

# LinkedIn Ads Campaign Plan – Itvedant

*Budget: ₹30,000 | Duration: 15 Days*

## 1. Competitor research:

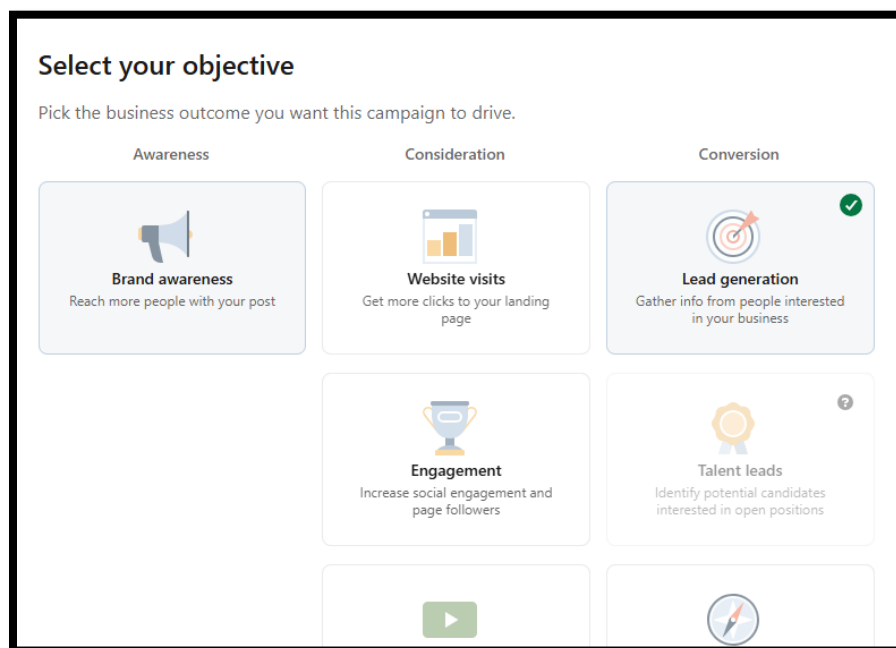
- i) UpGrad
- ii) Simplilearn
- iii) Digital Vidya

## 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:



B. **Budget Setup:**

**Budget and schedule**

Your campaign group lifetime budget is \$361.00

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**

\$24.10

Actual amount spent daily may vary

**Lifetime Budget**

\$361.00

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

**Schedule**

**Start date**

12/26/2025

mm/dd/yyyy

## C. Audience Targeting:

**Audience** Saved Audiences ▾ Audiences ▾ Use Auto-Targeting

Audience: `ITV_Lead_India_21-35_DM_S`

**Where is your target audience?**

**Locations (recent or permanent)**

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

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 \*

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

0 - 2

Key Result

1-day cost per lead

\$45.17 - \$53.11

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