

# Self-Service Advertising on LinkedIn

## Part 1: Setting up your Account

How to get started with an account in LinkedIn Campaign Manager



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# What is LinkedIn?

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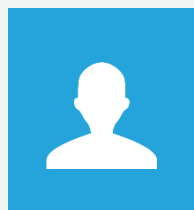
LinkedIn is the world's largest professional network with more than 460 million members worldwide and the largest community of influential, affluent, and educated people.

LinkedIn members are active professionals in a business frame of mind. Through LinkedIn, your brand can directly engage the business leaders of today and tomorrow – all in an aspirational, professional mindset.

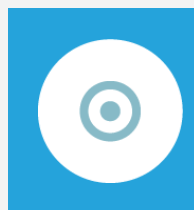
So, whether your objective is to drive leads for your programs or engage your company's key stakeholders to build influence, advertising on LinkedIn is a great way to market to who those who matters most to you.



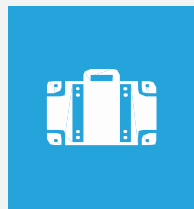
**450M+**  
members worldwide



**100M+**  
members in Asia Pacific



**61%**  
Of members say they engage with content on LinkedIn because it's relevant to them



**3M+**  
Members in Asia Pacific are Decision Makers in their organisation (Manager+)



**79%**  
Of our survey respondents say they read or engage with content on LinkedIn at least once a week\*

\* Source: LinkedIn Content Research, June 2016

# Why Should I Advertise on LinkedIn?



## Target with Precision

Connect and reach just the right prospects among a premium professional audience. With our industry-leading 1<sup>st</sup> party data, you can be confident you're reaching the right audiences without wasting impressions or clicks.



## Drive Performance

Build brand credibility, educate prospects and influence business decision-makers through our performance-based advertising solutions. Connect with your ideal audience to drive high-quality leads and conversions.



## Measure Your Results

Intuitive campaign analytics and conversion tracking lets you monitor performance and optimize your strategies over time. Test for content that resonates with your audience to continue driving results for your business.

# What can I buy on LinkedIn Self-Service?

LinkedIn offers an easy, self-service advertising platform to generate leads through Text Ads and Sponsored Content. Cost-per-click (CPC) or cost per impressions (CPM) pricing options without long-term contracts allow you to fully control your own budgets.

## Text Ads

Get in front of the right prospects and drive them to your landing page to generate high-quality leads while controlling your costs. Stay visible while your audience is active throughout the platform.

### Where do they appear?

- Desktop only
- Text link at top of homepage (images/logos omitted); right-hand rail or horizontally at bottom of LinkedIn pages: homepage, profile page, search results, groups, SlideShare.



## Sponsored Content

Increase brand awareness, build trust and drive high-quality leads with native social ads. Sponsored Content appears in the newsfeed as if it is coming from your Company Page.

### Where do they appear?

- Desktop, tablet, phone
- LinkedIn news feed



*If you have a minimum quarterly budget of \$25,000, explore and expand your strategy to include our other always-on marketing solutions. [Contact a LinkedIn Marketing Solutions rep today!](#)*

# Two Ways to Buy Text Ads & Sponsored Content

LinkedIn offers two ways to buy: through an account executive (comes with support) or self-service (fully do-it-yourself with dedicated account representative for support reserved for top spenders).

	Buy via Account Exec	Buy Self-Service
<b>Purchase &amp; payment</b>	I/O via Account Executive	Online (Credit card or Monthly Invoicing)
<b>Combine products on order form</b>	Yes	No
<b>Minimum spend per campaign</b>	US \$25k; Canada \$10k	None
<b>Main benefit</b>	Support from LinkedIn (high for Assisted, low for Standard or Partner Self-Service)	Flexibility (no I/O, no min spend, start/stop anytime, quick setup)
<b>Main limitation</b>	I/O and min spend	Full support available to top spenders only





# How to get started



# Create a Business Account

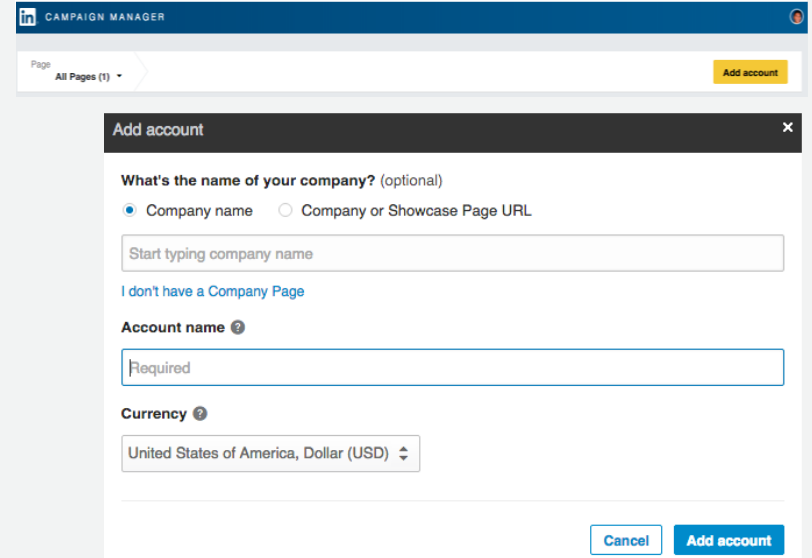
To start, you will need to make a business account for your school or program.

