



TRUE APPROVED

linkedin ads checklist

BUDGET & PERFORMANCE

- Set a daily budget that works for you and stick to it
- Compare your results with the forecast after a couple of weeks and adjust if needed
- Keep an eye on performance and tweak the campaign as needed
- Use LinkedIn's insights to improve your campaign with every tweak

CREATIVE & AD TYPES

- Test different ad formats like single images, carousels, and videos to see what clicks
- Less is more when it comes to text, so let your visuals do the talking
- Mix it up—try different ad formats, not just single images
- Check how far people are watching your videos and tweak as needed

BEST PRACTICES AND TESTING

- Stay active—don't set it and forget it
- Keep text clean and simple to let your message shine
- Keep LinkedIn campaigns focused on B2B for the best results
- Try LinkedIn Connected TV (CTV), if applicable, to bring your campaign to a bigger screen

TARGETING & AUDIENCE

- Choose your audience by job title, experience, education, or even specific companies
- Use lookalike audiences to reach companies similar to your list
- Focus on targeting decision-makers who really matter for your goals
- Regularly check LinkedIn's insights to fine-tune your audience and make quick changes
- Consider targeting specific companies to make your campaign even more powerful

CTA & LEAD GEN

- Decide whether LinkedIn lead gen forms or a landing page works best for your goals
- Customize LinkedIn forms to gather exactly the info you need
- If conversions are low, try switching between lead gen forms and landing pages