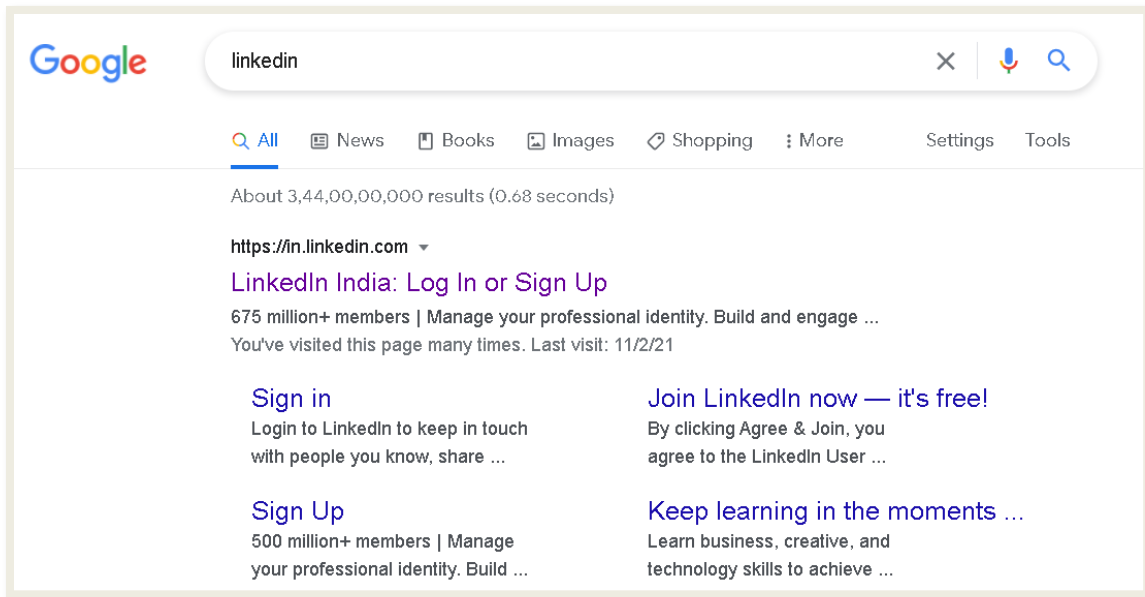


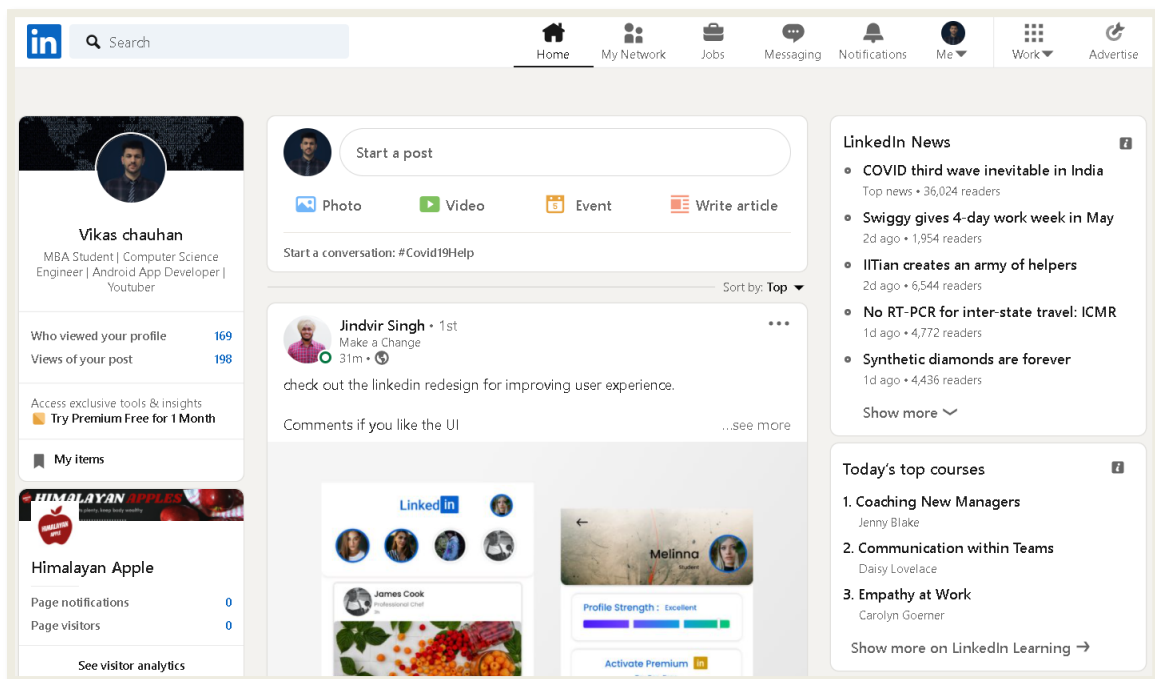
WORKSHEET – 10

AIM: Create a LinkedIn Ad campaign for your website or Brand. Please mention all steps to create the same and add snap shot also in your task.

