

To continue, click to enter the **Campaign Group** you just made in order to access the next tab-titled **Campaigns**. Confused yet?

## CAMPAIGNS TAB

Now you have entered into a folder of campaigns (once you have them created that is). Let's say you wanted to run a corporate events campaign in your area, you would create the campaign group above, 'Corporate Events', and then each time you wish to run a related campaign you will select that campaign group, and the campaign itself will be created in this next tab (i.e Corporate Events Feb, Corporate Events Holiday, etc).

Campaign Group Name	Status
<input type="checkbox"/> 2 campaign groups	-
Default Campaign Group CID: 607634294	Active Not running
<input type="checkbox"/> <b>Corporate Events</b> CID: 607634344	Corporate Events <a href="#">Edit</a> <a href="#">Chart</a>

Search by name, campaign ID, or type

Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conversion	Leads	Cost Per Lead
3 campaigns	-	\$0.00	-	-	0	0	-	-	-	-	0	-	0	-
Website visits - Feb 5, 2020 ID: 157083204 - Sponsored Content	Draft	\$0.00	0 Website Visits	-	0	0	-	-	-	-	0	-	0	-
Website visits - Feb 5, 2020 ID: 157083234 - Sponsored Content	Draft	\$0.00	0 Website Visits	-	0	0	-	-	-	-	0	-	0	-
Website visits - Feb 5, 2020 ID: 157083244 - Sponsored Content	Draft	\$0.00	0 Website Visits	-	0	0	-	-	-	-	0	-	0	-

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Show 15 per page

Campaign Name Status  
☐ 3 campaigns  
☐ Website visits - Feb 5, 2020  
 ID: 157083204 - Sponsored Content [Manage](#) [Chart](#)  
☐ Website visits - Feb 5, 2020  
 ID: 157083234 - Sponsored Content  
☐ Website visits - Feb 5, 2020  
 ID: 157083244 - Sponsored Content  
 Create campaign

In order to edit an existing campaign or view the way it was set up (audience, budget, etc), you will hover your mouse over the campaign name and click the **'Manage'** link to open up the details.

## STEP ONE: SET UP THE CAMPAIGN

- Click **'Create Campaign'** in the top right of the LinkedIn Campaign Page (make sure you have clicked your Ad Account Name) to navigate to the campaign group page, select the default or the one created in the steps above, and then you will see this blue button in the top left. Once clicked this will open up the ad creation section.

### OBJECTIVE

- First, pick the Objective of your ad, if you wish to direct traffic to your website, you will choose website visits, if you do not have a page to direct traffic to, review the other options offered.
- Hover over the objectives for help choosing which make sense for your ads goal.

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness Consideration

Brand awareness Website visits Engagement Video views

**Website visits**

I want more people to visit a website destination site on or off LinkedIn.

Choose this objective to:

- Drive traffic to your website
- Drive traffic to marketing landing pages

Your campaign will be shown to people most likely to click on your ads.

**NOTE:** I am going to walk through the process of setting up a campaign on LinkedIn-I am not laying out what you should be choosing, rather I am explaining the options that are available to you. No one knows your market and target audience better than you do! As such this walk through serves better as a training guide and educational asset versus a definitive guideline for your campaigns.