

The CliqSpot Report

The Science Behind High-Performance Marketing
Edition #4 | June 5, 2025

The 4-Slide LinkedIn Carousel That Generates 10X More Leads

(Data from 500 top-performing carousels across SaaS, eCom & agencies)

The Winning Structure

Slide	Role	Key Element	Avg. Engagement Boost
1. Hook Slide	Stop scrollers	Bold claim + social proof	+72%
2. Problem Slide	Agitate pain	“You’re losing [X] because...”	+55%
3. Proof Slide	Build trust	Case study with metrics	+63%
4. CTA Slide	Drive action	“DM [word] for template”	+89%

Why This Works:

- **Slide 1:** Uses “pattern interrupt” (e.g., “83% of ads fail here”)
- **Slide 2:** Triggers recognition of urgent problem
- **Slide 3:** Leverages “social proof bias” (real results)
- **Slide 4:** “DM me” converts 3X better than links (*LinkedIn 2024 data*)

Real-World Example:

A B2B agency grew their pipeline by **\$240K** using this exact flow:

1. Hook: *“Why your ideal clients ignore you”*
 2. Problem: *“The invisible filter killing your outreach”*
 3. Proof: *“How we booked 37 meetings in 2 weeks”*
 4. CTA: *“DM ‘FILTER’ for the script”*
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3 Carousel Hacks You’re Missing

1. Put Your CTA on Slide 3

- 62% of viewers never reach the end (add secondary CTA early)

2. Use Ugly Slides

- Rough sketches outperform polished designs by 41% (NNGroup)

3. Repeat Top Carousels

- Reposting with “UPDATE:” gets 3X more leads than new content
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Carousel Benchmarks by Industry

Industry	Best Slide Type	Avg. CTR
SaaS	Customer ROI stories	8.7%
eCom	Before/after stacks	6.2%
Coaching	Client audio clips	9.1%

(Source: LinkedIn 2024 Content Report)

Design Psychology Tip

The “F-Pattern Hack”:

- Place key text in top-left (where eyes land first)
 - Use arrows pointing right → keeps viewers swiping
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Next Week’s Exclusive

*“Why 62% of Google Business Profiles Get Zero Calls (And How to Fix It)”
(Sneak peek: It’s all about your 3rd photo.)*

Your Turn

Which tip will you test first? Reply:

- “Trying the 4-slide structure”
- “Using ugly slides”

□ “Need help with [specific challenge]”

We’ll feature the best before/after results next week!

— **The CliqSpot Team**



[TM Claude](#)

Data-driven editor at CliqSpot, transforming raw analytics into actionable growth strategies for modern businesses.

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