

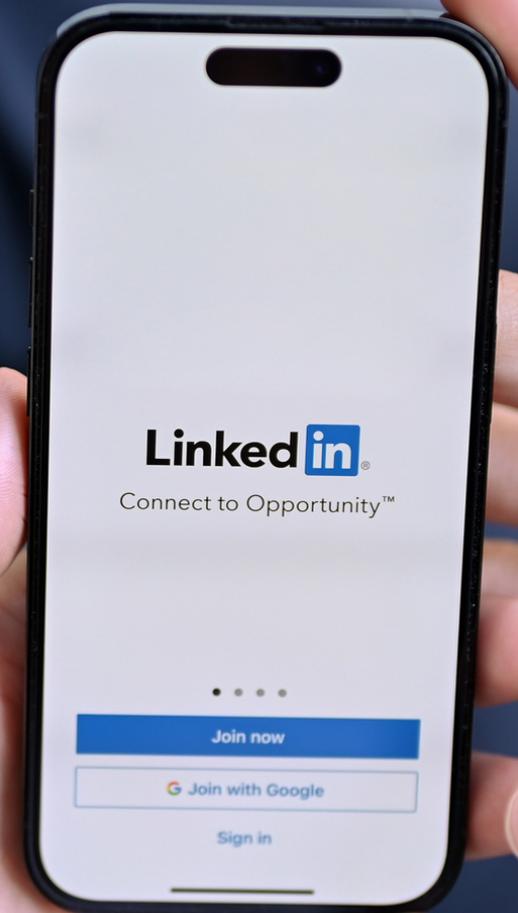
BACKSTAGE
DIGITAL

LINKEDIN ADS

LEAD GENERATION CASE STUDIES

OIL AND GAS

INDUSTRY



Campaign Overview

OIL AND GAS INDUSTRY

Goals

01

The primary objective of the client was to generate high-quality leads through their LinkedIn Ads campaign.

Ad Duration

02

14 Months

About the Client

03

Client is a global oilfield products and equipment company, aims to generate high-quality leads for their products and services through a targeted LinkedIn Ads campaign.

Campaign Strategy

OIL AND GAS INDUSTRY

Target Audience Selection: We launched a 360 campaign to target niche prospects for individual products and services. The campaign focused on job titles, industry sectors, and relevant LinkedIn Groups to ensure precise targeting.



- **Creative Assets:** Eye-catching visuals, including images and videos, are incorporated into the ads to grab attention and enhance engagement.
- **Lead Generation Forms:** LinkedIn Lead Gen Forms are utilized to streamline the lead capture process, allowing users to submit their contact information directly within the LinkedIn platform.
- **Budget Management:** A daily budget is set and closely monitored to ensure optimal allocation of resources and maximum return on investment.

LINKEDIN INSIGHTS

OIL AND GAS INDUSTRY



Impressions

1,862,279



Clicks

9,252



Leads

176



Average CPC

\$4.89

CONCLUSION

OIL AND GAS INDUSTRY

Client successfully achieved their lead generation objective through a well-executed LinkedIn Ads campaign. Client successfully generates quotes from these leads averaging \$600k.

By leveraging the platform's robust targeting capabilities, compelling ad creative, and continuous optimization, they generated a substantial number of high-quality leads.

This case study highlights the effectiveness of LinkedIn Ads in driving business outcomes, establishing brand visibility, and expanding the customer base for energy industry-focused companies.

GET IN TOUCH

READY TO WORK WITH OUR TEAM?

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