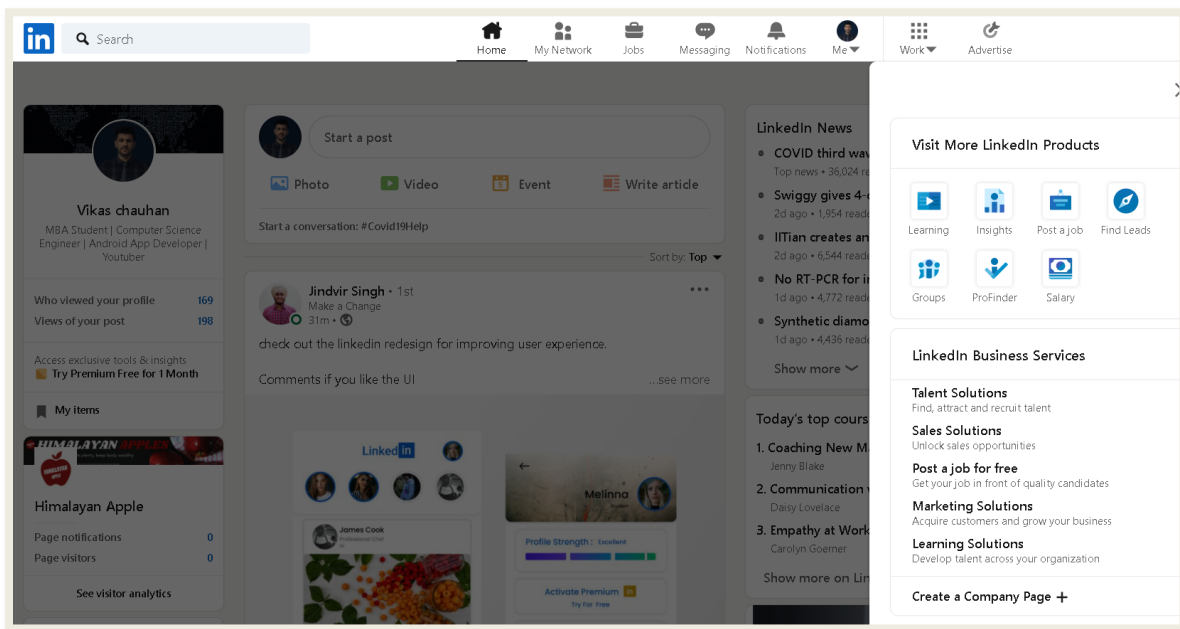
STEP 1: Search LinkdIn.com in Google and then login or sign up.



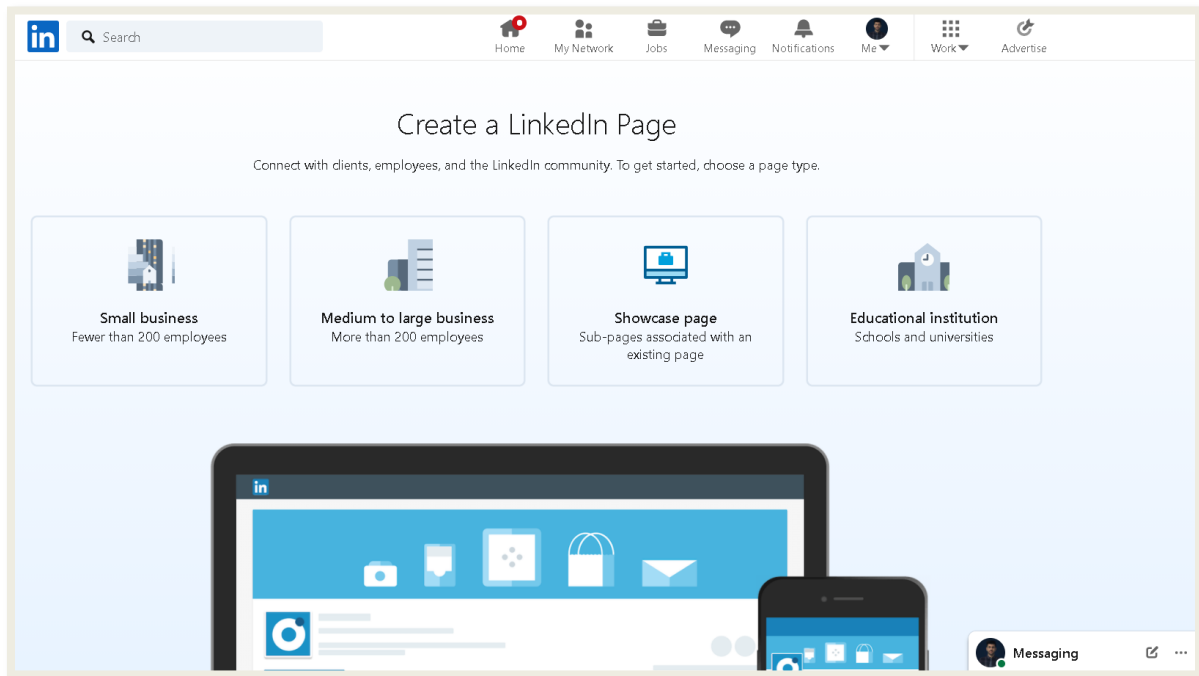
STEP 2: After login into your LinkedIn this page will appear.



