LinkedIn
Marketing Solutions

Campaign Checklist: Getting the most out of your campaigns

1 Account Set-up

- [ ] Do you have the **insight tag** placed on your site?
  Tip → Once you place the tag, make sure you add all domains to your account under “insight tag” in campaign manager.

- [ ] Did you set up **website demographics?**
  Tip → Use findings to help direct your future targeting.

- [ ] Are you **retargeting?**
  Tip → Create segments under Matched Audiences, ensuring they have time to build to 300+ members before launching your campaign.

- [ ] Have you set up **conversion tracking?**
  Tip → LinkedIn can’t collect retroactive data, so ensure you set this up before you launch your campaign.

2 Campaign Set-up

- [ ] Have you set up a **naming convention** for your campaigns?
  Tip → Use a consistent naming convention to easily scan and identify your campaigns. Example: LOB_Initiative_Campaign Product Type Name_Audience Targeting_Any Additional Required Details (i.e. P.O.#s)

- [ ] Have you selected your **campaign objective?**
  Tip → You can’t update this once your campaign has launched.

- [ ] Select a **language** and **ad format** for your campaign?
  Tip → You can’t change this once you save your campaign, so make sure you select your language and ad format of choice now.

3 Audience

- [ ] Have you applied your **targeting** to reach your desired audience?
  Tip → Ensure your audience is large enough to deliver in full (refer to the forecasting tab).

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- [ ] Do you want to **enable audience expansion?**

  Tip: This helps you target new audiences similar to the audience for this campaign. This auto defaults to “on”. Tick to turn it off.

- [ ] Have you selected your creative **format?**

  Tip: Align your format with your campaign objective and available assets.

- [ ] Do you want to enable the **LinkedIn audience network?**

  Tip: Use this to reach your audience on a premium network of publishers beyond the LinkedIn feed. This auto defaults to “on”. Tick to turn it off.

4 Bid and Budget

- [ ] Are you **bidding** competitively?

  Tip: We recommend bidding at the high end of the suggested bid range, or leveraging autobid.

- [ ] Do you have **daily and total budget** set?

  Tip: Leverage a content calendar to determine your budgets.

- [ ] Have you set your **campaign end date?**

  Tip: You can change the date, if needed, but this will ensure your campaign ends on the selected date.

- [ ] Did you apply **conversions** to your campaigns?

  Tip: When you duplicate campaigns or add new ones, ensure you associate all conversions - they are not applied by default.

5 Creative

- [ ] Do you have **4 creatives** in each campaign?

  Tip: Make sure you maximize your possible reach and frequency by having four pieces of content live in each campaign.

- [ ] Are you **tracking beyond the click?**

  Tip: Make sure you’re using third party URL trackers, LinkedIn Conversion Tracking and/or Impressions Tracking to track activity on site post-click.

6 After the campaign launches

- [ ] Do you have a **reporting/check in** cadence?

  Tip: Make sure you know your primary objective and what success looks like. Review the metrics that tie back to your key performance indicator to optimize.

- [ ] Are you using **lead gen forms?**

  Tip: Set a reminder to download your leads on a regular cadence. Leads are only stored in LinkedIn for 90 days.