

## Module40: LinkedIn Marketing

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### PART-1

Welcome back, we are discussing social media marketing. And so far we have talked about Facebook marketing and Twitter marketing. But now we have a very interesting platform and a very popular platform for social media marketing, that is LinkedIn. So we have a very exclusive module for LinkedIn marketing that we are going to start today. So under this module, you will specifically learn while remarketing, we will talk about how to create LinkedIn profile, how to create LinkedIn pages. And finally, I will talk about how to design and monitor various LinkedIn advertising campaigns. So if you are ready, let us start.

So firstly, I will talk about a basic introduction to the LinkedIn platform. So this platform, this platform is usually called the professionals' platform. So LinkedIn is the world's largest professional network. So it is different from Facebook, it is different from Twitter, it is different from Instagram. And the key thing here is, it is the network of professionals. When you are on LinkedIn, you will meet professionals from your own domain, and you can connect with them. And you can further grow your image, your business, as well as your service network. So let us have a brief idea about how large the LinkedIn platform is. So as of now, there are 722 plus million members on this very platform connected with each other globally. Well, imagine how big it is. It is operating in 200 countries. And it was started in 2003 by Reid Hoffman. So this was just basic information about LinkedIn. But one thing is very sure, that LinkedIn is not a platform similar to other platforms. There are key features that make the LinkedIn platform different from other social media platforms. On LinkedIn platform, you will be judged or you will be perceived as a professional. So it means there is no scope for sharing your personal stories, your personal events, or your personal connections with others. So here, everything works in a professional kind of manner. You can share your opinions, you can share your thoughts, you can share your knowledge, and you can write articles on LinkedIn. And one

common thing here is, your profile on LinkedIn, that profile is usually considered as your resume. So now it is up to you how you want to portray yourself on LinkedIn, and how it will be perceived by others as professionals.

So now the question is, why should we use the LinkedIn platform for the purpose of marketing? So there are very important points that you can't miss. You can't miss the LinkedIn platform from your social media marketing portfolio. So let us see why we should use LinkedIn for our marketing. The very first thing, which I said, that LinkedIn is a very huge platform. And here you can see, according to this report, although it is an old report, and four out of five members, they drive business from LinkedIn, and it is the number one platform for lead generation. So you can't miss the LinkedIn platform to be used for marketing purposes. So you can generate leads, you can drive website traffic, and build brand awareness through LinkedIn advertising.

Another thing, you can create your own LinkedIn pages. We talked about LinkedIn pages in Facebook, where you can create or establish your brand through the pages. And you can share your happenings, your events, and so many other things through LinkedIn pages. So we will talk about LinkedIn pages, how to create LinkedIn pages, we will talk about it in a while. Another important thing about the LinkedIn platform, similar to Facebook, it has its own advertising platform, where you can create sponsored content, sponsored messaging, text ads, dynamic ads, video ads, and so many other forms of ads you can create. And you can target the audience the way we are targeting it on Facebook. For that, you have the dedicated campaign manager in LinkedIn. From here, you can set your campaign goals, budget, you can stop or you can start your advertising campaigns. So this is a single platform or a single place from where your entire advertising plans or campaigns can be monitored and controlled. So I think this is all about LinkedIn. So we will talk about it in the coming parts of this module, how to work on LinkedIn just for the purpose of marketing. So I will see you in the next video. Till then, goodbye.

## **PART-2**

So, to create an account on LinkedIn, just visit this domain name [linkedin.com](https://www.linkedin.com). So once you land on this page, you will see the option here, 'Join.' So click on this option to sign up. Now, here you will see we have two options. Either you can create your account from scratch by

using any email or mobile number. The second option is, if you already use any email ID, you can directly create your profile on LinkedIn by using that email ID. But I'm using a new ID here for the purpose of creating our demo account on LinkedIn. Let me just give my email ID here, create a strong password, and click on 'Agree' and 'Continue.' Enter your first name and click on 'Continue.'

Here, LinkedIn wants to check whether you are a real person or not. So just click on 'Verify' button. Now, there is one question; read this question carefully and answer that question. It is asking me to pick the spiral Plexi. So I can see this is the correct option, let me click on this option. Yes, it has verified my account. Now, let us provide more details to LinkedIn. It is always better to give more details to LinkedIn so that it can serve you more connections, more friends, or more professionals, then you will grow your connections. So first, let us give our country. It is by default selected as India, or you can select the country to which you belong. Click on 'Next.' Now, you can give your recent job title or you can give 'professor' here. And further, it will ask you for more information related to your employment. Select the employment type, whether it's full time or part time, select it accordingly, and the recent company selection that was filled. And of course, it will ask for information related to your industry. Try to give that information correctly related to your industry to which you belong. I'm mentioning 'education management.' But for example, let us say you are not employed anywhere, you are just a student. So this type of information may not be relevant for your profile. So what LinkedIn has done, it has specifically asked or it will ask for information from you if you are a student. So if you are a student, then click on 'I am a student,' then LinkedIn will capture the relevant information that is more important from a student's point of view. But I'm not clicking on this one. So let me click on 'Continue' button.

Once again, LinkedIn would like to confirm your email ID or verify your email ID which you have given at the start of this process. It is saying that it has sent a code to the email ID which I have provided. So let me go to the email ID and check whether that code is available there or not. I can see that there is an email from LinkedIn. Just copy the code from there, paste it here, and click on 'Agree' and 'Confirm.'

Look here, LinkedIn is asking, 'Are you looking for a new job?' So in your case, if you are looking for a new job, then click on 'Yes' and provide answers to the relevant questions. But in my case, I'm not clicking here, I'm just selecting 'Not now.'

Now, this step is very important. Here, LinkedIn will provide recommendations to connect with more connections based on the links or the contacts which you already have in the email ID which you have given here. So 'connections' here means it's the same thing that we are talking about in the case of Facebook like friends, but LinkedIn is a professional platform. So it is using the term 'connections.' So it is always better to have more connections. So you can complete this process. Now, what will happen if you click on 'Continue'? LinkedIn will collect the contacts, and it will show you that these persons are already on LinkedIn. And you can also send them a request for connection. But as of now, I'm just skipping this process, we can complete this process later on as well. Don't worry. So click on the 'Skip' button. And yes, I want to skip this step.

Now, connecting with people lets you see updates and keep in touch. So here, just based on your industry, based on your institution, LinkedIn will initially show you a few connections or a few professionals with whom you would like to connect. So it is up to you. If you want to select anybody from here, you can just click on the plus button if you know anybody and click on 'Add to connections.' But you can also skip this part as well. So just click on 'Skip' button.

And this is the profile picture, you have to add it here. But we will do it later on. First, let us create our account, just click on the 'Skip' button.

Now, if you want to install it on your mobile phone, LinkedIn, you can give your mobile number here. Then you will be able to install the LinkedIn app on your phone. But in my case, because I have already installed it, so I will just click on 'Skip' button. And here, just to initiate the process, what you have to do, you have to just follow as it is saying. It is recommended that you have to follow at least five sources, it may be personalities, any organization, and institution, it may be there. So it is better to follow someone or up to five resources from here.

