



The Growth Blueprint



The LinkedIn Marketing Guide for Medium and Scaling Businesses

You're running lean and building something that matters. Every dollar has to work, and every hour matters. Use this guide to build a LinkedIn marketing strategy that grows with you—no matter your budget or resources.

Why use LinkedIn for marketing?

You don't have budget or bandwidth to waste, but your traditional playbook is providing diminishing returns.

Search costs are creeping up, traffic is down, and gated content is converting less than it used to. AI has reshaped how buyers research:

60%

of searches now end without a click as buyers turn to LLMs for answers¹,

AND

92%

of B2B buyers start their journey with at least one vendor already in mind²

By the time they visit your website or fill out a form, they've probably already formed an opinion.

Here's what your playbook is probably missing:

Visibility that works as an efficiency multiplier for everything else you're running. That's where LinkedIn comes in.

When your ICP accounts see your brand on LinkedIn before they convert through other channels, the effects compound. [Factors.AI](#) found that accounts exposed to ads on LinkedIn saw 46% higher paid search conversion rates, a 112% lift in content marketing conversion, and a 43% boost in SDR meeting-to-deal conversions³.

LinkedIn is a fit for you if:

- You sell to businesses (or high-consideration consumer products)
- Your sales cycles involve complex decision making and influencing multiple stakeholders (a buying group).
- You need to reach specific buyers or buying groups.



LinkedIn helps scaling businesses grow by:

1 Reaching the right decision makers

LinkedIn's targeting lets you reach buyers based on job title, seniority, company size, and even specific skills. That's why 71% of B2B marketers say the leads they generate on LinkedIn align more closely with their ideal customer profile than those from other channels⁴. Your budget is going to people who can actually say "yes" to a deal.

2 Building credibility in a trusted environment

For B2B buyers, trust matters more than price. When your content appears alongside industry insights and thought leadership, you're not just reaching people, you're building credibility by association.

3 Capturing high-quality leads that drive real ROI

This is where targeting and trust pay off. You reach decision makers at the right companies and capture accurate data. Your pipeline is filled with leads that will convert, not cheap dead ends that waste your time.

4 Optimizing in real-time to get the most from every dollar

See what's working without spending hours in a spreadsheet, or needing to be a marketing wiz. Adjust targeting, creative, and budget on the fly to get the most out of every campaign. LinkedIn's AI helps you optimize toward your goals. And when you're lean, that agility is everything.

What does this mean for you?

These aren't just platform features—they're how you compete. Precision targeting, trusted context, quality leads, and real-time optimization mean you can go mean you can prove ROI and scale what's working.



Set Your Baseline

Successfully growing on LinkedIn comes down to understanding what resonates with your audience and building the right foundation before you scale. Before you launch campaigns, set yourself up to succeed:

Section 1 Run a mini audit to find your strengths

- ✓ **Review your last 30 days of organic posts:**
What got engagement from your target audience vs. likes from your broader network?
- ✓ **Look at your competitors or industry leaders:**
What conversations are they having? What content formats are they using? (thought leadership, case studies, product demos?)
- ✓ **Identify your funnel gap:**
Do people not know you exist (awareness), not trust you yet (consideration), or need a reason to convert (bottom-funnel)?



Section 2 Set up a basic infrastructure to power campaigns

- ✓ **Install the Insight Tag (15 minutes):**
This tracking pixel enables you to measure conversions, retarget website visitors, and prove ROI.
- ✓ **Document your target audience (ICP):**
Write down the job titles, industries, and company sizes you're targeting (you'll refine this, but start with what you already know)
- ✓ **Define conversions (10 minutes):**
Set up which actions count as conversions (e.g., form fills, demo requests, content downloads).
- ✓ **Get your content assets ready:**
Gather 3-5 pieces of content you can promote (e.g., blog posts, case studies, product one-pagers, videos, reports).
- ✓ **[Optional] Integrate with your CRM:** Integrating LinkedIn with your CRM only takes a few minutes, and lets you see which campaigns generated revenue, calculate ROI, and prove your impact on your business.

The Blueprint: Build your engine



Your organic presence is foundational to your paid performance:

Companies that pair strong organic activity with their paid campaigns see 1.5-2x higher pipeline efficiency on LinkedIn¹.

It's also your testing ground. Build key learning loops to make every dollar go further—your Company Page to attract your audience and build credibility, organic content to understand what resonates, and boosting to validate what works as you go.

