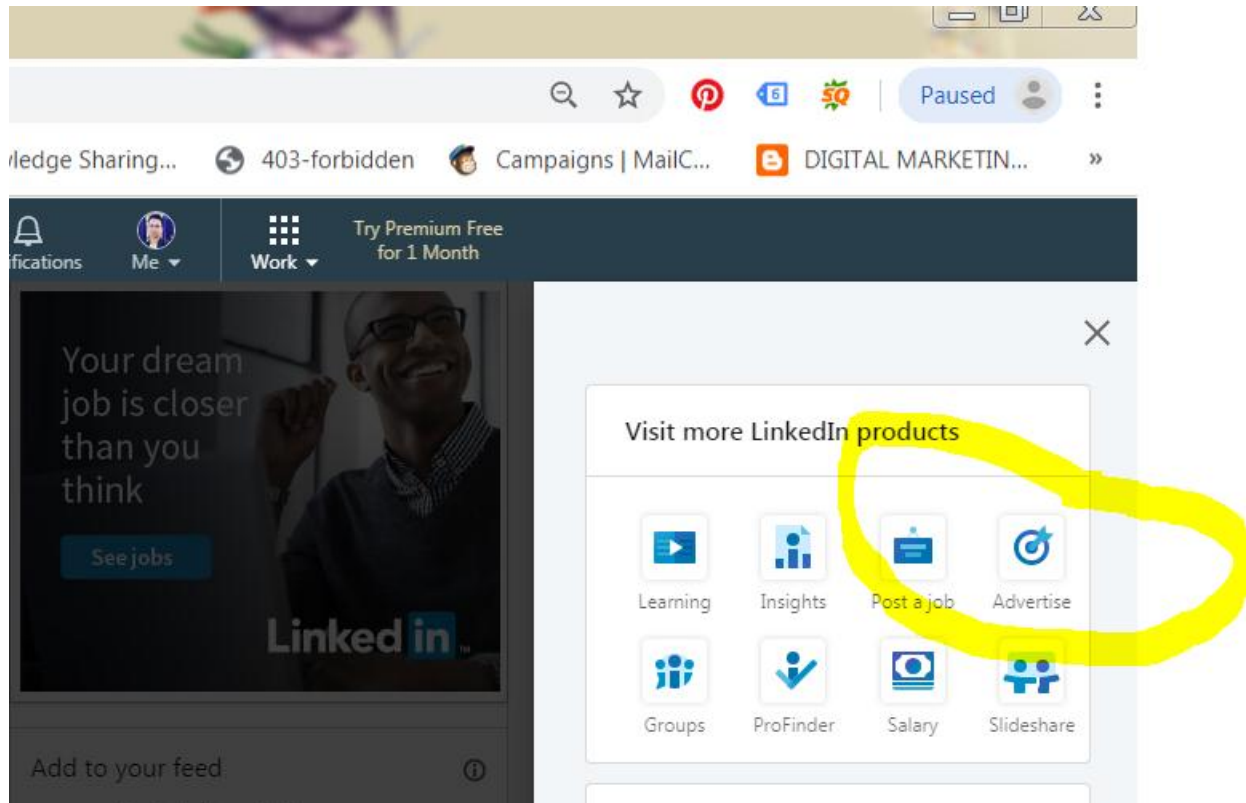
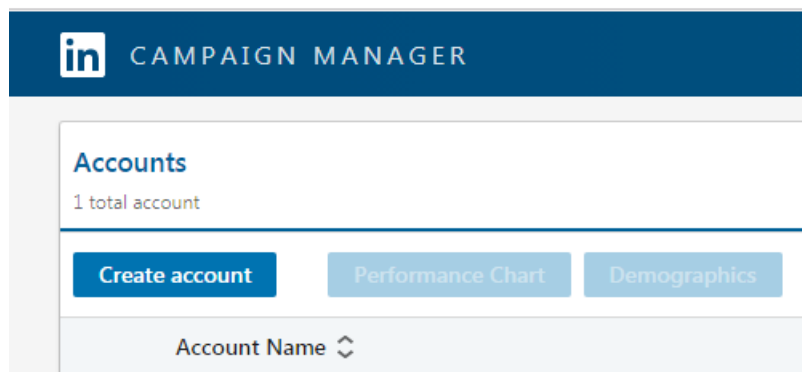


How to create Lead Generation Campaign in linkedin.com ?