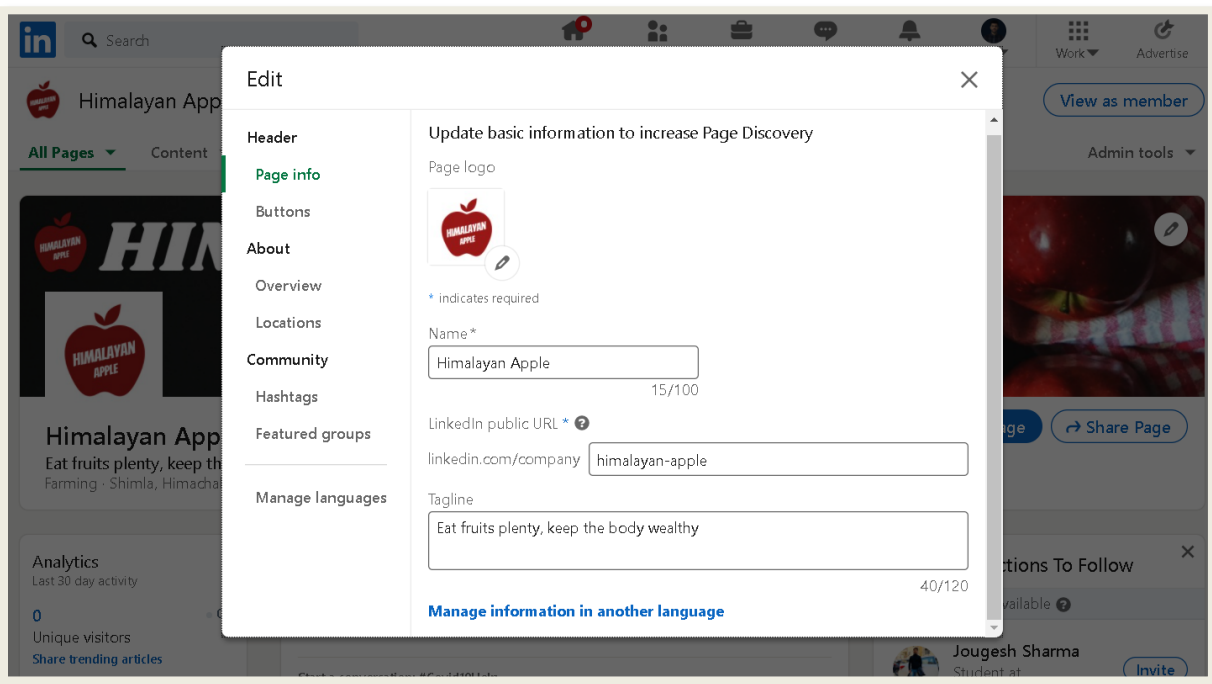
STEP 3: Now create the company page goes to work right top corner and then in the bottom there is option to create page click on that.



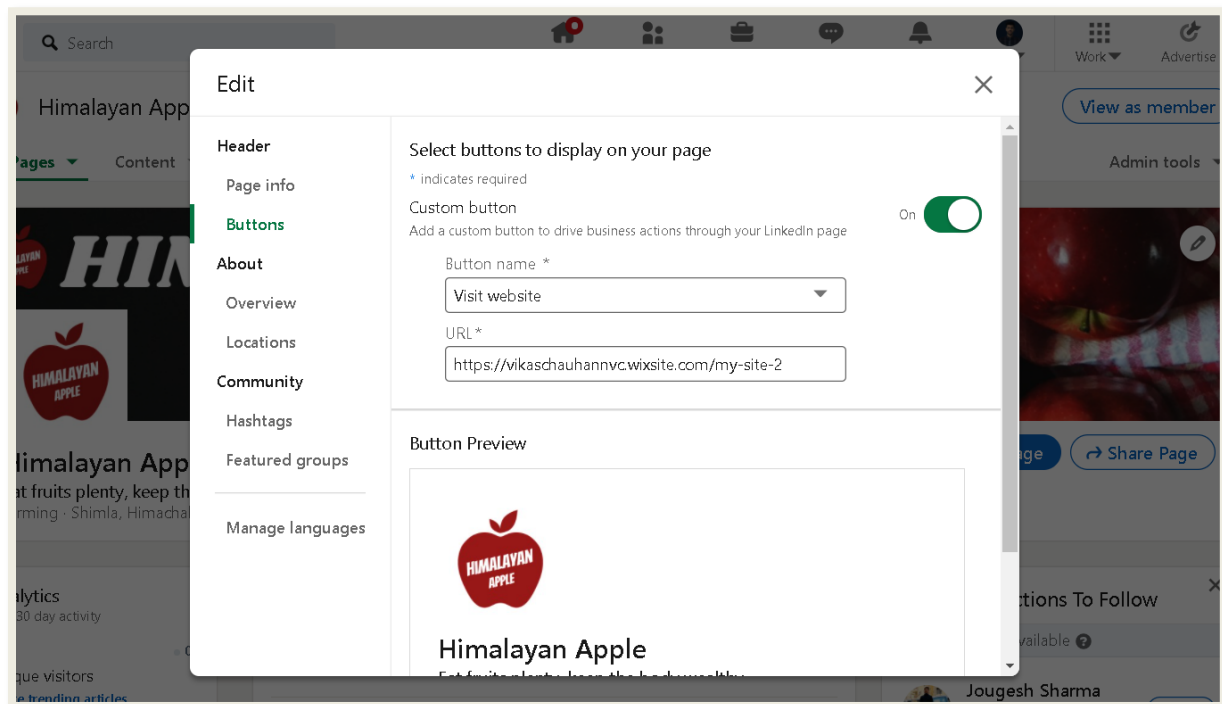
STEP 4: Now select the business size of your organization.