A business account allows you to separate ads and billing information, share business account access with other team members and conveniently link a Company Page.

With multiple business accounts, you can keep campaign performance independent between your various schools or programs, if necessary.

**01** Access LinkedIn's **Campaign Manager** at <https://www.linkedin.com/ads/home>.

**02** From the Campaign Manager homepage, click **Add account** in the top right-hand corner.



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a blue header with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below that, a navigation bar shows 'Page All Pages (1)' and a yellow 'Add account' button. The main content area is a dark grey dialog box titled 'Add account' with a close button (X). Inside the dialog, there's a section 'What's the name of your company? (optional)' with two radio buttons: 'Company name' (selected) and 'Company or Showcase Page URL'. Below this is a text input field with the placeholder 'Start typing company name' and a link 'I don't have a Company Page'. The next section is 'Account name' with a required text input field containing the word 'Required'. Below that is a 'Currency' dropdown menu currently set to 'United States of America, Dollar (USD)'. At the bottom right of the dialog are two buttons: 'Cancel' and 'Add account'.

**03** Choose the company with which this account will be associated and name the account.

**04** Select the currency you want to use for payment and bidding. Once you select the currency, you cannot change it.

**05** Click **Add account**. Your account will be on hold until you edit your billing details, which you can do now or after you set up your first campaign.

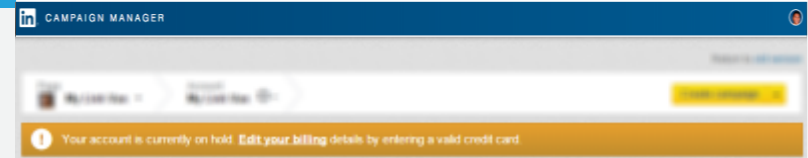
# Enter Billing Information



*If you have an account history and/or manage multiple business accounts that have spent at least \$3,000 for two consecutive months, you qualify for invoicing. [Contact us](#) to get the invoicing approval process started!*

01

Click the **Edit your billing details** link in the banner message.



02

Enter your credit card information.

CAMPAIGN MANAGER

How would you like to pay?

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

**Credit or Debit Card Information:**

First Name

Last Name

Card Number

Expires 01 2015

Security Code

**Billing Information:**

Country

Company Name

Billing Address

City

State

Postal Code

Phone

**YOUR ORDER**

LinkedIn Ads account activation	\$5.00
Total purchases	\$5.00
Estimated tax	\$0.00
<b>Total</b>	<b>\$5.00</b>

COUPON CODE

03

Click **Review Order** to confirm and save your information.



We validate new credit cards with a one-time charge (\$5) that becomes ad credit. Once the credit is depleted, you'll be billed periodically for impressions or clicks that your ad incurs. You'll continue to be billed through the end date of the ad or until you manually turn it off through your Campaign Manager.

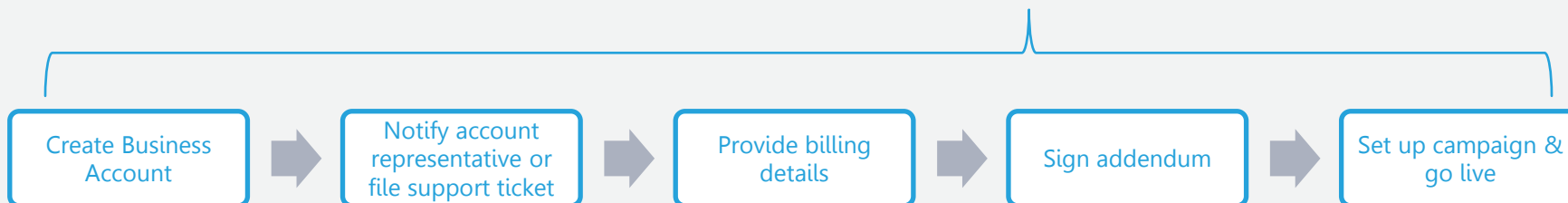
# Billing on Self-Service Accounts

There are three ways to purchase text ads and Sponsored Content without an I/O and minimum spend limitations.



