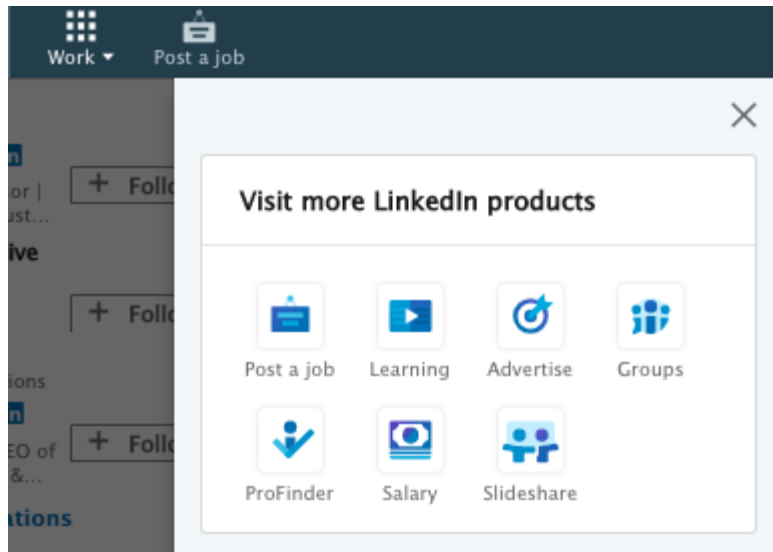


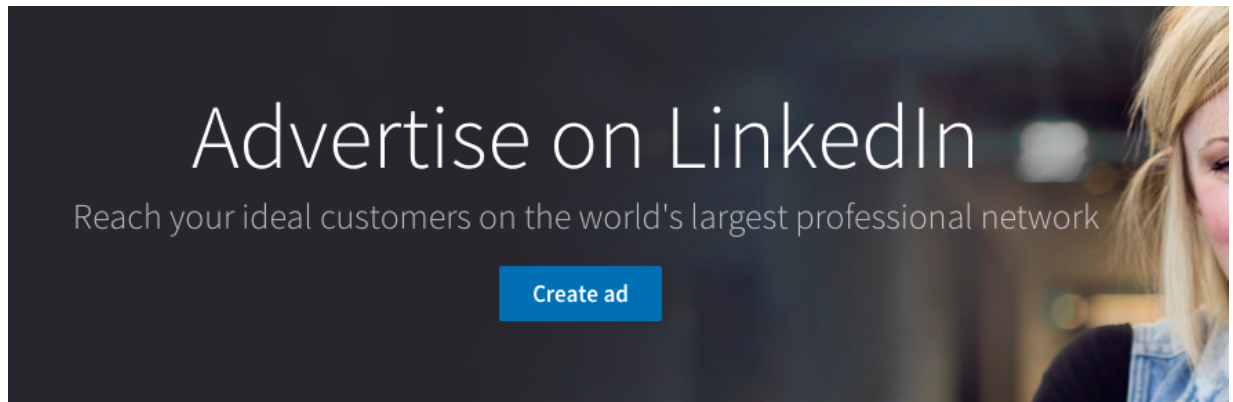
Set up Access for campaign manager in LinkedIn:

go into Campaign Manager

Top right hand corner and select ADVERTISE

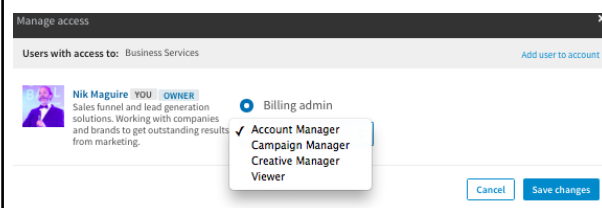


Then CREATE AD

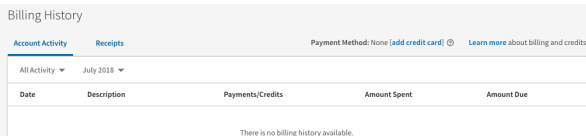


Then select Cog in top right hand corner then select

MANAGE ACCESS



Then click on cog and select BILLING HISTORY



Click ADD new credit card and add CUSTOMER bank details

This is the setup complete.

## AVATARS

We then need to be able to target the correct avatars/demographics,

What vertical markets / sectors are your customers in?

List any specific businesses you want to target over 50 employees?

List the job descriptions that most represent the decision makes for your product or service?

What size of business do you want to target (employee numbers)?

Are there any other common factors in the type of people you want to target (age, qualifications, experience etc)

## Landing Pages

What is the login to your Website?