

## Linkedin Ads Campaign For Itvedant

## Competitor Research

- **Simplilearn** - Known for Professional Certificates & partnerships (Purdue, Meta etc.).
- **Digital Vidya** - Long-standing leader focused on practical instructor-led classes and placements.
- **IIDE (The Digital School)** - Strong brand for short-term practical programs and industry projects.

## Unique Selling Points (USPs) -

- 1. Live instructor** - led classes + 1:1 mentorship with industry experts (real-time doubt solving).
- 2. Hands-on learning** - 8+ real-world projects (including performance marketing with a managed ad budget).
- 3. Placement assistance & interview** (resume, mock interviews, hiring partner access).
- 4. Flexible timings & lifetime access** to recordings and updated modules (including Gen-AI tools).
- 5. Certification + portfolio-ready** deliverables (showcase for hiring/managing clients).

# Campaign Structure



● Objective

○ Campaign type

[Back to account](#)

Awareness



**Brand awareness**

Reach more people with your post

Consideration



**Website visits**

Get more clicks to your landing page

Conversion



**Lead generation**

Gather info from people interested in your business



**Engagement**

Increase social engagement and page followers



**Talent leads**

Identify potential candidates interested in open positions



**Video views**

Share your videos with more people



**Website conversions**

Capture leads or drive actions on your website



**Job applicants**

Drive more applications to your job opportunities





← Arise Clothing / ItVedant Group - 25th Sept 2025  
ItVedant - Lead generation - Sep 25, 2025

New campaign

Campaign group  
ItVedant Group - 25th Sept ...

Campaign  
Set up Campaign

- Campaign details
- What you're marketing
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Ads in this campaign  
Set up Ads

Review & Launch

## Campaign details

Campaign name

ItVedant - Lead generation - Sep 25, 2025

41/200

Group objective

Lead generation

## What you're marketing

Add new

We'll analyze the source URL to optimize your audiences.

ItVedant • <https://www.itvedant.com/>



### Use Auto-Targeting to maximize results

AI-powered targeting based on your product listing to optimize for key results

Try it now

Dismiss

## Forecasted results



Target audience size

170,000,000+

1-day

7-day

30-day

30-day spend

\$2,700.00 - \$4,500.00

30-day impressions

43,000 - 120,000

CTR

0.26% - 0.40%

30-day clicks

160 - 450

30-day leads

Key Result

26 - 63

30-day cost per lead

\$113.04 - \$132.89

Forecasted results are directional estimates and do

✓ Changes saved successfully. ✕

Previous

Save and exit

Next

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## Audience

Saved Audiences

Audiences

Use Auto-Targeting

Create a new audience

### Where is your target audience?

Locations Recent or permanent location

Remove all attributes

Close

India

Mumbai, Maharashtra, India

Delhi, India

Pune, Maharashtra, India

We now support the display of Sponsored Messages for members in the EU who have provided explicit consent. [Learn more](#)

Search

Start searching for Locations above. For example, you can search for:  
United States, United Kingdom, Canada, Germany, Netherlands, and Australia

Exclude people in other locations

Your audience has their Profile Language set to English

Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the

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Is this helpful?

Yes

No

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Add Buyer Groups

Drive up to 20% more sales opportunities by reaching your products' decision-makers and key stakeholders (based on beta participants; results may vary) [Learn more](#)

Narrow audience further

Exclude people who have ANY of the following attributes:

[Remove all attributes](#) [Close](#)

Job Titles 

current

- Digital Marketing Manager
- Search Engine Optimization Specialist
- Marketing Intern
- Business Specialist
- +

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

🔍 Search

[Learn more about matched audiences](#)

👤 Audiences

Use your data to retarget website visitors or reach known contacts and accounts

➔

👤 Audience attributes

Add targeting criteria like job title, industry, or skills

- List upload
- Lookalike
- Predictive
- Retargeting
- Third party
- Other

☒ Enable Audience Expansion [?](#)

✓ Changes saved successfully. ✕

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Forecasted results [?](#) [⚙️](#)

Target audience size

170,000,000+

1-day 7-day 30-day

30-day spend

\$2,700.00 - \$4,500.00 [?](#)

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Is this helpful? [Yes](#) [No](#)

Save and exit

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## Ad format

Select an ad format that will perform best with your campaign objective



Single image



Carousel image



Video



Message



Conversation



Document

New



Article and newsletter

## URL tracking parameters (optional)

Dynamic URL tracking parameters track the performance of your campaign and creatives. Parameters will apply to all creatives in your campaign. The full URL parameter will be a combination of account level, campaign level, and creative level parameters. [Learn more](#)

## Forecasted results



Target audience size

170,000,000+

1-day

7-day

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30-day spend

\$2,700.00 - \$4,500.00 ?