 2-4 hours upfront

 1 hour weekly

First, optimize your Company Page for paid amplification

Your Company Page lets your audience know you're the real deal and what makes you stand out. Plus, when you grow your page follower base you extend the reach of your organic posts.

A strong page gives you:

- Social proof that builds credibility
- A growing audience of engaged followers
- Posts you can boost to find what resonates with your audience
- Engagement signals that help you personalize future campaigns

What a high-performing page needs:

Pages with complete profiles get 30% more weekly views and create a stronger first impression when people click through from your ads.

- **Complete profile:** logo, banner, compelling description, CTA button
- **Consistent posting:** 2-3x/week minimum
- **Employee profiles linked to your page**
- **Recent content that shows you're active and credible**

Stand out and build credibility

With a [Premium Company Page](#), you can expand your reach and stand out to decision makers. You'll be able to auto-invite engaged prospects (and followers of similar pages) to follow your page. Plus, you'll get exclusive placement to increase your visibility.

The result: Scaling businesses who have a Premium Company Page grow their page followers 6.7x faster.



Boost to learn what resonates

Think of boosting as the easiest way to extend the reach of your best performing content and test LinkedIn's paid targeting capabilities. It's also a useful tool to test messaging and validate audiences to optimize your campaigns, and to extend your reach around key moments to grow your business.

Good for:

- ✓ **Time-sensitive content**
(events, webinars, launches)
- ✓ **Testing what content works** with new audiences
- ✓ **Quick reach when you need it fast**
- ✓ **Learning your cost benchmarks**

Not ideal for:

- ✗ **Complex multi-touch campaigns**
- ✗ **Advanced audience targeting**
(retargeting, first-party data attributes lookalikes)
- ✗ **Detailed conversion tracking**
- ✗ **A/B testing multiple variants**

Why start with boosting:

- *Quick to set up and launch (5-10 minutes per post)*
- *Tests messaging and audiences with small budgets*
- *Builds your retargeting audience for future campaigns*
- *Teaches you what content drives engagement vs. conversions*

What you boost depends on what you're trying to achieve

Match your content to your outcome:

If your goal is...	Boost this type of content	What success looks like
Brand Awareness (Objective: brand awareness)	<ul style="list-style-type: none"> • Thought leadership posts • Company milestones • Media mentions 	<ul style="list-style-type: none"> • Impressions higher than organic • Follower growth accelerates • Reaching people outside your network
Consideration (Objective: engagement, website visits)	<ul style="list-style-type: none"> • Blog posts with insights • Case studies or customer stories • Industry reports or research 	<ul style="list-style-type: none"> • High engagement rate • Quality comments/shares • Website traffic from target audience
Consideration (Objective: website visits, lead gen)	<ul style="list-style-type: none"> • Event/webinar announcements • Product launches • Content with clear CTAs 	<ul style="list-style-type: none"> • Registrations or sign-ups • Form fills or demo requests • Direct business impact

The Blueprint: Fuel your growth



Paid campaigns on LinkedIn helps you scale your impact—reaching the right decision makers with advanced targeting, building trust at every stage with engaging formats, and proving you're driving real revenue. Follow these four steps to build a paid strategy that delivers.

 3-5 hours/week

BEFORE YOU START:

Two critical requirements

1. Install the LinkedIn Insight Tag on your website.

This tracking pixel is essential for conversion tracking, retargeting, and measuring ROI. Without it, you won't be able to see which campaigns are generating leads.

2. Set up your foundational conversions.

Once the Insight Tag is installed, define what signals a conversion (e.g., did they visit a "thank you" page that would imply they completed a download form? Did they click a "request a demo" button?).

It takes 15 minutes to add the insight tag to your website, and doesn't require any maintenance once it's set up.



STEP #1

Think Audience-First

Only spend money on reaching the right people. Start by building the right audience for your goal, then tailor everything else around them. **For example:** If you're a manufacturing company selling industrial equipment, start by targeting managers, directors, and VPs (seniority) within operations or supply chain teams (function), at companies with 501-1,000 employees (company size). Run that for two weeks before deciding whether you need to narrow it further by industry.

Audience Targeting Types

Profile-Based Targeting (Prospecting)

 Ideal size: 50K-300K

What it is:

Target people based on their LinkedIn profile—job title, function, seniority, skills, company size, industry.

How it helps:

Reach decision-makers who fit your ICP but don't know you yet. This is your primary audience for awareness and consideration campaigns.