Step 1:- click on work and then click on Advertise.



Step 2:- click on create account



Step 3:- enter your account name and choose currency and then enter your linkedin page url.

Create account ✕

Account name ⓘ
Om's Ad Account 85

Currency ⓘ
India, Rupee (INR) ▼

Associate a LinkedIn Page with your account (optional) ⓘ
http://www.linkedin.com/ommaurya ⓘ
[Create new LinkedIn Page +](#)

Then click on save.

Then click on your account name see given below Om's Ad Account:-

Accounts
1 total account

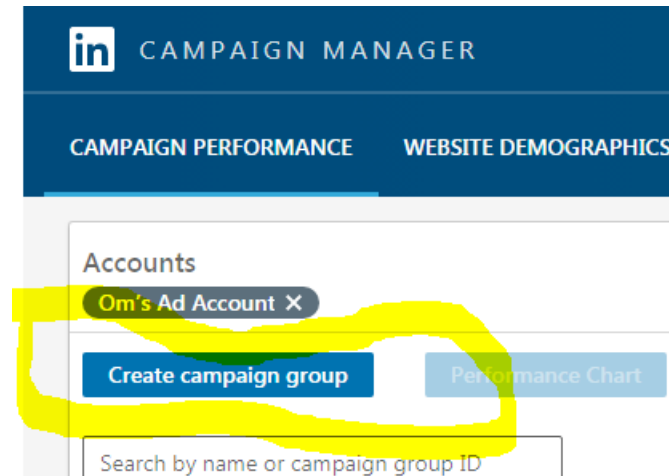
Account Name ⇅

Search by account name or ID

<input type="checkbox"/>	1 account
<input type="checkbox"/>	Om's Ad Account Account ID: 504424275

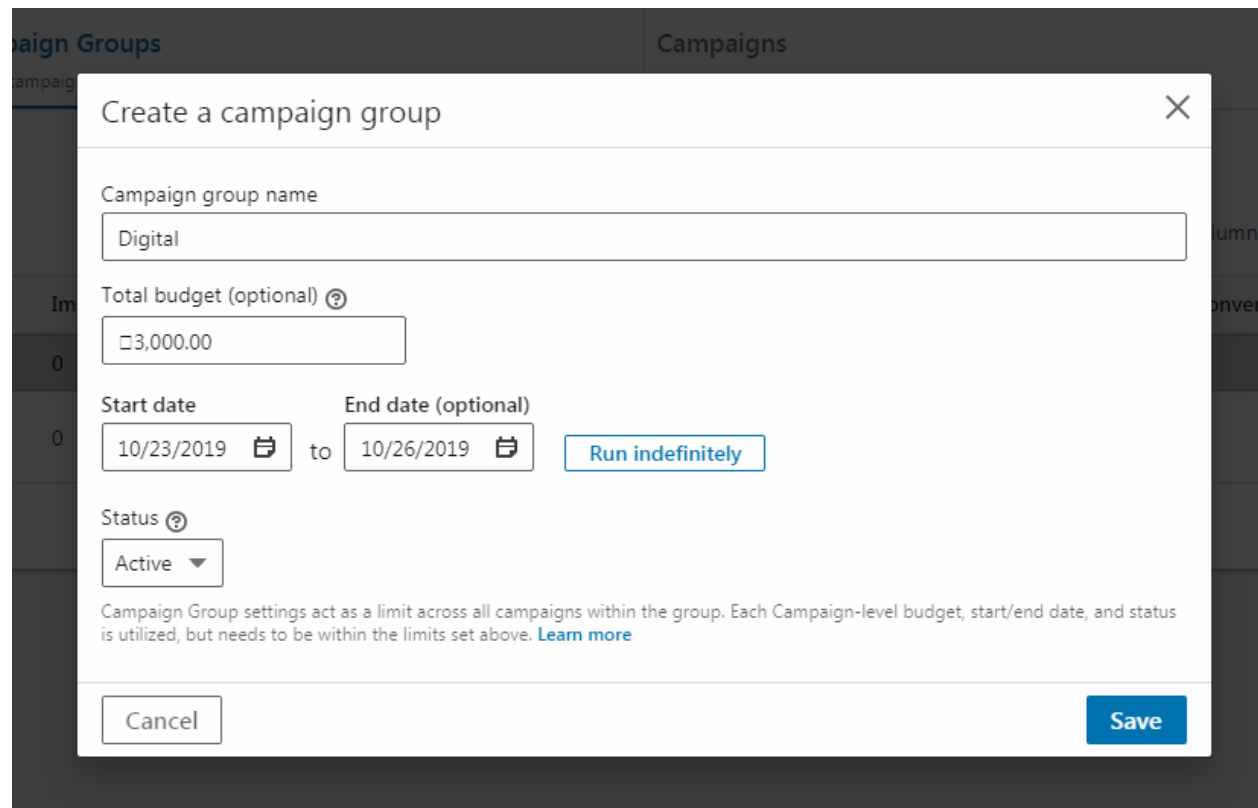
Now in your ad account create a campaign

