

LinkedIn Ads

Introduction

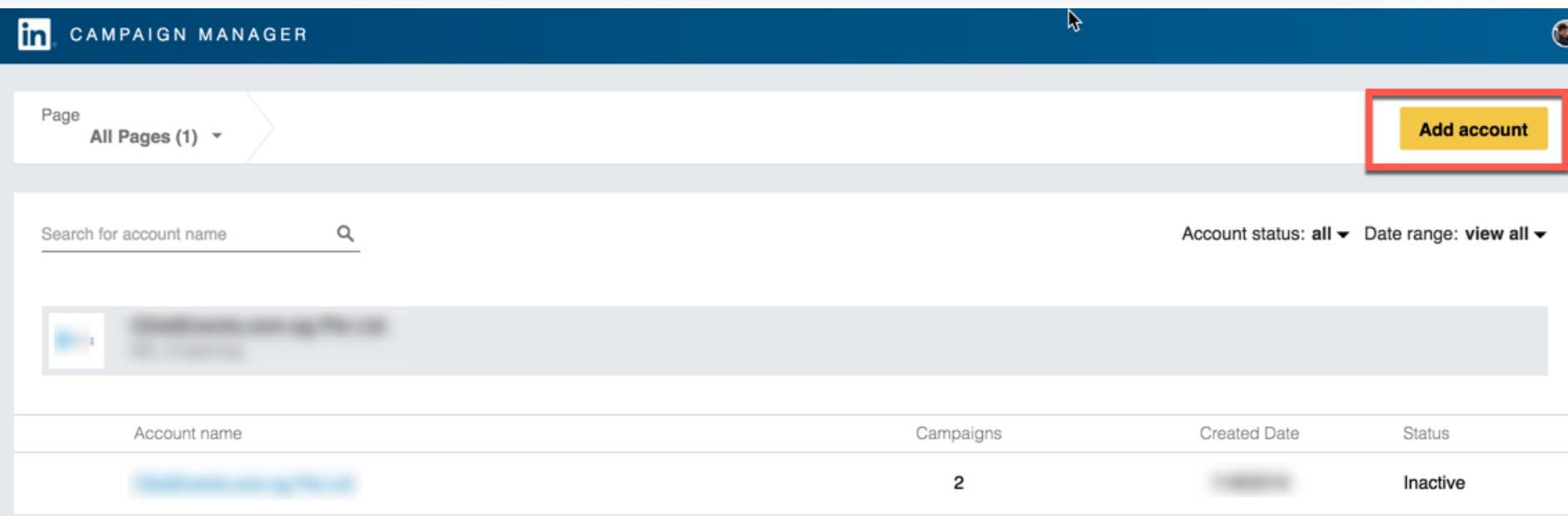
- LinkedIn runs the largest professional network in the World, with over 467 million members from over 200 countries
- If you want to reach highly targeted business users, LinkedIn Ads rather than Facebook Ads is likely to give you better results
- This training shows you, step-by-step, how to set up LinkedIn Ads campaigns.
- In order to begin advertising in LinkedIn, you'll need:
 - A LinkedIn Account
 - A LinkedIn Company Page

Signup for LinkedIn Ads

The screenshot shows the LinkedIn Marketing Solutions website. At the top, there's a navigation bar with the LinkedIn logo, "Marketing Solutions", and links for "Products", "Customer Stories", "Resources", "Blog", and a highlighted "Create Ad" button. Below the navigation is a large banner featuring a woman smiling and the text "Advertise on LinkedIn" and "Reach your ideal customers on the world's largest professional network". A "Manage Ads" button is visible. To the right of the banner is a large image of the same woman. Below the banner, a statement says "Advertising on LinkedIn helps businesses of any size achieve their goals." followed by four icons: a clipboard with a person icon, a magnifying glass, a checkmark inside a circle, and a laptop with a chart icon.

