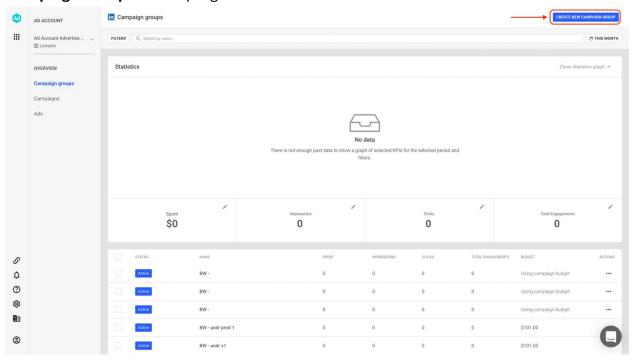
Creating LinkedIn Campaigns and Campaign Groups in Advertise

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.

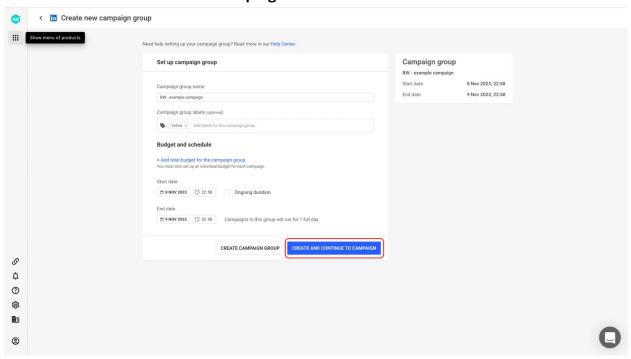
Note:

At this time, only LinkedIn campaign group and campaign creation is supported within Advertise. You can create LinkedIn ads by <u>boosting your LinkedIn posts in Publish</u>. Once boosted, your posts will become visible in a view-only format in Advertise.

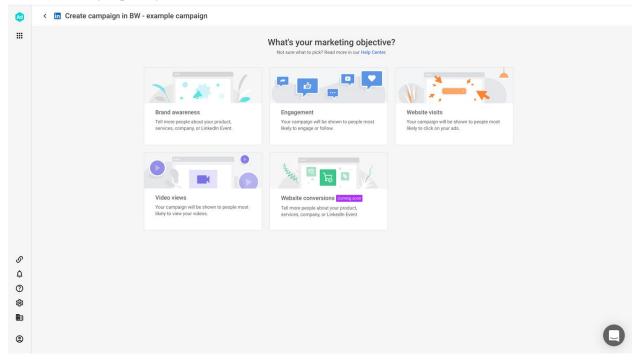
1. Within your <u>connected LinkedIn ad account</u> in Advertise, click **Create New Campaign Group** in the top-right corner.



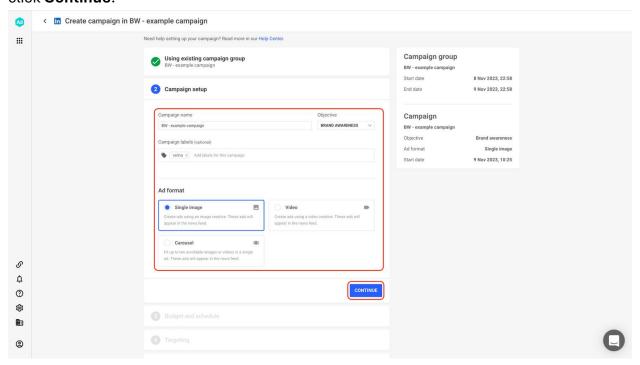
2. Name, label, and set the budget and schedule for your campaign group, then click **Create and Continue to Campaign**.



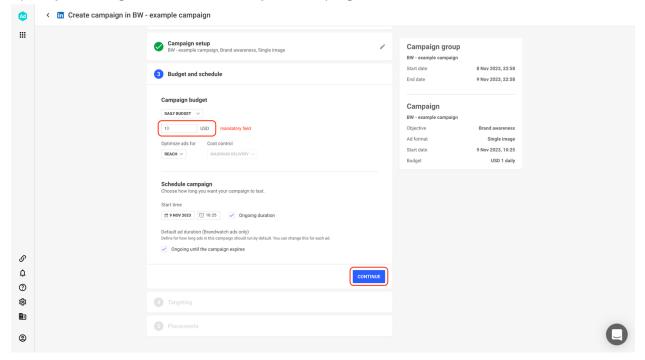
3. Select a campaign objective.



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



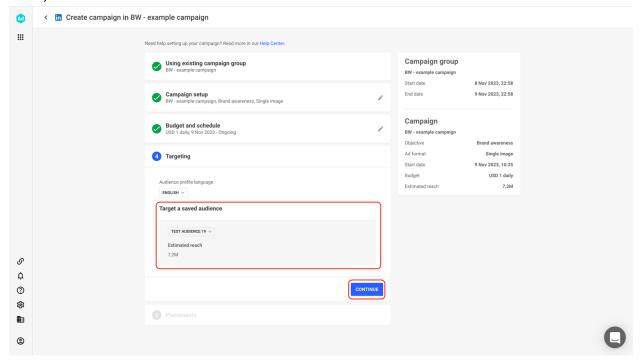
5. Specify the budget and schedule for your campaign, then click **Continue**.



Note:

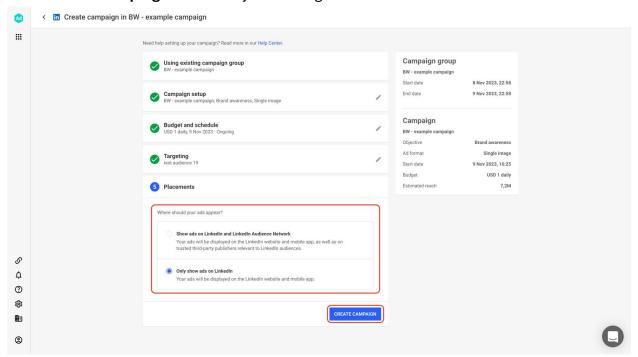
Please note that, for now, it's not possible to schedule nonconsecutive days within your selected date range – for example, building an ad set that only runs ads on Mondays, Wednesdays, and Fridays (also known as "dayparting").

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).



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.



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

