# 2024 HubSpot x LinkedIn Ambassador Program

## How to Install the LinkedIn Insight Tag

The LinkedIn Insight Tag is a simple code snippet that can be added to your website to help you optimize your campaigns, retarget your website visitors, and learn more about your audiences.
Follow this instruction guide to install the LinkedIn Insight Tag. The sooner the LinkedIn Insight Tag is installed, the more information students will have available to analyze once your project begins. Here is an additional guide from LinkedIn.

How to check that you properly installed the tag

## Connecting Your HubSpot and LinkedIn Accounts

To make the most out of your LinkedIn Ads and the program we recommend connecting your LinkedIn Ads account to your HubSpot portal. Connecting your ads account allows your ads to live directly alongside the rest of your marketing tools so you don't have to toggle back and forth between HubSpot and LinkedIn. This also offers reporting and analytics on created contacts and their contribution to you generating deals and growing your business.

Written Instructions are available here and here is a quick video tutorial.

## How to Redeem a LinkedIn Ad Credit Code/Coupon

- Sign in to your Campaign Manager account.
- If you need to switch accounts, click the account name in the upper-left corner of the page and select the correct account name from the dropdown.
- Click  Account settings  on the left menu, then click Billing center.
- Under the Billing activity section click on Coupons/credits.
- Enter your coupon code in the Redeem Coupon field and click Apply.

- If you don’t see the Redeem Coupon field, verify that you are a billing admin on the account. If you’re not, you will need to reach out to the billing admin on the account to add you.

If you have trouble redeeming your code please try these troubleshooting tips:

- Try typing the code into the coupon code space directly (rather than copying and pasting)
- Ensure that there are no spaces within your code or at the beginning and end
- Ensure that you have added your billing and credit card details to validate the ads account. This is required to redeem an ad credit.

If you continue to have issues redeeming your code after trying these tips, please "Start a Chat" with the LinkedIn support team and reach out to our team, with your ticket number so that our team can help escalate your issue.

We recommend reviewing the Terms and Conditions and LinkedIn's Advertising Coupon Code Terms as well. By redeeming this coupon, you accept the Terms and Conditions of the Ambassador Program, if you have not done so already. As a reminder, the Terms and Conditions of this program are below:

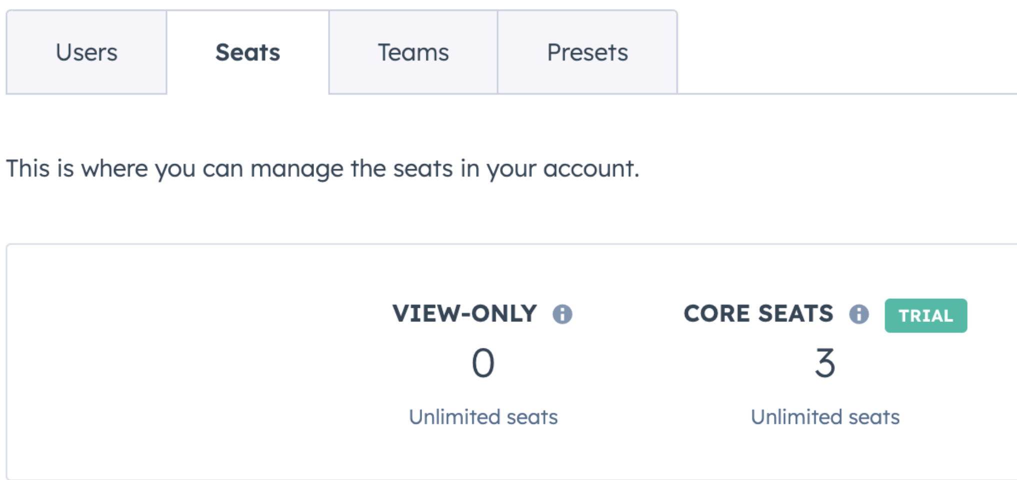
- *Offer is limited to the companies accepted into the HubSpot x LinkedIn Ambassador Program in 2024.*
- *Ad credit will be emailed to the registered email of eligible recipients during their active enrollment in the program.*
- *Offer must be redeemed in Campaign Manage before November 15, 2024.*
- *This offer is limited to one code per LinkedIn Ad Account and is non-transferable. By activating this offer, you agree to abide by the LinkedIn advertising coupon code terms and conditions.*
- *Only accounts that are billed via credit card are eligible for this offer.*

  *Offer is available in USD or the regional equivalent currency. The value of ad credits in other currencies will be shown when entering the code. Learn more about redeeming advertising credits at the LinkedIn Help Center.*

