

# LinkedIn Ads and Canva



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What is the LinkedIn Ads x

**Canva** integration?



# 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

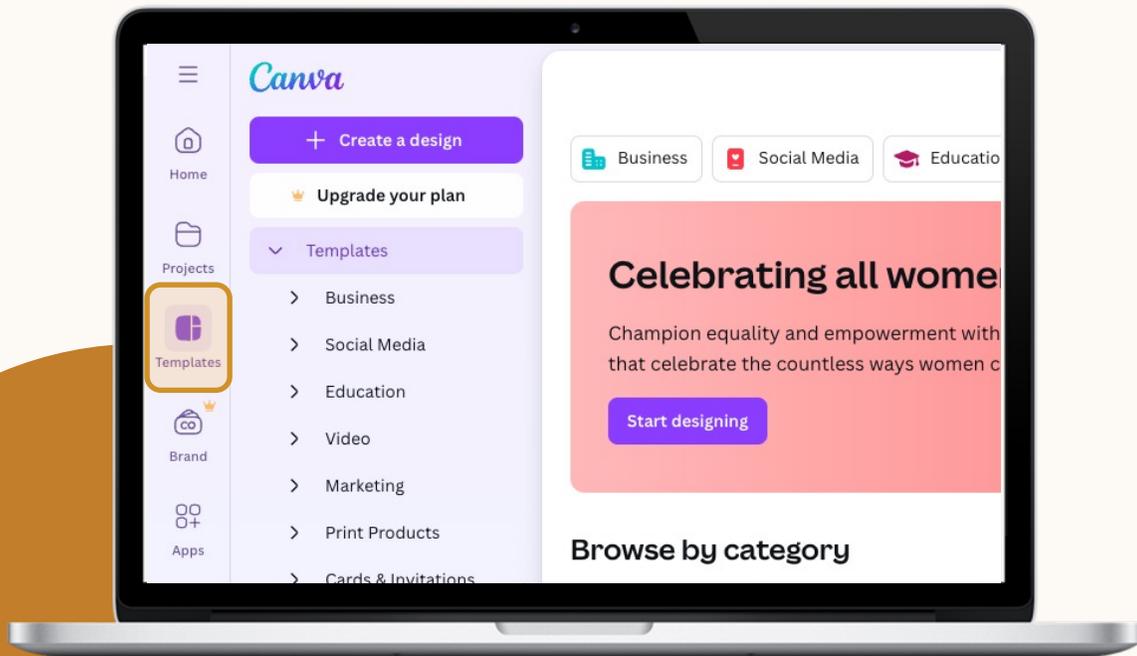
- LinkedIn Member Account
- LinkedIn Ads Account
- Canva Account (All Plans)

