



# 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**?

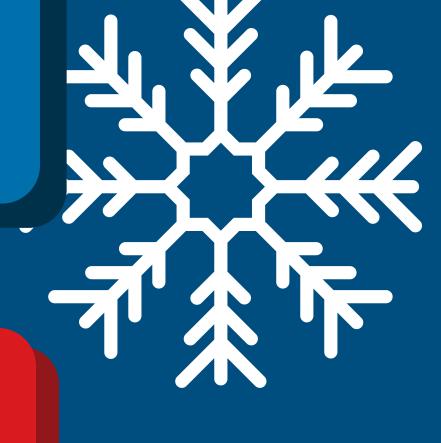
Have you set up **conversion tracking**?

#### **<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** 