Step 4:- Then click on create campaign.

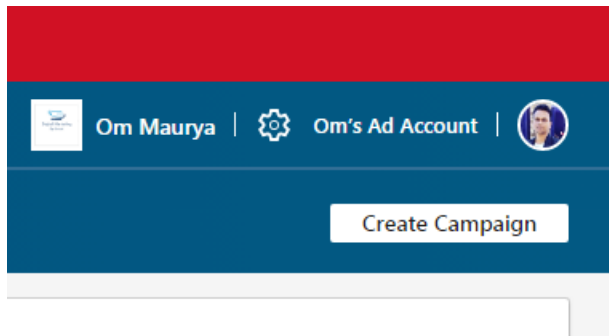


Step 5:-

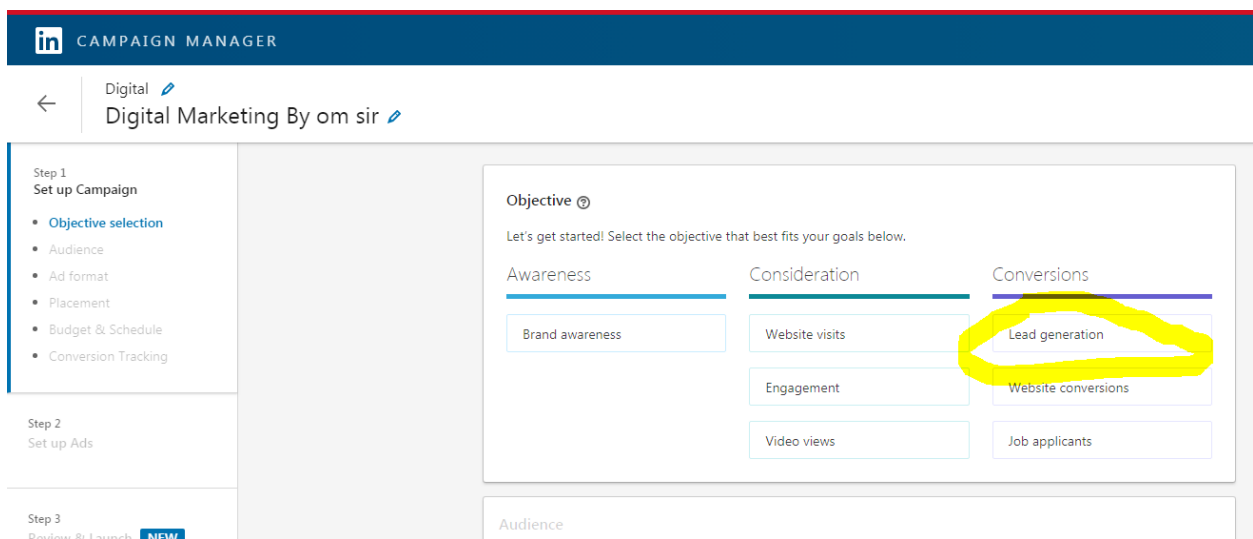
Then enter campaign Group name for example "Digital" and total budget for example :- 3000 status choose active. And save it & choose start and end date.



