how target accounts are engaging with your brand. Campaign engagement, audience insights, and account-level performance data help marketers understand which personas are responding, which accounts are showing buying interest, and where to focus resources for maximum impact.

In a buying environment where multiple stakeholders influence every decision, success depends on reaching the right people—not just the right companies. LinkedIn bridges that gap by helping marketers identify, engage, and influence the individuals who drive purchasing decisions. That's why it's not simply another social advertising platform—it's the precision targeting engine that powers effective ABM.



More than 1.3 billion professionals use LinkedIn across 200+ countries and territories worldwide.

Why LinkedIn Advertising Deserves a Permanent Place in Your ABM Strategy

Few channels combine audience precision, professional context, and sales alignment as effectively as LinkedIn. While other channels help build awareness or drive conversions, LinkedIn excels at engaging the people who influence B2B purchase decisions and moving them from interest to active evaluation.

Here's what makes it an essential component of an ABM strategy:

High-Precision Targeting

LinkedIn is the most precise channel for persona targeting, particularly by role, seniority, and company. This makes it invaluable for engaging the buying committee.

Unlike channels that target at the account level, LinkedIn lets you differentiate messaging for different stakeholders. The economic buyer sees ROI-focused content. The technical evaluator sees product capabilities. The end user sees workflow improvements. This precision ensures your message reaches the people who actually influence the decision, not just anyone at the company.

Strong Mid-Funnel Impact

LinkedIn excels at mid-funnel lead generation and nurturing through webinars, lead generation forms, thought leadership, and sponsored content.

Mid-funnel is where prospects move from awareness to active evaluation. They're researching solutions, comparing vendors, building business cases, and gathering the information needed to make confident decisions. LinkedIn's professional, content-rich environment naturally supports this behavior.

Its greatest strength is helping marketers bridge awareness and consideration. Educational content—such as industry insights, research reports, expert perspectives, and customer success stories—builds credibility and deepens understanding, while webinars, gated assets, and Lead Gen Forms convert growing interest into measurable buying signals.

By combining education, engagement, and lead generation within a single platform, LinkedIn helps move target accounts from initial interest to informed evaluation and closer to a purchase decision.

Sales and Marketing Alignment

One of LinkedIn's greatest advantages is its ability to connect marketing engagement with sales action.

As members of target accounts engage with your ads and content, those signals can be surfaced through Sales Navigator and CRM integrations. This gives SDRs and account executives visibility into who is engaging, what content is resonating, and where interest is building across an account.

Instead of relying on cold outreach, sales teams can engage prospects with conversations informed by their engagement history. Referencing a webinar, content download, or ad interaction creates more relevant outreach and establishes context from the first conversation.

The result is tighter alignment between marketing and sales. Marketing generates engagement, sales acts on those insights, and both teams work from a shared view of account activity to accelerate buying journeys.

LinkedIn adoption among marketers continues to grow, with 42% reporting they use the platform as part of their marketing strategy in 2025—up 11% from the previous year.



LinkedIn Advertising's Biggest Challenges

Let's address the pain points that make marketers question LinkedIn's effectiveness:

High CPCs

LinkedIn is a premium platform with premium costs. Cost-per-click (CPC) rates are typically higher than other digital channels. Success depends on targeting precision—using job title, seniority, company, and geography filters to ensure you're paying for engagement from the people most likely to influence a purchase decision.

Organic Limitations

Organic reach on LinkedIn is limited, making paid advertising essential for consistent visibility. LinkedIn's algorithm prioritizes personal connections and engagement over company page posts. While company page content can support credibility and engagement, paid campaigns are typically required to reach target accounts at scale.

Attribution Complexity

LinkedIn rarely operates in isolation. Buyers often engage with multiple channels before converting, making it difficult to attribute results to LinkedIn alone. Evaluating performance through multi-touch attribution and account engagement metrics provides a more accurate view of LinkedIn's contribution to pipeline and revenue.

