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.

☐ 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)

2. Campaign Set-up

☐ 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).

☐ 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

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**Do you want to enable audience expansion?**

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?**

Align your format with your campaign objective and available assets.

**Do you want to enable the LinkedIn audience network?**

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.

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**Are you bidding competitively?**

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

**Do you have daily and total budget set?**

Leverage a content calendar to determine your budgets.

**Have you set your campaign end date?**

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?**

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

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**Do you have 4 creatives in each campaign?**

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?**

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

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**Do you have a reporting/check in cadence?**

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?**

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

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