For example, I can follow these five from here, but I'm randomly following here, but in your case, you have to carefully select based on your interest, based on your industry, whom you are following. So five would be followed, then click on 'Finish' button. And congratulations, your account is ready. It is now verified or confirmed. So let us try to understand a little bit about this account. So again, it will once again remind you to build your networks with your connections. But as of now, I'm not connecting with anybody. So let me just click on this one.

Now, this is the interface of our LinkedIn. Whenever you log in to this LinkedIn account, you will be able to see these types of options. Now, this area is about my profile and to whom I am following, how many people are following me, you will get that information here. And this is your LinkedIn feed. It is similar to Facebook where if anybody is sharing something, anybody is updating something, that information will be reflected here. It may be from your friends, on the main media, sponsored content as well. And on this side, you will see a few latest news from LinkedIn and a few ads as well. Of course, we will talk about it later on. And this is important, this is the messaging. Any private messages someone is sending to you, you will be able to see those messages here. Right, and how to start, how to create a post, you will see here. You can start a post, you can share photos, you can share videos like any other social media platform, you can write articles here. So these are the options that you can further use to be active on your LinkedIn account. At the top, we have a few more options like home, my network, if you're searching for jobs, any messaging, notification, and you will see a few of the settings here. So in the next video, I will talk about how to optimize your profile because as of now, we have just created our profile, but on LinkedIn, your profile matters a lot. You have to be very expert, or you have to give very relevant information while you're creating the profile because everybody is noticing you from the profile itself. So I will discuss it in the next video that how to optimize your profile, what to add, what not to add. So all these things will be discussed in the next video. So just join me there. Thanks so much

### **PART-3**

So, in the last video, we discussed how to create an account on LinkedIn. And I'm sure you must have created your profile on the LinkedIn platform. So now onwards, we will start working on optimizing our profile. As I discussed in the previous video, on LinkedIn, your profile matters a lot. So we have to be very careful when we are creating the profile or submitting the information to our profile, particularly on LinkedIn. So let us see what are the

important steps that you should keep in mind while you are on LinkedIn as far as your profile is concerned.

Now, I will start the process of optimizing our profile by entering the relevant information. As of now, you can see it is showing my name, but no photograph and nothing else. So first, let us add to our profile. For this purpose, go to the settings here, click on 'Me,' and then just click on the drop-down menu, and click on 'View Profile.' So this is our profile that we have created. And we have to make certain changes here to make it more attractive and more useful for the LinkedIn users.

First of all, what is important? We have to give the resume look to our profile. So this is the first element. This is called the headshot, or your profile picture that we have to add here. Please be careful when you are adding your image or picture here. It should be a professional picture, it should not be any routine or very rock star kind of picture here. We just need a professional picture because it carries a lot of value when someone is viewing your profile on LinkedIn. Just click on here and upload the image from your desktop or from any place where you have already saved it. So I'm using my picture here, select the picture, click on 'Open' button, and now you have to adjust it so that someone can clearly see your picture. If you want to crop it, you want to apply filters or you want to change the color tone a little bit, you can do it from here. And if you want to fit the profile picture in this circle, just try to zoom in or zoom out from here or adjust it a little bit. And similarly, you can just straighten your picture from here like this way. So, let me add this picture and click on this 'Save' button, and see my picture is added here. There is no harm in going to a studio to get your professional picture and then adding it here. It should be a very formal picture here, as I already mentioned.

Now, the second thing, the second essential thing in your profile is a cover photo. Just add something here which reflects your interest, your personality, or where you are working. So anything can be added from here. It is also noticed by the LinkedIn visitors, particularly when they are looking at your profile. So just to change this image, click on this icon here and upload the image. It may be from Next Stop or from anywhere you have. So I'm just selecting this

picture, click on 'Open' button, and try to adjust or zoom in or zoom out accordingly and just click on this 'Apply' button. And see, my background image is added here.

Now, let us proceed further to make our profile more powerful. Now, you see here it is giving my name and it is showing my designation here. So what we have to change or modify a little bit? There are two things which you have to basically look for. First, you can add any section to your profile. We will talk about it in a while. But first, try to edit your profile from here if anything you want to edit. Let me show you what options are here.

In this case, click on this 'Add' button and here everything you want to change like name, last name. Now, this is something very important, this is the headline. So, the headline is not just your designation. It is more than that actually. When someone is searching for your profile or looking at your profile, it should say something about yourself, your job, your skills, or about your personality. So, we should not leave it just to the designation and we should add a few more things. For example, I'm adding here whatever is important for my profile. So, let me just add a few things here. And you can see here, I have added like a cognition and researcher, digital marketer, a learner, trainer, administration. So, you can add so that it appeals to someone else when he or she is looking at your profile. But leave it as it is current position, and you can add few more positions as well. So, this information we have already filled up, but still, if you want to change it, you can just add this information at any time. Next, give your profile URL, email ID, or any WeChat ID if you are interested to give in this one and click on the same. But no, still, my profile is not complete. So, I should invest some time to build my profile by sharing the relevant information related to me.

For this purpose, you can see your first... first, you see, only basic kind of things are available, but anything you want to add to your profile further to make it more rich, you should click on this 'Add a profile section,' click on this one and you will find multiple sections here. According to you or according to your choice, you can add these sections. For example, introduction section, we have already added here, but still, if you want to... if you are looking for a new job, you can add this element as well. Then next section is about... So here, it is the very important thing. You have to add the summary to your profile. The summary is not just the thing that lists

your skills, but education you have. It is more than that. You should tell the story about you so that it defines your personality, what exactly or what actually you are, it should be reflected in the summary. So, there are many articles so that you can search for that how to give the summary about yourself to try to make the maximum utilization of this tab by providing a lot of information about yourself too. I have just given the summary here. Let me click on the 'Save' button.

Then next thing you can see here it is about section is now started appearing in my profile. And what else is important, you can talk about any featured post. You can pin here any article which, again, is related to you or related to your industry. You can add that one. So just try to explore these options. And this thing is about your background. So wherever earlier you have worked, you can add that information to it includes your work experience, your education, your license or certification will add to your experience. So, this is a good place to market yourself by adding the relevant information related to yourself. So, make use of these sections while creating your profile here.

The next section is the skills. Yes, it is a very important thing. You have to add what exactly you are and what sort of skills you are having so that others can connect with you and have a long-term relation with you as well. So you can add this section here. It is very important here. Let me just click on this 'Skills' button. So LinkedIn will automatically detect a few of the skills from your information already provided. For example, it is showing in the training, educational management, teaching, research. I think up to 50 skills you can add here, but you need not to add 50 skills here. So whatever you think is important from your point of view, then you should add that skill. If any skill is not listed here, then you can just type that skill here and press the enter key. You'll be able to add that skill as well. So, click on this 'Add' button. So, now, these skills will be reflected in my... you can see here, in my profile as well. This is another wonderful thing which you should make use of while creating your profile in LinkedIn.