# How to Add Your Student to your HubSpot Account

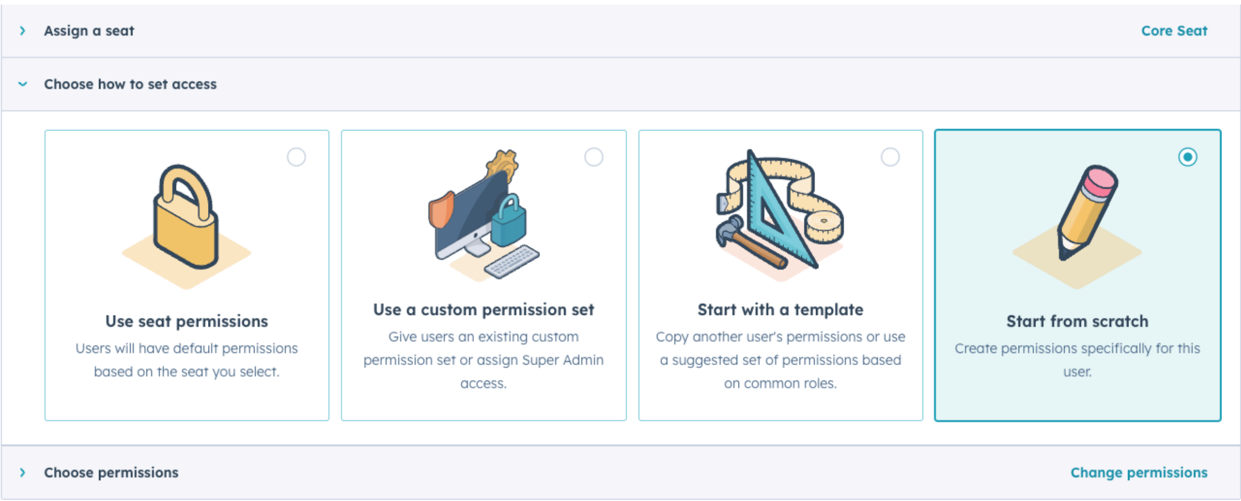
**1) Check the Seat Assignment: Navigate to Settings > Users & Teams > Seats.**

- If you do **NOT** see "View-Only" and/or "Core Seats", disregard this step
- If you **SEE** "View-Only" and/or "Core Seats" in your account, assign a Core Seat to your student user.
    - If you do not have a spare Core Seat to assign, contact us at microinternships@hubspot.com for an additional seat



## 2) Permissions [Permissions Video Tutorial]

**Choose how to set access: Use a custom permission set (if applicable) or start from scratch**




- In your HubSpot account, click the **settings icon** in the main navigation bar.
- In the left sidebar menu, navigate to **Users & Teams**.
- In the upper right, click **Create user**.
- You can add users in a few different ways:
  - Email address: enter the email addresses into the Add email address(es) field. If you add multiple users at the same time, you should separate email addresses with a comma or space.

## Recommended Student Permissions Marketing Hub

(General HubSpot's Permissions Guide)

| **Marketing** (In the left-hand sidebar, select Marketing.) |
|---|
| **Forms:** Toggle ON<br>**Files:** Toggle ON<br>• View toggle ON.<br>• Edit toggle ON.<br><br>**Marketing Access:** Toggle ON<br>**Marketing Tools:**<br><br>**Ads:** toggle the Ads switch ON to give the user access to the ads tool.<br>• **View:** toggle the View switch ON to let the user view ad account activity.<br>• **Publish:** toggle the Publish switch ON to let the user connect accounts from supported ad networks.<br><br>**Campaigns** (if applicable/available in your account): toggle the Campaigns switch ON to give the user access to campaigns.<br>• **View:** toggle the View switch ON to let the user view campaigns.<br>• **Publish:** toggle the Publish switch ON to let the user manage campaigns and assets.<br><br>**Social:** click the dropdown menu to control the social accounts the user can publish to. Select **All accessible accounts**<br><br>Users with All accessible, Their connected accounts, or Draft only social permissions can see all shared social accounts in social monitoring, publishing, and reports, as well as any social accounts they connected.<br><br>Their connected accounts: the user can only publish to social accounts they connected.<br><br>**Website Tools:** |

**Landing pages:** toggle the Landing pages switch ON to give the user access to landing pages.

- **View:** toggle the View switch ON to let the user view landing page content.
- **Edit:** toggle the Edit switch ON to let the user create, edit, and delete landing page content. They cannot create new pages or update live pages.
- **Publish:** toggle the Publish switch ON to let the user publish and update landing page content.

**CLICK SAVE (orange button in top right corner)**

**How to Add Your Student to LinkedIn Campaign Manager**
**(Video Tutorial)**

1. Sign in to Campaign Manager.
2. Select the account name for the account you're accessing (will only show multiple accounts if you have access to multiple accounts)
3. Click Account Settings on the left menu, then click Manage access.
4. Click the Add user button at the top of the page.
5. Enter the name of the user or LinkedIn Profile URL and select the correct name from the dropdown list.
6. Select a role from the dropdown list.
7. Click the Add button.

### Recommended Role:

Campaign Manager: The user can add and edit campaigns (status, bid, budget) and ads (headline, image & copy).

## How to Add Your Student to your LinkedIn Page

1. Visit your company page (search for your company from the search bar on LinkedIn, and click into the company Page - You must have SuperAdmin access yourself)
2. Click Settings in the left-side navigation bar
3. Click Manage Admins at the top of the page
4. Click the tab at the top of the page that says “Paid Media Admins”
5. Click the button that says “+ Add Paid Media Admin”
6. Type the student’s name in the search box and select them when their LinkedIn profile pops up (it helps to be connected to them already on LinkedIn because it sorts by 1st level connections).
7. Check these two boxes and then hit Save:
    - Sponsored content poster
    - Lead gen forms manager