Throughout this guide, we'll explore practical ways to address these challenges through audience refinement, persona-based targeting, multi-touch measurement, and coordinated multi-channel execution.



Four out of every five LinkedIn members influence or participate in business purchasing decisions.

Choosing Your LinkedIn Advertising Execution Model

There are two primary approaches to implementing LinkedIn advertising for ABM, each with distinct advantages:

Platform-Based Execution

This approach uses LinkedIn Campaign Manager and Matched Audiences to build and activate campaigns directly within LinkedIn's native platform.

You upload your target account list, layer on job title and seniority filters, and create campaigns using LinkedIn's ad formats: Sponsored Content, InMail, conversation ads, and Lead Gen Forms. Everything lives within LinkedIn's ecosystem.

- **Best For:** Organizations that want direct control over campaign setup and optimization, or teams already familiar with LinkedIn's advertising platform.
- **Example Implementation:** Upload a list of 500 target accounts to Matched Audiences, layer on job titles like "VP of Marketing" and "Director of Demand Generation," and run Sponsored Content campaigns promoting a webinar on ABM best practices.

Ecosystem-Based Execution

This model uses specialized ABM platforms that integrate with LinkedIn's API to automate campaign creation, optimization, and reporting.

Instead of manually building campaigns in Campaign Manager, you define your target accounts and personas in the ABM platform. The platform then automatically creates LinkedIn campaigns, adjusts bids, rotates creative, and reports on performance—all while syncing with your CRM and marketing automation platform (MAP).

- **Best For:** Organizations with mature ABM programs that want to automate LinkedIn campaign management and integrate it tightly with other channels and systems.
- **Example Implementation:** Define target account segments in your ABM platform based on intent signals and CRM stage, then let the platform automatically create and optimize LinkedIn campaigns for each segment while coordinating with display and content syndication efforts.

Your ideal execution model depends on your team's capabilities, existing technology stack, and the level of automation you need. Many organizations start with platform-based execution to learn LinkedIn's capabilities, then graduate to ecosystem-based execution as their ABM program matures.



Building Your LinkedIn Advertising Strategy: A Tactical Framework

Effective LinkedIn advertising for ABM starts with a clear strategy—not just execution. The most effective programs follow four steps: define your objective, define your audience, select the right formats, and deliver sequenced messaging.

1. Determine Your Objective: What Are You Trying to Move?

In ABM, success isn't about impressions or clicks. It's about influencing account progression. Your objective should align to a specific stage of the buying journey and be measurable.

Common LinkedIn-driven objectives include:

- **Awareness Building:** Reach new accounts that match your ideal customer profile (ICP) based on industry, company, geography, or other firmographic criteria. LinkedIn helps introduce your brand to decision-makers who may not yet be familiar with your solution.
- **Demand Creation:** Engage high-intent accounts researching relevant topics, business challenges, or solution categories. LinkedIn's targeting capabilities help position your brand in front of buyers as they move from problem awareness to solution exploration.
- **Competitive Takeout:** Target accounts actively engaging with competitors or researching alternative solutions. LinkedIn enables highly targeted messaging that highlights differentiation and reinforces your unique value during vendor evaluation.
- **Demand Capture and Conversion:** Retarget engaged accounts—website visitors, content consumers, event attendees, or nurture participants—to reinforce key messages and drive conversion actions.
- **Pipeline Acceleration:** Influence accounts already in your CRM pipeline to move more quickly through the buying process. LinkedIn helps maintain visibility across the buying committee and reinforce messaging at critical decision points.
- **Re-Engagement:** Reconnect with stalled opportunities or accounts that have stopped engaging with marketing programs. LinkedIn provides an additional touchpoint to reintroduce your brand and reignite interest.
- **Customer Retention:** Reach existing customers showing interest in competitors or signals that they may be evaluating alternative solutions. LinkedIn can reinforce value, strengthen customer confidence, and reduce churn risk.
- **Customer Expansion:** Target existing customers researching adjacent solutions, emerging challenges, or complementary capabilities. LinkedIn helps introduce upsell and cross-sell opportunities to relevant stakeholders within the account.

