

Linkedin Ads Intermediate Training

Curriculum 4 Days

Day - 1	Day - 2
LinkedIn Overview	Content Marketing on LinkedIn
 New features and updates 	Content types on LinkedIn
o 2021 platform statistics	 Content best practice
Who is using LinkedIn	LinkedIn Paid Campaign Strategy
 Your Personal Profile and Company Pages 	Key considerations for an Awareness Campaign
 Adapting for discovery 	Key considerations for a Consideration Campaign
Building for success	Key considerations for a Conversion Campaign

Day - 3	Day - 4
Targeting and Audiences	Ad Types and Placements
o Targeting and Audiences	o LinkedIn ad types
o Building audiences natively in LinkedIn	o Text ads
 Building 1st and 3rd party audiences 	 Sponsored content
 Defining creative 	o Sponsored In Mail
	o Dynamic ads