STEP 5: Start adding the basic information about your page like page name, Tagline and upload you company logo.



STEP 6: Update button action for your business page, firstly insert your website link and choose button accordingly.



STEP 7: Update the about section of your business page like description, website link, industry & company size etc.

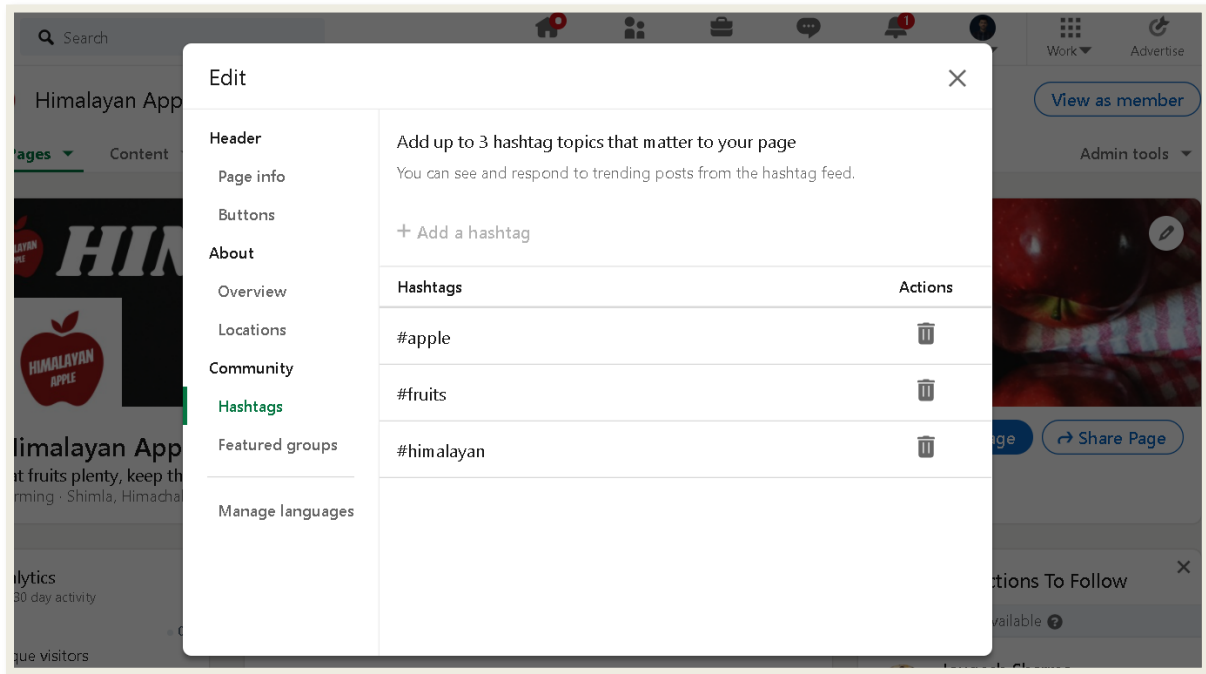
The screenshot shows the Facebook 'Edit' dialog for the 'About' section of a business page. The left sidebar lists various sections: Header, Page info, Buttons, About (selected), Overview, Locations, Community, Hashtags, Featured groups, and Manage languages. The main content area is titled 'Provide details to display on your page' and includes a 'Description *' field with the text: 'This is the official page of Himalayan Apple. Here we share posts related to a new variety of apples. Also, here we share the new offers and discounts related to Apples and dry fruits on our website.' Below the description is a 'Manage description in another language' link. The 'Website URL *' field contains 'https://vikaschauhannvc.wixsite.com/my-site-2'. There is a checkbox for 'My organization doesn't have a website'. The 'Industry *' dropdown is set to 'Farming'. The 'Company size *' dropdown is set to '11-50 employees'. The 'Company type *' field is partially visible at the bottom.

STEP 8: Now add your business location.

