



# Digital Marketing

Creation Guide For LinkedIn Ads

Focussed On eBooks

# THE ULTIMATE GUIDE TO LINKEDIN AD CREATION FOR BEGINNERS



LinkedIn



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# 1) Sign in to Campaign Manager

Campaign Manager is the advertising platform on LinkedIn. After you create a free account, the platform will guide you through each step of setting up your account. Next, click Create Campaign Group to set up a new campaign. Name the campaign with the month and year to make it easy to recognize the goal when reviewing the campaigns in the future. After that click on Create Campaign in the top right corner. You are now ready to set your campaign.

The screenshot shows the LinkedIn Campaign Manager dashboard. At the top, there's a navigation bar with 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, there are three main sections: 'Accounts' (with one 'Ad Account'), 'Campaign Groups' (with 2 total groups), and 'Campaigns' (with 7 total campaigns). A 'Create campaign group' button is highlighted with a red box. Below the navigation, there's a table with columns for 'Campaign Group Name', 'Status', 'Spent', and 'Impressions'. The table shows two rows: one for '2 campaign groups' and one for 'Default Campaign Group' (CID: 600035814) which is 'Active'.

Campaign Group Name	Status	Spent	Impressions
2 campaign groups	—	\$0.00	0
Default Campaign Group CID: 600035814	Active	\$0.00	0

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## 2) Choose your objective

An objective is the action you want your audience to take upon seeing your ad. Selecting your objective helps show ad formats, features and bid-types that support your objective during campaign creation. Name your campaign here and choose the objective that best suits your goal. To move on to the next step. You can choose from these campaign objectives for LinkedIn objective-based ads:

- **Website Visits:** Select this objective if you want to drive traffic to your website. .
- **Engagement:** Choose this objective if you want to get more people to engage with your posts or increase followers for your company page.
- **Video Views:** Opt for this objective if you want to encourage people to watch your videos.
- **Lead Generation:** Select this objective if you want to capture more quality leads.

**Objective** ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Website visits	<input type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants

## 3) Build your target audience

Audience are the specific group of people that you want to target in order to achieve your objective. There are many options for targeting ads, utilised all those that you feel are necessary to get a hyper-targeted campaign. You can target with professional traits—like job title, company name, and industry type—or customize by bringing in your own data using Matched Audiences—which includes retargeting, email contact targeting, and account-based targeting.

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- **Demographics:** Target users by age, gender and location.
- **Education:** Target users by schools, degrees and field of study.
- **Experience:** Target users by job function and title, seniority, skills, company name, company industry and company size.
- **Groups:** Target users by the groups they belong to on LinkedIn.

The screenshot displays the LinkedIn Campaign Manager interface for a campaign named "Website visits - Oct 1, 2018". The interface is divided into three main sections: a left sidebar, a central configuration area, and a right-hand "Forecasted Results" panel.

**Left Sidebar (Step 1: Set up campaign):**

- Objective
- Audience** (selected)
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

**Central Configuration Area:**

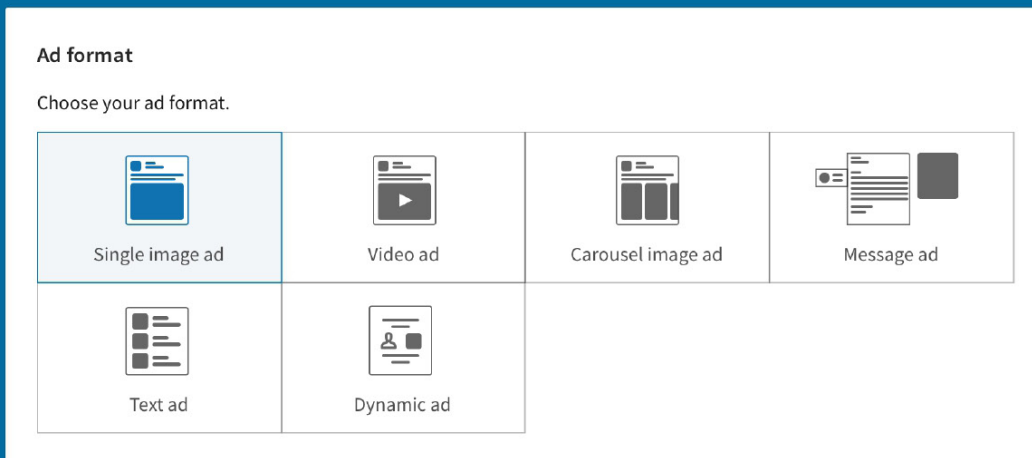
- Audience:** "Create a new audience" (with "Use a saved audience" and "Reset audience" options).
- Profile language:** Set to "English".
- Locations:** "recent or permanent location". Includes "United States" and "Add Locations".
- Start building your audience by searching or browsing:** A search bar and a list of categories: Audience attributes, Matched audiences, Company, Job experience, Education, Interests, and Demographics.
- Exclude people:** A section with a disclaimer: "LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity." and a "Learn more" link.
- Enable Audience Expansion:** A checkbox that is checked.
- Save as audience template:** A button at the bottom right of the configuration area.

