LinkedIn Ads Campaign Plan – Itvedant

Budget: ₹30,000 | Duration: 15 Days

1. **Competitor research:**

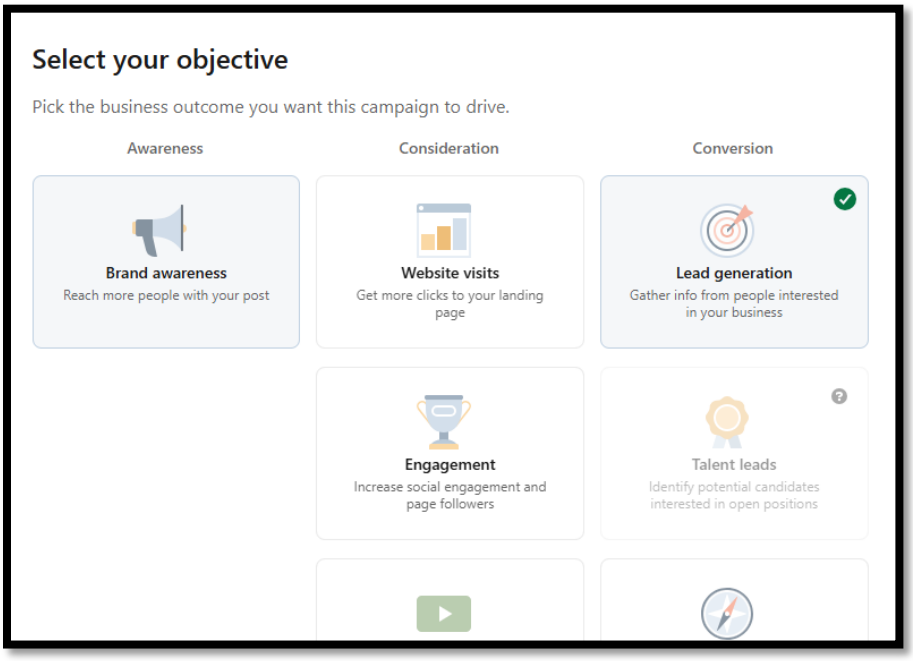
i) UpGrad
ii) Simplilearn
iii) Digital Vidya