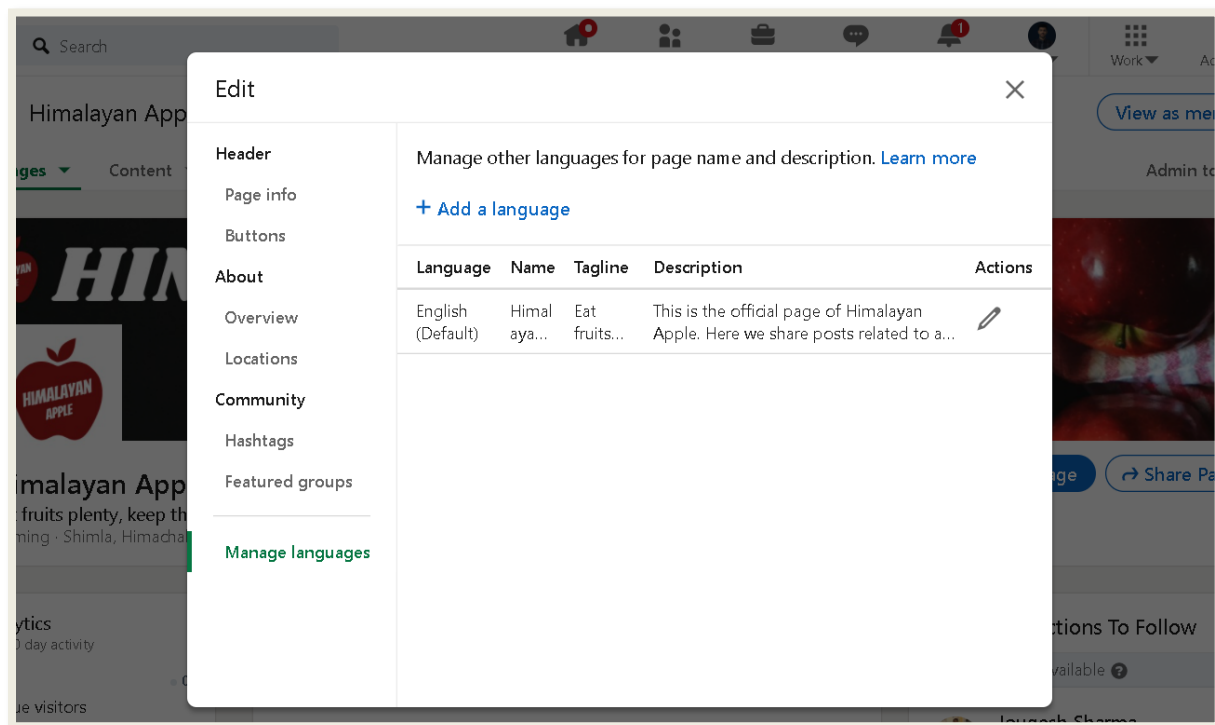
The screenshot shows the Facebook 'Edit' dialog for the 'Locations' section of a business page. The left sidebar lists various sections: Header, Page info, Buttons, About (selected), Overview, Locations (selected), Community, Hashtags, Featured groups, and Manage languages. The main content area is titled 'Update locations to let members know where you're based' and includes a '+ Add a location' link. Below this is a table with the following data:

Address	Location name	Actions
Shimla, Himachal Pradesh 172022, India	Shimla Lower Bazaar (Primary)	

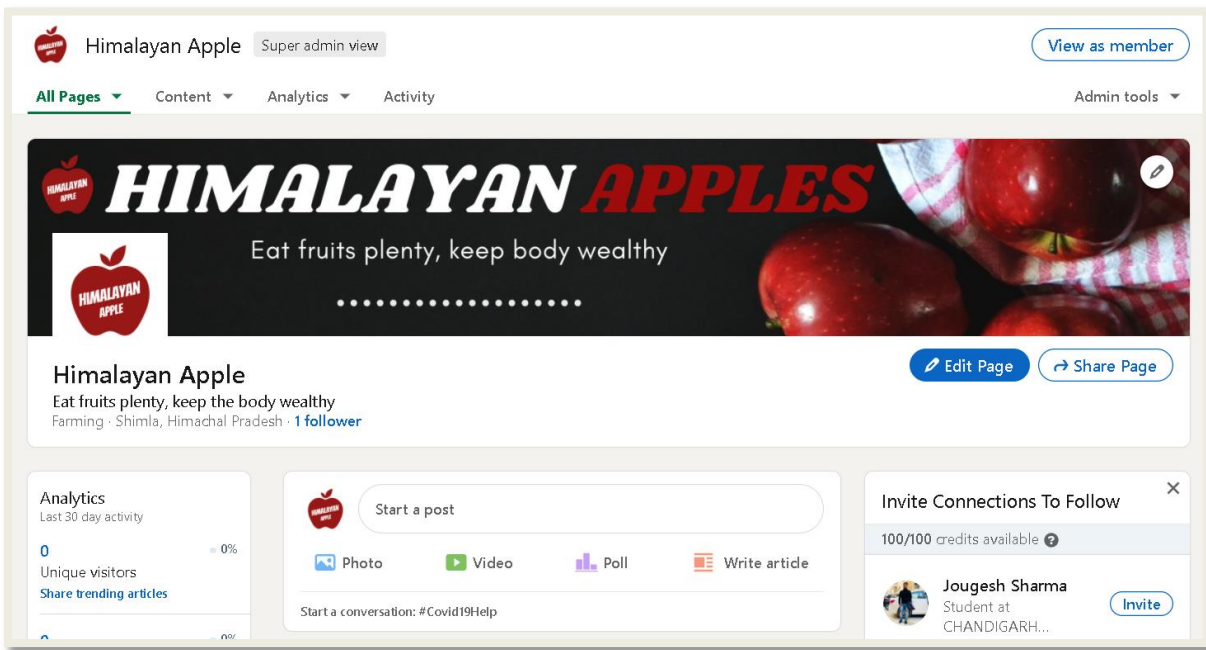
STEP 8: After adding location add three tags related to your business.