# Design Your Creative



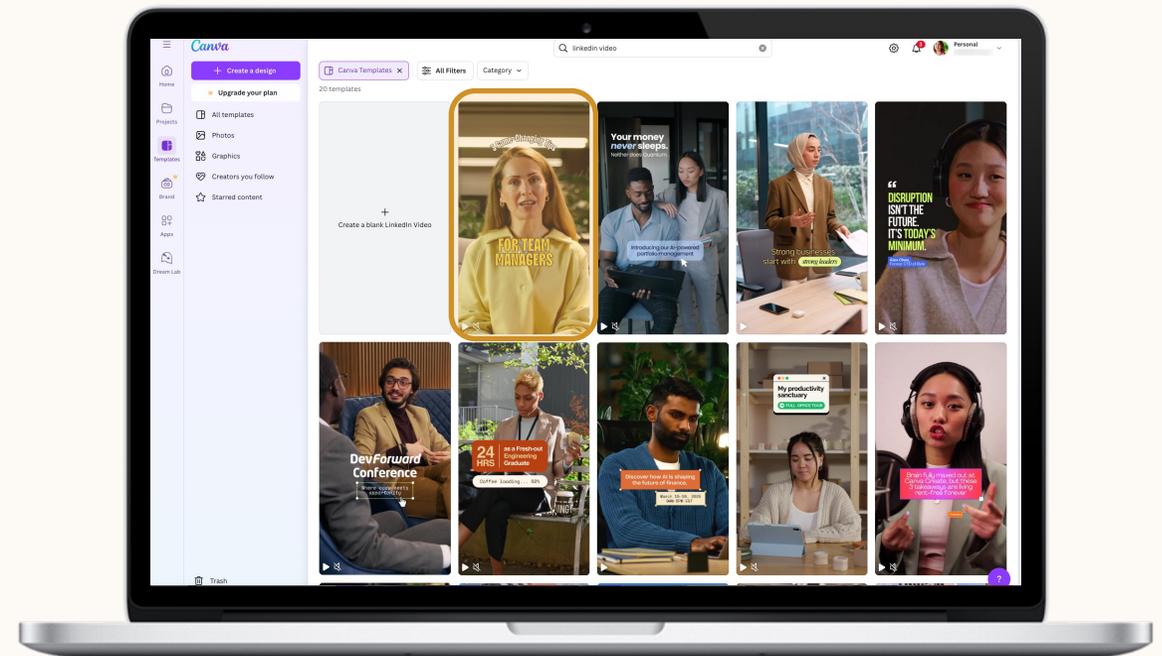
## STEP 1

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



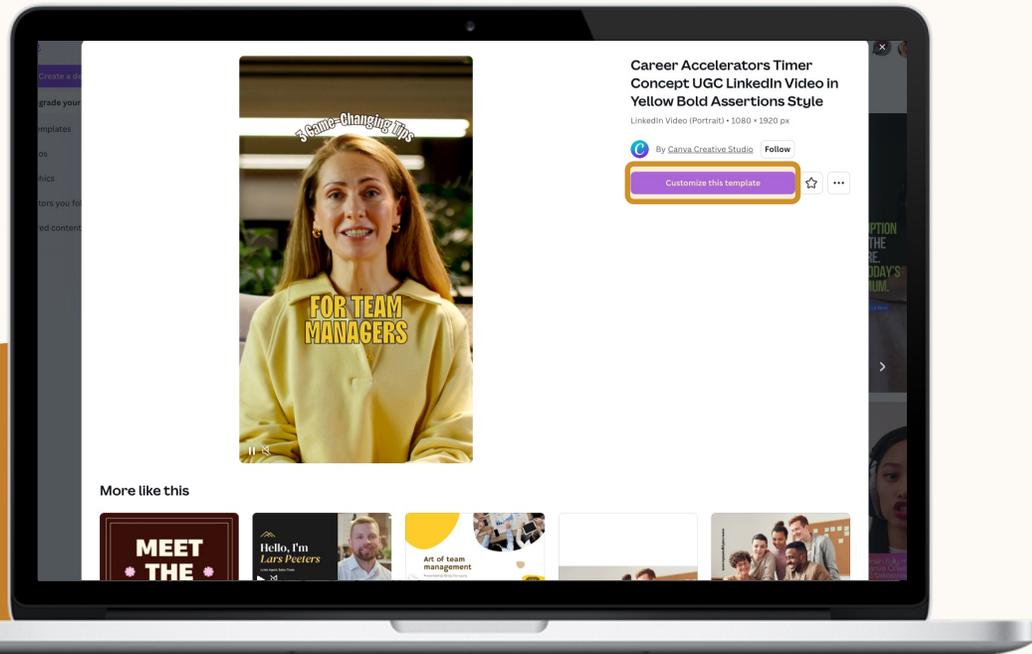
## STEP 2

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



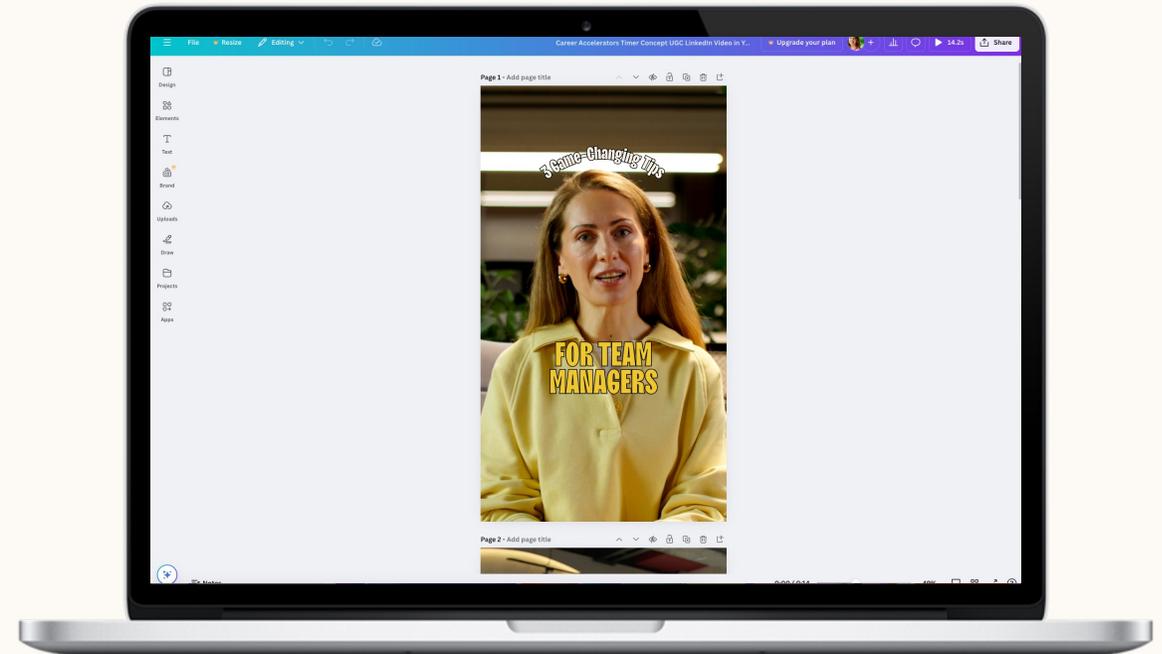
### STEP 3

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.