When to use it:

Every campaign should start here. Layer 2-3 attributes (e.g., "Marketing Directors" + "Software" + "50-200 employees").

Matched Audiences (Retargeting)

 Typical size: 1K-50K

(smaller is fine for retargeting)

What it is:

Target people who've already interacted with you—website visitors, video watchers, Lead Gen form openers, or people on your email list.

How it helps:

Reach warm audiences who are already familiar with your brand. These campaigns convert at much higher rates and lower costs.

When to use it:

Once you have website traffic or campaign engagement. Great for consideration and conversion campaigns. But if your list isn't big enough, adjust your facets

Predictive Audiences

Advanced tactic: Start here after you have data

 Ideal size: 50K-150K

What it is:

LinkedIn's AI finds people similar to your best customers or highest-performing campaign audiences.

How it helps:

Expand reach to high-quality prospects who look like people already converting. More efficient than broad prospecting.

When to use it:

After 3+ months of campaigns when you have conversion data. Upload a customer list or use campaign performance to seed the audience.

The Right-Sizing Rule

Audience size	What this means	What to do
Under 10K	<i>Too narrow— limited delivery means lower ROI</i>	<i>Remove one targeting criteria or broaden it</i>
10K-50K	<i>Workable but small— keep an eye on ROI</i>	<i>Good for very niche audiences or retargeting</i>
50K-500K ★	<i>Sweet spot— efficient and focused</i>	<i>Start here for most campaigns</i>
Over 500K	<i>Probably too broad—wasted impressions</i>	<i>Add another attribute to narrow it down</i>

Exception: Retargeting audiences can be smaller (1K-50K) because they're already warm.

PUT IT IN ACTION:

Audience targeting

For detailed walkthroughs on building audiences in Campaign Manager, visit [LinkedIn Marketing Labs: Building a Targeting Strategy that Works](#)



STEP #2

Guide decision makers down the funnel

A leaky bucket won't get you very far—and it's expensive. You need to make sure decision makers know who you are, trust that you'll deliver value, and have natural opportunities to convert. Skip a step and you'll waste dollars on people who aren't ready to convert.

The 3-stage funnel

Awareness

TOFU

Goal: *"We exist, and we're credible"*

Type of Content

- Educational content
- Industry news
- Common pain points
- Solutions

Best ad formats

- Single Image Ads
- Video Ads (UGC)
- Thought Leader Ads

Key KPIs

- Impressions
- Reach
- Engagement rate
- Video completion rate

Consideration

MOFU

Goal: *"We can solve your problem"*

Type of Content

- Product benefits
- Product features
- Case studies + social proof

Best ad formats

- Document Ads
- Carousel Ads
- Video Ads (demos)

Key KPIs

- CTR
- Content downloads
- Time on site
- Video views

Conversion

BOFU

Goal: *"Let's talk"*

Type of Content

- Activation (e.g., "Sign Up Now")
- Selling (e.g., "Request a Demo")

Best ad formats

- Lead Gen Forms
- Message Ads
- Event Ads
- Conversation Ads
- Video Ads (testimonials)

Key KPIs

- Lead form fills
- Cost per lead
- Form completion rate
- Event registrations
- Video views

Ad formats by funnel stage

Format	Best for		When to use it
Single Image Ads	All stages	● ● ●	Simple, versatile, fast to create. Your go-to format for testing.
Video Ads	All stages	● ● ●	High engagement for brand and product storytelling. Keep it 15-30 seconds, add captions.
Document Ads	Consideration	○ ● ○	Upload PDFs (guides, case studies) directly—no landing page needed.
Carousel Ads	Consideration	○ ● ○	Multiple swipeable cards for features, testimonials, step-by-step stories.
Message Ads	Consideration, Conversion	○ ● ●	Send direct messages via LinkedIn Messages to potential customers to drive immediate action (such as filling out lead gen forms)
Lead Gen Forms	Conversion	○ ○ ●	Pre-filled forms drive more conversions. Keep to 3-4 fields max.
Event Ads	Conversion	○ ○ ●	Direct registration for webinars, demos, live events.

Use creative that answers decision makers’ questions

The best creative meets decision makers where they are and gives them the information they need to move down the funnel—think customer proof, helpful walkthroughs of your product, or insights that solve their pain points. But you don’t need to build that content from scratch to launch your LinkedIn campaigns. You already have valuable assets that can work even harder for you.

