# LegalZoom is a leader in B2B legal services.

# What do their B2B Facebook ads look like?



A quick overview of LegalZoom's Facebook ads.

### spend for dozens of companies. This commentary comes from that

We've run over \$50m of B2B ad

# experience.



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## What makes a good B2B ad?

Take a look at the parts of an ad below:



The **visual headline** is the most important part - it should get the business decision maker's attention instantly as they scroll.

#### For Childcare Directors



#### LegalZoom Time

There's a lot more best practices, but with that, let's jump into LegalZoom.

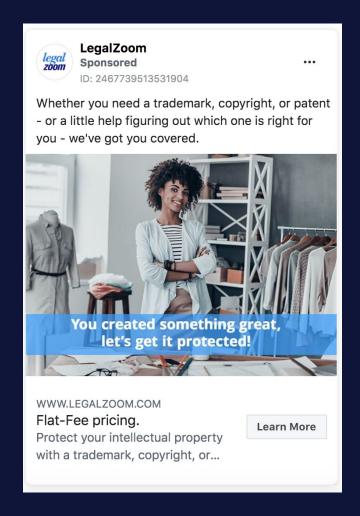


#### **Overall Summary**

- The mix on their account of direct response vs content ads is a little over weighted to content. I'd analyze the performance of those.
- They really need bigger and more varied Visual Headlines, and to start adding Visual Headlines to their content pieces.

See specific ad commentary below - and an overall rating at the end!

Headline should be more specific. "Get the legal tools to protect your business." It could also be bigger and more legible. The Main Visual is fine.



### I like this headline and image. I'd recommend making it bigger and easier to parse instantly.



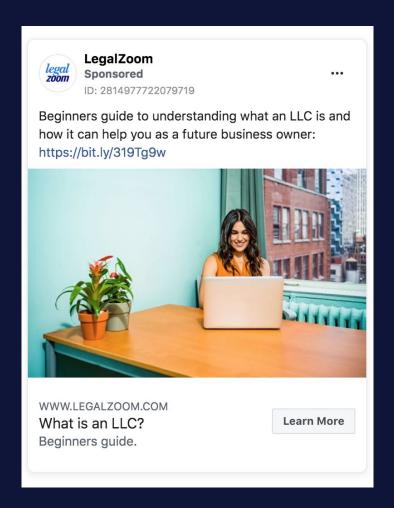
#### This has the same headline as above, but the color here is good for an ad.



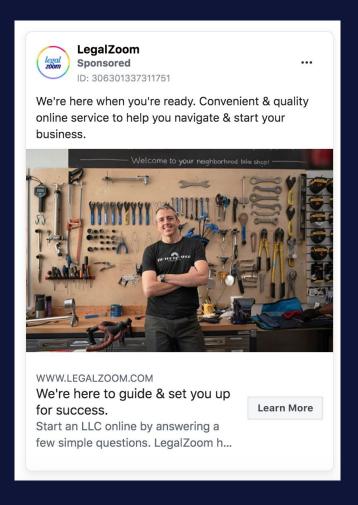
#### This ad needs a Visual Headline. "Guide to starting a non-profit" at least.



### Same thing, needs "What is an LLC and why does it matter for your business?"

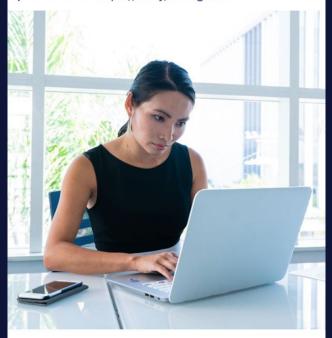


## There's a great sentence in their ad text here for a Visual Headline. "Start an LLC online by answering a few simple questions."



#### Needs a Visual Headline.

Choosing an LLC vs a Sole Proprietorship will depend on your business needs. Check out the pros & cons: https://bit.ly/2WRgEGn



WWW.LEGALZOOM.COM
LLC vs Sole Proprietorship
What are the differences?

Learn More

## Needs a Visual Headline + there are quite a few content ads here. I would dig into how well they're leading to down-funnel conversions.



# Overall Rating: 5/10

Has some good Visual Headlines and some good image choices, but needs much more variety and more impactful text placement, especially for content ads.



# Want us to improve your B2B ads and ad strategy?

Get in touch below:

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