



# Digital Marketing

Creation Guide For LinkedIn Ads

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# THE ULTIMATE GUIDE TO LINKEDIN AD CREATION FOR BEGINNERS



LinkedIn



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# 1) Sign in to Campaign Manager

Campaign Manager is the advertising platform on LinkedIn. After you create a free account, the platform will guide you through each step of setting up your account. Next, click Create Campaign Group to set up a new campaign. Name the campaign with the month and year to make it easy to recognize the goal when reviewing the campaigns in the future. After that click on Create Campaign in the top right corner. You are now ready to set your campaign.

The screenshot shows the LinkedIn Campaign Manager dashboard. At the top, there's a navigation bar with 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, there are three main sections: 'Accounts' (with one 'Ad Account'), 'Campaign Groups' (with 2 total groups), and 'Campaigns' (with 7 total campaigns). A blue button labeled 'Create campaign group' is highlighted with a red box. Below the button is a table with columns for 'Campaign Group Name', 'Status', 'Spent', and 'Impressions'. The table lists two groups: '2 campaign groups' and 'Default Campaign Group' (CID: 600035814) which is 'Active'.

Campaign Group Name	Status	Spent	Impressions
2 campaign groups	—	\$0.00	0
Default Campaign Group CID: 600035814	Active	\$0.00	0

3

## 2) Choose your objective

An objective is the action you want your audience to take upon seeing your ad. Selecting your objective helps show ad formats, features and bid-types that support your objective during campaign creation. Name your campaign here and choose the objective that best suits your goal. To move on to the next step. You can choose from these campaign objectives for LinkedIn objective-based ads:

- **Website Visits:** Select this objective if you want to drive traffic to your website. .
- **Engagement:** Choose this objective if you want to get more people to engage with your posts or increase followers for your company page.
- **Video Views:** Opt for this objective if you want to encourage people to watch your videos.
- **Lead Generation:** Select this objective if you want to capture more quality leads.