Let us see what else is there. You can mention about your accomplishments, any publication you have, any patents you have, any course you have completed, any project you have completed, any honors and awards are there. So, all these things can be listed here. So, the



profile is just like your resume. It will help someone else to understand you and there can be the offering for you from another party as well. So, you can give additional information here. It is about request for recommendation. This is very useful. If you have a few skills you have worked for someone, and if someone is endorsing your skills or someone is recommending your skills, then it will be an added advantage to you. You can just request for your recommendation. And it is better for you to give the recommendations or endorsements to others. And then you can get the recommendation in your favor as well. So, these are just some basic sections that you can add to your profile. And you will also find a few more things so that you can just add to your profile to make it a rich profile there. So keep on updating anything in your profile, make it up to date, make it rich, and then it will definitely pay off for you.

This is about your profile section. Another important thing here is added your public profile and URL. What does it mean? As of now, if someone wants to reach your profile, this is the URL, he has to type this URL to reach your profile. But you see, it is a little bit complicated. If you want to make it simple, then you can do it from here. Let me click on here. And see, you can edit the information. But this edit your custom URL, we just click on this button and you will be able to type anything here. Now, that will become your URL. This is the URL for your profile. You need not to send that long URL, which earlier was there. Just share this URL with anyone else and then they will be able to land on your page.

Another important thing about this page is you can control what others should see about your profile. If they are not signed in to the LinkedIn let us say someone is searching in the mobile then what you want that they should see in your profile that can be easily controlled from here. So you can just either you can make it totally non-visible. Or you can select any part from here like this is what you want to show. So, according to your profile, you can select the various options. And that way you will be able to control your profile when it is appearing in the Google search results. So, let me click on the 'Save' button so that we finalize all this process. So, I can see the messages there that I have updated the settings successfully. So, let us go back to our file, or you can go back to the previous page.

Okay, so we are back here. And now see this is what I wanted to show you. Now see our file. This is the link or customized URL that we have created here. So let's click to the home button and we are back. So at now, you will see here you will see a lot of information which you have edited have started appearing in your profile as well. So this was how you can optimize your profile, specifically in the LinkedIn. Just invest some time as I already said, to create your profile so that it attracts others and others can approach you if you have something to offer in the form of skills, in the form of education, or anything else there. So, thank you, have good luck. Thanks so much

## **PART-4**

Hello, everybody, welcome back to our module as we are discussing LinkedIn marketing. So, in this module so far we have discussed how to create your profile and how to optimize your profile for the LinkedIn purpose. In this video, I will talk about how to grow your network. So, it is very important to understand what is network and what are the various degrees of connections. So, actually in LinkedIn, the people who are there in your network are called your connections. So, first, let us try to understand what network means here in LinkedIn and then we will proceed further.

So, actually in LinkedIn, there are different types of connections that you can look for or you can work upon those connections. So, there are basically four-second, third degree, as well as fellow member connections, which you will usually see in the LinkedIn network. So, here it is very important to understand what these levels of degrees of the connections are. The first is your first degree connection. As the name suggests, it is your first degree connection when you are connected with anybody by sending the invitation and the person has accepted your invitation, then they will be your first degree connection here.

Now, what are the second-degree connections? The second-degree connections are here. In this example, here, this is my first-degree connection, but this person has a first-degree connection with my first-degree connection. So, for me, the connection with this person, the connection with this one, will be called as the second-degree connection here. So, whenever you are searching on LinkedIn, you will see it is always labeled that with this person you are having the first-degree connection or with this person, you are having the second-degree connection.

And further, we have the third-degree connection as well, I think it is now simple to understand. So, any connection which is there with my second-degree connection, for me, that will be the

third-degree connection here. You'll see here in this example, with this person, I have the first-degree connection, now with this person, I am the second-degree connection because he or she is the friend or in the connection of my first-degree connection. This person will be called as the third-degree connection here, it will also be shown when I will search for my networks here. So, I can make the second-degree or the third-degree connection as a first-degree connection by sending them direct invitations and if they will accept my request, they will also be considered my first-degree connection here.

So, here we have these three degrees forms our network in LinkedIn, but more than this, we are also having the fellow members. So, for the fellow members, let us say you have joined a particular group in LinkedIn. So, whosoever is the member of that particular group, it will also be considered as fellow members for your network. They will be a part of your network. But further, you can also communicate, you can communicate with your fellow members either by sending them directly the messages or by sending them messages through your groups.

And there is one question here, up to how many connections can be there in LinkedIn? As per the LinkedIn policy, you would have 30,000 maximum connections maximum here in the first-degree connection. A maximum of 30,000 connections can be there for the first degree, there is no limit for second and third-degree, it is not mentioned here. So, LinkedIn is only talking about your first-degree connections.

Now, after understanding all these things, now my focus would be on growing my network. So, there are different ways through which you can create your connections. Now, let us learn about what are the various ways to create your connections. Now, let us see how to grow our network here. So, the first thing, yes, you have to go to the network here, my network, so it will help you to manage your network, to send the invitation or send the request to someone to be part of your connection.

Now, the very first method, which is, I think, we all should use this method. For this method, LinkedIn will take the data from your mail ID and it will suggest you that from your mail ID, who is there on LinkedIn and then it will show you and accordingly you can send the invitation to them. And there are good chances that they will accept your invitation and they can be part of your network. Now, let us see what is the process for this one. So, already we have used this mail ID, which is my default ID for this network. Let us click on this continue and see what options are available.

But other than this one, you can also explore more options like if you have the job contacts or you have any file containing contacts. So LinkedIn will automatically search for those persons on the LinkedIn platform whether they are there or not. So let us add from our personal contacts to click on this continue button. And let us see what will happen here.

Yes, it is asking me which mail ID I'm talking about. So now, in this case, I have to just use my ID here. Let me use the same ID which I'm just using for my LinkedIn purpose here. Let me click on this one and click Next. And yes, clean the password here. Now see, LinkedIn will get permission from us that it wants to access your Google account, specifically this very account. So what we have to do, you have to simply allow it. Click on this allow button. And now we have given the permission that LinkedIn can access our contacts and in future, it will try to list whoever is there in my email ID contacts. From time to time, it will start showing me those persons. Okay, so now we have linked it. Now, we have to wait for some time. And then LinkedIn will start showing those connections to you. This is the first thing.

Now, the second thing is here, these are the recommended pages from LinkedIn, right? So, it is better to follow a few of the pages in which you are interested. So, for example, I will see here follow and because once you will follow a particular page, it will also create a connection for you. Because there may be many more people who are following the same page. And you can also look from there and you can send the invitation from there as well.