Step 6:- Then under campaign group - Click on Create Campaign



Step 7:- Then enter campaign name



& Choose your Campaign Objective.

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 checked="" type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants

Step 8:-

Then Choose your Audience Location :-

Where is your target audience?

Locations Recent or permanent location ▼ ⓘ

INCLUDE

Mumbai Area, India ✕

🏠 > Asia > India > Maharashtra

<input type="checkbox"/> Kerala	<input type="checkbox"/> Mehekar Area, India
<input type="checkbox"/> Lakshadweep	<input type="checkbox"/> Morsi Area, India
<input type="checkbox"/> Madhya Pradesh	<input type="checkbox"/> Mukher Area, India
<input checked="" type="checkbox"/> Maharashtra >	<input checked="" type="checkbox"/> Mumbai Area, India
<input type="checkbox"/> Manipur	<input type="checkbox"/> Nagpur Area, India
<input type="checkbox"/> Meghalaya	<input type="checkbox"/> Nandurbar Area, India

Step 9:- Then decide who is your Target Audience Click on Narrow audience further(AND).

Who is your target audience?

[+ Narrow audience further \(AND\)](#)

[+ Exclude audience](#)

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Choose proper Audience attributes.

For example click on **Interests**.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach

Q Search [Learn more about targeting criteria](#)

Audience attributes Add targeting criteria like job title, industry, or skills	>	Company
		Demographics
		Education
		Job Experience
		Interests

Matched audiences
Use your data to retarget website visitors or reach known contacts and accounts

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach

Q Search

[Learn more about targeting criteria](#)

Audience attributes

Add targeting criteria like job title, industry, or skills

Company

Demographics

Education

Job Experience

Interests

Matched audiences

Use your data to retarget website visitors or reach known contacts and accounts

Step 10:- After click on Interests you will see right hand side Member Groups and Member Interests.

Click on Member Interests.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach

[Home](#) > Interests

Company

Demographics

Education

Job Experience

Interests

Member Groups

Member Interests

Step 11:- After Click on Member Interests. You will see list of interests for example **Marketing and Advertising**.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach

Home > Interests > Member Interests > Marketing and Advertising

- Finance and Economy
- Health
- Marketing and Advertising >
- Politics and Law
- Sales and Retail
- Science and Environment
- Society and Culture

- Advertising Strategies
- B2B Marketing
- Brand Management
- Customer Experience
- Digital Marketing
- Marketing Communications

For example if I choose Marketing and Advertising Then we will see sub type of this interest topics for example **Digital Marketing** .

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Member Interests

Marketing and Advertising ✕

Home > Interests > Member Interests > Marketing and Advertising





- Finance and economy
- Health ⓘ
- Marketing and Advertising >
- Politics and Law
- Sales and Retail
- Science and Environment
- Society and Culture

- B2B Marketing
- Brand Management
- Customer Experience
- Digital Marketing
- Marketing Communications
- Marketing Performance Management

Step 12:- Choose ad Format:-

Ad format

Choose your ad format

 Single image ad	 Carousel image ad	 Video ad	 Message ad
--	--	--	---

Step 13:-

Then enter your Daily Budget:-

Placement

LinkedIn Audience Network ⓘ
Reach up to 25% more of your target audience by running your ads on LinkedIn and our partner apps and websites.

Enable the LinkedIn Audience Network

ⓘ The LinkedIn Audience Network is not currently available for the objective or ad format you selected.

