

# LinkedIn Ads Checklist

## Quick Step-by-Step Guide

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### 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