kod szkolenia: DM-PERF / linkedin_ads_en_1d

LinkedIn Ads – Strategy, Campaigns and Optimization

This training teaches how to plan, implement, and optimize advertising campaigns in LinkedIn Ads within a B2B marketing context. It is designed for marketing and communication professionals who want to effectively generate leads, build brand visibility, and run employer branding activities.

During the training, you will learn about account structure, t argeting principles, and campaign optimization mechanisms. After completing t he course, you will be able to independently create campai gns, analyze their performance, and make data-driven optimization decisions.

Training recipients

- Performance marketing specialists
- Employees of advertising, PR, and marketing agencies
- Employer branding specialists
- Marketing professionals

Benefits

- You will set up LinkedIn Ads campaigns by building a proper account structure and aligning campaign s with business goals
- You will choose the right advertising objectives by matching campaign types to different stages of the marketing funnel
- You will apply advanced targeting by combining audience segments to achieve the right balance betw

een scale and precision
- You will design effective creatives using the problem–insight–solution–CTA framework to improve conversion rates
- You will analyze campaign results by identifying key metrics and drawing insights for further optimization
- You will implement tracking and remarketing by configuring the Insight Tag and building audience lists
- You will optimize campaigns iteratively using the hypothesis–test–conclusion–iteration approach

Training program

1. Introduction to LinkedIn Advertising
- The role of LinkedIn Ads in the digital marketing ecosystem (B2B vs B2C)
- Platform specifics
- How the LinkedIn Ads algorithm and auction system work
- When LinkedIn Ads makes business sense (use cases: lead generation, employer branding, sales, thought leadership)
- Most common mistakes made by companies

2. Account Structure and Campaign Management
- Campaign Manager structure: account → campaign groups → campaigns
- Differences between Campaign Group and Campaign (budget management, testing, scaling)
- How to build a logical account structure
- Marketing team workflow (roles, access, iterations)
- Best practices for managing multiple campaigns (A/B testing, iterations)

3. Advertising Objectives on LinkedIn (Objective-Based Advertising)
- Overview of campaign objectives
- How to match objectives to funnel stages (TOFU / MOFU / BOFU)
- Differences between objectives and KPIs
- Mapping marketing goals to LinkedIn campaign objectives
- How incorrect objective selection reduces campaign effectiveness

4. Ad Targeting – Precision vs Scale
- Types of targeting on LinkedIn: demographic and professional data, interests and behaviors, company data
- Advanced targeting (Insight Tag, lookalike audiences, lists)
- Saved audiences
- How to combine segments (AND vs OR – impact on reach and cost)

- Best practices

5. LinkedIn Ads Formats

- Overview of ad formats
- Choosing formats based on campaign objectives
- How format affects cost and performance
- Most common creative mistakes
- Effective creative framework: problem → insight → solution → CTA

6. LinkedIn Insight Tag and Tracking Basics

- What the Insight Tag is and how it works
- Installation and configuration (events, conversions)
- Integration with analytics tools
- Remarketing – how to build audience lists
- Most common tracking mistakes

7. Analytics and Campaign Optimization

- Key metrics
- How to interpret data (what signals a problem vs an optimization opportunity)
- Dashboard and reporting (what to report and what NOT to report)
- Iterative optimization
- Optimization framework: hypothesis → test → conclusion → iteration

8. Campaign Creation: Manual vs AI

- Manual campaign setup
- Automated and AI-based options
- When to use AI and when not to
- Hybrid approach: AI + manual control

9. Training Summary and Q&A Session

- Key takeaways
- Implementation checklist
- Questions and answers session

Expected preparation of the participant

- Basic understanding of marketing concepts and objectives
- Access to a LinkedIn Ads account (recommended)

Training Includes

- Training presentation
- Implementation checklist
- Guide to setting up a LinkedIn Ads account
- Access to an online platform with training materials
- Additional educational resources and links related to LinkedIn Ads

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Language

Language: English