Budget & Schedule

Budget ⓘ

Set a daily budget ▼

Daily Budget

Actual daily spend may be up to 20% higher ⓘ

Schedule ⓘ

Run campaign continuously from a start date

Start date

📅


Your campaign will start at 12:00AM UTC on your start date.

Step 14:-


Then choose bid type Enhanced CPC :-

Budget & Schedule

Budget

Set a daily budget 


Daily Budget

Actual daily spend may be up to 20% higher 

Schedule

Run campaign continuously from a start date


Start date




Your campaign will start at 12:00AM UTC on your start date.


Set a start and end date


Bid type

Enhanced CPC Bid 

I will adjust my CPC (cost per click) bid manually. 

Optimization goal: we deliver your ads to the people most likely to submit a LinkedIn lead gen form.

Enable lead optimization 

 By checking this box, our system adjusts your bid to get more conversions. Want higher-quality conversions? Install an Insight Tag and add a conversion action to this campaign. [Learn more](#)

Bid amount

per click

Recommended bid: 211.75


Recommended bids are based on your daily budget for improved budget utilization.

Other similar advertisers are bidding between 176.46 - 290.96

&


Run campaign continuously from a start date


Start date




Your campaign will start at 12:00AM UTC on your start date.


Set a start and end date


Bid type 



I will adjust my CPC (cost per click) bid manually. 

Optimization goal: we deliver your ads to the people most likely to submit a LinkedIn lead gen form.

Enable lead optimization 

 By checking this box, our system adjusts your bid to get more conversions. Want higher-quality conversions? Install an Insight Tag and add a conversion action to this campaign. [Learn more](#)


Bid amount

per click

Recommended bid: 211.75

Recommended bids are based on your daily budget for improved budget utilization.

Other similar advertisers are bidding between 176.46 - 290.96

Conversion tracking (optional) 

Measure the actions members take on your website after clicking or viewing your LinkedIn ad.

[+ Add conversions](#)

Then Click on Next. & click on confirm.

Run campaign continuously from a start date

Start date
10/23/2019

Your campaign will start at 12:00AM UTC on your start date.

Set a start and end date

Bid type

Enhanced CPC Bid

I will adjust my CPC (cost per click) bid manually.

Optimization goal: we deliver your ads to the people most likely to submit a LinkedIn lead gen form.

Enable lead optimization

By checking this box, our system adjusts your bid to get more conversions. Want higher-quality conversions? Install an Insight Tag and add a conversion action to this campaign. [Learn more](#)

Bid amount

per click

Recommended bid: 211.75
Recommended bids are based on your daily budget for improved budget utilization.
Other similar advertisers are bidding between 176.46 - 290.96

Forecasted Results

Target audience size
1,900,000+

[Show segments](#)

1-day 7-day **30-day**

30-day spend
21,000.00 - 45,000.00

30-day impressions
18,000 - 110,000

CTR
0.28% - 0.70%

30-day leads **Key Result**
16 - 51

30-day clicks
100 - 600

are estimates and do not
performance. [Learn more](#)

on helpful? Yes No

Conversion tracking (optional)


Measure the actions members take on your website after clicking or viewing your LinkedIn

[+ Add conversions](#)


Confirm save
Your objective and ad format cannot be changed once you save. Do you want to save?

Step 15:-

Then click on + icon to ads.

Ads in this campaign 

Create new ad [Browse existing content](#)



To add ads to this campaign, browse your existing content or create a new ad.

[Previous](#) [Save and exit](#) [Next](#)

Then enter your ad name and introductory text and destination url and choose ad image and headline and choose description.

Name this ad (optional)

Digital Marketing Course

230

1. Ad



Introductory text ⓘ

career Oriented Digital Marketing Course Program

552

URLs in this field are automatically shortened.

Destination URL

http://www.ommaurya.com

The ad headline & image will be scraped from this URL.

Article share

Ad image

Upload a .jpg or .png file 5MB or smaller

Choose image

Headline

Om Maurya - Trainer for Digital Marketing,Website Design & Devel 80


Description ⓘ

Trainer for Digital Marketing,Website Design & Development ,For 192
Free Demo lecture WhatsApp on +91 9322437432

Step 16:- Then Click on create new ad & then you will see following details. Enter your form name and offer headline and offer details.

