

Linked in Ads and Canva

CHIRCURY DICA

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What is the LinkedIn Ads x

Canva integration?



Canva Linked in

Why Canva and LinkedIn?

Enhanced Creativity

Leverage templates optimized for LinkedIn to create beautiful, professional designs.



Streamlined Workflow

Easily send designs to your LinkedIn Ad Account – getting your ad live faster.

Targeted Reach

Use LinkedIn's unique professional targeting to reach an audience of over 1 billion professionals.



Requirements for Getting Started



LinkedIn Ads Account



Design Your Creative





Navigate to Canva's template library on the left-hand bar.



STEP 2

Search "LinkedIn Video" to find templates optimize for LinkedIn. Select the template you'd like to use.





In the overview window, preview the template in full. Once you're ready to move forward, click "Customize this template."



STEP 4

Begin editing and designing your creative.



Connecting Your Canva and LinkedIn Ads Account



Select the LinkedIn Ads App in the Canva Marketplace.



STEP 2

Select to either use in an existing design or use in a new design.





Click "Connect" on the left-hand bar.



STEP 4

Enter your LinkedIn login credentials and click "Sign in."

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Review the requested permissions from Canva, as well as any Terms and Conditions. Select "Allow."



STEP 6

Your LinkedIn account is now connected and all Ad accounts associated to the provided login are available within Canva.



Setting Up your LinkedIn Campaign Manager Account

Canva Linked in

If you do not have any Ad accounts associated with your LinkedIn login, you will receive a message directing you to create your LinkedIn account.

The messages will remain grayed out until the Ad accounts are created on LinkedIn.



Exporting to LinkedIn





When your design is ready, enter a Design Name and select the LinkedIn Ad Account it should be exported to. Then select "Next."



STEP 2

Select the file type (PNG, JPG, or MP4).





For images, make any additional adjustments, like Size or Quality, to the creative. Then, click "Export."



STEP 4

When the export is complete, you'll receive a confirmation message directing you to your creative on your LinkedIn Ad Account.



Connect your Canva creative to LinkedIn Ads





Begin outlining your campaign. Navigate through the parameters, including budget schedule, target audience, and budget.

	Campaign name		
Step 1 Select campaign group	Brand awareness - Mar 27, 2025	Forecasted results	
Stap 2	Group shjective Brand awareness	Target audience size	
Set up Campaign	Connected TV Only Campaign O	17,000,000+	
Campaign details Audience	Reach professionals on Connected TVs and streaming devices with a Connected TV campaign	1-day 7-day 30-day	
Ad format		30-day spend	
URL Parameters Placement	Audience Saved Audiences - 🖬 Audiences - 🗮	\$1,100.00 - \$4,500.00 9	
Budget & schedule	Create a new audience	280,000 - 1,200,000	
Conversion tracking		30-day cost per 1,000 member accounts	
	Where is your target audience?	\$3.43 - \$4.03	
Step 3	Locations (Recent or Permanent)	30-day average frequency	
SUL UP MUS	Australia III We now support the display of Sponsored Messages for members in the EU who have provided explicit consent. Lass more	Forecasted results are directional estimates and do not guarantee performance. Loan more	
Step 4	The set of any set of any set of a set	is this helpful? Tes No	
Review & Launch			
	Your audience has their Profile Language set to English 💌 Ø		
Back to account	Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the language member accounts have selected on their profiles.*		
	*This does not apply for Sponsored Messaging.	C (
Changes saved successfully. X			



Within the ad format, select **single image ad** or **video ad** as your format.

			View audience summary Save audience	Forecasted results
Step 2 Set up Campaign - Campaign details - Audience - Ad format	Ad format Select an ad format that will perform best with yo	ur campaign objective		Target audience size 17,000,000+ 1-day 7-day 30-day
URL Parameters Placement Budget & schedule Conversion tracking	Single Image	Carousel image	Video	20-489 spend \$2,200.00 - \$4,500.00
Shep 3 Set up Ads	Text	Spotlight	Follower	2-0,000 - 1,200,000 30-030 - 1,2000 member accounts reacted 56.83 - 58.03 30-034 seriage frequency
Review & Launch	Document	Conversation	Event	1.8 - 2.7 Forescale results are directional estimates and do not guarantee performance. Learn more Is this helpful? Yes No
	Article and newsletter		,	
Changes saved successfully. X	Impressions and clicks for the video ad form	at aren't accredited by the Media Rating Co	ouncil (MRC).	•



Input the required details from the ad and select the ad creative from Canva.



STEP 4

Review the preview of your ad as it becomes available. Once satisfied, select Save before proceeding with your campaign creation.

Create new video ads for this campaign Write There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multiple videos from the library or by speaking stretch There is a bit yeatering multing stretch There is a bit yeatering multiple videos from th	Preview (Restrupt red •)
Learn Rave or Hole Set Specifications:	

Canva Linked in

in Ads Campaign Manager			nickderwin - Demo + Test Account USD 🛛 📮 🔞
Canva Test Brand awareness - Mar 27, 2025	5		New Campaign
Step 1 Select campaign group	Enabled	Enabled	
Step 2 Set up Campaign	Daily Budget \$150.00	Bid type Automated bid	Target audience size
 Campaign details Audience Ad format 	Conversions No conversions added		1-day 7-day 30-day
URL Parameters Placement Budget & schedule Conversion tracking	Ads		30-day spend \$1,300.00 - \$4,500.00 30-day reach Key result 360,000 - 1,500,000
Step 3 Set up Ads • Sponsored Content	Creative name: Ad	Not delivering Payment method	I 30-day cost per 1,000 member accounts reached \$3.24 - \$3.81 30-day average frequency 1.7 - 2.6
Step 4 Review & Launch			Forecasted results are directional estimates and do not guarantee performance. Learn more
Back to account	Payment details A payment method is required in orde	r to launch your campaign. Contact the billing ad	Is this helpful? Yes No
e vour ad has been saved	By clicking "Launch campaign", you agree that of the Ads Services, including this campaign.	t the most recent version of the LinkedIn Ads Agreeme Save and exit Launch campaign	n

STEP 5

Review your campaign details and click "Launch campaign."

FAQs and Tips





Canva Linkedin



What kind of assets can I export?

Marketers can create image or video assets. You can use templates in Canva or make your own designs from scratch and export them to LinkedIn once ready.

What size or quality should I make my creative so they're optimized for LinkedIn?

For optimized creative, reference ad specifications:

Video Ad specifications Single Image Ad specifications

Canva Linkedin



How can I promote my Canva assets?

Once you've exported your assets to LinkedIn, you can go to <u>LinkedIn Campaign Manager</u> to add them into new or existing campaigns for promotion.

What is the cost of the LinkedIn Ads app?

There is no cost to use this application. It's available to all Canva customers, including free, pro, or business users. However, it requires a LinkedIn Campaign Manager account to promote assets. Marketing spend is required to run campaigns on LinkedIn.



Additional Resources

- How to create a Campaign Manager account | LinkedIn Help Page
- LinkedIn Ads App One-Pager