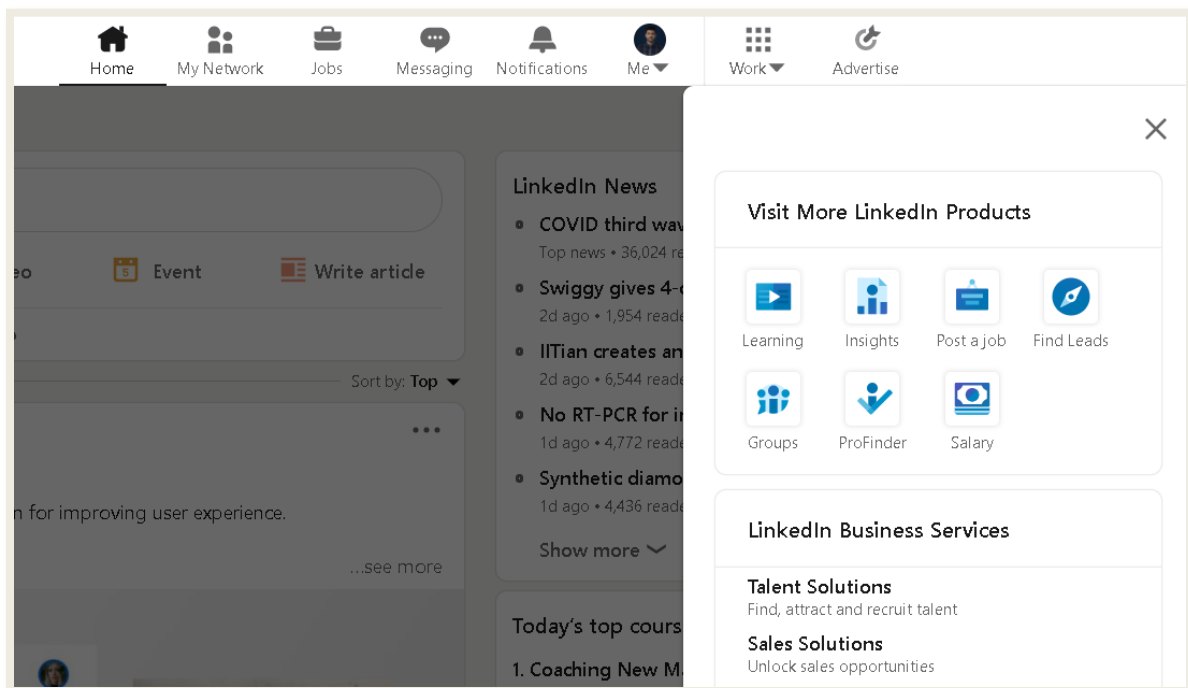
STEP 8: In the last step if you want to change default language or add new language here you can change it.



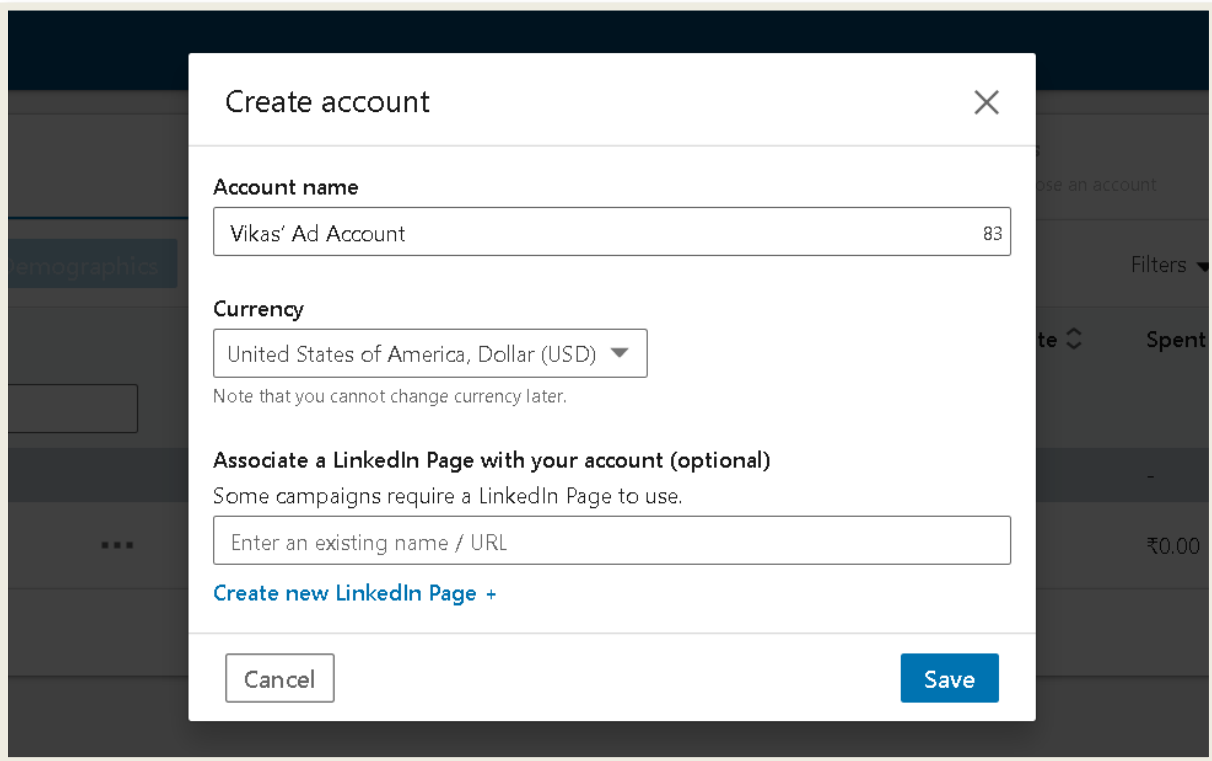
STEP 9: So here this is the final page how it look like.



