

LinkedIn Advertising

Free training to get started



Building actual Ads is not too hard. It's the content, purpose and positions of those ads in your business development strategy that's tricky.

If you haven't already, I highly recommend you watch our webinar on how Recruitment owners can use Paid LinkedIn ads effectively: - [Click here to watch the summary](#)

If you have already watched and come down firmly on the side of LinkedIn ads being a potential winner, then I can point you in the right direction.

LinkedIn

LinkedIn Offer some great step by step video guidance on how to set up and build your first ads. You can access their micro course on this – [here](#)

Note that, despite some very cunning attempts on their part, you **don't** need to sign up for LinkedIn Learning to watch this course. Just hit the play button and go.

They also produce a written guide specifically on targeting -[Click Here to access it](#)

Hubspot

If you're not a huge fan of video tutorials, then HubSpot offer a written step by step instruction to setting up your first campaign – [Click Here](#)

Where Next

There's no substitute for a bit of experience. I recommend you start out with three different topics in your ads, all aimed at the same audience and simply identify what topic catches their interest the most.

You'll learn by doing AND you'll get some insight into your markets real priorities

One BIG tip: don't choose recruitment as the topic. Look wider.

I would love to know how this works out for you, so please [let me know on LinkedIn](#)