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No

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Upload block list

## Budget & schedule

 Your campaign group is scheduled to run from 10/1/2025 to 10/15/2025

### Budget

Set a lifetime budget

### Lifetime Budget

\$340.00

### Schedule

Start date

10/1/2025

mm/dd/yyyy

End date

10/15/2025


mm/dd/yyyy

Your campaign will run for 15 days starting from October 1, 2025. Your campaign will spend no more than \$340.00 total.

 Your campaign group is scheduled to run from 10/1/2025 to 10/15/2025.

### Bidding

 Enable the qualified leads optimization goal to drive more qualified leads and reduce your cost per qualified lead by up to 30%. [Learn more](#)

Optimization goal 

Leads [Change](#)

## Forecasted results

Target audience size

170,000,000+

15 days (10/1/2025 - 10/15/2025)

Total spend

\$130.00 - \$339.00

Total impressions

2,300 - 9,300

CTR

0.25% - 0.39%

Total clicks

9 - 39

Total leads **Key Result**

0 - 9

Total cost per lead

\$66.86 - \$78.60

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful?

Yes



✓ Changes saved successfully. ✕

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[Save and exit](#)

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We're updating the LinkedIn Ads Agreement on November 2, 2025. [Learn more](#) about the changes. ✕

Your ad account is currently on hold due to missing payment information. Please add your credit card information in the [billing center](#) to activate your ad account. [Learn more](#).

## in Ads | Campaign Manager

... / ItVedant Group - 25th Sept 2025 / ItVedant - Lead ge  
Itvedant Ad - 25th Sept 2025

Name this ad (optional)

Itvedant Ad - 25th Sept 2025

### 1. Form details

⚠ After your ad becomes active, you can't change the

#### Lead gen form

Search by name or choose from the list

+ Create new form

### 2. Ad

✅ 1 image has been selected successfully ✕  
33s ago 1/3

Create lead gen form

Form details

Lead details

Data privacy

Confirmation

English

Headline \*

"Apply Now for Online Digital Marketing Course"

47/60

Details

Learn Digital Marketing online with live classes, real projects & placement support. Fill the form to get brochure & course details now!

136/160

Lead details

Profile information (6/12)

First name ✕

Last name ✕

Email address ✕

Phone number ✕

Postal/Zip code ✕

Gender ✕

🔍 Search

Contact

Work

☒ Gender (will not be pre-filled from the members profile)

Arise Apparel

"Apply Now for Online Digital Marketing Course"

Learn Digital Marketing online with live classes, real projects & placement support. Fill the form to get brochure & course details now!

We'll send this information to Arise Clothing subject to their [privacy policy](#). LinkedIn may also personalize, measure, and optimize ads based on your form submission.

Email address \*

anne.smith@example.com

Phone number \*

5555555555

Gender \*

First name

Anne

Last name

Smith

Postal/Zip code

Save ad



← ... / ItVedant Group - 25th Sept 2025 / ItVedant - Lead generation - Sep 25, 2025  
Itvedant Ad - 25th Sept 2025

Name this ad (optional)

Itvedant Ad - 25th Sept 2025

28/255

1. Form details

2. Ad

Introductory text ⓘ \*

Boost your career with Itvedant's Online Digital Marketing Course. Live classes, real projects & 100% placement support. Fill the form to get brochure & details today!



URLs in this field are automatically shortened.

167/3,000

Destination URL

<https://www.itvedant.com/>

Scrape

Cancel



Arise Clothing

Promoted

Boost your career with Itvedant's Online Digital Marketing Course. Live classes, real projects & 100% placement support. Fill the form to get brochure & details today!



Save ad

A red, rounded rectangular button with a slight 3D effect and a shadow, centered on a white background. The button contains the text "Thank You" in a white, sans-serif font.

Thank You