

Creating LinkedIn Campaigns and Campaign Groups in Advertise

Creating your LinkedIn campaign groups and campaigns from Advertise streamlines your workflow within one tool, allowing you to stay within Social Media Management to manage and monitor your ad accounts from all in one place. In this article, learn how to create your LinkedIn campaign groups and campaigns within Advertise.

Note:

At this time, only LinkedIn campaign group and campaign creation is supported within Advertise. You can create LinkedIn ads by [boosting your LinkedIn posts in Publish](#). Once boosted, your posts will become visible in a view-only format in Advertise.

1. Within your [connected LinkedIn ad account](#) in Advertise, click **Create New Campaign Group** in the top-right corner.

The screenshot shows the Advertise interface for 'Campaign groups'. On the left is a sidebar with 'AD ACCOUNT' and 'Ad Account Advertise ...' (with a dropdown arrow). Below this is 'OVERVIEW' with links for 'Campaign groups' (highlighted), 'Campaigns', and 'Ads'. The main content area is titled 'Campaign groups' and has a search bar 'Search by name...'. In the top right corner, there is a button 'CREATE NEW CAMPAIGN GROUP' with a red arrow pointing to it. Below the search bar is a 'Statistics' section with a graph area showing 'No data' and a message: 'There is not enough past data to show a graph of selected KPIs for the selected period and filters.' Below the graph are four summary cards: 'Spent \$0', 'Impressions 0', 'Clicks 0', and 'Total Engagements 0'. At the bottom is a table of campaign groups.

<input type="checkbox"/>	STATUS	NAME	SPENT	IMPRESSIONS	CLICKS	TOTAL ENGAGEMENTS	BUDGET	ACTIONS
<input type="checkbox"/>	Active	BW -	0	0	0	0	Using campaign budget	...
<input type="checkbox"/>	Active	BW -	0	0	0	0	Using campaign budget	...
<input type="checkbox"/>	Active	BW -	0	0	0	0	Using campaign budget	...
<input type="checkbox"/>	Active	BW - andr prod 1	0	0	0	0	\$101.00	
<input type="checkbox"/>	Active	BW - andr s1	0	0	0	0	\$101.00	

2. Name, label, and set the budget and schedule for your campaign group, then click **Create and Continue to Campaign**.

The screenshot shows the LinkedIn 'Create new campaign group' interface. The main content area is titled 'Set up campaign group' and contains the following sections:

- Campaign group name:** A text input field with the value 'BW - example campaign'.
- Campaign group labels (optional):** A text input field with the value 'Velina' and a placeholder 'Add labels for this campaign group'.
- Budget and schedule:** A section with a sub-header '+ Add total budget for the campaign group' and a note 'You must also set up an individual budget for each campaign'. It includes:
 - Start date:** A date picker set to '8 NOV 2023' and a time picker set to '22:58'. A checkbox for 'Ongoing duration' is present.
 - End date:** A date picker set to '9 NOV 2023' and a time picker set to '22:58'. A note below states 'Campaigns in this group will run for 1 full day.'

At the bottom right of the main content area, there are two buttons: 'CREATE CAMPAIGN GROUP' and 'CREATE AND CONTINUE TO CAMPAIGN'. The 'CREATE AND CONTINUE TO CAMPAIGN' button is highlighted with a red border.

On the right side of the interface, there is a summary box titled 'Campaign group' with the following details:

- BW - example campaign**
- Start date:** 8 Nov 2023, 22:58
- End date:** 9 Nov 2023, 22:58

The left sidebar contains a 'Show menu of products' button and a vertical list of icons for navigation. The bottom right corner features a chat icon.

3. Select a [campaign objective](#).

The screenshot shows the LinkedIn 'What's your marketing objective?' interface. The main content area is titled 'What's your marketing objective?' and includes a sub-header 'Not sure what to pick? Read more in our Help Center.' Below this, there are five cards representing different marketing objectives:

- Brand awareness:** Tell more people about your product, services, company, or LinkedIn Event.
- Engagement:** Your campaign will be shown to people most likely to engage or follow.
- Website visits:** Your campaign will be shown to people most likely to click on your ads.
- Video views:** Your campaign will be shown to people most likely to view your videos.
- Website conversions:** Coming soon. Tell more people about your product, services, company, or LinkedIn Event.

The left sidebar contains a vertical list of icons for navigation. The bottom right corner features a chat icon.