STEP 10: After creating page click on work option at the right top side of your screen.



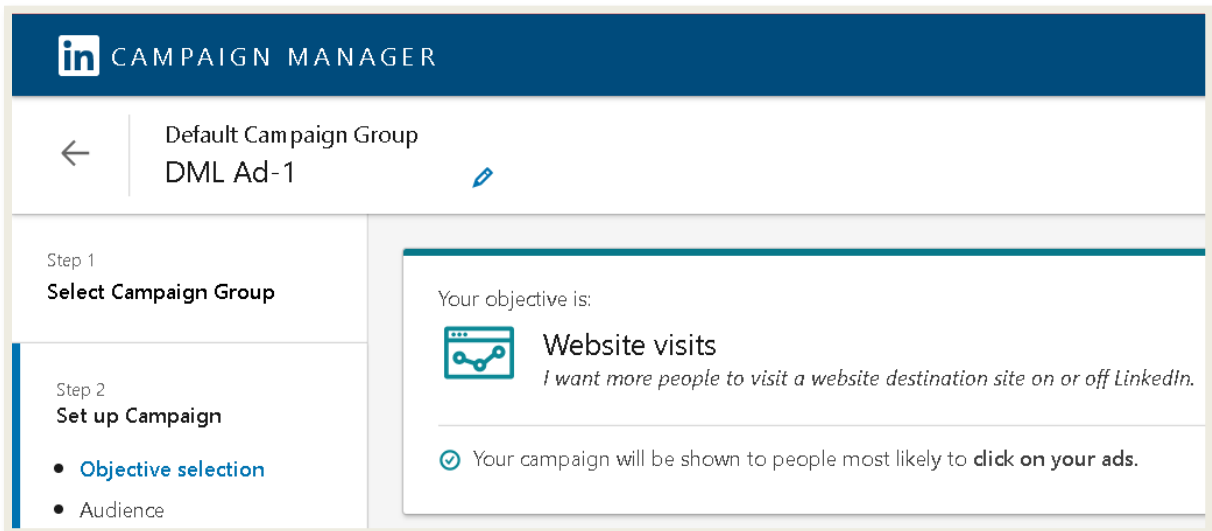
STEP 11: After clicking on the work option then click on advertise option to create your ad campaign.



The screenshot shows a 'Create account' dialog box with the following fields and options:

- Account name:** A text input field containing 'Vikas' Ad Account' with a character count of 83.
- Currency:** A dropdown menu showing 'United States of America, Dollar (USD)'.
- Note:** 'Note that you cannot change currency later.'
- Associate a LinkedIn Page with your account (optional):** A section with the text 'Some campaigns require a LinkedIn Page to use.' and a text input field containing 'Enter an existing name / URL'.
- Link:** A blue link labeled 'Create new LinkedIn Page +'.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom.

STEP 12: After clicking on create account option then this page will appear.




The screenshot shows the LinkedIn Campaign Manager interface for setting up a campaign. The page is titled 'CAMPAIGN MANAGER' and shows the following details:

- Navigation:** A back arrow and the text 'Default Campaign Group' and 'DML Ad-1'.
- Steps:**
 - Step 1: Select Campaign Group
 - Step 2: Set up Campaign
 - Objective selection (highlighted in blue)
 - Audience
- Objective Selection:**
 - Your objective is:** Website visits (with a website icon).
 - Description:** 'I want more people to visit a website destination site on or off LinkedIn.'
 - Confirmation:** A checkmark icon and the text 'Your campaign will be shown to people most likely to click on your ads.'

STEP 13: After this brand awareness page will appear.

Your objective is:



Website visits

I want more people to visit a website destination site on or off LinkedIn.

☒ Your campaign will be shown to people most likely to **click on your ads**.

Audience **Saved Audiences** | **in Audiences**

Create a new audience

STEP 14: After this you can change the target audience location.

Audience **Saved Audiences** | **in Audiences**

Create a new audience

Where is your target audience?

Locations (Recent or Permanent)

Chandigarh, Delhi

Exclude people in other locations

Your audience has their Profile Language set to **English**

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Include people who have **ANY** of the following attributes:

Member Skills

Agriculture, Fruity Loops, Fruit

STEP 15: After this select the ad format.

The screenshot shows the 'Set up Campaign' step 2, 'Ad format' selection screen. The left sidebar shows the campaign setup progress: Step 1 (Select Campaign Group), Step 2 (Set up Campaign), and Step 3 (Set up Ads). Under Step 2, the options are: Objective selection, Audience, Ad format (selected), Placement, Budget & Schedule, and Conversion Tracking. The main content area is titled 'Ad format' and 'Choose your ad format'. It displays seven ad format options in a grid: Single image ad (selected), Carousel image ad, Video ad, Text ad, Spotlight ad, Message ad, and Conversation ad. Below the grid is a 'Placement' section.

