

Fall 2024

## HubSpot x LinkedIn Ambassador Program

### Project Overview

Participating customers will work with their assigned students to complete the pre-scoped project below. Each customer will receive a \$1000 LinkedIn Ad credit to support the execution of the project.

### Important Reminders:

- The primary objective of this program is for customers to recognize the value of utilizing LinkedIn Ads to improve your digital advertising strategy, with the help of a student who is trained in developing LinkedIn Ad campaigns using HubSpot. *Due to the nature of LinkedIn Ads specifically, campaigns may not yield ROI or sales-qualified results by the end of the program.* However, businesses can expect to gain a strong understanding of how they can continue to successfully utilize LinkedIn Ads in the future.
- Projects will be completed during the 4-week project period. Students should not exceed more than 30 hours of work. Students will earn \$450 for their work, thanks to the generous sponsorship of our partners at LinkedIn. There is no cost to your business.
- Someone from your company should be available from October 14 - November 15, 2024, to participate in the orientation webinar and attend weekly project meetings. Clients should be available to answer project-specific questions as needed and should schedule a final presentation meeting where students will present their work. This is roughly a 5-7 hour time commitment in total.
- Customers are expected to utilize their full \$1000 LinkedIn Ad credit during the program.

## Project: LinkedIn Ad Campaign Creation & Management

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This project is best for customers who are brand new to LinkedIn Ads and/or digital advertising. Select this project if you are looking to gain an introduction to LinkedIn Ads and are interested in experimenting with the tool to inform future ad strategies.

**Objective:** You and your team will have a student work on utilizing HubSpot's LinkedIn Campaign Manager to effectively drive a targeted call-to-action with the help of a skilled student.

### **Deliverables:**

1. One or more campaign(s), utilizing the targeting/budgeting suggestions learned in the bootcamp, to drive performance from the company's ideal target audience.
2. Ads created to drive to a specific Call to Action, integrated with HubSpot, to collect contact information with a form.
3. A presentation on how the student completed their project with lessons learned and recommendations for future campaigns, as well as a review of the performance of the \$1000 ad credit provided to each business through the generous sponsorship of our partners at LinkedIn.

### **Project Description:**

Through this project, students will create a LinkedIn Ads campaign to drive traffic through a specified Call to Action for their assigned business.

The campaign will focus on driving targeted traffic to a form, either through HubSpot landing pages or LinkedIn's integrated Lead Gen Forms. Throughout the project, students will leverage their training to effectively help customers reach their ideal target audience and employ budgeting best practices that optimize ad performance. Additionally, students will introduce the customer to analytics and optimization techniques to enhance their advertising strategy. By the project's end, both customers and students will possess the confidence to successfully advertise on LinkedIn.

