

LinkedIn Sponsored Content Checklist

Requirements before you start:

- LinkedIn personal page
- Company page (with admin privileges)
- LinkedIn Account (with active credit card)

Define your strategy:

- Define your objective
- Create or choose the offer
- Define your call to action
- Set specific goals

Complete these steps to launch Sponsored Content

- Choose or create a company post for the offer
- Open the Campaign Manager and sign in
- Add account if not already created
- Click on the account name
- Click on the 'Create Campaign' button (upper right)
- Choose the top option, "Sponsored Content"
- Name your campaign
- Choose "Send people to your website or content" and click 'Next'

- ___ Select the post you want to sponsor as a paid ad, click 'Next'
- ___ Define your audience, click 'Next' ([learn more about targeting](#))
- ___ Choose objective (this will define the bid type)
- ___ Select you daily maximum budget, bid amount, start date, total budget, and end date.
- ___ Hit 'Launch Campaign' and watch the results