2. **Unique Selling Points (USPs):**

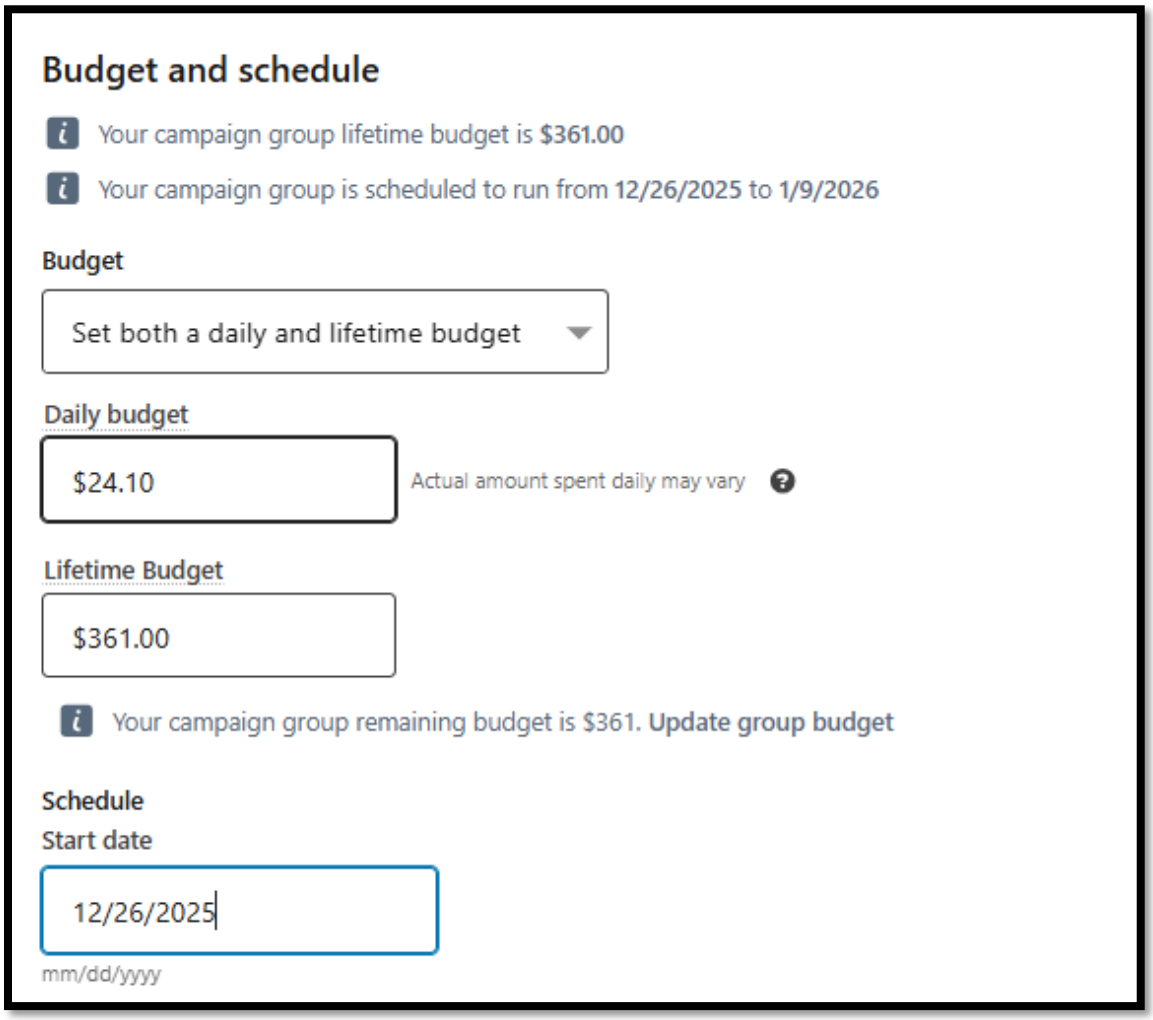
i) Job-oriented online digital marketing course with practical training
ii) Live instructor-led sessions (not just recorded videos)
iii) Hands-on projects, case studies & tools training (Google Ads, SEO, Meta Ads)
iv) Placement & career guidance support
v) Affordable fees with EMI options, suitable for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