Now, another important use, see LinkedIn has already suggested to me that based on my industry, which I have selected for your member, I selected the education management. So, whosoever is there in the education management industry, LinkedIn has suggested me a few of the people, are they? I can simply click on the follow because these are the celebrities or at very high positions and I can follow these people from my industry. It will also help me to grow my connections further.

And you can see here the people who are skilled in research, because I mentioned one skill researchers. So, one of the skills here, you can also subscribe to all these further newsletters or other. It will also expand your network on LinkedIn. Similarly, these are the groups for it. This is the most useful way to grow your connection here. In this case, again, LinkedIn will suggest you based on your interest, based on your skills, or based on your education, a few of the groups. It will say that you can also join these groups or just you can send the request from here to join. And depending upon your request, if it is accepted, you will be able to

communicate with other group members who are part of this very community or this very group here. So, this is another way of growing your network on LinkedIn.

Now, these are a few more sessions. Now, these are based on my institution, based on my qualification. LinkedIn has also assisted me with a few more, or you can say persons, where I can have the connection for what you have to do. You have to simply click on this Connect button. But this way, it will send one request to this A person. And if he or she will accept my invitation, then they will also be added to your network here. I think it's a very long list here. So, based on mutual connections, so LinkedIn will keep on suggesting you for this.

This is all about how we can grow our network. But I think it's a one-time activity. In future, LinkedIn will keep on assisting you, and you have to just send the invitation to the person. And if you're looking for a specific group, if you're looking for a specific person, then you can always search from here. You can search here, for example, I'm interested in digital marketing. I can simply search here digital marketing.

And you can see here, you can search in jobs, you can search in companies, or showcase pages or posts or groups. For example, I'm just clicking here, let us see what it is all about. So, yes, this is one of the pages and I can follow this particular page as well. So this way, the search option is quite useful. Glad you can use it for, you can search for different groups from here, you can search for different pages, you can search for different events. You can also take the help of this part, this part is to grow your network as well. And it will also help you to manage. For example, see here, if I want to see how many connections are already there in my network, so you can see from here, it's a connection. And see, this is my different profile, it's not the same profile, I'm using different profiles. So, I can see and further if you want to communicate with your connections, that is always near, you can just send a message or you can remove the particular person from your connection as well. So, that is another useful option here too. I can directly one-to-one I can communicate with my connections as well.

Okay, another thing you can search for, via search option for each and everything here. For example, I want to search for different groups, click on this group. And you can also discover or you can create your group as well, we will come to later on this one, about create group. But you can just discover the groups here. Now, see here, it is suggesting me a few of the groups here. You can change all the options, right? You can search for school, you can search for events here. So, these are the simple ways through which you can grow your network. So, I will once again say that it matters a lot who is there in your network and how are you building

your connections here. So, thank you so much. So, we will talk about a new topic in the next video. Thank you

## **PART- 5**

Hello, everybody. Welcome back to our module on LinkedIn marketing. And I hope you remember that in one of our modules, when we were discussing Facebook advertising, I talked about Facebook pages, administrated, how to create the Facebook pages, and how these pages are important from the advertising point of view. Now, the question is, can we design, can we create such type of pages in LinkedIn? The answer is yes, we can definitely create LinkedIn pages on this very platform. And these pages are a mandatory condition to start with marketing on LinkedIn. So now, as you can see on my screen, I have just opened a page designed by SWEM MHRB. So first, let us try to understand what are the components of this page, and then I will demonstrate it from scratch how to create such type of page.

So you can see here we have this cover image is there, we have the logo is there, we have the name of the page, in which industry it is, how many followers are there, what is the location, this is the tagline that we can use to attract our customer, you can see the call to action is there. And similarly, all the updates from SWEM are available on this page. And similarly, you can also see, we have a few tabs similar to the website. So I can also say that a LinkedIn page is a mini website, where you can host your content, you can share your updates, or whatever is happening in your institution or your organization, you can all share it on the LinkedIn pages. And that way you will make or you will develop a connect with your audience. And your audience will get the latest information about your institution or the organization to which they belong. So now I will start the process that how to create the page on LinkedIn platform. If you are already on your home page to let us start from the home. For the first time when you will log into the LinkedIn we will land on this page. You see here we have this work.

From the work you see here just at the bottom just at the bottom, you will see the option create a company page to click on this button. And we are ready to create our page. But before that, we have to select which category of page we want to create. Here, you can see LinkedIn offers four types of categories, or four types of pages that you can create. Here, we have pages for small businesses, medium to large businesses, showcase pages, I will talk about it or for the

educational institutions. So let us start from this one, that as you have a small business and you want to create a page for that will click on this button.

Now the space is ready, we have to just provide the information sought by LinkedIn to create a page or LinkedIn is super easy. And you will see within a few minutes, we will be able to create our own page. First give the name of your business here, I'm just giving the name here. So it can be your brand name. It can be your business name, it can be your organization's name to give that name here. Now what is this, this is automatically created URL for your beach means in future if you want to share this page, then you have to share this URL, either on your brochures or on your communication letters anywhere you want to share, then you have to just share this URL for your LinkedIn page. It is customizable. You can at any time you can add anything to this one. So next we have the website. Yes, we have to give our website but if you don't have the website, then no don't worry about this one. It will not ask for the website. If it is not there. You have to just select one option that I don't have a website but we all have website one just giving my website here. So this is the page identity. Now let us give you details about our company go first we have this industry in this carefully select the industry to which this page or your organization belong to I'm selecting e-learning here, what is the company size here? You can select an appropriate option here. What is it A company type here, just let out of the given option, whether it's yourself employed public sector company. So I'm just giving yourself employed here. Not. Next, we have to have the profile details here. So you have to upload the logo. And you have to give the tagline here. And correspondingly, you can also see the page preview here to first let us upload our logo. So it is saying 300 by 300 pixels is recommended. If you want to upload the logo here, too, I hope you might have any previously created a logo to just let that logo and just attach it here. So okay, and it is always better to have in this square, even don't select round or circular logos here. So my logo is getting up to order. So next we have the tagline, the tagline is very important, it is very important. And it will appear on the very homepage of your page, just next to the name of your page here. But just give any tagline here which define your business in few words here. So I'm just giving the tagline here, online courses, something for everybody. But see, if I want to see that how it will look like when actually I will launch this page. Let's see here. This is the name of the page. This is my industry. And this is the tagline here. So we will talk about the rest of the option. But initially, these are the only things that are required. So just click on this I verify if you want to read it, just read it. And finally click on this create a page to let us wait for this one.