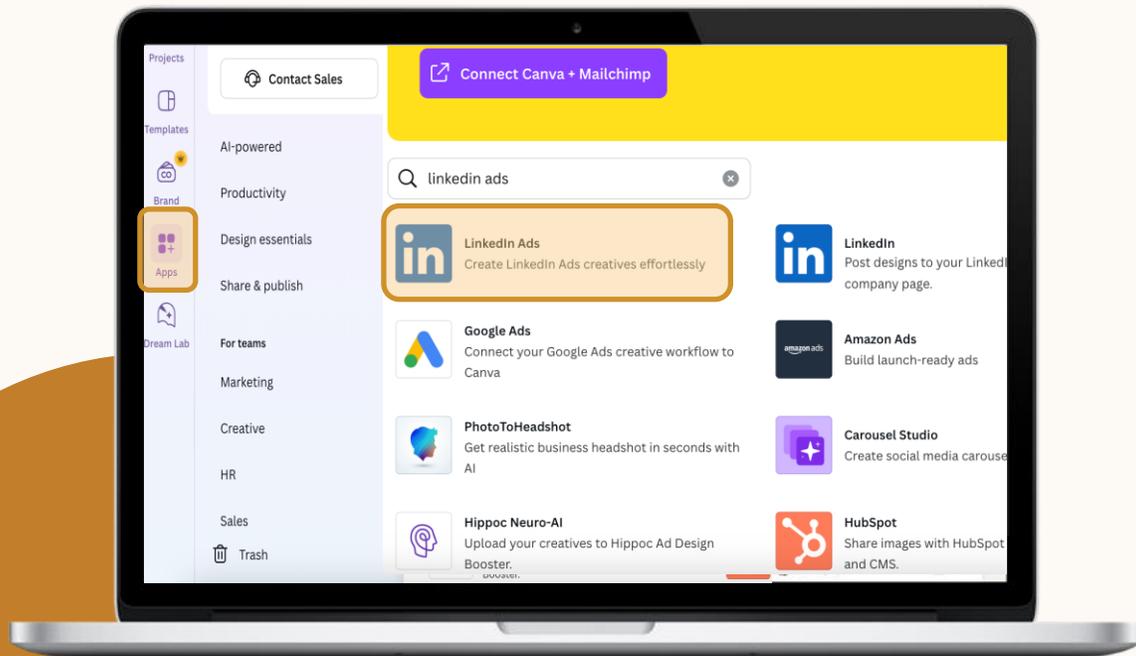


# Connecting Your Canva and LinkedIn Ads Account



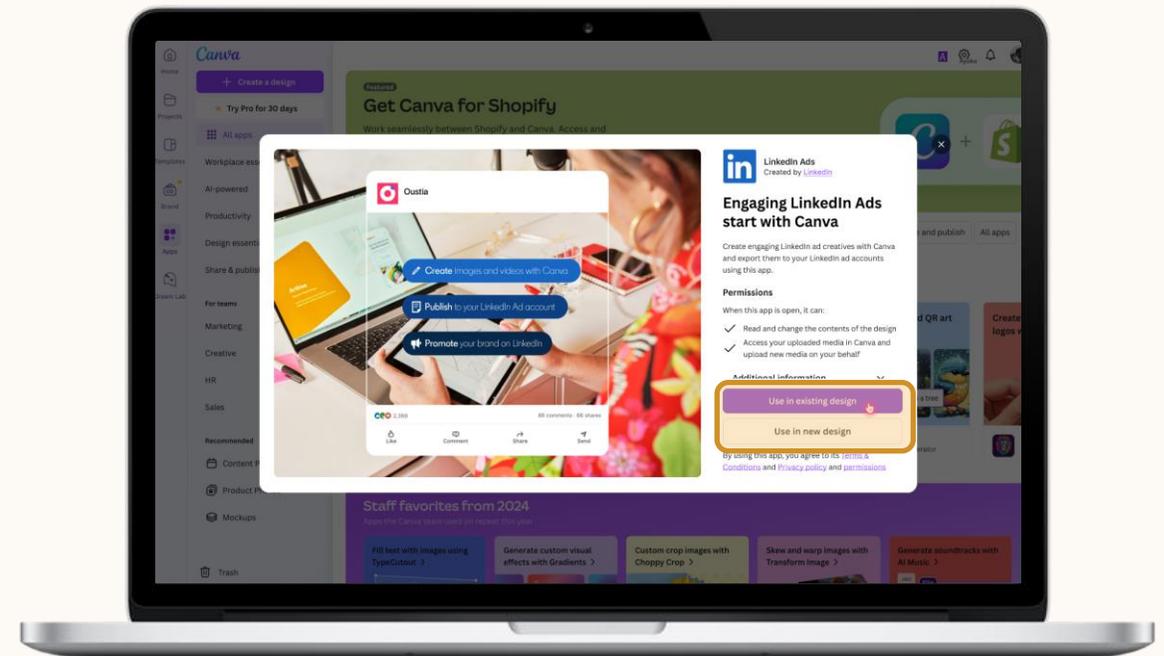
## STEP 1

Select the LinkedIn Ads App in the Canva Marketplace.