<https://linkedin.com/ads>

Create Account



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with the LinkedIn logo, the text "CAMPAIGN MANAGER", and a user profile icon. Below the navigation bar, there's a search bar labeled "Search for account name" with a magnifying glass icon. To the right of the search bar are filters for "Account status: all" and "Date range: view all". On the left, there's a sidebar with "Page" and "All Pages (1)". On the right, there's a yellow button with the text "Add account" which is highlighted with a red rectangular border. The main area below the search bar displays a table with columns: "Account name", "Campaigns", "Created Date", and "Status". There is one row visible in the table.

Account name	Campaigns	Created Date	Status
[Redacted]	2	[Redacted]	Inactive

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Create Company Page

Add account X**What's the name of your company? (optional)**

- Company name Company or Showcase Page URL

Start typing company name

I don't have a Company Page**Account name** ?

81

Currency ?United States of America, Dollar (USD) ▼[Cancel](#)[Add account](#)

Create Company Page

Search companies...

Home Profile My Network Learning Jobs Interests

Companies Home Following (5)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

or Cancel

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Select Account

CAMPAIGN MANAGER 

Page All Pages (1)  Add account

Search for account name  Account status: all ▾ Date range: view all ▾

Account name	Campaigns	Created Date	Status
 [REDACTED]	2	[REDACTED]	Inactive

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Create Campaign

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with the LinkedIn logo, the text "CAMPAIN MANAGER", and a "Tools" dropdown. Below the navigation is a breadcrumb trail: "Page" (with a dropdown arrow), "Account" (with a dropdown arrow and a gear icon), and a "Create campaign" button, which is highlighted with a red border. Underneath the breadcrumb trail, it says "All campaigns (2)". There are five teal-colored performance metrics: "conversions", "impressions", "clicks", "social actions", and "spend". Below these metrics, there are two tabs: "Time series" (which is underlined in green) and "Demographics".

Create Sponsored Content Campaign

Choose the option that best fits your goals.



Sponsored Content

I want to reach LinkedIn members right in the LinkedIn feed and beyond

Select

[Learn more ▾](#)



Text Ads

I want to drive targeted leads across multiple LinkedIn pages

Select

[Learn more ▾](#)



Sponsored InMail

I want to send targeted messages directly to the people who matter most to my business

Select

Create Sponsored Content Campaign

Create Sponsored Content campaign



Great choice! Before we get started, what language do you want to run your campaign in?
The language you choose should be the same one your target audience speaks.

Enter a campaign name

FlightSchool FAA PPL Course

23

Choose language

English

Conversions (optional)

Select conversions

[Cancel campaign](#)

[Save as draft](#)

[Next >](#)

Create New Conversion

Select conversions X Search by name or keyword[Manage conversions](#)[Create new conversion](#)

	Conversion name	Status	Last modified	Conversion type	Value
<input type="checkbox"/>	██████████	Active	November 8, 2016	Sign up	

[Cancel](#)[Apply](#)

Create New Conversion

Conversion name * ?
 65

Conversion type ?

Value ?

Website * ?

URL * ?

Starts with
[+ Add another URL](#) *required

View Insight Tag

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with 'CAMPAIN MANAGER' and 'Tools'. Below it, a sub-navigation bar includes 'Page' (with a dropdown arrow), 'Account' (with a gear icon and dropdown arrow), 'Tools' (with a gear icon), and 'View insight tag' (which is highlighted with a red box). A message below the sub-navigation says, 'Keep in mind conversions must be added to campaign(s) to begin tracking. Go to your campaigns'. There's also a search bar labeled 'Search by name or keyword' with a magnifying glass icon, and a link 'Show conversions modified in view all ▾'. The main table area has columns for 'Conversion name', 'Conversion status' (with a question mark icon), 'Last modified', 'Conversion type', and 'Value'. A blue button at the bottom left says '+ Create new conversion'. Two rows of conversion data are partially visible: one row with 'Unverified' status and another with a green status indicator.

