

LinkedIn Ads Campaign Plan – Itvedant

Budget: ₹30,000 | Duration: 15 Days

1. Competitor research:

- i) UpGrad
- ii) Simplilearn
- iii) Digital Vidya

2. Unique Selling Points (USPs):

- i) Job-oriented online digital marketing course with practical training
- ii) Live instructor-led sessions (not just recorded videos)
- iii) Hands-on projects, case studies & tools training (Google Ads, SEO, Meta Ads)
- iv) Placement & career guidance support
- v) Affordable fees with EMI options, suitable for students and working professionals

3. Campaign Setup:

A. Selected Objective:

The screenshot shows the LinkedIn Ads campaign setup interface. The title "Select your objective" is at the top. Below it, a sub-instruction says "Pick the business outcome you want this campaign to drive." There are three main categories: Awareness, Consideration, and Conversion. Under Awareness, there is one option: "Brand awareness" (megaphone icon). Under Consideration, there is one option: "Website visits" (bar chart icon). Under Conversion, there are two options: "Lead generation" (target with arrow icon) and "Talent leads" (trophy icon). The "Lead generation" option has a green checkmark next to it, indicating it is selected. At the bottom of the screen, there is a large green "Next Step" button.

B. Budget Setup:

Budget and schedule

- i* Your campaign group lifetime budget is \$361.00
- i* Your campaign group is scheduled to run from 12/26/2025 to 1/9/2026

Budget

Set both a daily and lifetime budget ▾

Daily budget

Actual amount spent daily may vary [?](#)

Lifetime Budget

i Your campaign group remaining budget is \$361. Update group budget

Schedule

Start date

mm/dd/yyyy

C. Audience Targeting:

The screenshot shows the LinkedIn Audience Targeting interface. At the top, there are tabs for 'Audience' and 'Saved Audiences' (with a dropdown arrow), and a 'Audiences' button with a dropdown arrow. A blue 'Use Auto-Targeting' button is also present. The audience name 'ITV_Lead_India_21-35_DM_S' is displayed.

Where is your target audience?

Locations (recent or permanent)

India, Mumbai, Maharashtra, India, Pune, Maharashtra, India, Bengaluru, Karnataka, India, Thane, Maharashtra, India

i We now support the display of Sponsored Messages for members in the EU who have provided explicit consent. [Learn more](#)

Exclude people in other locations

Your audience has their Profile Language set to **English** ?

Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the language member accounts have selected on their profiles.*

*This does not apply for Sponsored Messaging.

Who is your target audience?

Include people who have **ANY** of the following attributes:

Buyer Groups
Education Software, Marketing Software, Administrative Support Software

OR Member Skills
Social Media Marketing, LinkedIn Marketing, Google Adwords Professional, B2B Marketing, Organic Search, Branding, Affiliate Marketing, Marketing, Content Development, Social Media, Online Marketing, Google Website Optimizer, Digital Marketing Experience, Search Engine Ranking, Blog Marketing, Online Branding, Web Development, Digital Marketing, Landing Page Optimization, Business-to-Business (B2B), Search Engine Optimization (SEO), SEO Copywriting, Google Ads, Search Engine Marketing (SEM), SEO Audits, SEOmoz, Copywriting, Off-Page SEO, E-commerce SEO, Link Building, On-Page Optimization, Backlinks, Google Ads Editor, Google Analytics, Adsense

OR Member Interests
Business and Management, Email Marketing, Pay-Per-Click, Retargeting, Search Engine Marketing, Content Strategy, Marketing Metrics, Marketing Software, Marketing Services

D. Ad preview:

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We'll send this information to eTravelss subject to their [privacy policy](#). LinkedIn may also personalize, measure, and optimize ads based on your form submission.

Email address *

anne.smith@example.com

Highest Qualification *

Please select a response

Current Status *

Please select a response

Why are you interested in Digital Marketing? *

Please select a response

First name

Anne

E. Estimated campaign results:

Forecasted results  

Target audience size
78,000,000+

[Show segments](#)

1-day 7-day 30-day

1-day spend
\$15.00 - \$37.00

1-day impressions
190 - 800

CTR
0.41% - 0.62%

1-day clicks
1 - 5

1-day leads Key Result
0 - 2

1-day cost per lead
\$45.17 - \$53.11

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)