Clear objectives ensure your LinkedIn campaigns are aligned to real business outcomes, not just activity.

2. Define Your Audience: From ICP to Buying

Committee

Once your objective is clear, define the audience that will help you achieve it. In ABM, this means identifying the right accounts and the specific stakeholders within those accounts who influence purchasing decisions.

Key inputs include:

- **Target Account Lists (TAL):** Prioritized accounts sourced from your CRM, MAP, or ABM platform based on fit, strategic value, intent, engagement, or pipeline status
- **Intent Data:** First- and third-party signals that identify accounts actively researching relevant topics, competitors, or solution categories. Intent data helps distinguish accounts that match your ICP from those that are actively in-market.
- **CRM and MAP Data:** Engagement signals such as website visits, content consumption, event participation, nurture activity, and pipeline stage. These signals help identify opportunities for demand capture, acceleration, retention, and expansion.
- **Technographic Data:** Information about the technologies accounts currently use, enabling competitive takeout campaigns and more relevant messaging.

This enables more precise segmentation, such as:

- High-fit ICP accounts for awareness building
- In-market accounts showing intent signals for demand creation
- Competitor accounts for competitive takeout

- Engaged accounts for demand capture and conversion
- Pipeline accounts for acceleration
- Inactive accounts for re-engagement
- Customers showing churn signals for retention
- Customers showing growth signals for expansion

Once you've identified the right accounts, layer on persona targeting to reach the stakeholders who influence buying decisions.

Key personas to prioritize include:

- **Economic Buyers:** CFOs, VPs, and budget owners focused on ROI, business impact, and financial outcomes.
- **Technical Evaluators:** IT, operations, and functional leaders responsible for assessing capabilities, integrations, security, and implementation requirements.
- **End Users:** The individuals who will use the solution day-to-day and care most about usability, efficiency, and workflow improvements.
- **Influencers:** Stakeholders who shape the evaluation process through recommendations, expertise, or organizational influence.

Finally, refine your audience using filters such as geography, company size, industry, skills, seniority, and job function. The goal is precision: reaching the right people within the right accounts with messaging tailored to their role in the buying process.

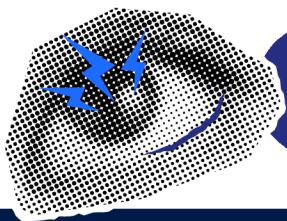


3. Select the Right Formats: Matching Channel to Objective

With your audience defined, choose the LinkedIn ad format that best aligns with your objective and the type of engagement you want to create.

Format	ABM Use Case
Sponsored Content	Best for awareness building and mid-funnel engagement. Sponsored Content places thought leadership, blogs, videos, and educational content directly into the LinkedIn feed, making it ideal for introducing ideas, building credibility, and nurturing consideration.
Video Ads	Best for awareness building and storytelling. Video helps communicate complex ideas, showcase customer success stories, and introduce your value proposition in a more engaging and memorable format.
Lead Gen Forms	Best for demand creation and lead generation. Pre-filled forms reduce friction and make it easier for prospects to access gated content such as webinars, reports, ROI calculators, and other conversion-focused assets.
Carousel Ads	Best for mid-funnel education and engagement. Carousel Ads allow marketers to showcase multiple features, use cases, proof points, or messages within a single ad experience.
InMail and Conversation Ads	Best for bottom-funnel engagement and personalized outreach. These formats enable direct communication with decision-makers and are effective for demo offers, event invitations, meeting requests, and targeted sales conversations.

The key is alignment: use each format intentionally based on what you're trying to achieve—not just what's available.



LinkedIn remains a cornerstone of B2B lead generation, with 89% of B2B marketers using the platform for lead generation and 62% reporting positive lead-generation results.

