



Create Your First Ad Campaign

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 first campaign. Learn how to prepare for your first LinkedIn campaign, and then read on for an overview of the key steps in this process. Once in Campaign Manager, select “Create” and then select “Campaign”. This will take you to the campaign creation page. Sign in to Campaign Manager

2. Select or Create a Campaign Group

Select a Campaign Group or create a new one for your campaign to live under. If it’s your first campaign, start by filling out the campaign group details starting with the name of your campaign group. If you already have a campaign group, go to “select group” and skip to step 5 to build your target audience.

3. Select your objective

An objective is the action you want your audience to take upon seeing your ad. Selecting one objective for all campaigns in this Campaign Group will streamline your workflow. You can select ad formats, features and bid-types that support your objective during campaign creation. Learn more about the available objectives in Campaign Manager.

4. Select your group budget and schedule

As an advertiser, you can use Dynamic Group Budget in Campaign Manager to optimize the budget for a campaign group, rather than an individual campaign. You can set one central campaign group budget in Campaign Manager, which is then used to continuously optimize the objective-based return on investment (ROI) across all campaigns within the campaign group.

If you choose not to select this, you can select a budget and schedule at the campaign level (step 7).



5. Build your target audience

After you fill out your campaign name, build your audience.

With over 1 billion members in over 200 countries, LinkedIn is the world's largest professional network. With Campaign Manager's robust targeting, you can target with professional traits—like job title, company name, and industry type, or by professional or personal interests.

You can also customize targeting by bringing in your own data using Matched Audiences—which includes retargeting, contact targeting, and account-based targeting.

6. Select your ad format

After building your audience, you'll be asked to choose an ad format for your first campaign. Depending upon your objective, you can select from the various Sponsored Content formats (carousel, document, event, single image or video ads in the LinkedIn feed), Message Ads (ads that show up in LinkedIn messages), or Text Ads.

Learn more about Sponsored Content (Carousel, Document, Thought Leader, Event, Single Image and Video Ads)

Learn more about Message Ads (Ads that show in LinkedIn Messaging)

Learn more about Text Ads (Right rail and Top Banner Ads)

Learn more about Dynamic Ads (Follower, Spotlight and Content Ads)