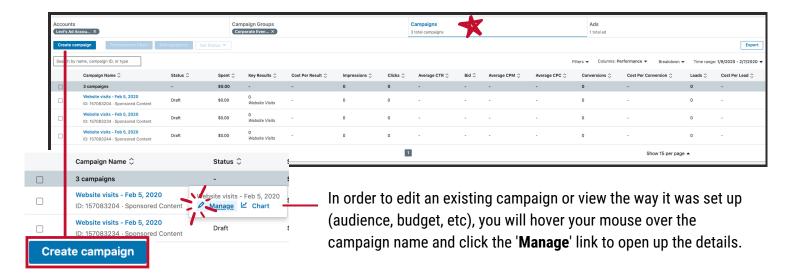




CAMPAIGNS TAB

Now you have entered into a folder of campaigns (once you have them created them 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).

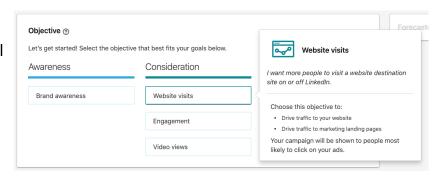


STEP ONE: SET UP THE CAMPAIGN

 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.



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.