4. Deliver Sequenced Messaging: Aligning to the Buying Journey

Once your audience and formats are in place, effective LinkedIn advertising comes down to sequencing the right message at the right time.

Awareness

- Focus on introducing your brand and establishing the problem your solution addresses
- Use attention-grabbing visuals with minimal text
- Promote blog posts, videos, or thought leadership content that educates without pitching
- Avoid immediate product messaging

Consideration

- Connect specific pain points to your value proposition
- Introduce solution capabilities without overwhelming detail
- Use Lead Gen Forms to promote webinars, white papers, or ROI calculators
- Include soft calls-to-action (CTAs) like "Learn More" or "See How"

Decision

- Emphasize urgency and competitive differentiation
- Feature specific case studies and results
- Use InMail or Conversation Ads to drive demo requests or free trial signups
- Include stronger CTAs like "Request Demo" or "Start Free Trial"

Retention

- Reinforce product value and continued success after purchase
- Promote educational resources like tutorials, webinars, and training sessions
- Highlight underutilized features or advanced capabilities
- Encourage deeper engagement with CTAs like "Explore Features" or "Join a Webinar"

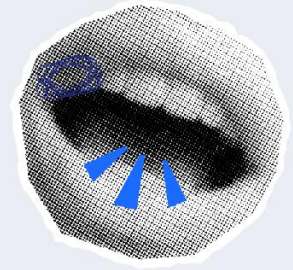
Expansion/Upsell

- Introduce complementary products, premium tiers, or add-on capabilities
- Emphasize outcomes customers can unlock by expanding their use of the platform
- Highlight success stories from customers who expanded their adoption
- Use CTAs like "Upgrade Your Plan" or "See What's Possible"



Beyond stage-based messaging, sequencing should also respond to account behavior:

- If an account engages with awareness content, follow with deeper educational or proof-based messaging
- If an account visits high-intent pages on your website, shift to conversion-focused ads
- If engagement drops off, reintroduce value-driven or problem-focused messaging



Creative should be refreshed regularly to prevent audience fatigue and maintain engagement. Rotate messaging, content offers, and ad formats based on buying stage and persona to ensure continued relevance. In long B2B buying cycles, sustained performance depends on delivering the right message to the right stakeholder at the right time.

Measurement & Optimization: Beyond Clicks and Impressions

Effective measurement of LinkedIn advertising requires looking at both channel-specific metrics and broader account engagement indicators.

Key Performance Indicators

The real value of LinkedIn advertising extends beyond surface-level engagement metrics. While clicks and leads provide useful signals, ABM marketers should focus on how LinkedIn influences account engagement, buying committee activity, pipeline progression, and revenue outcomes.

Channel-Specific Metrics

- Impressions and reach across target accounts
- Click-through rate (CTR)
- Engagement rate (clicks, reactions, comments, shares, and video engagement)
- Lead Gen Form completion rate
- Cost per lead (CPL)

Account Engagement Indicators

- Increased site visits from target accounts
- Deeper content consumption across channels
- Progression through buying stages in your CRM
- Sales opportunity creation from LinkedIn-engaged accounts

Optimization Tactics

LinkedIn is not a set-it-and-forget-it channel. To maximize impact, you need to continuously track performance, identify trends, and refine your approach.

- **Test Formats:** Compare Sponsored Content against InMail, or carousel ads against video. Identify which formats drive the highest engagement and conversion for your audience.
- **Refine Job Titles:** Analyze which job titles and seniority levels are engaging most with your content. Adjust targeting to focus on the personas that matter most.
- **Rotate Creative:** Refresh your creative at least monthly to prevent ad fatigue. Test different headlines, visuals, and CTAs to identify what resonates.
- **Adjust Frequency Caps:** Monitor how often the same person sees your ads. If frequency gets too high, engagement drops. Adjust caps to maintain visibility without overwhelming your audience.

