

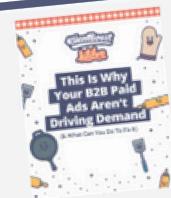


# How To Convert Qualified Leads With Ungated Content

# Ungated Content

This-Is-Why-Your-Paid-Ads-Aren't-Driving-Demand-  
By-KlientBoost.pdf ↗

Name: Doc Ad - Why Your Ads Aren't Driving Demand  
Edit Manage ↗ Chart More ↗



# B2B Marketers Need To Let Go Of Gated Content

We stopped gating content this year and saw our highest-ROI ad type on LinkedIn.

The hypothesis: this content works because it builds trust and deliver value BEFORE asking for something like an email address or phone number.



# How Gating Content Kills Paid Reach

When you gate content on LinkedIn, you're one of two campaign objectives:

- ✖ Conversions
- ✖ Lead Generation

The problem is most B2B ads rely on these objectives. Marketers are **obsessed** with using LinkedIn emails, which means:

- ✖ CPMs are inflated (the ad auctions get bid up)
- ✖ Fewer people see your ad as LinkedIn optimizes for clicks and form fills (not reach)
- ✖ You're spending more \$\$\$ to reach less people

# What Happens When You Stop Gating Content >

Gating content isn't necessary if you do the following:  
Identify your ICP, set the right targeting parameters, address customer pain points and create genuinely valuable content.

## THE SIMPLE FORMULA TO HIGH-PERFORMING DOCUMENTS

TIGHT ICP  
TARGETING

HIGH VALUE  
CONTENT

LOWER AD COSTS & BETTER RESULTS

# Step 1. Solve A Painful Problem

Create PDF documents solving painful problems. Test potential topics with organic LinkedIn sharing.

**Analyse calls from all closed/won deals** to find topic clusters that will resonate with your audience.

You are a **customer insights analyst**.

Analyze these **sales call transcripts from closed/won deals** and find the patterns.

For each **segment** (if available), list the **top 3 recurring pain points** customers have.

For each pain point, include:

- “**Summary (short label)**”
- “**Exact customer quotes that show it**”
- “**Emotional driver (fear, frustration, uncertainty, etc.)**”
- “**Impact or consequence**”

Present results in a **Markdown table**, then add a short section called “**Additional context**” with a few sentences about the findings.

# Step 2. Create LinkedIn Ads Campaign

Use the **Document Ad** format inside Manager to create a new camp

## Set the objective to Engagement

Lower CPMs than conversion objective. Better reach and frequency!

### Objective

Select an objective that aligns with your campaign goals.



#### Engagement

Increase social engagement.

Bidding

Optimization goal 

Use bidding

# Step 3. Target Cold ICP Audience

Use third-party tools to build cold contact lists on your target ICPs.

**Build an audience** filtered by exact job titles (way better than LinkedIn's native matching!)

**Upload to Campaign Manager.** Pull this data into your audience

**Add seniority filters.** Include titles like Director, Owner (whoever is the decision-maker within your target company)

**Add seniority exclusions.** Exclude anyone who lacks decision power (anyone in non-management roles with titles like Entry, Training, Unpaid, and Senior)

It should look like  
this once you import it

And your final audience results will match your

Include people who have ANY of the following attributes:

Third Party Contact

Forecast

# Step 4. Add A Soft Sell

Give the whole thing away free!

Then at the very end, add your **core marketing plan**.

**Free marketing plan!?**  
**Why not!**

Looking for a new agency partner to help you drive **more pipeline and revenue** from your paid ads?