And it is done. My page is created here. But I have to little bit customize it in the form I have to provide more information. So that I get this tip button here. So it is saying me as of now that you have completed this, these these parts on your page. So rest we have to we have to complete it. So but without going for anything I can say don't start from here. So first, let us work here. From here. Yes, first add a cover image. Let us add the cover image by clicking here. So I have already one picture, let me just upload this picture that is already available on my desktop. So it is getting some time to upload the image, maybe because of the size of the image. But don't worry, you will be able to upload the image but let us proceed further from here. So now you see the all information is there we have related to our page. And this is the place where you will use upload to post I will come to this one. So But before that, let us complete our profile, complete the information about this page here. So for this purpose, just click on this icon, edit the page, edit the page, just click on this one. And here you will be able to edit all the related information on your page. For example, you can see if I will start from here, you can see here it's page information, you have the same logo, name. And you can also change the headline at any time you have the button, know what this button is all about. So the button is the call to action that will appear just next to the image on your page. So you see you have to select which you can send button you want to update here to for example, you can have on text this, you can have registers, but I'm keeping it same as visit website, I think which which is by default, it is there. Now about us section to click on this overview. So we have already filled a little bit information here. But there is need to update this information to give the description of this page what is the purpose of this page, what exactly you want from this page, or you can define about your you can say business or any social cause for which you are web page, you can give that information here. So we have to just complete this information here. So website we have already given and I think rest of the information is already shared. And you can give your mobile number here. And when this company or your organization was founded, you can also get that information here. So let me just try to get that information here. And any speciality you want to add, you can add it from here to up to 20 speciality you can add shift, for example, I will say or say digital marketing and press enter and it will be added here. And you can further at another speciality here to just save it. So our information is saved. Now, let us proceed further, you can add the location information. So, add a location, so it is already log information, just try to select an appropriate information here, so I'm doing it quickly. So, click on the Save button. Okay, so our location is added. If you want to add one more location, you



can add it from here, or you can add it to our previous location. So next we have the hashtags. So hashtags usually make your page discoverable. So you can create different hashtags. And when someone will search for those hashtags, who you are chances are that your page will appear here. So I'm just adding one hashtag here. And it is also arresting me if you have the hashtag. So I can select from these only four as for this information, I can add three hashtags to let me add two hashtags here and click on the Save button. And let us see what else we have the feature groups you can just believe it, I think most of the information I have entered. And now let us see that whether we have completed our profile information or not. But you see here it is saying your information will be completed if you will share the first post here. So now either you can share it from here, or you can just simply share it from here. So just say hello. And you can add here, you can see this information, you can add image video, or you can add any document here. So let's click on this post. So great, we have completed our beach information. So your page is not big for success for congratulations. So what else you have to do here now you can see our post has started appearing here. Now what else I can do here? Nah, see, and this is wonderful thing here, you can view this page as a member as well, what does it mean? It simply means that all this page will be visible to your members that you can check it from here, let us see, let us see it, click on this view members. Now this is the exact look up my page that will be visible to the members and those who will join or do will follow this page. And I anytime I can go back and I can do it as an admin. So you can toggle between members and admin part. Okay, and you see just go about just explore a few more options on this page. And you will also be able to see the analytics or page from time to time that how many visitors are there how many followers are the what are the post impression, you can see engagement, all this information will be here. And another important thing here, let me just show you once again, this view as a member. And this is what I was talking about call to action, you can just add this, we have added this visit website as a call to action but you can change it at any time. Okay, and whenever your audience or the members on LinkedIn they have to follow this page to they will simply click on this page and it will start showing it as the followers. So let us go back to the admin and I can't see anything else here that you want to add. But still you can do these things, you can just explore these options. For example, you can create an invitation you can create an event and you have few more settings here which you can do from here. So okay, now the last thing because I can still see that my cover image has not been updated. So let me just try once again, I hope this time it will work. Just click here, upload the cover image and the slapping this image from here. And I hope this time it should work great. This time we have this cover image you can just slightly up and down it here to

just make it correctly positioned here. Once we're satisfied click on the Save button and my image is also saved now. So with this we have completed our LinkedIn page construction process. So now we will see. Start with LinkedIn advertising in the next module to just join with media. And thank you so much

## PART- 6

Hi, everybody. Welcome back to our module on LinkedIn marketing. So far, we have created a LinkedIn profile, as well as a LinkedIn page on this very platform. Now onwards, we will start with LinkedIn advertising. We will see how to actually create LinkedIn campaigns to target different audiences. So LinkedIn is basically used for B2B lead generation. But it is not limited to that only. You can also use it for your retail consumers or retail audience. You can see on the LinkedIn website, it is mentioned that you can use this LinkedIn platform to boost your content across different devices, you can reach your audience when they are most engaged. And you will start your campaigns on this platform, it is another advantage to use LinkedIn for marketing purpose that use the real professional data to drive your real results. And similarly, you can inspire your audience to take action through the funnel, we will talk about what is funnel here. So how to start so I will teach you from scratch that how to create your first campaign on LinkedIn platform. So for this purpose, first of all, you have to go to the LinkedIn campaign manager. Now this is the URL [linkedin.com campaign manager](https://www.linkedin.com/campaignmanager) public log in. Now what is a campaign manager, campaign manager is a dedicated platform from the LinkedIn, where you will be able to manage all the campaigns for your company for your organization or for your advertising agency, I will say it is a single point where you will be able to see manage create all your marketing advertising campaigns. So for this purpose, first of all, you have to log into the LinkedIn campaign manager. So I've already given my email id. So let me just set my password here and sign

not pretty The first thing that you have to perform here under the campaign manager, you have to create an ad account. Now, before we proceed for the before I discuss the rest of the things about campaign manager, it is very important, it is very important to understand the structure of campaign managers first. So, I will take to first let what is the structure of campaign manager, then we will start our campaigns from you.

So, let us try to understand the structure of campaign manager. So here at the top, at the top, or when you will start working on to the campaign manager. First of all, you have to create an ad account. So you may create one ad account or you may create multiple ad accounts under the campaign manager. But the question is there why there is a need for creating multiple ad accounts. So actually, sometimes, one account is not sufficient for me. For example, I'm advertising agency and I have different clients what I can do, I can manage my each client under each ad account. So it means campaign manager provides me this facility, I can create multiple ad accounts as well. But in this demonstration, I will go with one ad account only, there can be another reason for which you have to create another ad account. For example, if you are having the multiple LinkedIn pages for your organization, and you want to run the advertising campaigns for different pages, even then you have to create or you can create different ad accounts. And similarly if you are an agency or you are a multinational company, and you want to create or you want to manage the campaigns in different currencies, even then for different currencies, you can create different ad accounts. But as I said, you have to first create one ad account and it is sufficient for me for this demonstration purpose and we will go ahead with the ad account and I will show you in a while. What is the process of creation of ad account for once your ad account is created. Next level of your structure of this campaign manager is a campaign group. You can create multiple campaign groups what what is the purpose of creating the campaign group. Now under each campaign group, you can create different campaigns. For example,

You can create one campaign group per targeting on the basis of target audience on the basis of marketing objectives, or on the basis of marketing programs. But we have to create one campaign group, and it will host the multiple campaigns see what color let me show, you know, in this one when you are creating a campaign group, and let us say you have more than one campaign under the same group, then you can set the budget for all the campaigns, you can set the start date and end date for all the campaigns, which are calling into the same campaign group, you can pause, you can start you can mess up the compact campaign performance here. So it means that there will be more than one campaigns under the campaign group, if you want to manage it. But at that campaign group, all these things are there, which you can set. So anyway, we will see how to create the campaign group under the ad account.