Repurpose what you’ve got:

Product One-Pagers

How-To Guides

—————> **Document Ads**

Upload PDFs directly to LinkedIn. Perfect for sharing detailed product info without forcing a landing page click.

Case Studies

Testimonials

—————> **Carousel Ads**

Break down success stories into swipeable cards. Highlight pain points, solutions, and results for easy storytelling.

Webinar Clips

—————> **Video Ads**

Pull insightful, bite-sized clips of your webinars to drive engagement.

Organic Social Posts

—————> **Single Image Ads**

Quick, visual, and versatile—ideal for awareness campaigns.

Short on time or not sure what to say?

Start here:

Use Draft with AI to help create your first ad, then use AI Ad Variants to automatically test a few options. LinkedIn pulls from your product URL, LinkedIn Page, past ads, and Shutterstock to make suggestions. That way you can finetune a final product rather than stare at a blank page.



Create new assets fast (no design skills required):

Use Canva's drag-and-drop tools and LinkedIn-ready templates to build scroll-stopping videos, images, and carousels in minutes. **Plus, Canva integrates directly with LinkedIn Ads**, so you can send assets straight to your account and launch without friction.



How to use them together

While it's tempting to jump right to generating leads, targeting cold audiences will lead you with expensive leads that won't convert. These decision makers don't know or trust you, and aren't ready to give you their information.

That's why it's essential to warm them up first with awareness and consideration.

Here's an example strategy:

Week 1-4 (Awareness):

Run Video Ads to start warming up a cold audience.

Example goal: 10K impressions, 30% video completion rate.

Week 4-8 (Consideration):

Retarget post viewers with a Document Ad featuring a case study.

Example goal: 50 downloads.

Week 8-12 (Conversion):

Retarget document downloaders with a Lead Gen Form offering a demo.

Example goal: 20 qualified leads.

PUT IT IN ACTION:

Ad formats and creative best practices

For detailed guides on creating effective ads for each format, visit [LinkedIn Marketing Labs: Choosing the Right Ad Format](#)



STEP #3

Set your bidding strategy

Bidding determines how much you pay for results.

There are three smart approaches, each working for different situations. Here's how to choose:

Maximum Delivery (automated bidding)

What it is:

LinkedIn automatically adjusts your bids to get the most results within your budget. This is LinkedIn's default bidding strategy.

What to expect:

Costs may fluctuate at the start while the system learns, but they'll typically stabilize over 2-3 weeks.

When to use it:

You're new to LinkedIn, or don't want to spend time monitoring.

- You're new to LinkedIn ads and want simplicity.
- You have a clear budget and want to maximize results.
- You don't have time to monitor bids daily.

Cost Cap

What it is:

Set a maximum cost per result (lead, click, etc.) LinkedIn won't bid above that amount.

How to set it:

Set your cap at your target cost (e.g., if you can afford \$75/€65 per lead, cap at \$75/€65).

What to watch:

If your cap is too low, your campaign won't deliver. Check delivery after 3-4 days.

When to use it:

You know your target cost per lead.

- You've run campaigns for 1-2 months and know your target cost.
- You need predictable costs for budget planning.
- You want control without constant monitoring.

Manual Bidding

What it is:

You set the exact bid amount and adjust it yourself.

How to set it:

Start at the low end of LinkedIn's suggested range. If you're not exhausting your daily budgets after 3-4 days, increase it by 10-15%.

What to watch:

Bid too low and you won't get delivery. Bid too high and you'll overpay.

When to use it:

You want full control.

- You're experienced with LinkedIn ads.
- You have time to monitor and adjust bids 2-3x per week.
- You want maximum control over costs.

Where should you allocate your budget?

Where you allocate your budget is determined by your goals and how much of the funnel you want to cover. Here are three sample splits, based on what you want to achieve:

Drive awareness:

Run 1-2 campaigns (Awareness + Consideration Retargeting)
Split: 50% awareness, 50% consideration retargeting.

Turn awareness into consideration:

Run 2-3 campaigns (Awareness + Consideration + Conversion Retargeting). *Split: 35% awareness, 35% consideration, 30% retargeting.*

Build momentum from awareness to conversion:

Full funnel (Awareness + Consideration + Conversion). *Split: 30% awareness, 30% consideration, 30% retargeting, 10% experimentation.*

PUT IT IN ACTION:

Bidding strategies

For detailed guidance on bidding options and when to use each, visit [LinkedIn Marketing Labs: How to Set Up Your First Ad](#).