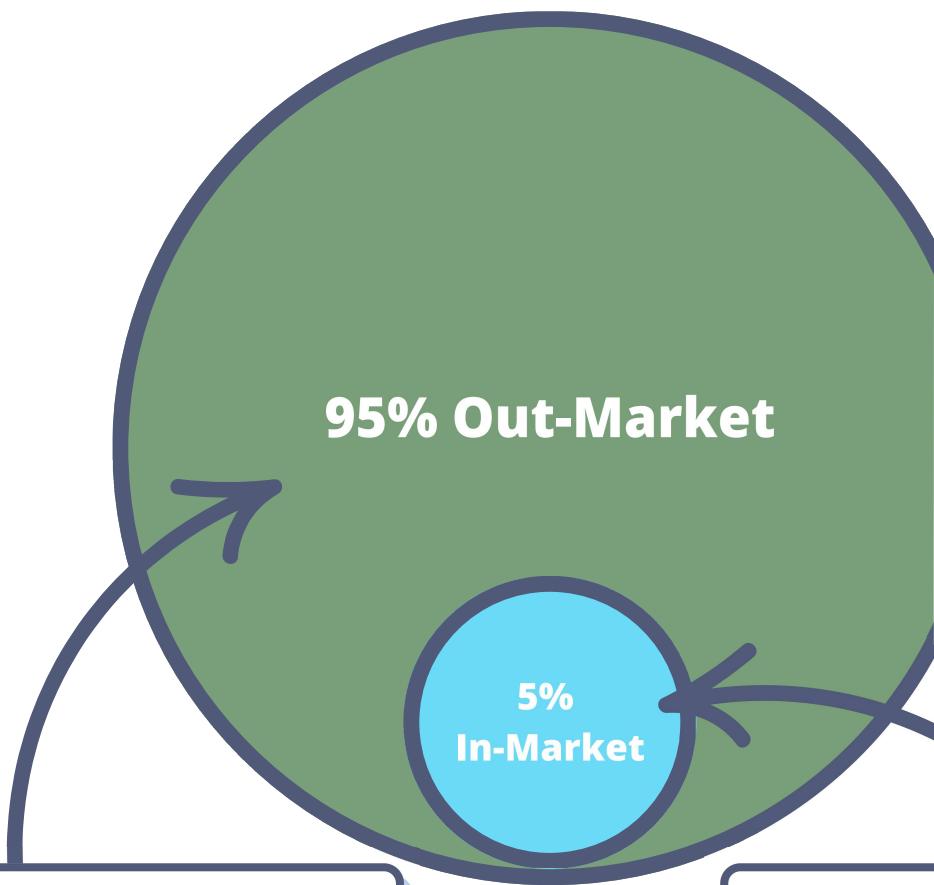
The Marketing Plan That'll Achieve Your Goals



[klientboost.com/marketing-plan](http://klientboost.com/marketing-plan)

## Why this works so well

# Why This Play Can Work For All Audiences



**95% of your target audience** might have the pain you are solving in your content at some point.

They will:

- Read the document
- Remember your brand can help
- Put you on their shortlist of vendors when

**5% of your target audience** have the pain point you are solving in your content.

They will:

- Read the document
- See the value in your content
- Think about how it applies to them

# How To Cook A Recipe In 20



## CONTENT CREATION

- IDENTIFY YOUR AUDIENCE'S MOST PAINFUL PROBLEMS
- CREATE DETAILED CAROUSELS TO HELP THEM SOLVE THEM
- TEST THE TOPIC ON ORGANIC LINKEDIN FIRST
- INCLUDE SPECIFIC, TACTICAL ADVICE (NOT GENERAL)
- ADD SOFT CTA ON FINAL PAGE

## CAMPAIGN SETUP

- USE DOCUMENT AD FORMAT
- SELECT ENGAGEMENT OBJECTIVE (NOT CONVERSION)
- SET MANUAL BID ~20%+ BELOW RECOMMENDED
- TARGET COLD ICP ACCOUNTS ONLY TO START WITH

# What To Expect A Running This Re

After you launch this playbook, you shou

- Engaged cold audiences downloading content
- Influenced revenue in your pipeline from content

Remember, this will only work if you get it right *and* your ungated content is genuine.

**If you throw out AI slop or generic ads, this play will not work for you.**

Are you going to test this?

Follow me so  
you don't miss  
the next one!





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