Now, one important thing here, under the campaign group, one campaign group, you can create 1000 campaigns 1000 campaigns per campaign broke, but there is no limitation that how many campaign groups can be created. in simple language, you can see when you combine two to

three different campaigns, and then they can be put under one campaign group, so that you can control all these campaigns at a single point, you can set as I already said, the start date, budget, and it was it for all the campaigns which are falling into the same group. So once you are having that campaign group, that's obviously now under the campaign groups, you can create different campaigns.

And what we usually do when we are creating the campaigns, you can set the campaign objectives, you can set the target audience, you can select that format, or you can set the budget and scheduling for each of the campaign. I hope this structure is clear. So what we will do now onwards, first I will show you how to create an account or an ad account, then we will create one campaign group, and then we will see how to create a campaign. So let us move back to our page, we are we are in the process of creation of ad account. So we have logged in to the campaign manager. The first time when you are logged into the campaign manager, it will ask you to create your ad account. So by default, it is giving this ad account name, but I'm just changing. You can give any name here. So I'm just swipe, Add Account. The second thing is the currency to select an appropriate currency. So I'm selecting the Indian rupee here. Now, this is important because you have to link one ad account with your LinkedIn page. So it means you have that is why I was saying that you have to create the LinkedIn page first.

So here, you can either give the name of the page, or you can give the URL of the page that you have already created. But question is how to get the URL of the page. Don't worry, for this purpose log into your LinkedIn account. And you will see, I think, if you remember we created one page in our previous video for this was attacked in the.com. Just click on this page and it will open the page for you that you have just created.

From here how to capture the URL. Don't copy this part or copy this one though, just click here, share the page, click on the share page. And you will see one option here copy link, click on this copy link and come back to the LinkedIn campaign manager and just paste that link here like so and see it has fetch the data from there it is showing me my page account. It is showing me my page name here. So I think all things that set is click on this Create Account. So we have created our ad account here. Now let us see how to proceed further in the next video.

## **PART- 7**

So welcome back, we have created our ad account. As you can see here, the page that we have associated with this account is also visible here. Now we will see how to create a campaign group under this ad account. As I already told you, you can create multiple campaign groups under one ad account. So just click on this ad account. Now notice one thing here, we already have one default campaign group, although we haven't created it. So it is all the time any new ad account we will create, you will find there is one default campaign group. So what we want to create a new campaign group. So let us create that one. So I'm clicking on this one, but before that, let me clear what is the context under which we are going to create our campaigns. So here we want to popularize or we want to advertise our swim courses. So let us say there are a variety of swim courses on this web website. And we can create multiple campaign groups for different types of courses. For example, few for management courses few for you can say humanity courses and other group for you can see sciences 30. Here, let us create one campaign group for management courses, click on this create campaign group. And now you have to give the name of that group first. So we I'm giving just name of management courses. And what is the status though it is by default it is active, so that it will be active one. Now here, these are the three important dates here. And you can select according to your choice. The first is there any campaign that we will create and this campaign group, it will automatically start from the date that you will mention here, but there will not be any ending date. For example, I want to start all the campaigns under this group from next Tuesday. So let me select that date, they see the one option. But make note there is no ending date for this one. But if I'm interested to give the ending date and start date, then I can select to this second option here to have the option to when the start date. And so it simply means all the campaign's under this very group will start on a particular date and will end on a particular date. third option we also have, we can also specify a particular budget for this group means that budget will be applicable to all the campaigns and that will be the aggregate budget for all time means you can set that and you can set the starting date and ending date for this one. Just for the simplicity, let me keep the first option, we want to run this campaign from the particular date and click on this Save button. And this is all we have created our campaign group. And now further we will see how to create our campaigns under this very group. As I already told you, we can create multiple campaigns now under this particular campaign group. So for this purpose, just click on this campaign group. And here you will be able to create a new campaign. So, we are at the option that we find see here under top, we have this option to create a new campaign click on this new campaign. So, first of all, we have to give the title for this one. For example, here I want to promote my digital marketing course.

So, I will give the name for this campaign. Now the rest of the things it will automatically guide us. So the very first thing is there we have to just select our objectives. But before that before you select the objective look at here what it is talking about. It is clear that any campaign that we are going to create it will not fall under this where management courses campaign group and if you want to use any new group or any different group, you can select it from here, but we have only one campaign group. So let us start with this one. And click on this next button and you can also see it has also given me the food at of starting of that campaign. Yes, click on this next button. And now we are here at this objective selection. I think this is common to most of the social media platforms or advertising platform. The first of all, we have to set our objectives for LinkedIn you can set three types of objectives. First is about awareness. Then further consideration, it has further few combinations and every detail is provided for this one. Lastly, we have the conversions likely it conversion website conversions, and the job applicants. But for the simplicity, let us click on brand awareness and you can see the details what I want to do under this objective, I want more people to learn about my business. So let us select this one. So our objective is selected, we are clear that we want to create an awareness about our brand. At any time you want to change this click on this one. But before I end this video, you see here it is also showing me a few of the forecasts or the results keeping the data in default mode it is showing me that what will be the target audience size by all the settings and few mood with ticks. We can go through these ticks and can anticipate that how my campaign will perform under the given data set. So okay, so in the next video, we will start from here only we will see how to set the audience or how to target the audience and this very campaign. Thank you so much. I will meet you in the next video.

## PART- 8

So welcome back, we are creating our first LinkedIn campaign. So we have already set our campaign objectives. Now let us see how to target the audience. Now see here in audience, we have two options. Firstly, the saved audience, and secondly, the LinkedIn audience. So in saved audience, if you have previously saved any audience, then you can select that audience from here. And you can see, it is clear, we haven't created any audience yet. That is why it is not showing me anything here.

So what is this is the LinkedIn audience for LinkedIn has pre-designed audience sets. And based on my requirement, I can select from those sets. I'm just showing you a few examples.