2. Form details

Call-to-action

Sign Up 

Form

Create new... 

Form name

Lead Enquiry

244

You will be able to use this form with other ads once saved.

Language

English 

Offer Headline

Digital Marketing Course Training

27

Offer details

Digital Marketing Course | Get 100% Placement Assistance
Certified Digital Marketing Course with 100% Placement Assistance.

36

Privacy policy URL

<http://www.ommaurya.com>


1,977

Privacy policy text

Enter your terms and conditions

2,000


Step 17:- Then click on Lead details and custom questions.

3. Lead details & custom questions 

4. Confirmation 

5. Hidden fields (optional) 

Step 18:- After click on lead details and custom questions. Click on contact.


3. Lead details & custom questions 

Profile information (3/12)


[First name](#) × [Last name](#) × [Email address](#) ×

Q Search

Contact	
Work	
Company	
Education	
Demographic	

Custom questions 

[+ Add custom question \(0/3\)](#)

Custom checkboxes 

[+ Add custom checkbox \(0/5\)](#)

Then you will see phone number then click on first name, last name ,email address, phone number.

Profile information (4/12)

First name ×

Last name ×

Email address ×

Phone number ×

🏠 > Contact

Contact >	<input checked="" type="checkbox"/> First name
Work	<input checked="" type="checkbox"/> Last name
Company	<input checked="" type="checkbox"/> Email address
Education	<input checked="" type="checkbox"/> Phone number
Demographic	<input type="checkbox"/> City
	<input type="checkbox"/> State/Province

Custom questions ?

+ Add custom question (0/3)

Custom checkboxes ?

+ Add custom checkbox (0/5)

Step 19:- After that click on confirmation:-

4. Confirmation

Message

Write your thank you message here

300

Landing Page URL

https://www.example.com/landing-page

2,000

Thank you message call-to-action

Visit company website ▼

Step 20:-

4. Confirmation ^

Message

Digital Marketing Course in Andheri & Download course syllabus visit 232

Landing Page URL

<http://www.ommaurya.com/digitalmarketing> 1,960

Thank you message call-to-action


Visit company website ▼

Step 21:-

Then click on next.

Ads in this campaign ⚙️ [Create new ad](#) [Browse existing content](#)

FEED IMAGE ADS ?

	Digital Marketing Course Training in Mumbai Digital Marketing Course Training in Mumbai http://www.ommaurya.com Lead Enquiry	Draft	⋮
---	--	-------	---

⏪ Previous 1 Next ⏩

[Previous](#) [Save and exit](#) [Next](#)

Then click on next.

Step 22:-

Review & Launch

You're almost there! Let's review your campaign settings.

OBJECTIVE



Lead generation

I want more quality leads on LinkedIn.

- Clicking on your ads will lead customers to a lead generation form pre-filled with LinkedIn profile data.

AUDIENCE

Audience Expansion is enabled

INCLUDE

People with **English** as their profile language in:

Locations (Recent or Permanent)
Mumbai Area, India

AD FORMAT

Single image ad

PLACEMENT

LinkedIn Audience Network

Then click on launch campaign.

No conversions added

ADS IN THIS CAMPAIGN



Om Maurya - Trainer for Digital Marketing,Website Design & Development
,For Free Demo lecture WhatsApp on +91 9322437432
Digital Marketing Course Training in Mumbai

Draft

Creative name: Digital Marketing Course Training in Mumbai
Lead Enquiry

< Previous

1


Next >

Previous

Save and exit

Launch Campaign

Then you will see message .



Great job!

You've successfully launched your campaign. Ads that were previously approved will start serving immediately unless otherwise noted below. New ads are under review and will serve pending approval.

ⓘ No payment method saved
Your ads will NOT run until your account has a saved payment method. Please contact your billing admin to add a payment method.

[How was your experience? Leave feedback](#)

[Go to Account Overview](#)

