

Ready to do business



Get to the Heart of Your Ideal Audience

An integrated organic and paid content marketing strategy is key to growing your brand.

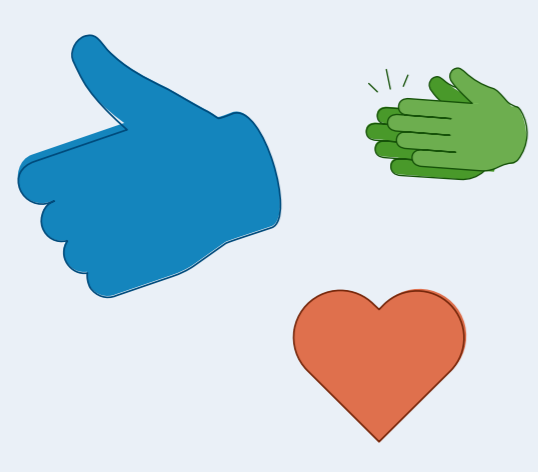
Content marketing = the right content + in front of the right prospects + at the right stage of funnel

LinkedIn leverages first-party member generated data. LinkedIn's ads let you reach your audiences at scale when they're most engaged.

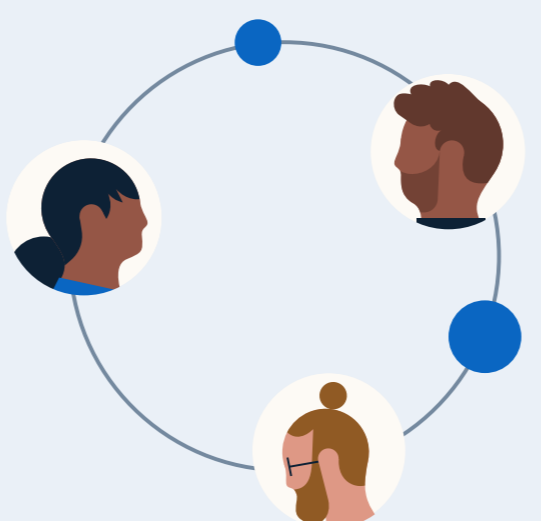
LinkedIn targeting options:

+ Company	+ Interests	+ Job Function
+ Work Experience	+ Location	+ Seniority
+ Groups	+ Industry	+ and more ...

By combining mass reach with precise targeting, LinkedIn ads enable you to:



Increase awareness, credibility, and impact of your content



Engage your target audience of influencers, decision-makers, and executives



Drive traffic and leads to your site

Targeting

vs.

Audience size

60K - 400K

The most successful LinkedIn campaigns have an audience range of between 60K - 400K.

If your targeting criteria is too narrow, your content may reach a very small audience.

For long-term growth, grow your share of voice by keeping both your messaging and your audience broad.



Source: Binet & Field, "5 Principles of Growth In B2B Marketing," B2B Institute, 2019

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Reach buyers, drive engagement, and build trust with your key audience on LinkedIn.

[Learn more](#)