Here are examples here. It is showing me the audience for corporate HR professionals, customer experience professionals, financial advisors. So if you want to target anybody from here, you can just select that option and start your campaign further. But I want to show you how to create an audience from scratch. So, we will first create the audience and then we will save this audience for future reference. So any audience you will create, you can save it for future reference as well. And the moment I will start creating my audience, just notice this part, you will see something will start changing here as well. So let us create a new audience First, the by default, first thing the first thing it is asking me, where is your target audience in simple, we have to specify the location. So by default, it is saying India is location that selected. But if you want to change if you want to go to any city, couple of countries couple of states, then you can just click on this add in button, click here, and just search for your search for the country. Here. For example, I'm searching for the United States, click here and select that one. Now, see my all these metrics have automatically changed here, but let me just click this one, I want to show you if you want to select a particular city here. So as of now, nothing is selected, let us say I want to show my campaign in Chandigarh then I can just select it here and it is also showing me the data related to Chandigarh and just click on this close button and my location will be test set as can digger but before I want to show you one more thing here the recent or permanent location, we have two options recent here means any person who has this listed this location recently that will also be included, but here only it will include those persons who are having the permanent residence enchanting

let us keep it to the recent or permanent location this close this one and we are ready to proceed further. Yes, if you want to exclude any person, any category from any location from here, then you can use this option as well. For example, here you selected the India but you want to exclude Chandigarh or any political city or state from your target audience, then you can use this option to just explore this option. Next, we have very important thing Who is your target audience needs to whom you want to target. See, as of now, I'm targeting everybody in Chandigarh, but if still I want to further narrow down my audience, then I can use this option because all people who are using LinkedIn in Chandigarh may not be my target population I want to further narrow down so let us see what are the options to narrow down your audience further. Click on this narrow and here you will see two options one is the audience second in the audience attributes here. In this case, in this case you can narrow down to your own list. You can go for the look-alike you can go for other options retargeting third party. Don't worry, I will talk about that later on. But as of now, I want to show you how to target a specific



audience here. Then you can select this audience attributes nasiha you can target the audience on the basis of a specific column need specific demographics, education, job experience, interest, and traits. So let me just show one, for example, demographics. And you have this option, you can select the audience from member age, or gender. Let me click on this member age. And it is showing me different categories. For example, I want to select these two categories. But what does it mean? It simply means that in Chandigarh, which I have already selected, show my ad to this 25-34 years, and 35-54 years, don't show my ad to less than 24 and more than 55 here. So this is how you can narrow down your read audience for the by using this option. So let me just close it down. And this is my audience here, which I have selected here. Same Same way, you can also exclude your audience From here, click on exclude button. And again, you will select a few of the options in this case, whatever option you will select, that will be excluded from the audience. So I'm not going to use this option because it will further narrow down my audience. Now this is another option by default, let it be checked, it will help you to expand your audience. So let it be by default, checked all. So this is how we have you can say set our audience or targeted audience, but we haven't saved it. So if you want to save this audience for the future purpose, yes, click on this save a template. Before that you want to see the audience summary Yes, click on this one. So it will show you what is the potential reach of this audience to whom you have included to and what or how you have narrowed it down. Every detail is here. But I want to save it save as a template and just give the name of this one let us say I am just giving it here, my Chandigarh audience or any name any name so that you can remember it later on. And you can also describe it you just give a little bit description of this audience so that in the future you can see why this audience was created. So click on this Save button. And now my audience is created. No, no, I want to show you. If you do not click on this save audience, you will see my clinical audiences already saved. And in the future under this campaign group. I want to create a new campaign I can directly select this audience from here. So in the next video, we will proceed further which is going to be very interesting. We are going to work on ad format and rest of the things in the campaign process. Thank you so much. Yes, join me there.

## PART- 9

So welcome back. So let us proceed further. So now we have to select the ad format. So in LinkedIn, there are different formats of ad, which you can select from, you can have a single image, and you can have the video ads, you can have the text ads, follower ads, spotlight ads. So we will talk about these ads. So just to understand the things, first I'm selecting a single



image ad First, let us proceed further. Next in the placement, so in this case, let it be the default where it wants to show you whether you want to include the LinkedIn audience network or not. But it is better to include the LinkedIn audience network, because not only on LinkedIn, in this case, LinkedIn will try to show on other platforms applications, your ad as well, which is a part of LinkedIn audience network. So let us proceed further. Now this is the budget and scheduling, you can now specifically set a budget for this very campaign for this very campaign. So you can set a daily budget, or you can set a lifetime budget lifetime budget here mean the life of the campaign, right, but I'm setting here daily budget here so that I can control it better. So by default, it is mentioned here that what will be your daily budget, you can select it how much budget you want to select for this very campaign. It is the same thing that we did in our Google AdWords, or in Facebook that your actual spent may vary from 1000, it may go up to 50% or less than that, but on a monthly basis, it will not go beyond the month budget as well. Next, we have the scheduling. So you can again set the start date and end date for this one, but we have already set it on the campaign group so let it be the start date that we have just set in the previous campaign group as well. So now we have the bidding. So again, let it be maximum delivery. In this case, LinkedIn will try to show your ad to the maximum people to have the best results, but if you want to set your own bid amount, you can also go further manual bidding. So here you have to specify your amount here for how much you want to pay per 1000 impressions here, but let it be the maximum delivery and it is automated, I need not to pay attention to this one that what will be my maximum or what will be my manual bidding in this case. Next, we have conversion tracking, it is optional, just leave it as it is. So I think we have done for this part. Now let us click on the next part. And save whatever we have done so far, our campaign is saved No, no, what we have to do. Now we have to just create our copy of the ad here. So to add, just click on this here, because here we have to add the image and the content of our ad here, plus click on this plus button to first give the name of the ad. So I'm just giving although it is optional, I'm giving it the one then this is the introductory text, which is right here, just just and because this will be visible, this will be visible here. In the ad itself, I can see the free course on digital marketing, but you have more than 500 characters. And you can use those characters to give the introductory text of your ad here so that will be shown here then is the destination URL. I hope you are clear about this one. It simply says that when someone will click on this ad, we will want to take the person who I'm just giving the URL of my website it is the mobile.in so we have given now destination URL. You can see in the previous section it is also available. Next we have the Add image. Yes we can up to five MB you have to add or upload the image here. So I'm just randomly uploading one image here. I haven't specifically

any image here who just randomly picking one image here. So that will also be visible here. But who is the relevant image here? There We have the headline. So again, you have an impressive and catchy headline here, I'm just leaving the free source free course by the administration. This is my headline. Again, you can just give the detail of your product service which you want us to show here or you want to promote here in the advertisement. So I'm just writing give the details of your product here. Next, we have the call to action, I hope to know about this one, then select an option What do you go on? Or what do you expect from your audience or the visitor to do when they will see your ad here you can use from here like a new store sign up, you could clone something like that. For example, let me just go for the sign up here. And that you see here it is now visible here in the preview section here. So we have created our ad and you want to see the preview in the mobile section. Now this is the preview that will be shown in the meanwhile. Okay, so once everything is okay, just click on this Create button, click on this create and see our ad is ready. And now we have to just click on this next button. And it will ask for the payment and other details. So but before that you can just have a look at Have a look at your campaign, but just click on this next button. And now this is the summary of your ad when it will start image type of the ad budget Everything is there. Now you have to simply click on this launch campaign. So I'm not going to click on this launch campaign but once you will click on this launch campaign. It will ask for the payment details will just give your payment details and you will be able to launch the campaign but in a separate video I will show you how to add the campaign details. So this was how to create a campaign by using the single image though In the next video we will see something more interesting for thank you so much

## PART- 10

Hi everybody. So in today's video, I will talk about retargeting of the audience. Before I begin, first of all, let us try to understand what is the meaning of retargeting. Now audience, I think you all must have experienced that sometimes we visit a particular website, and when we exit from this website, suddenly we see ads from that website either in our LinkedIn profile or in the LinkedIn feed. So how are all these things happening? It is not only limited to the LinkedIn platform, I think retargeting ads are used on most platforms, even when you visit sites like MakeMyTrip or any other site, you might experience advertisements from that site when you're on different websites. So let us see how to do it on LinkedIn.

