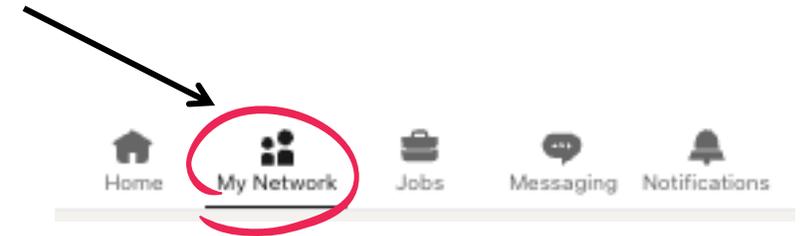


HOW TO GRANT YOUR MARKETING SPECIALIST PERSONAL ACCESS TO YOUR
LINKEDIN CAMPAIGN MANAGER

STEP BY STEP

First of all you need to 'connect' with your marketing specialist on LinkedIn.

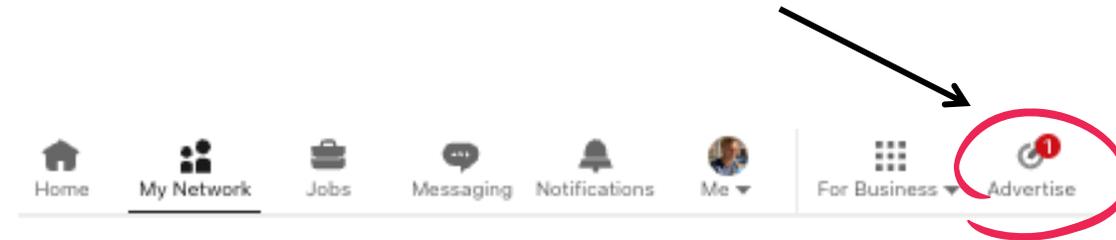
1. Go to linkedin.com
2. Sign in to your personal LinkedIn profile
3. Click on 'My network' from the horizontal menu in the top of the screen.
4. Accept the 'invitation to connect' that you have received from your marketing specialist.



STEP BY STEP

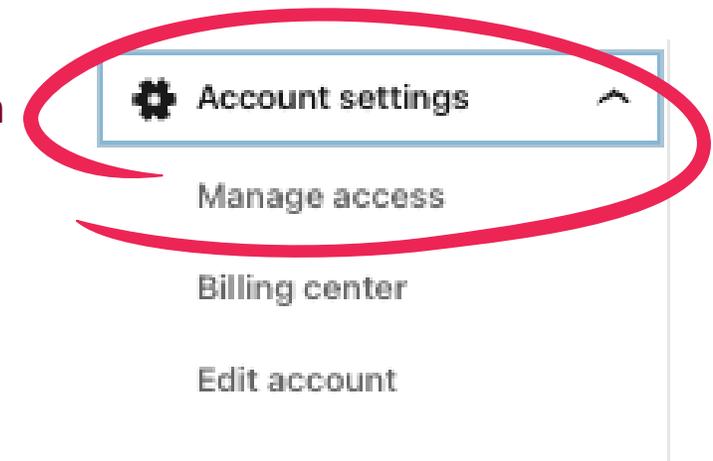
Now you have to visit the LinkedIn Campaign Manager and grant your marketing specialist access to the ad account of your company.

1. Click on "Advertise" in the top right corner of the screen



2. You are now directed to the LinkedIn Campaign Manager. Make sure you are located at the front page and pick the ad account that you want your marketing specialist to access.