Amplifying Impact: Channel Pairing Strategies for LinkedIn

LinkedIn advertising works hardest when strategically paired with other ABM channels. Here's how to create powerful channel combinations:

LinkedIn + Content Syndication

Content syndication creates initial engagement with target accounts by placing valuable resources directly in front of relevant audiences. LinkedIn reinforces that engagement by nurturing leads with related thought leadership.

Implementation Strategy: When a target account downloads a syndicated white paper on "ABM Best Practices," follow up with LinkedIn Sponsored Content promoting a related webinar or case study. This keeps the conversation going and moves the account deeper into your funnel.

LinkedIn + Display Advertising

Display advertising provides broad visibility across the web, keeping your brand present as prospects browse publisher sites and industry content. LinkedIn adds precision by targeting specific personas within those same accounts.

Implementation Strategy: Run display campaigns targeting your ICP to build awareness. Simultaneously, run LinkedIn campaigns targeting specific job titles within those same accounts to drive mid-funnel engagement. This creates surround-sound targeting—your brand appears everywhere your buyers spend time.



LinkedIn + Connected TV (CTV)

CTV delivers high-impact, narrative-driven storytelling that builds emotional brand connection. LinkedIn reinforces that story with action-oriented messaging and lead generation opportunities.

Implementation Strategy: After target accounts are exposed to your CTV narrative, retarget them with LinkedIn lead gen offers based on ad engagement. For example, if they watched a CTV ad about data security challenges, follow up with a LinkedIn Lead Gen Form promoting a security-focused ROI calculator.

LinkedIn + Audio Advertising

Audio advertising creates intimate brand connections through voice and storytelling, often through podcast sponsorships. LinkedIn provides visual reinforcement and extends the conversation.

Implementation Strategy: Align InMail campaigns with themes from podcast sponsorships for storytelling continuity. If you sponsor a podcast episode about sales and marketing alignment, follow up with LinkedIn InMail inviting listeners to a webinar on the same topic.

LinkedIn + Owned Channels

Owned media channels—your website, blog, email newsletters, and resource center—create deeper engagement by delivering content within environments you control. LinkedIn reinforces those interactions by re-engaging visitors after they leave your owned properties.

Implementation Strategy: Use LinkedIn to drive target accounts toward owned content experiences, then retarget them with follow-up messaging. If a visitor from a target account reads a blog post, retarget them with LinkedIn ads promoting related resources or upcoming events.

LinkedIn + Sales Outreach

Sales outreach creates direct, personalized engagement that helps move opportunities toward pipeline and revenue. LinkedIn reinforces those conversations by surrounding target accounts with consistent messaging before, during, and after sales interactions.

Implementation Strategy: Align LinkedIn campaigns with active sales motions. When your sales team begins outreach to a target account, run LinkedIn ads that reinforce the same messaging and value proposition featured in emails or calls. This creates a coordinated experience that builds credibility and momentum.



How Genesys Uses Intent Data to Amplify Multi-Channel ABM

Genesys demonstrates how LinkedIn advertising can strengthen account engagement when integrated into a broader multi-channel ABM program. As Senior Manager of Digital Marketing and Demand Generation for LATAM, Julian Bocanegra needed a way to increase engagement within target accounts while improving brand awareness and recognition among buying committees. The goal was not simply to generate leads, but to create a coordinated account experience that supported prospects throughout the buying journey.

Genesys initially leveraged ABM Content Syndication to engage target accounts with relevant content and generate demand. To expand reach and reinforce messaging, the team added ABM Display Advertising for ongoing visibility and ABM Social Advertising with LinkedIn Ads to engage decision-makers directly within a professional business environment. Through Madison Logic's LinkedIn integration, Genesys was able to activate LinkedIn campaigns quickly and incorporate the channel into a broader end-to-end ABM strategy.

The key to success was treating LinkedIn as part of a coordinated account-based approach rather than a standalone social advertising tactic. By combining content syndication, display advertising, and LinkedIn, Genesys was able to engage target accounts across multiple touchpoints, reinforce messaging throughout the funnel, and create a more consistent buyer experience.

