



# 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

### 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

### 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