

A FIELD FRAMEWORK

Building a LinkedIn Ads Program *From Scratch.*

How to go from an empty account to 16 tested variants for under \$5K, and learn what your audience responds to.

Pick *one* format.

Start with carousels, also called document ads. They're still one of the top performing formats on LinkedIn right now.

One format keeps your first tests clean. Every other variable you change will actually mean something.

Target *two* audiences.

Pick whichever cut of your ICP you know best:



By title

Two sets of roles



By industry

Two verticals



By size

Two company sizes

Whatever makes sense for your product, service, or company.

Create *two* carousels.

1. Pick two topics your product touches that these audiences actually care about.
2. Write a blog on each, or just talk into your AI notetaker of choice.
3. Plug it into Claude Design and generate a branded carousel for each.

Test *two* copy variants.

For each carousel, try two variants of the accompanying post copy:

Short vs. long

Punchy hook or full story

Question vs.
statement

How you open the post

Or both.

Iterate on the *cover*.

Once you see what copy, content, and audience responds best:

- Dark vs. light (dark usually wins, but worth testing)
- A different, brighter accent color
- An illustration or cover image

Whatever fits your brand identity.

Watch *engagement rate*, not clicks.

This is message testing. LinkedIn works best as a top-of-funnel influence channel, not demand capture.

10–15%

ENGAGEMENT I'VE HIT WITH
THIS

>1%

TYPICAL "GOOD"
RATE

Let every variant *earn its data.*

Give each variant a couple hundred dollars, enough data to spin down losers and double down on winning formats, content, copy, and targeting.

~16

VARIANTS TESTED

<\$5K

TOTAL SPEND

Graduate to *thought leader ads*.

Take what you learned about targeting and content. Get an SME or exec to post about your solution area, product, or an industry trend, then promote it as a boosted post.

A bonus you'll notice along the way: direct and organic traffic tends to rise as LinkedIn spend increases. Rarely directly attributable, but consistent in controlled experiments.

VOILÀ

You have the foundation
of a functional *LinkedIn
Ads program.*

Happy building. For growth marketing help on technical
products at any stage and any scale, say hello.