

Rep Empire LinkedIn Launch Checklist

Help us prepare your campaign for launch by completing the following checklist. Please email this completed doc along with requested files to launch@repempire.com

1. **Platform:** LinkedIn
2. **Objective:**

Conversions	Leads	Traffic	Awareness/Engagement
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3. **Promotion:** Do you have promotional offers and product or service info? (What should we know?)
4. **Copy Suggestions:** What words do you use to describe the company, products, services, lifestyle, selling points, etc.?
5. **Details:** Prices, terms & conditions, guarantees, etc. What should we know?
6. **Landing Page URL's:**
 - What landing page URL(s) do you want to use?
 - Do you track custom URL's in Google Analytics? Yes No
If yes, please provide example parameters:
7. **LinkedIn Campaign Manager:** Is Campaign Manager set-up? Yes No
8. **LinkedIn Pixel Installation:** Is your LinkedIn Insight Tag installed and verified on your website? Yes No

9. **Conversion Action:** Do you have a specific conversion action you want to track?
10. **Email/Phone Number Lists:** Do you have customer data you want to use for Contact Targeting or Matched Audiences? Yes No
- Ensure that the first row of your spreadsheet says: **email**
 - The file should use a single column, with one email address per row
 - Recommendation: 10,000 contacts or more (300 contacts minimum / 300,000 contacts maximum). Larger lists will have better match rates.
 - .csv format
11. **Targeting:** Who is your ideal target customer? Please include info that will be helpful:
12. **Images:** We will need eye-catching images to grab attention!
- Warm colors & eye-catching images work best (smiling & attractive people)
 - Dimensions:
 - **Sponsored Content:**
 1. 1200px X 627px with a 1.91:1 ratio. Image must be more than 200px in width
 2. Introductory Text: 150 characters or less, including the landing page URL
 3. Title: 70 characters or less
 - **Text Ads:**
 1. 50px wide X 50px tall with a 1:1 aspect ratio
 2. Headline: 25 character limit (including spaces)
 3. Description: 75 character limit (including spaces)
 - **Sponsored InMail:**
 1. 300px X 250px Banner Ad
 2. File Type: .jpg, .gif (non animated), or .png (no flash)
 3. Maximum file size: 40kb
 4. InMail Sender Name: 25 character maximum (including spaces)
 5. InMail Subject Line: 30 character maximum (including spaces)
 6. InMail Body Copy: 1000 character maximum (including spaces)
 7. InMail Button Copy: 25 character maximum (including spaces)