

**LegalZoom is a
leader in B2B
legal services.**

**What do their B2B
Facebook ads
look like?**

**RIGHT
PERCENT**

A quick
overview of
LegalZoom's
Facebook ads.

We've run over \$50m of B2B ad spend for dozens of companies.

This commentary comes from that experience.



What makes a good B2B ad?

ad?

Take a look at the parts of an ad below:

The image shows a screenshot of a sponsored social media advertisement for Zenefits. The ad features a woman sitting in an office chair with her back to the camera, looking at a calendar on the wall. The calendar is titled "THIS MONTH" and shows a grid of dates. The text "The Essential 2020 HR Calendar" is overlaid on the image. Below the image, there is a URL "ZENEFFITS.COM/CALENDAR", the text "Downloadable 2020 Calendar For HR Professionals", and a "DOWNLOAD" button. The ad is annotated with green arrows pointing to various parts, labeled as "Main Copy", "Main Visual", "Visual Headline", and "Subhead/CTA".

Zenefits
Sponsored · 🌐

This is the ultimate downloadable calendar for HR professionals.
...See More

THIS MONTH

**The Essential
2020 HR
Calendar**

ZENEFFITS.COM/CALENDAR
Downloadable 2020 Calendar
For HR Professionals

DOWNLOAD

Main Copy

Main Visual

Visual Headline

**Subhead/
CTA**

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

For Childcare Directors



Health screens at drop off,
without the stress

 brightwheel

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.



LegalZoom

Sponsored



ID: 2467739513531904

Whether you need a trademark, copyright, or patent - or a little help figuring out which one is right for you - we've got you covered.




WWW.LEGALZOOM.COM

Flat-Fee pricing.


Protect your intellectual property with a trademark, copyright, or...

[Learn More](#)

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

 **LegalZoom**
Sponsored ...
ID: 853309002103173

We'll do the legwork on your LLC so you can set aside more time & money for your business.




Start your business with confidence.


WWW.LEGALZOOM.COM
Helped over 1M customers launch their LLC.
Start an LLC online by answering a few simple questions. LegalZoom...

[Learn More](#)

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

 **LegalZoom**
Sponsored

It's important to separate your personal & business assets. An LLC will help protect you from personal liability.



**Start your business
with confidence.**

WWW.LEGALZOOM.COM
Helped over 1M customers launch their LLC.
Start an LLC online by answering a few simple questions.
LegalZoom has helped close to two million people start or ru...

[Learn More](#)

This ad needs a Visual Headline. “Guide to starting a non-profit” at least.



LegalZoom

Sponsored



ID: 358814958535322

Have an idea for a nonprofit but not sure how to get started? Here's a helpful guide to help entrepreneurs just like you.



WWW.LEGALZOOM.COM

How To Start a Nonprofit.

What you should know.

[Learn More](#)

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



LegalZoom

Sponsored



ID: 2814977722079719

Beginners guide to understanding what an LLC is and how it can help you as a future business owner:

<https://bit.ly/319Tg9w>




WWW.LEGALZOOM.COM

What is an LLC?


Beginners guide.

[Learn More](#)

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

 **LegalZoom**
Sponsored ...
ID: 306301337311751

We're here when you're ready. Convenient & quality online service to help you navigate & start your business.



WWW.LEGALZOOM.COM
We're here to guide & set you up for success.
Start an LLC online by answering a few simple questions. LegalZoom h...

[Learn More](#)

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.

 **LegalZoom**
Sponsored ...
ID: 638727396996447

Business structures can get confusing. We break down the difference between an S Corp & an LLC:
<https://bit.ly/32NB6eZ>



WWW.LEGALZOOM.COM
S Corp vs. LLC
Choosing between an S corp. or an LLC for your startup is all about how you pay your business...

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:

GET IN
TOUCH

[growth@right
percent.com](mailto:growth@rightpercent.com)

[rightpercent.c
om](http://rightpercent.com)