*If you have an account history and/or manage multiple business accounts that have spent at least \$3,000 for two consecutive months, you qualify for invoicing. [Contact us](#) to get the invoicing approval process started!*

	Credit Card	Monthly Invoicing	Agency Line of Credit
<b>Global agreement required</b>	No	No	Yes
<b>Addendum for each account</b>	No	Yes	No
<b>Turnaround time</b>	Immediate	24 hours upon receipt of billing details	Immediate
<b>Payment terms</b>	Daily charging	30 days	As per global agreement
<b>Recommended for</b>	Small client / testing	Agencies / strategic client	Agencies



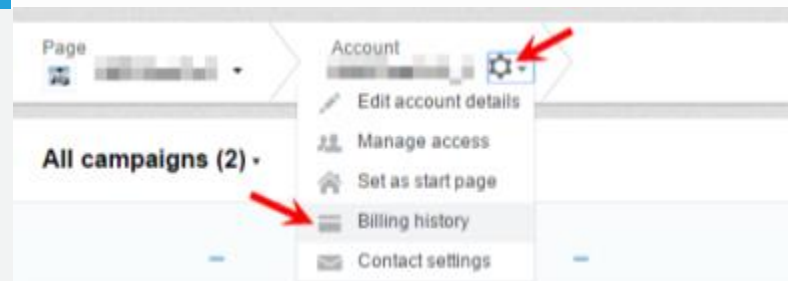
# Updating Billing Information

For each account you will need to assign a billing contact. Only the Billing Contact will have access to print/access receipts and has permission to change billing details on the account. The billing contact will only be able to access the receipts for payments made during the time they are the Billing Contact.

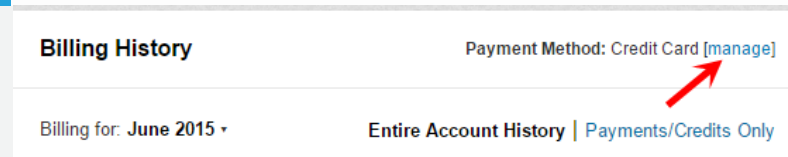
The user who creates the account will automatically be assigned as the billing contact. If the billing contact is switched to a different user, the account will be placed on hold until the new billing contact enters the updated billing information.

**01** Navigate to the **Campaign Manager** homepage.

**02** Click the settings icon and select **Billing history**.



**03** Click the **Manage** in the upper right.



**04** Select **Edit** and enter your new billing information.

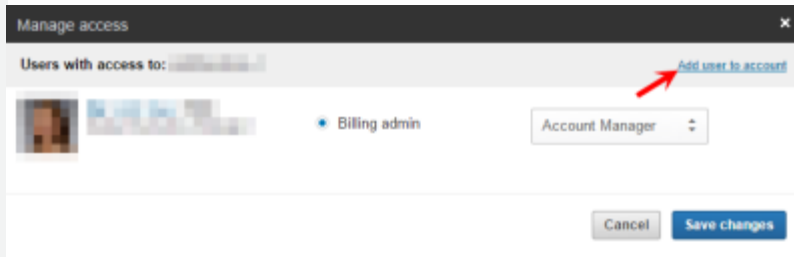
**05** Click **Change**.

# Add/Edit Campaign Manager Users

You can grant access to your Business Account and assign different permissions to each user. Account Managers can manage campaigns and view performance analytics. The user who creates the account will automatically be assigned the Account Manager role.

**01** From the **Campaign Manager** homepage, click the settings icon and select **Manage Access**.

**02** Click **Add user to account**. Begin typing the name of the person you wish to add and select him or her from the list.



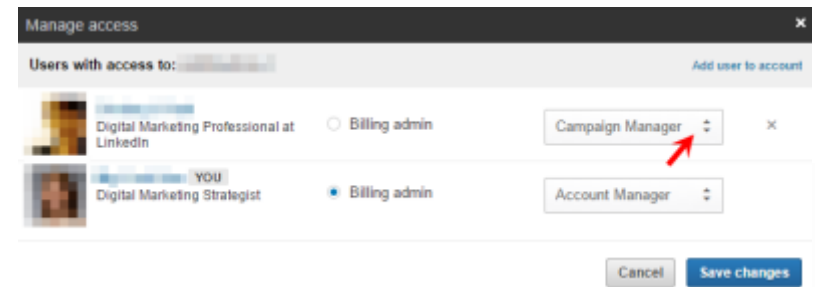
**03** Next, choose the level of management rights for the user you're adding. The chart below details the management roles:

Activity	Account Manager	Campaign Manager	Creative Manager	Viewer
View campaign data and reports	✓	✓	✓	✓
Create new & modify existing campaigns	✓	✓	✓	
Create new & modify existing creative	✓	✓		
Edit account details	✓			
Manage user access	✓			

**04** Once you've granted the appropriate management rights to a user, click **Add user to account** to save your changes. The person you've added will then appear.

**05** To modify the management rights a user has, locate the user whose permissions you want to edit and click the dropdown menu to select the new role. Click **Save changes**.

To remove a user, click the **x** that appears to the right of his/her name. If you are removing a Billing admin, you must assign a new contact as the Billing admin before you can remove the user. Click **Save changes**.



Learn more

at

<https://business.linkedin.com/marketing-solutions/ads>

