

Brief
PPC Test for Talent Acquisition Paid Marketing

To create 2 Sponsored Content Campaigns in LinkedIn Campaign Manager (please advise if you have an account/can create a free account to use for testing purposes or if you need to use ours. Please add [Bronwen Strydom](#) to your network so that we can connect and share admin access!)

1. .Sponsored content, leading to a lead form
2. Sponsored content, leading to our website landing page here:
<https://www.ventureweb.com/job-drop-talent-acquisition/>

Targeting for both campaigns should be:

- Individuals who are qualified Talent Acquisition Managers/Specialists/Recruiters and experienced (min over 3 years experience).
- Individuals who live in Toronto only.
- Individuals who do NOT work at VentureWeb

Ad variations: Please create 2 pieces of content to sponsor (Ads variations). You can use these same ones across both campaigns!

- Content inspiration can be based around the landing page
<https://www.ventureweb.com/job-drop-talent-acquisition/> and must include a strong call to action.
- You can simply pick a stock image (even if it has a watermark on it, it doesnt matter as this will not be live, its a test only) :)

Total budget for each campaign: \$1000 max (all time not daily).

Set an end date for both campaigns: 31 July 2018.

Lead Form:(Campaign 1)

We need to capture their full name, their city, the job title and then this custom question:

- **Have you ever managed a TA team before? (multiple choice answers Yes/No)**

Website link: (Campaign 2)

We need to send them to <https://www.ventureweb.com/job-drop-talent-acquisition/> however we always need to add tags on to the URL so that we can pick up any conversions (goals) in Analytics.

Using the [URL builder here](#), please create a shortened URL to use in the ad with the following details:

- Source: LinkedIn
- Medium: CPC
- Campaign name- test_brief
- Content: Ad2

Please ensure that the campaign is PAUSED! :)

Some Qs:

1. Do you have any experience with AdWords Search Campaigns?
2. Analytics?
3. Facebook paid ads?

(Note: There is no right or wrong answer for these!)

Thank you so much for taking the time to complete our test. Please advise Chris when you are done and grant access to Bronwen Strydom on LinkedIn / or let us know if you need access to a Campaign Manager account in order to do the test and Bronwen will give you access.

Good luck - feel free to ask me any Q's before, during or after!

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