**Basics of LinkedIn ad campaign**

**LinkedIn** is very important social media for the marketing of business organization. It helps one to target own audience and network and create more links from it.

**LinkedIn** AD **campaign** is a two step process -

1) Setting up campaign

2) Creating ads

**Setting up an ad campaign:**

1) To start an ad campaign on **LinkedIn,**  first of all, one need to log on...

2) Select ''New campaign'' and ''Start new''

3) Give a name to campaign

4) Choose a desired language

5) Choose media type - Basic, Video etc.

6) Write ad copy, Use **25 characters** for **heading** and **75 characters** for **body.**

7) Include a desired **Call to action** that is liable to convert

8)Choose demographic areas and location you want your ad to be targeted in.

9)Choose payment methods between cost per click and cost per impressions.

10) Set a daily budget. This amount is which one is willing to pay on paid marketing through LinkedIn per day.

11) Decide conversion metrics and trace them regularly to get the scope of improvement.

**Some important facts to start an ad campaign:**

**Choose the goal:** First, choose the campaign objective. One's objectives what one wants when people see the ad According to LinkedIn, choosing an objective helps one tocustomize the campaign reaction, deliver best ROI for stated goal and Show the relevant reporting. There are three overarching campaign themes, such as, Awareness, consideration and conversion.

Under those themes, the available campaign objectives are

**1) Websites visit:** will drive traffic to the website. This type of traffic will also boost brand awareness.

**2) Engagements:** will increase engagements on your contents and boost follower on your LinkedIn company page.

**3) Video Views:** will increase exposure of your videos to people who are likely to engage.

**4) Lead Generation:** will show a LinkedIn lead generation form with pre filled LinkedIn profile data to those users who are most likely to engage with them.

**Audience:** One need to target audience to fulfill the ad campaign objective. The more specific and relevant it is to the ad the better it will perform.

**Company:** If one's target audience has a certain employer one can select it directly even by name. One don't need to have specific names in mind though LinkedIn will allows one to target audience based one the industry and company size.

**Demographics:** If one ad campaign is heavily towards one gender, or one age group then target your audience towards them.

**Education:** If one are looking to target people who have a particular educational background, one can target your ads based on schools.

**Job experience:** If one's product and service is best for the peoples of certain jobs then one can set ads according to that.

**Ads format:** LinkedIn has 8 types of ads one can create as part of the campaign.

1. **Text ads:** It shows up on right Coolum or top of the page on the LinkedIn. They feature text only.

2. **Single Image ads:** It featured one image and show up on the LinkedIn news feed along organic content.

3. **Carousal ads:** Feature two or more images and show up on the LinkedIn news feed along organic content.

4. **Video ads:** Featureone video and show up on the LinkedIn newsfeed along organic content.

5.**Promote LinkedIn company:** Promote LinkedIn company page and use LinkedIn profile data to personalize each ad They are only visible on the LinkedIn desktop platform.

6. **Spotlight ads:** Promote a special offering and use LinkedIn profile data to personalize each ad

7. **Job ads:** Promote open jobs and use LinkedIn data to personalize each ad They are only visible on the LinkedIn desktop platform.

8.**Message ads:** Message ads are delivered to your target audience LinkedIn inbox.

9. **Placement:** Decide whether one want to his ad to be displayed. Which gives campaign more reach and exposure among third party platforms and sites.

10.**Budget and Schedule:**

Next, set a daily budget which works best for one's company marketing spending. Then, choose date from when the campaign will start and it will be shown continuously till the end date.

11. **Bid type:** In this section, one have three options:

**Automate bid:** Allows LinkedIn to determine what will maximize one's campaign objectives and whatever options one choose (clicks, impressions and conversions).

**Maximum CPC:** One will be charged each time someone clicks on your ad LinkedIn will suggest a bid range depending on one budget and the competition for one ads — the more advertisers bidding on a similar campaign, the higher one's bid will need to be. This bid is the maximum one will be charged. If the current rate is lower than one max bid, one will only be charged the current rate.

**Minimum CPM:** One will be charged a certain amount each time one's ad is viewed by every 1,000 people on LinkedIn. This option is unavailable if you’re using the LinkedIn Audience Network option.

12. **Conversion Tracking:** One have the option set up conversion tracking for one's LinkedIn campaign, which will track and measure actions one take after seeing the ads.

**How to analyze LinkedIn ad campaign:** To analyze the LinkedIn marketing the most important part of campaign marketing - analytics. In the campaign managers dashboard one will see various charts that will measure performance like clicks, expenditure and CTR. One can also take a look at the graphs to analyze the conversions.

LinkedIn offers plenty for brands to work with through their ad platforms. From promoting company and products to industry groups. LinkedIn provides brands awesome analytics and conversion tracking to ensure that advertisers are getting the most usefulness of its ad campaign.