



LinkedIn Paid Advertising

Gather Voices launched a paid ad campaign to generate leads for its new Video Kiosk product. Through a strategic full-funnel approach, we helped attract, nurture, and convert high-intent buyers.

Gather Voices Video Kiosk

LinkedIn Paid Advertising

Program Overview

To drive marketing-qualified leads for the new Video Kiosk product, we built and executed a paid ad strategy to guide buyers through all stages of the buyer's journey.

Objectives

- Generate high-quality leads for the Video Kiosk product
- Align messaging with personas and emotional drivers
- Nurture qualified leads to convert to demo bookings
- Validating revenue potential of new product

What We Did

In order to execute a winning paid ad campaign, we focused on:

- Industry research to define key performance benchmarks
- LinkedIn audience targeting aligned with our ICP
- Gated content offers for Awareness and Consideration stages
- Ad copy, video scripts, and landing pages tailored to each stage
- Email nurture sequences to warm up leads for Sales
- Continuous optimization to improve ad performance over time

Results

The optimized paid ad campaign exceeded KPI targets and outperformed industry benchmarks, generating **high-quality leads** sustainably.

1

0.45% campaign clickthrough rate

Overperformed the 0.40% industry benchmark

2

0.67% clickthrough rate in final phase

Improved engagement as campaign progressed

3

911% more leads than forecasted

High-impact strategy far exceeded expectations

The image shows a Facebook advertisement for Gather Voices, a company with 1,690 followers. The ad promotes a campaign to create testimonial videos for a 50th Anniversary event. The main headline is "Create testimonial videos that convert." and the sub-headline is "Event testimonial videos that drive conversions have these 7 things in common." The ad features a woman standing next to a ring light. Below the ad, there is a lead form titled "Gather Voices" with the following fields: "Email address *" (containing "contentwithkaitlan@gmail.com"), "First name" (containing "Kaitlan"), "Last name" (containing "Arndt"), and "Company name" (containing "Gather Voices (Video Software Solutions)"). A "Submit" button is at the bottom of the form. The ad also includes a "GET THE CHECKLIST" button and a "Download" button.

Gather Voices
1,690 followers
Promoted

You don't need to be a professional videographer to co-create powerful testimonial videos with your community.

Create testimonial videos that convert.

50th ANNIVERSARY

Event testimonial videos that drive conversions have these 7 things in common.

GET THE CHECKLIST

Co-create video testimonials that deliver real results. [Download](#)

Gather Voices

Community-driven video content

GATHER VOICES

Co-create video testimonials that deliver real results.

You don't need to be a professional videographer to co-create powerful testimonial videos with your community. Here are 7 practices.

We'll send this information to Gather Voices, subject to the privacy policy.

Email address *

contentwithkaitlan@gmail.com

First name

Kaitlan

Last name

Arndt

Company name

Gather Voices (Video Software Solutions)

Submit

Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



Chad Alger-Hardt, Founder

chad@ck-consultants.com | 773-350-2959



Kathryn Duszynski, Managing Partner

kathryn@ck-consultants.com | 206-310-9490

