



CAMPAIGN CHECKLIST

Getting the most out of your LinkedIn campaigns





1. ACCOUNT SET-UP

Do you have the **insight tag** placed on your site?

Did you set up **website demographics**?

Are you **retargeting**?

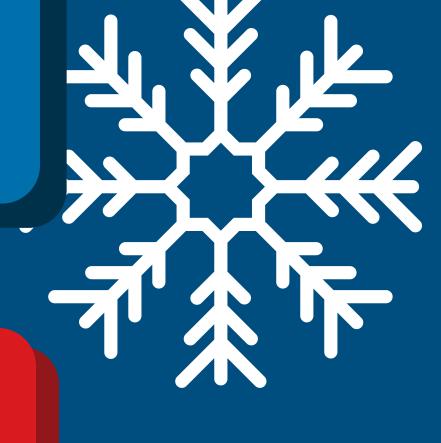
Have you set up **conversion tracking**?

<u>2. CAMPAIGN SET-UP</u>

Have you set up a naming convention for your campaign?

Have you selected your **campaign** objective?

Have you selected a **language** and **ad** format for your campaign?



3. AUDIENCE

Have you applied your targeting to reach your desired audience?

4. BID AND BUDGET



Do you want to enable **audience** expansion?

Have you selected your creative **format?**

Do you want to enable the **LinkedIn** audience network?

Are you **bidding** competitively?

Do you have **daily** and **total budget** set?

Have you set your campaign **end date**?

Did you apply **conversions** to your campaign?

5. CREATIVE

Do you have **4 creatives** in each

6. AFTER THE CAMPAIGN LAUNCH

Do you have a **reporting/check in**