3. **Campaign Setup:**

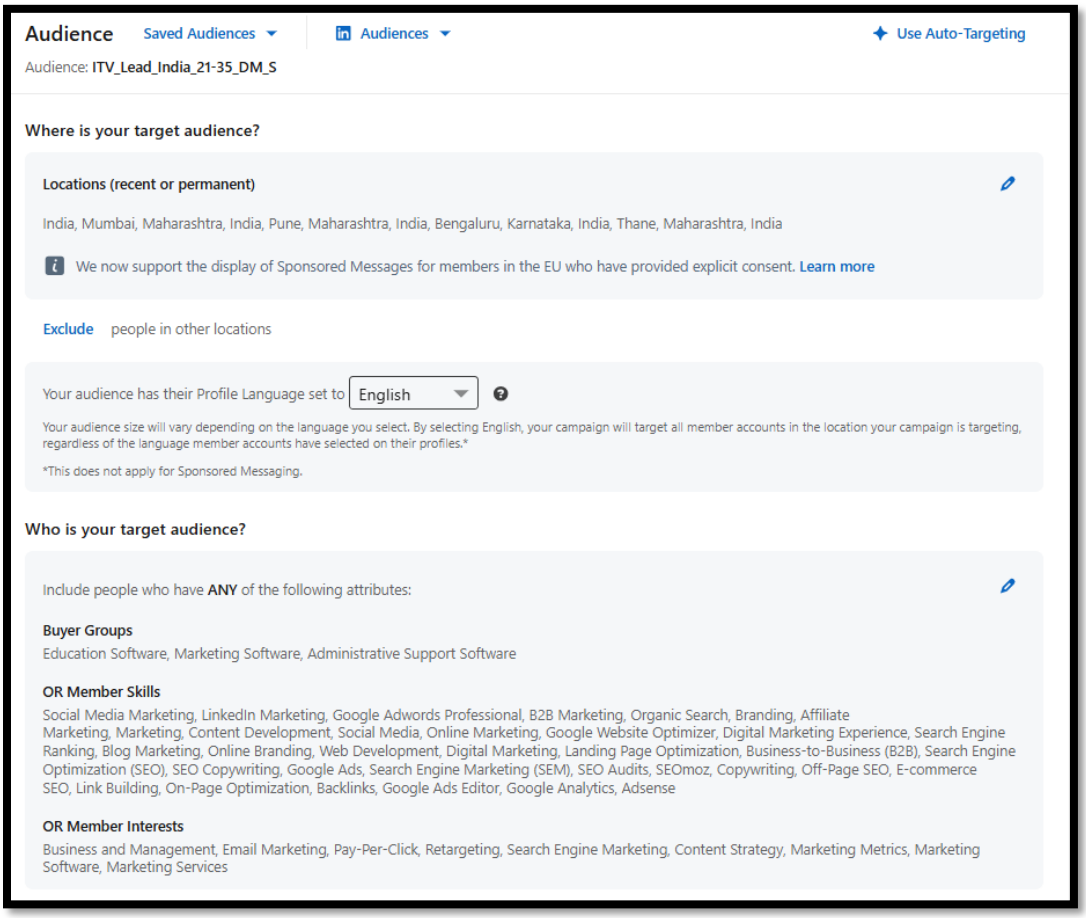
A. **Selected Objective:**



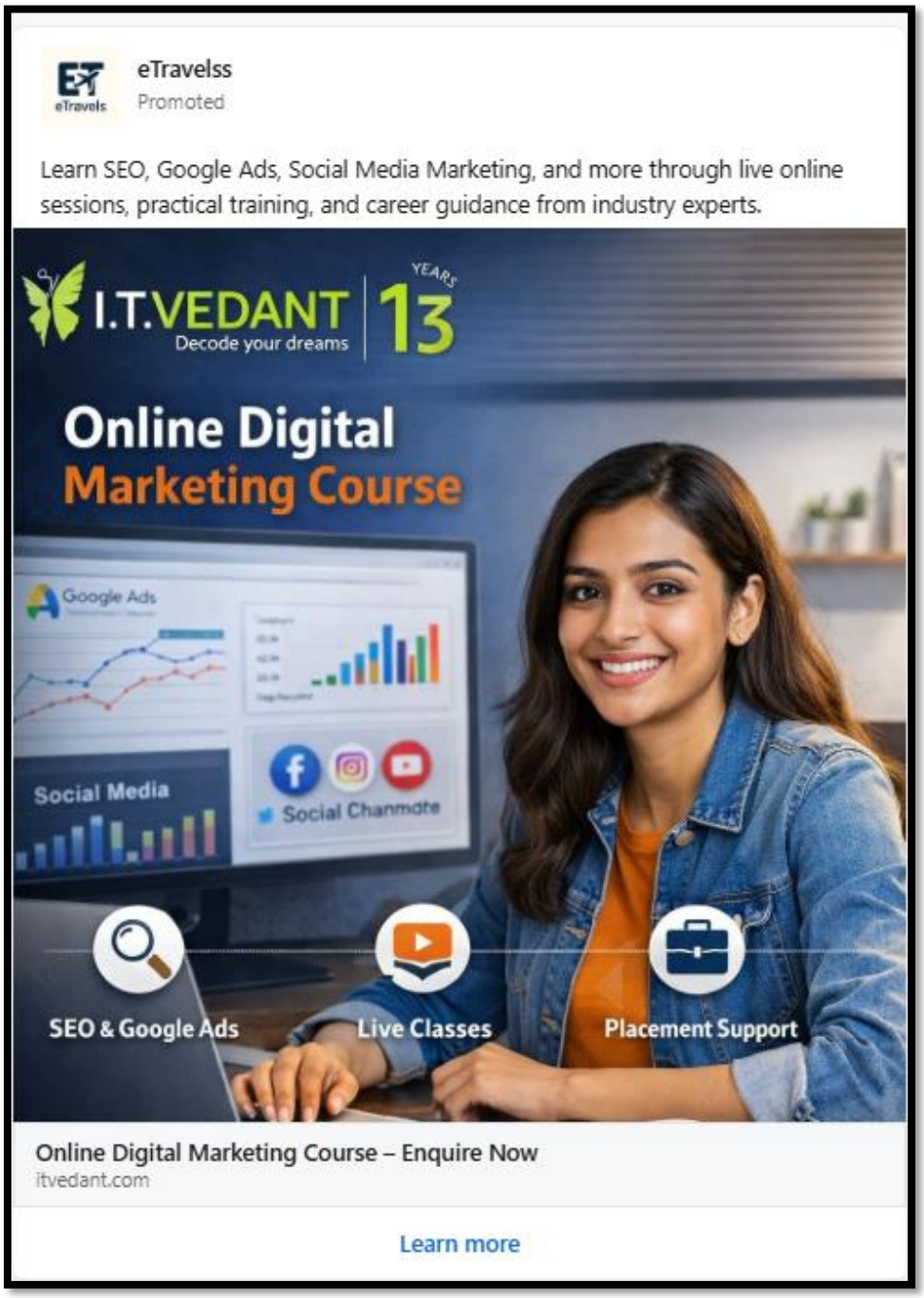
B. **Budget Setup:**



C. **Audience Targeting:**



D. **Ad preview:**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Email address *