**Right-hand Panel (Forecasted Results):**

- Potential LinkedIn members reached:** 30,000,000+
- 1-day spend:** \$40 - \$50
- CTR:** 0.5% - 1.2%
- 1-day impressions:** 3,000 - 10,000
- 1-day clicks:** 3,000 - 10,000
- Note:** "Forecasted results are an estimate and do not guarantee actual campaign performance. Learn more"
- Is this forecast helpful?** Yes No

## 4) Choose your ad format

After building your audience, you'll be asked to choose an ad format for your first campaign. Depending upon your objective, you can select from the various Sponsored Content formats (single-image, carousel or videos ads in the LinkedIn feed), Sponsored InMail (message ads that show up in LinkedIn messages), or Text Ads.





## 5) Set your bid and budget

Set up the right initial budget and mention how much you want to spend on daily basis. Also don't forget to mention the duration (end date) of your ad. Evaluate your ad performance after some time (based on the objective). You can then adjust your daily budget on the basis of how your ad is performing.

**Budget & Schedule**

**Budget** ⓘ

Set a daily budget ▼

**Daily budget**

\$50.00 Actual daily spend may be up to 20% higher. ⓘ

**Schedule** ⓘ

Run campaign continuously ▼

**Start date**

10/07/17 📅

**Bid type** ⓘ

Use automatic bid ▼

- Automated Bid
- Maximum CPC Bid
- Maximum CPM Bid

## 6) Set up your ad creative

Create your ad based on the ad type that you have already selected. Type in your ad headline and description. Along with making your message precise and clear, it is advised to keep it as short and simple as possible.

Create a new Text ad for this campaign

**Ad image** ⓘ

Upload a creative

Upload image

Required size: 100x100 pixels, upload jpg or png file that is 2MB or smaller.

**Ad headline** ⓘ

This is your ad headline

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**Ad description** ⓘ

This is your ad description

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**Destination URL** ⓘ

Your website

linkedin.com

Your Company Page on LinkedIn

Company Page

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## 7) Review your ad and save your billing information

The final step before launching your first campaign is reviewing your ad for any changes or errors and setting up payment details. Enter a debit or credit card, save, and your campaign will enter a review process before launching.

The screenshot shows the 'Review order' page in LinkedIn Campaign Manager. The page is titled 'Review order' and includes a 'How billing works' section, a credit card payment form, and an 'FAQS' section.

**How billing works**  
You only pay when someone clicks your ad. We'll charge your card automatically as your ad receives clicks and impressions. You can edit your campaign at any time. You may turn on and off your ads at any time, edit your bid and budget, or change the campaign end date. [Learn more](#)

**Payment Form:**

- Logos for VISA, Mastercard, American Express, and Discover.
- First name \* (text input)
- Last name \* (text input)
- Credit or Debit card number \* (text input)
- Expiration date \* (dropdowns for month: 02, year: 2016)
- Security code \* (text input)
- Country \* (dropdown menu: United States)
- Postal code \* (text input)
- Billing postal code (text input)
- Coupon code (optional) (text input) with an 'Apply' button.
- 'Save credit card' button.

**FAQS**

- When will I first be billed?**  
You only pay when someone clicks your ad. We'll charge your card automatically as your ad receives clicks or impressions up to the limit you set.
- How often will I be billed?**  
When you're billed depends on the spending limits you set when you created your campaign. You could be billed daily, weekly, or on the first of the month.
- Is there a minimum spend requirement?**  
No, you're in control over how much you spend and how long your ads run. There aren't any contracts either.
- How does a coupon work?**  
Coupon codes are applied to your ad account as a credit and are deducted from your balance due. If your campaign spend exceeds the amount of your coupon code, your credit card will be charged. To ensure your campaign does not spend over the coupon code amount, be sure to set a total budget for the same amount as your coupon code. [Learn more](#).

# Why You Should Engage With Social Media Marketing Tools

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, SnapChat and YouTube.

LinkedIn content creators generate more and more different types of content every day! To advertisers, both small and big time, this means that it is becoming extra challenging to distribute and get their content in front of their target audience if they depend solely on organic reach.

LinkedIn ads keep your audience engaged. It also helps your marketing strategy reach a new audience or market you never knew existed.