Place Insight Tag On ALL Footer Pages

Place the Insight Tag in your website's global footer before the <body> tag. Adding the tag to your global footer will let you retarget people who visit any part of your site. [Learn more](#)

```
<script type="text/javascript">  
  
[REDACTED]  
  
</script>
```

Send instructions via email to yourself ([!](#)) [?](#)

Domains

Domain	Status	Action
flightschool.sg	Unverified	X
advertiser.com		Add

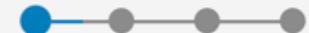
[How to install the Insight Tag](#)
[What is the LinkedIn Insight Tag?](#)

Create Campaign

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with the LinkedIn logo, the text "CAMPAIN MANAGER", and a "Tools" dropdown. Below the navigation is a breadcrumb trail: "Page" (with a dropdown arrow), "Account" (with a dropdown arrow and a gear icon), and a "Create campaign" button highlighted with a red border. Underneath the breadcrumb trail, it says "All campaigns (2)". There are five teal-colored performance metrics: "conversions", "impressions", "clicks", "social actions", and "spend". Below these metrics are two tabs: "Time series" (which is underlined in green) and "Demographics".

Create Sponsored Content Campaign

Create Sponsored Content campaign



Great choice! Before we get started, what language do you want to run your campaign in?
The language you choose should be the same one your target audience speaks.

Enter a campaign name

FAA PPL Preview

35

Choose language

English

Conversions (optional)

FlightSchool FAA PPL Preview Signup

Select conversions

[Cancel campaign](#)

[Save as draft](#)

[Next >](#)

Create FAA PPL Prep Preview campaign



Which updates would you like to sponsor?

You can sponsor existing updates from your Company Page or create something brand new. [?](#)

Create new update: You can create multiple variations of the same update to see which image and copy combo gets the best results.

Direct Sponsored Content name: [?](#)

ClickEvents.com.sg Pte Ltd

Your Ad Content Here...

Uploading an image? Images look best when uploaded at 1200x627 pixels. [See our ad specs for more details.](#)

Cancel

Save

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Create New Sponsored Content Update

- Target by: The Audience Below
- Location: Enter 'Country'
- Job Title: Enter 'Job Title'
- Help my campaign: Tick Check Box
- Deliver my campaign: Tick Check Box
- Click 'Next'

OK, now let's target your audience
Reach the right people by selecting specific targeting criteria like job title, location and more.

Target by the audience below

What location do you want to target? (required)

include Start typing a country, state, city, or town... See full list
Singapore

What job titles do you want to target?

include Start typing a job title...
Business Owner × Co-Owner × Co-Founder × Owner ×
Entrepreneur × Founder × Chief Executive Officer ×

Target by current roles with these job titles
Suggestions +Chief Executive Officer +Founder +Co-Founder +Board Member

Select specific targeting criteria to zero in on your ideal audience:

Company name	Company industry	Company size	Job title	Job function
Job seniority	Member schools	Fields of study	Degrees	Member skills
Member groups	Member gender	Member age	Years of experience	

Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion.
 (BETA) Deliver my campaign to my target audience beyond the LinkedIn feed.

Save audience as template (optional): [Save as new](#) | [Update existing](#)

Your estimated target audience
49,000+ LinkedIn members
How do I target the right audience?
 Singapore
 Business Owner, Co-Owner, Co-Founder, Owner, Entrepreneur, Founder, Chief Executive Officer
 Audience expansion: Enabled
 Deliver beyond the LinkedIn feed: Enabled

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Create New Sponsored Content Update

Let's figure out how much you'd like to spend on your campaign

Tell us your bid type and budget and when you'd like your campaign to start.

Bid type Cost per click (CPC) Cost per impressions (CPM)

Pay when someone clicks your ad.

Bid

3.00

Suggested bid to reach the majority of your audience is SGD9.86.
(Other advertisers are bidding between SGD9.86 – SGD14.85)
Minimum bid: SGD2.45.

Daily budget

30.00

Minimum budget: SGD15.00
Your campaign's actual daily spend may be up to 20% higher. [Learn more](#).

Start Date

Start immediately

Schedule start

mm/dd/yyyy 

 Show more

I want to learn more about campaign budgeting

By clicking Launch Campaign, you agree to the [LinkedIn Ads Agreement](#) and [Advertising Guidelines](#)

[Cancel campaign](#)

[Save as draft](#)

[< Previous](#)

[Launch Campaign](#)



Questions?