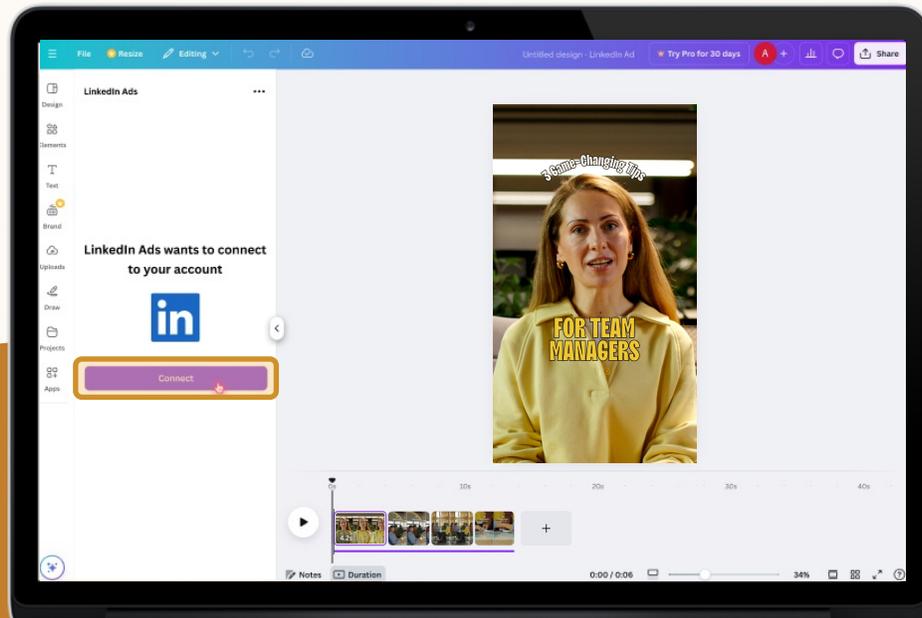
## STEP 2

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



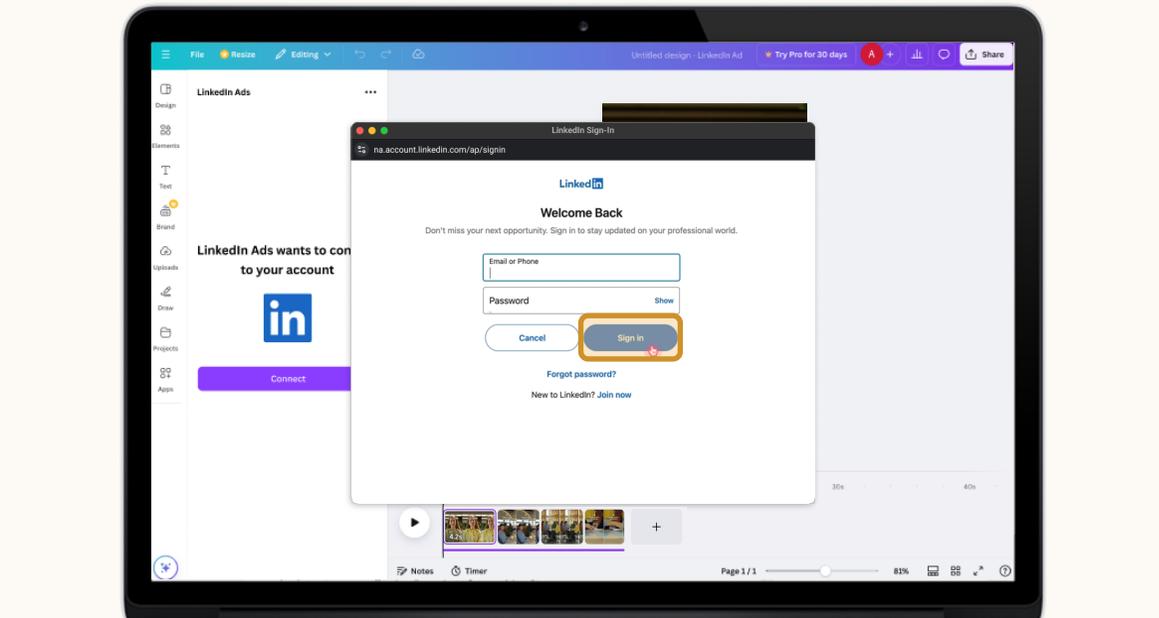
### STEP 3

Click “Connect” on the left-hand bar.



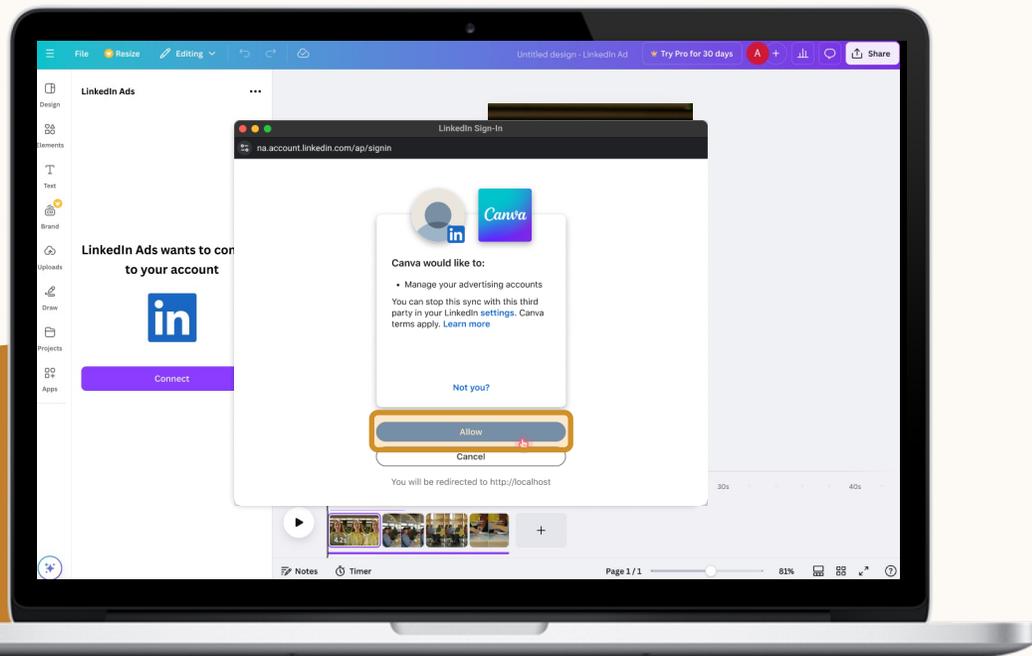
### STEP 4

Enter your LinkedIn login credentials and click “Sign in.”