The Blueprint: Refine and scale



You're investing real money into marketing on LinkedIn. The insights you glean from your campaigns—from understanding which audiences are most engaged to what content moves the needle—don't just power stronger results on LinkedIn.

 2-3 hours/week

They inform the rest of your marketing strategy, making you even more efficient.

Measure what matters

Clicks and impressions are useful leading indicators, but they don't tell you the full story. To understand the real impact of your LinkedIn marketing, focus on metrics connected to your business outcomes.

LinkedIn helps you measure the metrics that matter to your growth:



Conversions

See who's taking action because of your ads. Think sign-ups, downloads, or form fills—simple steps that show interest in what you offer.



Pipeline

See if the people engaging with your ads are turning into real leads, match your ideal customer profile, and move through your sales process.



Revenue Impact

See how your marketing helped close deals and what ROI you delivered.

FIRST THINGS FIRST:

Connect Your Systems

Make sure your systems are talking to each other so you have a unified source of truth to track the full impact of your efforts. Integrating LinkedIn with your CRM only takes a few minutes, and lets you see which campaigns generated revenue (not just leads), calculate ROI, and prove your marketing’s impact on your business.

[Learn how to integrate LinkedIn with your CRM.](#)



Track metrics that progress with your campaigns

Sales cycles take time, especially in B2B. Use a mix of leading indicators (*clicks, CTR, engagement rate*) and lagging indicators (*quality leads driven, revenue won*) to make sure you’re on the right track to driving revenue impact.

	Leading Indicators	Medium-Term Conversion Metrics	Long-Term Revenue Metrics
Awareness ↓	<ul style="list-style-type: none"> Impressions Reach Engagement Rate 	<ul style="list-style-type: none"> Website visits Retargeting audience size 	<ul style="list-style-type: none"> Influenced pipeline (assisted conversions)
Consideration ↓	<ul style="list-style-type: none"> CTR Content downloads 	<ul style="list-style-type: none"> Time on site Pages per session 	<ul style="list-style-type: none"> MQLs, SQLs from influenced accounts
Conversion	<ul style="list-style-type: none"> Form opens Cost per click 	<ul style="list-style-type: none"> Leads CPL Form completion 	<ul style="list-style-type: none"> ROAS Revenue won Pipeline value

LinkedIn leads often cost more than other platforms—and that’s okay. You’re reaching decision-makers, not bad-fit leads. Track cost per qualified lead and cost per customer to see where LinkedIn’s value shows up.

How to know if you’re on track

Check out the Peer Benchmarks report to discover how your performance compares to similar advertisers on LinkedIn. Use these benchmarks to guide your optimization—if you’re below benchmark, test new creative or targeting.

Above a benchmark? You’re onto something.



Where to find your performance trends

All your campaign data lives in Campaign Manager. Here's what you can learn:

Essential dashboards

- ✓ **Campaign Manager Dashboard:**
Monitor real-time performance across all of your campaigns. Filter by objective, audience, or date range. Export these reports for your stakeholders.
- ✓ **Measurement Insights Page:**
See your performance trends over time (what's improving, what's declining). Plus, get AI-powered recommendations to boost performance and peer benchmarking to see how you stack up.



Advanced views

- ✓ **Companies Hub:**
See which companies are engaging with your ads (even if they haven't converted yet). This is great to pull for sales outreach and informing an account-based strategy.
- ✓ **Conversion Tracking:**
Track actions people take on your website after seeing your ads so you can build retargeting audiences based on behavior. See which campaigns drove form fills, downloads, demos. *Note: You must have Insight Tag installed to access.*
- ✓ **Revenue Attribution:**
Connect campaigns to pipeline and closed revenue. Calculate true ROI and prove marketing's business impact. See the full customer journey from ad to deal. *Note: You must integrate LinkedIn with your CRM to access.*

What to test, when...

You're investing real money into marketing on LinkedIn. The insights you glean from your campaigns—from understanding which audiences are most engaged to what content moves the needle—don't just power stronger results on LinkedIn. They inform the rest of your marketing strategy, making you even more efficient.

While you should take a holistic approach to understanding your performance, targeted campaign tests will help you answer specific questions you might have, and turn good campaigns into great ones.

Only test one variable at a time

Testing everything within a single campaign at once tells you nothing—you won't be able to track what ultimately moved the needle. Instead, only change one variable per test to find out what worked.