4. Enter a name and labels for your campaign, then select your ad format and click **Continue**.

The screenshot shows the LinkedIn 'Create campaign' interface. The main section is titled '2 Campaign setup'. It includes a 'Campaign name' field with 'BW - example campaign' and an 'Objective' dropdown set to 'BRAND AWARENESS'. Below this is a 'Campaign labels (optional)' section with a search bar containing 'velna' and a button to 'Add labels for this campaign'. The 'Ad format' section has three options: 'Single image' (selected), 'Video', and 'Carousel'. The 'Single image' option is highlighted with a red box. At the bottom right of the main section is a blue 'CONTINUE' button. To the right of the main section is a summary panel titled 'Campaign group' and 'Campaign' with details like 'Start date', 'End date', 'Objective', 'Ad format', and 'Start date'.

5. Specify the budget and schedule for your campaign, then click **Continue**.

The screenshot shows the LinkedIn 'Create campaign' interface, now at '3 Budget and schedule'. The 'Campaign budget' section has a 'DAILY BUDGET' dropdown and a text input field containing '10' with 'USD' next to it. The '10' is highlighted with a red box and labeled 'mandatory field'. Below this are 'Optimize ads for' and 'Cost control' dropdowns. The 'Schedule campaign' section has a 'Start time' section with a date '9 NOV 2023' and a time '10:25', and a checkbox for 'Ongoing duration' which is checked. At the bottom right of the main section is a blue 'CONTINUE' button. To the right of the main section is a summary panel titled 'Campaign group' and 'Campaign' with details like 'Start date', 'End date', 'Objective', 'Ad format', 'Start date', and 'Budget'.

Note:

Please note that, for now, it's not possible to schedule nonconsecutive days within your selected date range – for example, building an ad set that only runs ads on Mondays, Wednesdays, and Fridays (also known as "dayparting").

6. Choose what segment to target by selecting a saved audience, then click **Continue**. (Saved audiences created in the LinkedIn Campaign Manager will be available in SMM).

Need help setting up your campaign? Read more in our [Help Center](#).

- Using existing campaign group
BW - example campaign
- Campaign setup
BW - example campaign, Brand awareness, Single image
- Budget and schedule
USD 1 daily, 9 Nov 2023 - Ongoing
- 4 Targeting
- 5 Placements

Audience profile language
ENGLISH

Target a saved audience

TEST AUDIENCE 19

Estimated reach
7.2M

CONTINUE

Campaign group
BW - example campaign

Start date	8 Nov 2023, 22:58
End date	9 Nov 2023, 22:58

Campaign
BW - example campaign

Objective	Brand awareness
Ad format	Single image
Start date	9 Nov 2023, 10:25
Budget	USD 1 daily
Estimated reach	7.2M

7. Lastly select the placements for your campaign (e.g. **Show ads on LinkedIn and LinkedIn Audience Network** or **Only show ads on LinkedIn**). When ready,

click **Create Campaign** to finalize your settings.

Need help setting up your campaign? Read more in our [Help Center](#).

- ✓ **Using existing campaign group**
BW - example campaign
- ✓ **Campaign setup**
BW - example campaign, Brand awareness, Single image
- ✓ **Budget and schedule**
USD 1 daily, 9 Nov 2023 - Ongoing
- ✓ **Targeting**
test audience 19
- 5 Placements**

Where should your ads appear?

☐ Show ads on LinkedIn and LinkedIn Audience Network
Your ads will be displayed on the LinkedIn website and mobile app, as well as on trusted third-party publishers relevant to LinkedIn audiences.

☒ Only show ads on LinkedIn
Your ads will be displayed on the LinkedIn website and mobile app.

[CREATE CAMPAIGN](#)

Campaign group
BW - example campaign
Start date: 8 Nov 2023, 22:58
End date: 9 Nov 2023, 22:58

Campaign
BW - example campaign
Objective: Brand awareness
Ad format: Single image
Start date: 9 Nov 2023, 10:25
Budget: USD 1 daily
Estimated reach: 7,2M

Your campaign will be visible under the **Campaigns** menu within your connected LinkedIn ad account in Advertise.

AD ACCOUNT
Ad Account Advertise ...
LinkedIn

OVERVIEW
Campaign groups
Campaigns
Ads

Campaigns
Filters (1) Search by name... THIS MONTH
CAMPAIGN GROUP BW - example campaign CLEAR

Statistics
Close statistics graph ^

No data
There is not enough past data to show a graph of selected KPIs for the selected period and filters.

Spent	Impressions	Clicks	Total Engagements
\$0	0	0	0

STATUS	NAME	SPENT	IMPRESSIONS	CLICKS	TOTAL ENGAGEMENT...	BUDGET	OBJECTIVE	ACTIONS
<input type="checkbox"/> Scheduled	BW - example campaign BW - example campaign	0	0	0	0	\$10,00 (Daily)	Brand awareness	...

No more campaigns