

Objective Based Advertising: Cheat sheet

An objective is the action you want your audience to take when they see your ad - below are LinkedIn's advertising objectives

Awareness

Brand awareness

Get more people to know your talent **brand** and company story with awareness campaigns

Consideration

Website visits

Drive people to visit your LinkedIn Career Page, read a piece of thought leadership, or view a job

Engagement

Encourage clicks, social interactions, and company page **follows**

Video views

Tell your companies story through video

Conversions

Lead generation

Get leads using forms pre-filled with LinkedIn member information

Talent leads

Build a warm pipeline of **leads**

Website conversion

Drive **valuable action** on your website such as collecting leads or downloading ebooks

Job applicants

Promote job opportunities at your company

Drive awareness

with Carousel Image Ads, Video Ads, or Follower Ads

Increase consideration

with Single Image Ads, Video Ads, or Spotlight Ads

Impact conversions

with Single Image Ads or Job Ads leveraging Pipeline Builder and Lead Gen Forms