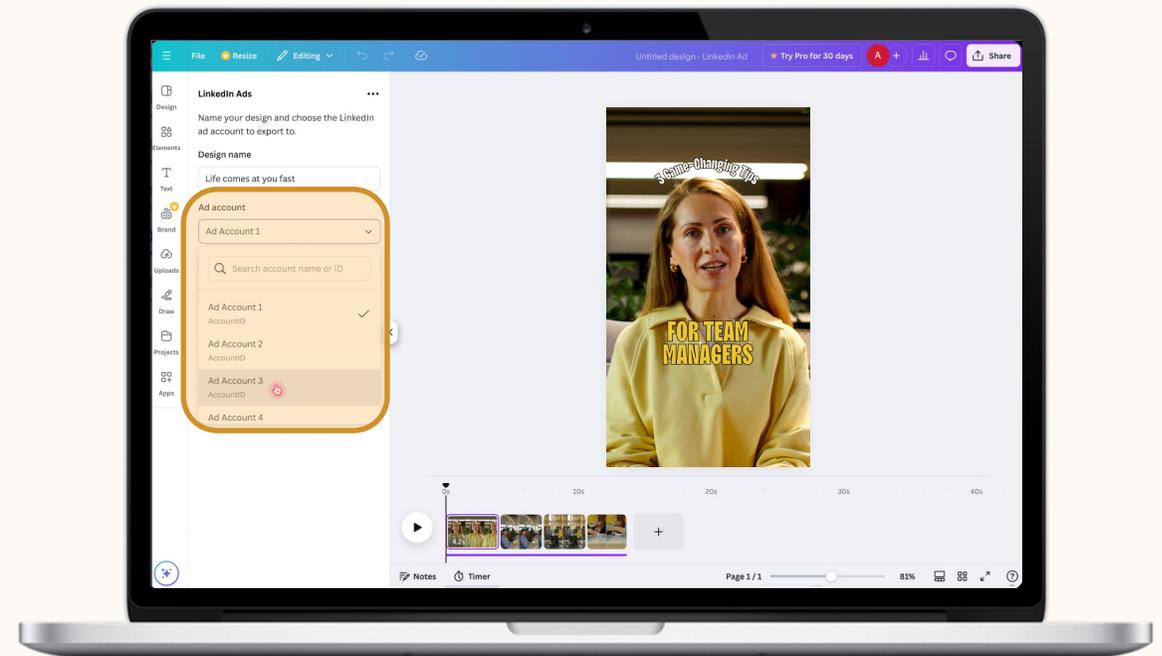
## STEP 5

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

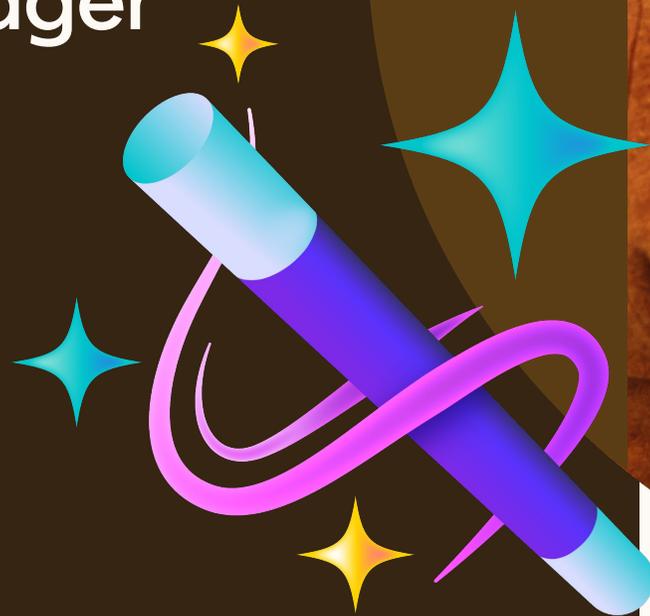


## STEP 6

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

