

HOW  
IT SERVICE COMPANIES  
INVEST IN  
LINKEDIN ADS  
IN 2024

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LinkedIn, with its 900 million users, is a goldmine for reaching your target audience.

Yet, many IT service businesses need help with the right budget for LinkedIn ads.

Too high, and you waste precious dollars; too low, and your efforts fall flat.

So, what's the sweet spot for your 2024 LinkedIn ad budget? Let's break it down.

So, what is the best budget for LinkedIn ads in 2024?

## Avoiding Common Pitfalls

Before diving into numbers, understand the key factors affecting your budget.

First, consider your traffic health.

Starting with a minimal budget of \$500 to \$1,000 is possible, but only if you have existing, quality website traffic for retargeting.

Without this, you're looking at a higher minimum of \$3,000 per month, requiring a 3–4-month runway to prove ROI.

There are two primary scenarios to consider:

1. You have quality traffic already and want to leverage LinkedIn for retargeting.
2. You're starting from scratch, building LinkedIn ads in isolation to generate initial traffic.

## Crafting Your Budget and Strategy

### Scenario A: Building LinkedIn Ads in a Silo

For IT service businesses starting fresh, think of LinkedIn ads as a long game. Initial costs are high due to the need for multiple ad layers to attract and nurture potential leads.

Expect to spend at least \$3,000 a month and be prepared for a 3–4-month investment before seeing a break-even ROI.

This approach demands patience and a decent budget to gather and convert prospects effectively.

## Scenario B: Retargeting with Existing Quality Traffic

If you already have a robust online presence, start small.

A budget of \$500 to \$1,000 a month can quickly yield positive ROI by retargeting quality traffic.

LinkedIn's insight tag allows you to tap into all website traffic, enhancing the efficiency of your ads.

## Strategy for Running Your Ads

LinkedIn ads shouldn't be your first channel unless you have other ad channels in place.

Begin with retargeting to maximize your budget and focus.

Use specific targeting criteria, such as 90-day website visitors from select industries or job titles, to ensure your ads reach the right audience.

## Types of Retargeting Content:

- Case studies
- Testimonials
- Client success stories
- Educational videos and posts
- Organic communities
- Events (workshops/webinars)

These content types build trust and position you as an expert, crucial for converting curious prospects into paying clients.

Over the next 90 days, dominate their feed with targeted content, making you the go-to expert when they're ready to buy.

## To Sum It Up

Your LinkedIn ad budget for 2024 should align with your traffic health and retargeting needs.

A monthly budget of \$500-\$3,000 is ideal, depending on your starting point.

Get hyper-targeted with your audience and diversify your ad types to build trust and awareness, ensuring you stand out as the number one expert in your field.

[Have Questions? Book a 1-1 Strategy Call To See How You Can Beat Your KPIs This Quarter](#)