This approach exemplifies how LinkedIn advertising supports effective ABM strategies—not by operating independently, but by helping marketers reach buying committee members, strengthen engagement, and extend the impact of other channels within a unified program.

"I started working with this first objective of generating leads through content syndication. And then Madison Logic added on top of that a display strategy that could bring brand awareness and recognition. We then introduced LinkedIn through a very simple integration with Madison Logic that took just a few minutes, a click of integration, and then a very on-point enablement. It was great to be able to integrate content syndication, display, and LinkedIn with Madison Logic in an end-to-end strategy."

— Julian Bocanegra, Sr. Manager of Digital Marketing at Genesys



Putting It All Together: Your LinkedIn Advertising Action Plan

To implement an effective LinkedIn advertising strategy for your ABM program:

- 1. Start with your objective:** Define what you're trying to influence—whether it's awareness, demand creation, pipeline acceleration, or customer expansion—and align success metrics accordingly.
- 2. Define your audience:** Upload your target account list to Matched Audiences, then layer on job title, seniority, and geography to reach the specific people within those accounts who influence decisions.
- 3. Select the right formats:** Choose Sponsored Content, Lead Gen Forms, InMail, video, or carousel ads based on your objective and the type of message you need to deliver at each stage.
- 4. Deliver sequenced messaging:** Develop creative that evolves with the account journey, aligning messaging to buying stages and real engagement signals.
- 5. Integrate with sales:** Set up Sales Navigator alerts to trigger outreach based on ad engagement, creating warm handoffs instead of cold outreach.
- 6. Measure and optimize:** Track account-level engagement and pipeline impact, continuously refining targeting, creative, and format mix based on performance.



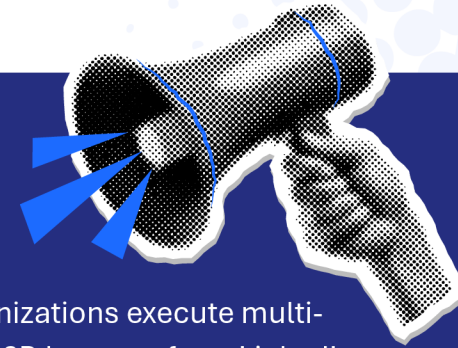
Turning LinkedIn into an ABM Growth Driver

In the complex world of B2B buying, where multiple stakeholders independently research before coming together for decisions, LinkedIn advertising provides the precision targeting that ensures your message reaches the right people at the right time.

When implemented strategically—with thoughtful segmentation, creative sequencing, and cross-channel integration—LinkedIn advertising becomes more than just another tactic. It becomes your precision targeting engine that identifies and engages the buying committee, delivers content matched to their role and stage, and creates seamless handoffs to sales when engagement signals indicate readiness.

Use LinkedIn's job role targeting to refine persona messaging. Align campaigns with sales timing and outbound motions. Sync your MAP and CRM for performance visibility. With this approach, you'll transform LinkedIn from an awareness-only channel to a powerful driver of account progression and revenue growth.

Activate Your Multi-Channel ABM Strategy with Madison Logic



Activating this kind of coordinated strategy requires the right technology and expertise. Madison Logic helps organizations execute multi-channel ABM programs by connecting data, insights, and activation across the channels that influence modern B2B buyers—from LinkedIn and content syndication to display, CTV, programmatic audio, and beyond.

With deep experience supporting complex buying journeys, Madison Logic partners with marketing and sales teams to identify high-value accounts, orchestrate coordinated engagement across channels, and drive measurable impact across the entire funnel. By combining strategic guidance with scalable activation, Madison Logic enables organizations to turn multi-channel ABM from a concept into a repeatable engine for pipeline and growth.

Ready to amplify your ABM strategy with a full funnel, multi-channel approach? Find out why today's leading marketers trust Madison Logic to reach buying groups with the right message at the right time.

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