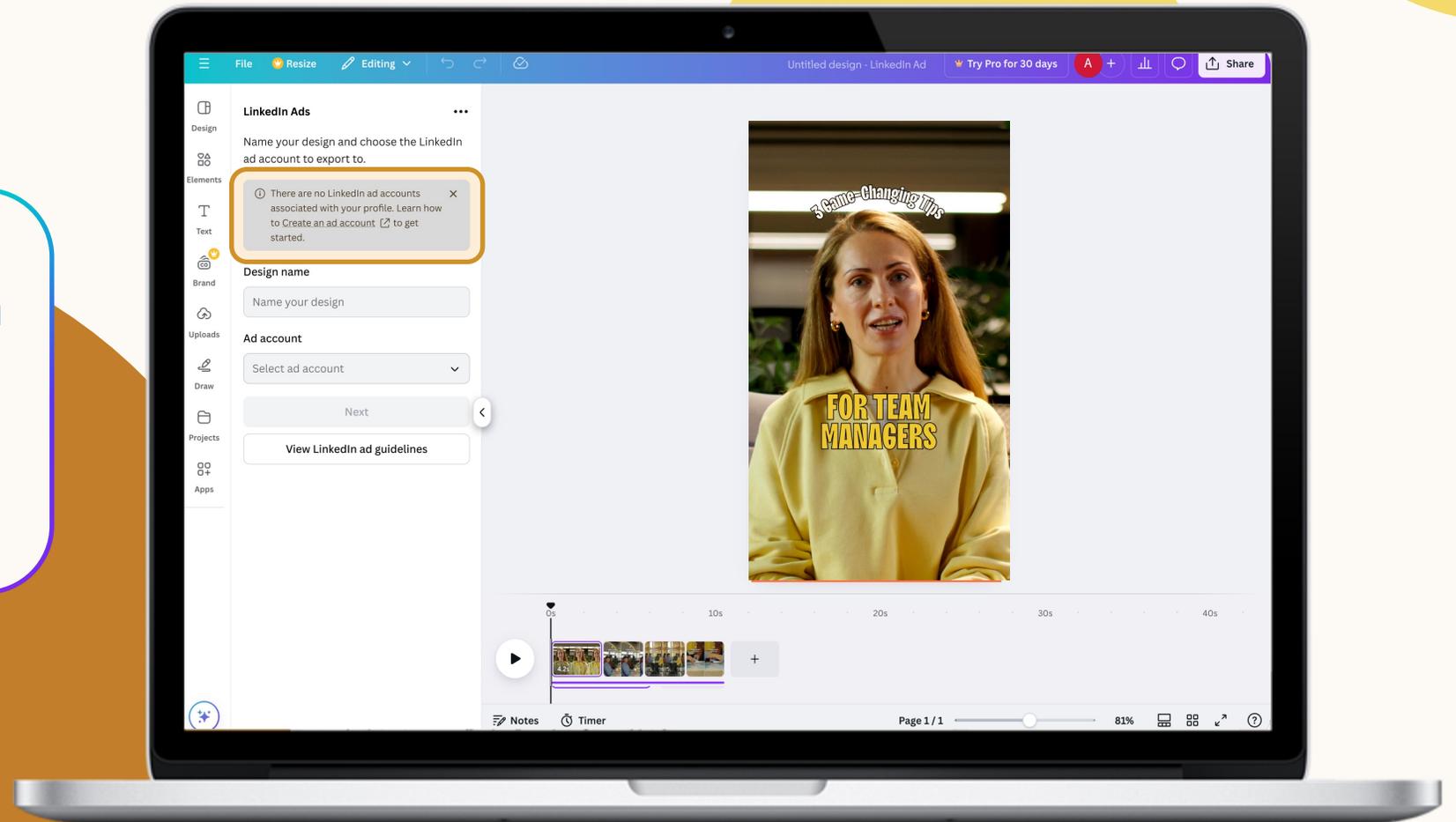


# Setting Up your LinkedIn Campaign Manager Account



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

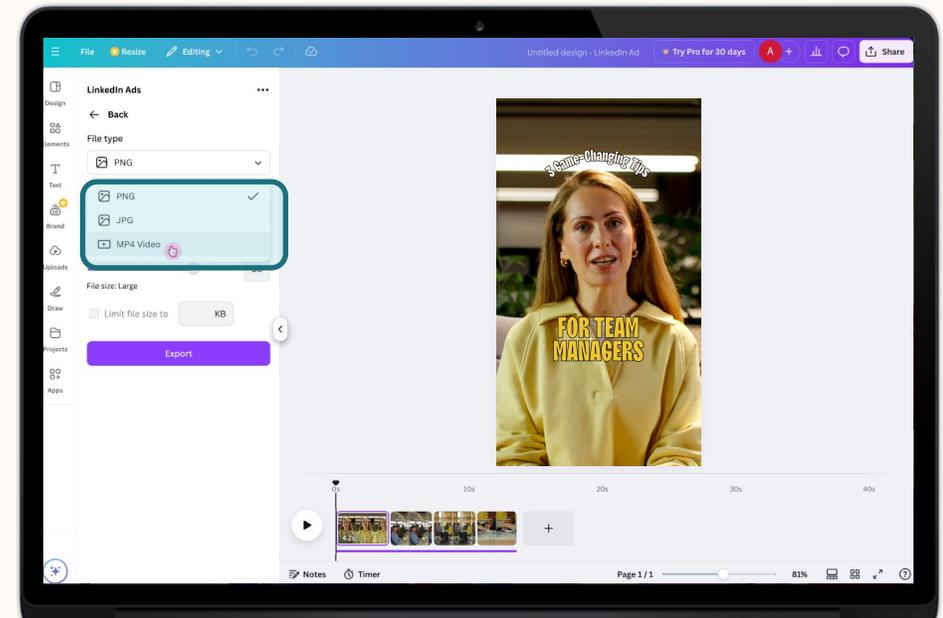
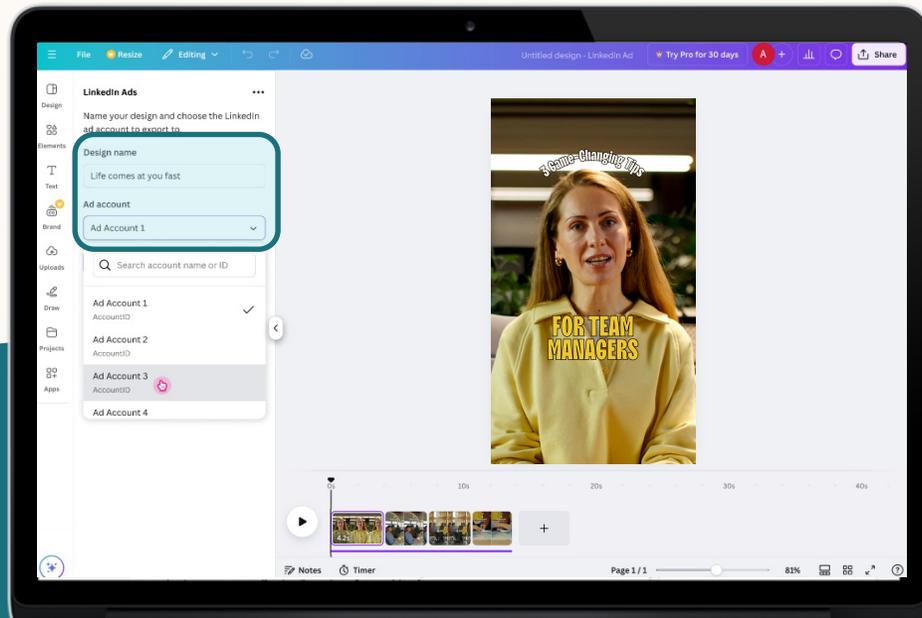


