

# Checklist for success

Here are some key elements you'll want to consider to set your campaign up for success.



First, know and understand your talent acquisition problems, more [here](#).

Then, create your campaign in Campaign Manager.

- Decide who will get access.** Consider 1-2 employees from your talent and corporate brand team, analytics team, and key regions.
- Identify your [objective](#)** - determine if you are looking to increase **awareness** of your talent brand, **consideration** of your company, or drive leads or applications to your company through actionable **conversions**.
- Finalize your target audience details** - read about [best practices](#).
- Set up your bidding strategy** - you'll choose your bid type, read [here](#) to find out how to set the right bid.
- Leverage the [Insight Tag](#) on your website.** This snippet of code helps you optimize your campaigns, retarget your website visitors, and learn more about your audiences.

Next, build your Sponsored Content assets.

- Craft 1-2 attention-grabbing introductory sentences** for your ad
  - Keep it short and sweet, concise yet descriptive copy will lead to more engagement (also, anything over 100 characters could be truncated on desktop and your audience might miss your message!)
  - Consider using hashtags to build organic content.
- [A/B test](#) your photos.** Choose 2 [compelling assets](#) to showcase and avoid using stock photography.
- If applicable,** complete your Pipeline Builder draft, examples [here](#).

Launch your talent media campaign!