

LinkedIn Ads Checklist

Quick Step-by-Step Guide

1 Create or Select a Campaign Group

- Go to **Campaign Manager**
- Create a new campaign group or select an existing campaign group

2 Select Your Campaign Objective

- Awareness (Brand awareness)
- Consideration (Website visits, engagement, video views)
- Conversions (Lead generation, website conversions, job applicants)

3 Set Your Budget, Bidding, & Duration

- Daily budget
- Lifetime budget
- Maximum delivery bidding
- Manual bidding

4 Build Your Target Audience

- Location
- Company
- Demographics
- Education
- Job experience
- Interests
- Retargeting

5 Select Your Ad Format

- Sponsored content ads
- Message ads
- Text ads
- Dynamic ads

6 Set Up Your Ad(s)

- Feature engaging creative
- Use strong call to actions
- Address your audience directly
- Create up to 5 variations
- Optimize for all devices
- Try A/B testing

7 Review, Launch, & Monitor Your Ad

- View **Forecasted Results** guide
- Click **Launch**
- Allow LinkedIn to review
- Monitor Performance