We have one scenario, for example, my prospects are visiting my website. So after browsing this website, maybe for a few minutes only, then they are leaving this website. But this is an indication for me that they might be interested in my product or service, and I want to show ads to that very audience. So for this purpose, we have to first insert an insight tag inside our website so that we can track them, and later on, we can show ads on LinkedIn to that very person. So let us understand this process step by step.

First of all, just open your LinkedIn profile. Now in this case, we actually want to go to the campaign manager, so do not open the URL of campaign manager. Once you create an account on the campaign manager, for next time, you will be able to see the advertise tab in your LinkedIn profile itself. So you can directly go to the campaign manager from this advertiser tab. Let us click on this one.

And here, it has opened my campaign manager. So we have already created one account here. So click on this account, or your ad account here. Now see here, in this one, so far, we haven't installed any insight tag of LinkedIn on our website. So the question is, where is that tag? For this purpose, look here, we have this account assets, click on this account assets, and click on this insight tag. This is the tag or code that we have to install on our website. First, click on this insight tag.

And here it is showing me that you haven't installed any tags yet. Yes, we haven't installed any tags yet. Just click on manage insight tags, and click on see that tag. You will see three options. Either you can install the tag manually, you can send this tag to your developer, and he will manage it, or you can use the Google Tag Manager. But I am showing you how to install it manually. So click on this tag, and this is the code that we have to install in our website.

Don't worry, it's a long code, you don't even need to read about what this code is all about. Just follow the instructions for what you have to do. You have to paste this code into the website footer. So we will just copy this code and paste it just above the HTML body tag here. First, let us copy this. Click on this one. So my tag is copied here. Now go back to the dashboard of your WordPress website. I think all of you know how to access the dashboard of a WordPress website. From appearance, you'll see the theme editor. Click on this theme editor.

And because we have to install it in the footer, search here, "theme footer." Click on this theme footer, and on this side, we are now in the theme footer. Here it is. Click it here. Now see here, we have to paste this code above the body here. If there's space, then just Ctrl + V or paste it. If there's not, for example, I want to create one more space, and press enter, you will be able to

create a new space here. Just paste the code that we already have. So we have pasted this code copied from there and just updated the file. Okay, our file is successfully updated. Now let us go back to the insight tag.

Now see here, once you paste this code there and update the file, come back to the same page and click on "I am done," meaning you have already pasted the code. Click on this "I am done." So now it will show you that we are waiting for the signal from the insight tag. When it will be properly installed, then it will show you the name of the website and the insight code that you have just pasted there.

So, this was all about how to install the insight tag. In the next video, I will show you how to use it for retargeting the audience. Thank you.

## **PART- 11**

So in the last video, we successfully added our insight tag to the website. And just to confirm it, it is showing me that it is successfully tracking the data from your website. So I will advise you to please visit your website two to three times after the installation of the insight tag. And after waiting for 10 to 15 minutes, you will see that signals are coming from your website. You will see the message like this: As you can see, we installed this tag on our demo blockchain website, and just six minutes ago, someone has visited this website. Now, the next question is how to show our product and service ads to the person when they go back to their LinkedIn profile.

So for this purpose, first of all, we have to create a matched audience based on our website visitors. So let us create our matched audience. Now again, go to the account assets and click on this matched audience. Click here. And you can see I have already created one audience. But let us create a new audience. Click on this create a new audience. And there are a number of options on the basis of which you can create your audience. You can create the audience based on events, on the basis of videos, on the basis of whoever is registering for the company page, and more. I will suggest you just try to play around with all these options. But our purpose here is to target those who are visiting our website.

So, we have already installed the insight tag on our website. So we will be able to create a new audience based on our website visitors. Click on this website. You have to just give the name of the audience. Give any name, for example, I'm just leaving it as "My BM audience". Now this part is very important. Now to whom you want to target and on the basis of what you want

to create your audience. One thing may be very clear: whoever is visiting any of the pages of your website, then you would like to create an audience for those.

For example, anybody who visits any page of my website, whether it's the Contact Us page or About Us page, they will be part of this audience. So for this purpose, it is quite simple. You start with entering the domain name of your website here. For example, I'm just giving the name of my website here "www.dm.com". Now, any page because obviously all the pages of our website will be starting with this domain. So now, whoever will visit any page, they will be part of this audience.

But if you want to create an audience for a specific page, for example, a product page, or a contact us page, or About Us page, then just type that URL here. In that case, any person who's visiting that particular page will be part of this audience. But for simplicity, I'm just keeping it for my entire website. After that, let's click on this "Create" button, and see, my DM audience is created. Now, where will I use it? That is another question.

Now, you will see, when we create a new campaign in LinkedIn, this audience will be visible there. Let me show you how that will be involved. So for this purpose, let us go to our ad account first. Click on this ad account here. And now, let us click on this "Swam Management Courses". These are our campaign groups. Click on this campaign group. We know we want to create a campaign under this group, so click on "Create New Campaign".

Click on this "Next" button. And this time, we want to say "Website visitor" or any object of which you have, let us say "brand awareness" only. Then now, let us create a new audience in this case. So the location is India, okay. And all options, you know, but in this case, look here. In the previous campaign, what we did, we used the audience attributes. But now, we want to retarget our audience.

So in this case, we have to use these audiences. And here, we have multiple options, but you see here, retargeting to which audience you want to retarget? I think if you want to guess it, when I will click on this retargeting to, I must find the audience which I have created on the basis of website visitors. It should be there. Let us see whether it is there or not. Click on this retargeting. And which audience we have created? We have created a website audience. Click on this one.

And great, you see, the audience which we created there, it is also available here. We just check this option. And now what will happen? Now everything is set. Your visitors will keep on visiting the website, and this audience will be automatically created. But here, you have to just check this option. And the rest of the options, you know about. You can create a single ad, you can create a video ad, text ad, any ad. You can just create all. So I will not explain all these points here. Just set the daily budget, whatever it is there and click on this "Next" and save it.

Now see, our campaign is saved. Now what will happen now? The ad that I will create here, and you know how to create the ad, I need not repeat that step here. So whosoever will visit your website, they will automatically become a part of your target audience. Because you have already set up your insight tag on your website and the ad that you will create in this campaign will be visible to that person whenever they visit their LinkedIn account.

So I think it was a quite simple process. Just try to explore more options of LinkedIn and audience targeting and try to create more ads or more campaigns using different ad formats. So thank you so much.