

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.

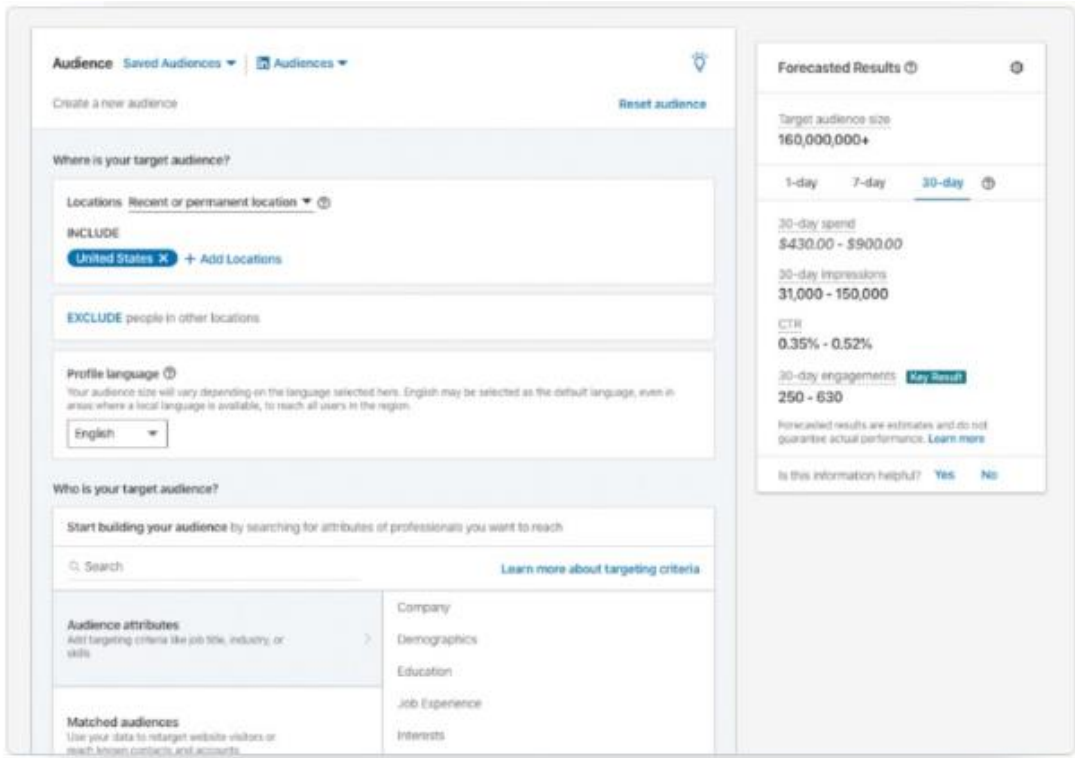
1. Follow the directions in the following link to create a Campaign Manager Account:
<https://www.linkedin.com/help/lms/answer/5749?src=or-search&veh=www.google.com%7Cor-search>
2. Log-in to Campaign Manager
3. Create a New Campaign.
4. Choose your objective: awareness, consideration, or conversion

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Website visits	<input type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants
		<input type="checkbox"/> Talent leads

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:

Create 2015 Lower Funnel CXO Campaign campaign

Let's figure out how much you'd like to spend on your campaign
Tell us your bid type and budget and when you'd like your campaign to start.

Bid type Cost per click (CPC) Cost per impressions (CPM)
Pay when someone clicks your ad.

Bid Suggested bid to reach the majority of your audience is \$4.33.
(Other advertisers are bidding between \$4.33 – \$11.16)
Minimum bid: \$2.00.

Daily budget Minimum budget: \$10.00
Your campaign's actual daily spend may be up to 20% higher. Learn more.

Start Date Start immediately Schedule start

[Show more](#) [I want to learn more about campaign budgeting](#)

[Cancel campaign](#) [Save for Later](#) [Previous](#) [Launch Campaign](#)

8. Measure and track the ad campaign. Results will be available in Campaign Manager.