STEP 16: After the step 7th you can choose budget according to your ad campaign.

The screenshot shows the 'Set up Campaign' step 2, 'Budget & Schedule' selection screen. The left sidebar shows the campaign setup progress: Step 1 (Select Campaign Group), Step 2 (Set up Campaign), and Step 3 (Set up Ads). Under Step 2, the options are: Objective selection, Audience, Ad format, Placement, Budget & Schedule (selected), and Conversion Tracking. The main content area is titled 'Budget & Schedule' and contains the following information:

- Budget & Schedule**: Your Campaign Group is scheduled to run from 5/5/2021.
- Budget**: Set a daily budget (dropdown menu).
- Daily Budget**: ₹500.00 (input field). Actual amount spent daily may vary (info icon).
- Schedule**:
 - ☐ Run campaign continuously
 - ☒ Set a start and end date
- Start date**: 5/6/2021 (input field)
- End date**: 6/4/2021 (input field)
- Summary**: Your campaign will run for 30 days starting from May 6, 2021. You will spend up to ₹15,000.00 total.
- Bidding**: NEW (button)
- Optimization goal**: (info icon)
- Landing page clicks**: Change (button)
- Bidding strategy**: (info icon)

STEP 17: After choosing budget it automatic gets manual bidding.

The screenshot shows the 'Set up Campaign' step in the LinkedIn Campaign Manager interface for a campaign named 'DML Ad-1'. The left sidebar lists the steps: Step 1 (Select Campaign Group), Step 2 (Set up Campaign), Step 3 (Set up Ads), and Step 4 (Review & Launch). Under Step 2, the options are: Objective selection, Audience, Ad format, Placement, Budget & Schedule, and Conversion Tracking (which is selected). The main content area shows the campaign start date as 5/6/2021 and end date as 6/4/2021, with a total budget of ₹15,000.00. The bidding strategy is set to 'Maximum delivery (Automated)'. The optimization goal is 'Conversion Tracking'. The landing page clicks are set to 'Change'. The conversion tracking is optional, and there is a button to '+ Add conversions'. At the bottom, there are buttons for 'Back to account', 'Previous', 'Save and exit', and 'Next'.

STEP 18: After the manual budget click on next you can add your new ad.

The screenshot shows the 'Set up Ads' step in the LinkedIn Campaign Manager interface for a campaign named 'DML Ad-1'. The left sidebar lists the steps: Step 1 (Select Campaign Group), Step 2 (Set up Campaign), Step 3 (Set up Ads), and Step 4 (Review & Launch). Under Step 3, the options are: Objective selection, Audience, Ad format, Placement, Budget & Schedule, and Conversion Tracking. The main content area shows 'Ads in this campaign' with a search bar and buttons for 'Create new ad' and 'Browse existing content'. Below the search bar, there is a list of ads under the heading 'FEED IMAGE ADS'. The first ad is 'Himalayan Apple Ad DML' with a description: 'INDIA's NO. 1 best quality online fruit store. 100% organic fruit. 100% Organic and best quality fruits at a reasonable price. For now 50% Off. Single Image ad · Direct sponsored content · ID: 131210684'. The ad has a thumbnail image of an apple. At the bottom, there are buttons for 'Previous', 'Save and exit', and 'Next'.

STEP 19: Click on next and your ad campaign will be ready by clicking on launch campaign.

The screenshot shows the LinkedIn Campaign Manager interface for a campaign named "DML Ad-1". The interface is divided into several sections:

- Left Sidebar:** Contains navigation steps: "Step 2: Set up Campaign" (with sub-steps: Objective selection, Audience, Ad format, Placement, Budget & Schedule, Conversion Tracking) and "Step 3: Set up Ads" (with sub-steps: Sponsored Content). The "Step 4: Review & Launch" section is currently selected.
- Top Bar:** Shows "Default Campaign Group", "DML Ad-1", and an "Active" status.
- Main Content Area:**
 - PLACEMENT:** LinkedIn Audience Network, Enabled.
 - BUDGET & SCHEDULE:** Daily Budget ₹500.00, Schedule 5/6/2021 - 6/4/2021, Bid type Automated bid.
 - CONVERSIONS:** No conversions added.
 - ADS IN THIS CAMPAIGN:** A single ad is shown with a thumbnail of a red apple. The text reads: "INDIA'S NO. 1 best quality online fruit store. 100% organic fruit. 100% Organic and best quality fruits at a reasonable price. For now 50% Off. Creative name: Himalayan Apple Ad DML". A "Billing information needed" note is also present.
- Right Sidebar: Forecasted Results**
 - Target audience size: 24,000+
 - Show segments
 - 30 days (5/6/2021 - 6/4/2021)
 - Total spend: ₹6,600.00 - ₹15,000.00
 - Total impressions: 6,800 - 32,000
 - CTR: 0.32% - 0.48%
 - Total clicks: 28 - 160 (Key Result)
 - Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)
 - Is this information helpful? Yes No
- Bottom Bar:** Includes "Back to account", "Previous", and "Save and exit" buttons.

STEP 20: So finally this is your advertisement how it looks like.

