



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**?

2. CAMPAIGN SET-UP

- 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?

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

- Have you selected your creative **format**?

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

4. BID AND BUDGET

- 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 campaign?

- Are you **tracking beyond the click**?

6. AFTER THE CAMPAIGN LAUNCH

- Do you have a **reporting/check in cadence**?

- Are you using **lead gen forms**?