anne.smith@example.com

Highest Qualification *

Please select a response

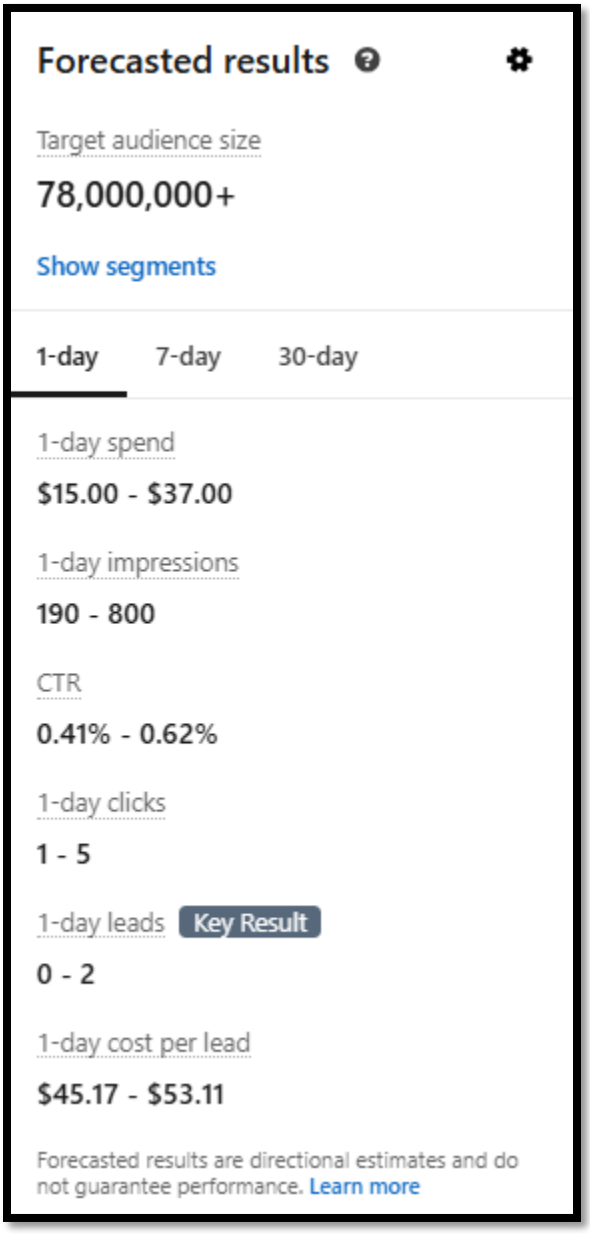
Current Status *

Please select a response

Why are you interested in Digital Marketing? *

Please select a response

First name

Anne

E. **Estimated campaign results:**