How to Create a LinkedIn Ad:

LinkedIn is a growing social media network, especially among healthcare providers. LinkedIn serves as a platform to network with other professionals or raise awareness among potential subjects. Additionally, LinkedIn ads allow for fine-tuning ad-targeting to reach the ideal recruitment population. Follow the steps below to create a LinkedIn ad.

1. Follow the directions in the following link to create a Campaign Manager Account: https://www.linkedin.com/help/lms/answer/5749?src=or-search&veh=www.google.com%7Cor-search
2. Log-in to Campaign Manager
3. Create a New Campaign.
4. Choose your objective: awareness, consideration, or conversion
5. Select targeting criteria:
6. Choose ad format:
   a. Sponsored content: appears directly in the newsfeed as either single image ads, video ads, or carousel ads. Learn more about sponsored content here.
   b. Message ads: appear in LinkedIn messaging. Learn more about message ads here.
   c. Dynamic ads: personalize the ad to each targeted individual based on their profile. Learn more about dynamic ads here.
   d. Text ads: pay per click or cost per impression ads displaying in the newsfeed. Learn more about text ads here.

7. Set the budget and schedule by entering the below information, then select Launch Campaign:
8. Measure and track the ad campaign. Results will be available in Campaign Manager.