## STEP 1

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

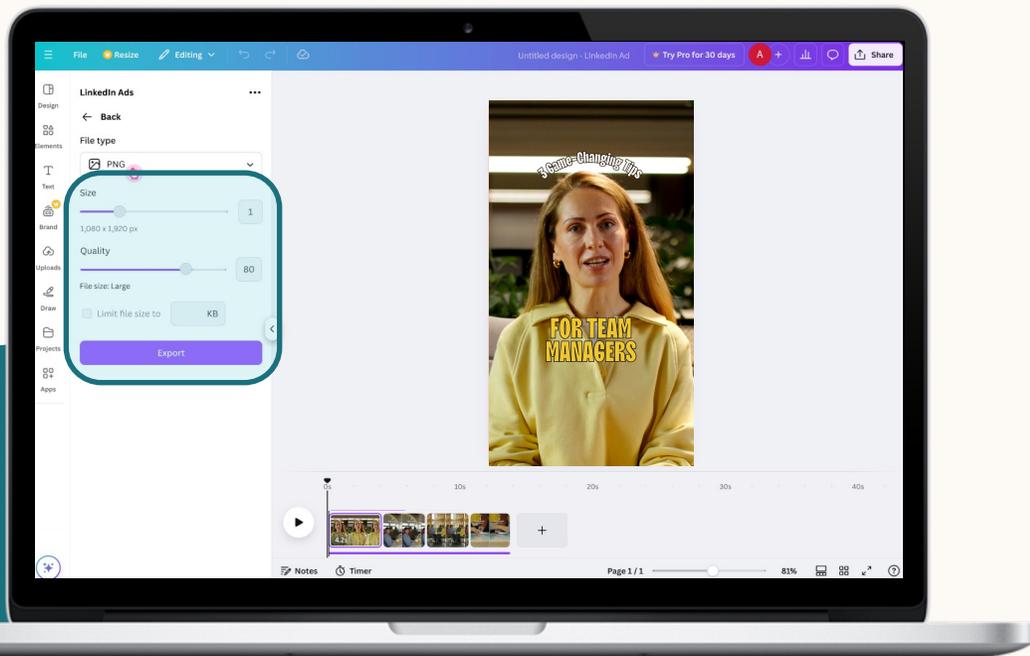
## STEP 2

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



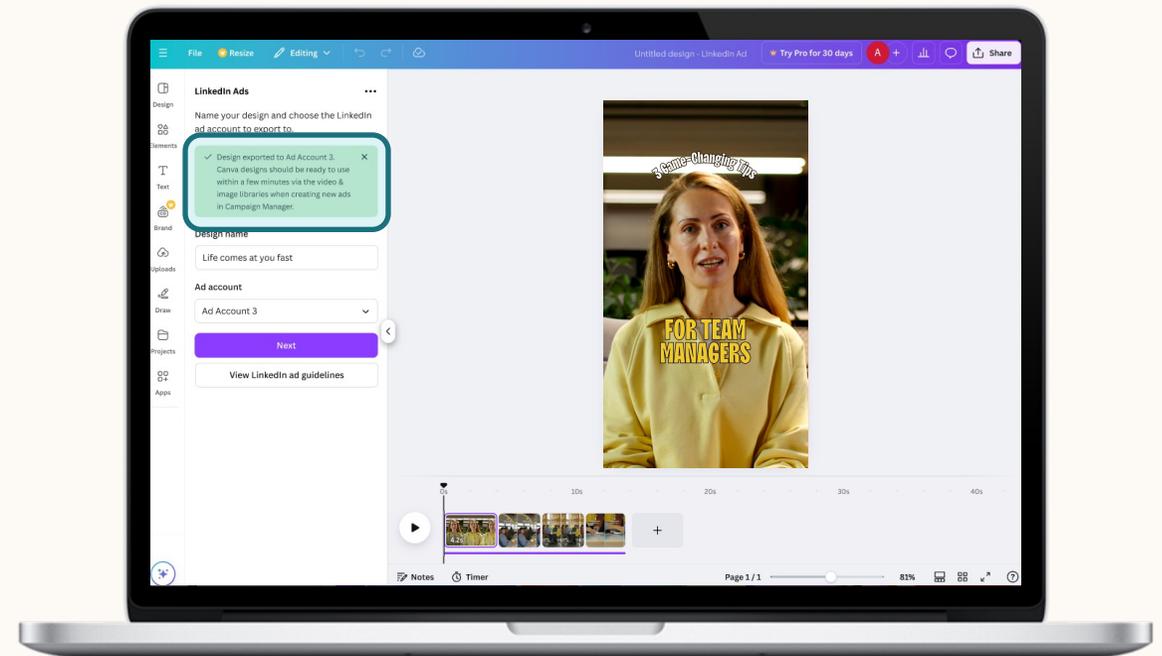
### STEP 3

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

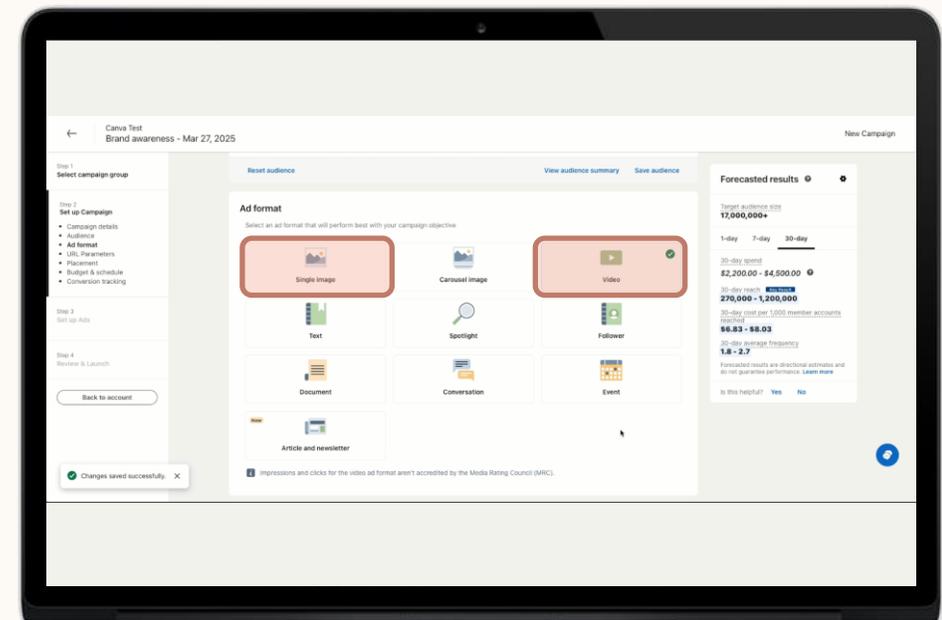
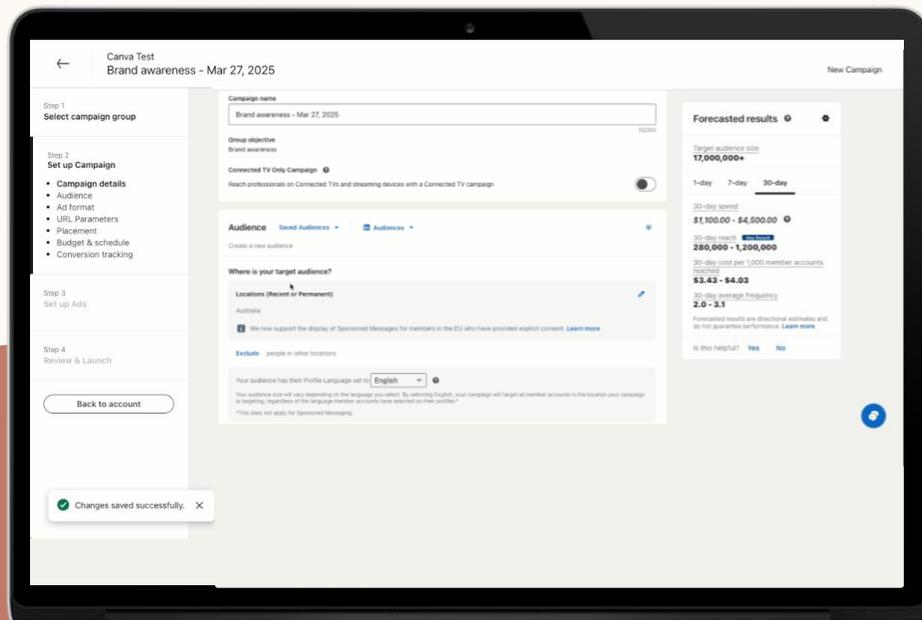