3. Look towards the vertical menu on the left side of the screen and click on "Account settings".

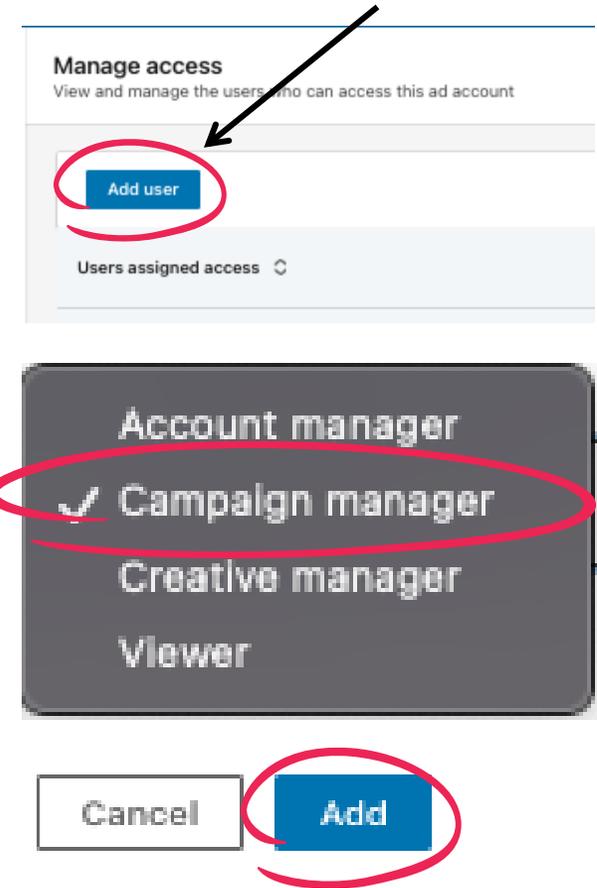


4. Then click on "Manage access" from the drop down menu.

STEP BY STEP

In order to grant your marketing specialist access to the ad account you have to add this user to the account and determine a suitable 'role'.

1. Click on the blue "Add user" button in the top left corner of the screen.
2. Search for the name of your marketing specialist and pick this person from the list of users.
3. Choose between four different roles on the ad account. By choosing "Campaign manager" you ensure that the marketing specialist has access to create, launch and analyse campaign from the account.
4. Finalize the process by clicking the "Add" button and thereby closing the pop-up window.



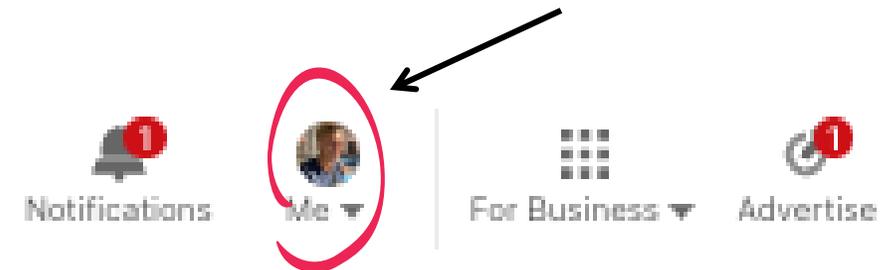
STEP BY STEP

You have successfully granted your marketing specialist access to the ad account. As a final step you will also have to grant access to your LinkedIn Page as a "sponsored content" poster. Otherwise your marketing specialist won't be able to create and edit content for the LinkedIn Campaigns.

1. Go back to the front page of your personal account on linkedin.com

2. Click on "Me" in the horizontal menu in the top of the screen.

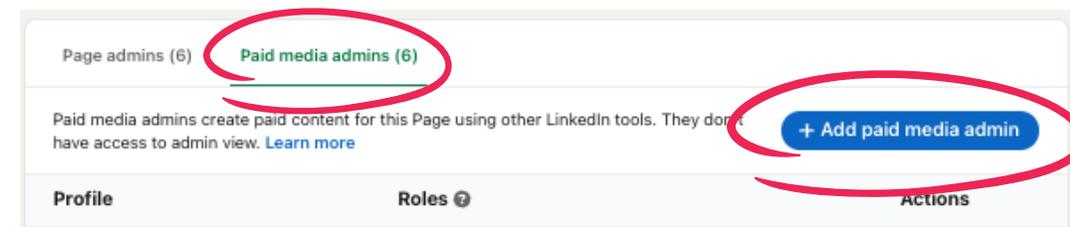
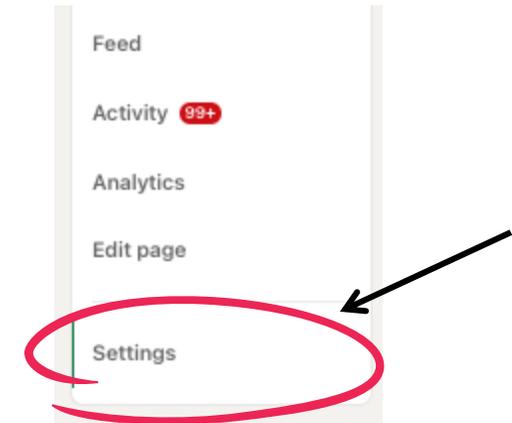
3. You will now see a drop-down menu. Look under "Manage" and click on the name of the LinkedIn Company Page.



STEP BY STEP

You are now located on the LinkedIn Company Page from where you will be able to grant your marketing specialist the role as a "sponsored content" poster.

1. Click on "settings" from the vertical menu. This option will only be visible to you if your own profile has been granted an admin role on the Company Page.
2. Click on "Manage admins".
3. Click on "Paid media admins" and then click on the blue button "Add paid media admin".



STEP BY STEP

1. Search for the name of your marketing specialist and pick this user from the list.
2. Assign all the roles to your marketing specialist in order to make sure that this user will be able to work with every aspect of the adverts in your LinkedIn Campaigns.
3. Press "save" in order to finalize the process.
4. You have now granted your marketing specialist personal access to your LinkedIn Campaign Manager and LinkedIn Page.