Test the following variables in whatever order makes sense for your hypothesis. Curious if IT buyers respond better than HR buyers? **Test your target audience.** Not sure what CTA drives more conversions? **Test your copy.**



Audience

Example 1:

Narrowly defined audience vs. broader audience (e.g., remove seniority level)

Example 2:

Interests vs. firmographic data points

Run both for 7-10 days, compare CPL and lead quality



Creative

Example 1:

Image A vs. Image B (keep copy same)

Example 2:

Video vs. Single Image (keep message same)

Run both for 7-10 days, compare CTR and engagement rate



Copy

Example 1:

Headline A vs. Headline B (keep image same)

Example 2:

Problem-focused vs. Solution-focused

Run both for 7-10 days, compare CTR and conversions



Format

Example 1:

Document Ad vs. Carousel Ad (same content)

Example 2:

Lead Gen Form vs. landing page

Run both for 14 days, compare cost per conversion

Testing Mistakes to Avoid

- Testing too many things at once (can't tell what worked)
- Calling winners after 2-3 days (not enough data)
- Testing with budgets under \$100/€85 per variation (can't reach significance)
- Changing the "losing" variation mid-test (restarts the learning phase)

PUT IT IN ACTION:

Measurement and Testing

For an in-depth look into how to measure your performance and what to test, visit [LinkedIn Marketing Labs: From Intuition to Insight and What to Test \(and How Often\)](#).



Campaign troubleshooting: How to fix common problems



Even the best campaigns need fine-tuning. Here's how to spot issues early and turn them into wins.

Problem Your campaign isn't spending your full budget

Symptoms:

Your campaign shows “Limited delivery” or is only spending 30-50% of your daily budget. That means you're missing qualified customers who are ready to engage with your business, and you might be paying more per conversion because you're only reaching the most competitive slice of your audience.

How to fix it:

- **Broaden your audience** by removing one targeting attribute or expanding criteria (e.g., instead of targeting “Managers,” target “Managers + Directors”).
- **Increase your bid by 15-20%**. Then, wait 3-4 days for delivery to ramp up
- **Check your forecast:** You should aim for a “Good” or “Great” delivery estimate in Campaign Manager.

Problem Your cost per lead (CPL) is much higher than you expected

Symptoms:

You're spending 3-4x more on leads than you expected.

How to fix it:

- **Add a cost cap to stay within your target budget**
- **Evaluate your creative:** Is it engaging for your audience?
- **Make sure you warm up cold audiences first:** Run awareness campaigns for 2-4 weeks, then retarget that audience with Lead Gen Forms.
- **Reduce your form fields** to just “Name,” “Email,” and “Company” to make form completion even simpler.
- **Test different offers** to discover what your audience is looking for. See whether inviting decision makers to download a template or guide rather than requesting a demo drives more conversions.
- **Narrow your audience** by adding another attribute to reach more qualified prospects.

Problem Getting Leads But They're Low Quality

Symptoms:

Your Sales team says the leads you're generating don't fit your ICP or aren't engaged.

How to fix it:

- Review your demographics report and **exclude job functions and seniority levels that aren't converting to opportunities.**
- **Add a qualifying question to your Lead Gen Forms**, such as “What's your primary challenge?” or “Company size”.
- **Make your offer more specific**, e.g., “Download the ultimate B2B SaaS Performance Marketing Playbook” versus “Download the B2B Marketing Playbook”.

Pro tip:

Regularly sync with your Sales team to identify what's working and quickly optimize your campaigns.

Put your LinkedIn marketing strategy into action

You've got your growth blueprint, campaigns that are performing, and measurement frameworks that will help you double down on what's working.

Here's how to keep your momentum going:

- ✓ **Review weekly:** Spend 30 minutes checking performance and making small tweaks
- ✓ **Test monthly:** Run 1-2 experiments to keep improving
- ✓ **Scale what works:** When you find winning campaigns, increase budget by 20-30% and watch performance
- ✓ **Keep learning:**
 - Need step-by-step walkthroughs? → Dive into our free [Marketing Lab](#) courses
 - Want inspirational ideas? → Explore our [blog](#)
 - Have questions? → Check out our [Help Center](#)

Remember:

You're not starting from scratch. You're building on the network and trust you're already establishing organically. Your strategic campaigns help you reach the right decision makers, prove ROI, and scale your business—one campaign at a time.