## STEP 1

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

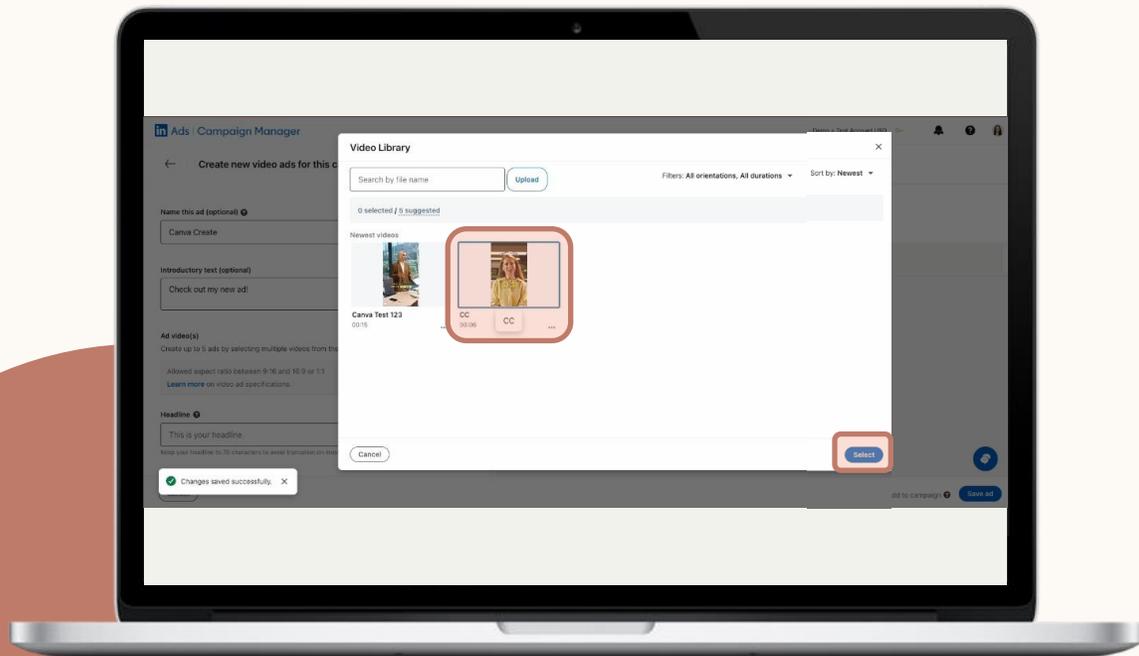
## STEP 2

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



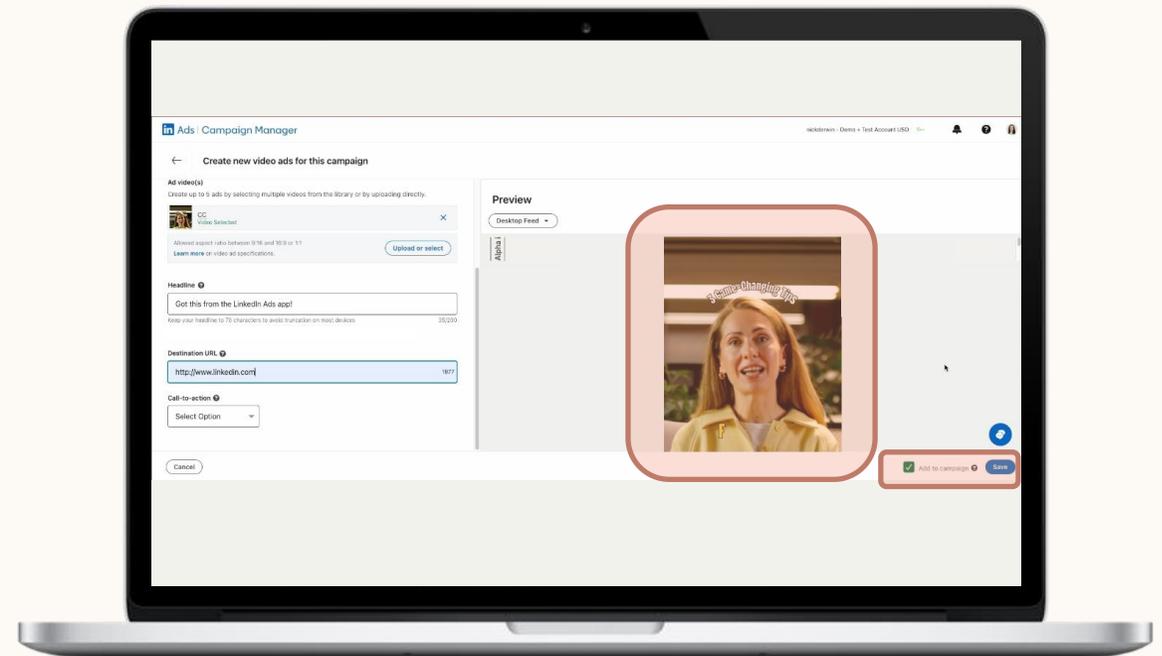
### STEP 3

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.



The screenshot displays the LinkedIn Ads Campaign Manager interface for a campaign named "Canva Test Brand awareness - Mar 27, 2025". The interface is divided into several sections:

- Left Sidebar:** Shows the campaign setup steps: Step 1 (Select campaign group), Step 2 (Set up Campaign), Step 3 (Set up Ads), and Step 4 (Review & Launch). Under Step 2, options include Campaign details, Audience, Ad format, URL Parameters, Placement, Budget & schedule, and Conversion tracking. Under Step 3, the option is Sponsored Content.
- Main Content Area:**
  - Enabled:** Status is "Enabled".
  - Daily Budget:** \$150.00.
  - Bid type:** Automated bid.
  - Conversions:** No conversions added.
  - Ads:** A single ad is shown with the name "Testing Testing" and creative name "Ad". It has a status of "Not delivering" and a payment method issue.
  - Payment details:** A message states "A payment method is required in order to launch your campaign. Contact the billing administrator."
- Forecasted results (30-day):**
  - Target audience size: 17,000,000+
  - 30-day spend: \$1,300.00 - \$4,500.00
  - 30-day reach: 360,000 - 1,500,000 (Key Result)
  - 30-day cost per 1,000 member accounts reached: \$3.24 - \$3.81
  - 30-day average frequency: 1.7 - 2.6
- Bottom:** A notification says "Your ad has been saved successfully." and a "Launch campaign" button is highlighted with a red box.

STEP 5

Review your campaign details and click "Launch campaign."

# FAQs and Tips



## FAQs

### 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](#)

## FAQs

### How can I promote my Canva assets?

Once you've exported your assets to LinkedIn, you can go to [LinkedIn Campaign Manager](#) 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](#)