

COEGI LINKEDIN LEAD GENERATION CREATIVES



Lead Generation Creative Specs

Form Name	256 Characters
Landing Page	2000 Charafter
Offer Headline	60 characters
Offer Detail (optionall)	160 characters
Privacy Policy	2000 characters
Privacy Policy URL	2000 Characters
Call-To-Action	20 characters
Call-to-Action Button	<ul style="list-style-type: none">• Visit Company Website• Learn More• View Now• Download Now• Try Now
Confirmation Message	300 characters

Form Recommendations

Form Fields	3-4 fields are recommended as best practice. 12 fields are the maximum
--------------------	--

Available profile information form fields:	Contact	<ul style="list-style-type: none"> • First name • Last name • Email address • LinkedIn Profile URL • Phone number • City • State/Province • Country/Region • Postal/Zip code • Work email • Work phone number
	Work	<ul style="list-style-type: none"> • Job title • Function • Seniority
	Company	<ul style="list-style-type: none"> • Company name • Company size • Industry
	Education	<ul style="list-style-type: none"> • Education Degree • Field of study • University / School • Start date • Graduation date
	Demographic	<ul style="list-style-type: none"> • Gender

Number of Custom Questions (optional)	3 questions
Number of characters in custom question	100 characters
<i>Custom questions can either appear as multiple choice or single line input</i>	