How onboarding works

Pre-onboarding tips

Step 1

Invite people to Business Manager

- LinkedIn Business Manager will show you all the people on your Pages that haven’t been invited to Business Manager yet.
- Existing Page users who have accepted their invite to your Business Manager will have their access automatically migrated to Business Manager.

Step 2

Add Ad Accounts to Business Manager

- Compile a list of the Ad Accounts you want to add.
- You’ll need the nine-digit Ad Account ID found in Campaign Manager.

Step 3

Add Pages to Business Manager

- Compile a list of the Pages you want to add to Business Manager.
- LinkedIn Business Manager will show you all the people on your Ad Accounts that haven’t been invited to Business Manager.
- Existing Ad Account users who have accepted their invite to your Business Manager will have their access automatically migrated to Business Manager.

Step 4

Creating Business Manager Partners

- You can invite partners to your Business Manager.
- Your Business Owns Ad Accounts and Pages, and your Partner can also select and share specific Ad Accounts and Pages with their Business Manager, as well as the specific roles they can add their people to.
- After creating the partnership, select the Partner you want to add to your Business Manager.
- Your Partner can also select and share specific Ad Accounts and Pages with their Business Manager.

If you work with other businesses across multiple Ad Accounts and Pages, Business Manager Partnerships are the way to go. You can copy a unique invitation link per person from Business Manager. Give your people a heads-up to expect these invitations. And can share access to your Business Manager.

More onboarding works

Step 4

Business Manager Partners

- Your Business Owns Ad Accounts and Pages, and your Partner can also select and share specific Ad Accounts and Pages with their Business Manager, as well as the specific roles they can add their people to.
- After creating the partnership, select the Partner you want to add to your Business Manager.
- Your Partner can also select and share specific Ad Accounts and Pages with their Business Manager.

LinkedIn Business Manager: Onboarding Overview

Enabling a LinkedIn Business Manager is optional and can be done at any time. If you choose to do so, the biggest improvement you can make is to assign roles. LinkedIn’s business management tools are designed to work seamlessly with your existing business tools, so you can be up and running in no time.

LinkedIn Business Manager is a powerful tool that makes it easy to manage access to your business’s Ad Accounts and Pages.

You can continue to operate as normal during onboarding. However, you may want to continue to operate as normal during onboarding. However, you may want to continue to manage access from the Page. But there must be a shift in ownership, and the Page must be granted access to the Ad Accounts.

You don’t need to recreate your Ad Accounts or Pages. You can copy a unique invitation link per person from Business Manager. Give your people a heads-up to expect these invitations.

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