**Infographic: A 6-Step Guide to Measuring LinkedIn success**

This infographic from LinkedIn displays six steps for measuring campaign success on the platform, including key metrics, how to use conversion tracking and setting up lead generation forms. LinkedIn advises that "it will likely take some time for the full impact of your efforts to be seen, given the complexity of today's buyer journey."

***Social Media Today 1/29/21***

[***https://www.socialmediatoday.com/news/6-tips-for-measuring-linkedin-campaign-performance-infographic/594186/***](https://www.socialmediatoday.com/news/6-tips-for-measuring-linkedin-campaign-performance-infographic/594186/)