

**1 - Definisci gli Obiettivi** **Scegli tra:****AWARENESS**

- Brand awareness

**CONSIDERATION**

- Website visits
- Engagement
- Video views

**CONVERSIONS**

- Lead generation
- Website conversions
- Job applicants

**3 - Scegli formato Adv** 

- Text Ads
- Sponsored Content
- Dynamic Ads
- Sponsored InMail

**5 - Crea Content Offer** 

- White Paper
- Webinar
- Buyer's Guide
- Success Story
- Demo Request
- Free trial

**4 - Crea il Messaggio** 

- Intro
- Image/video
- Body Copy
- Call to action

**6 - Traccia le Conversioni** 

- Type
- Monetary value
- Window (views/click)
- Tracking URL

**7 - Scegli tariffazione** 

- CPC
- CPM
- CPV
- CPS
- Automated

**2 - Identifica Audience** **Seleziona criteri Professionista:**

- Job Title
- Function
- Seniority
- Skills
- Groups
- Education
- Gender
- Interests

**Seleziona criteri Azienda:**

- Industry
- Size
- Name

**8 - Definisci Budget e Durata** 

- Campaigns Group
- Total
- Daily
- Start date - End Date

**9 - Misura Ricavi e Prestazioni** 

- Views
- Clicks
- CTR
- Leads
- Cost per Lead
- Sales

# LinkedIn Ads Canvas