

Rethink

THE CUSTOMER JOURNEY:
MARKET YOUR FINANCIAL
BRAND ON LINKEDIN



LinkedIn Marketing Solutions

THE RIGHT AUDIENCE – EVERY TIME

Target audiences that matter to you

With LinkedIn, you can target a quality audience in a professional context. Market to influencers, decision makers and executives who act on new opportunities.

Start with rich first-person demographic data

LinkedIn data is differentiated because members have professional incentives to keep their profiles accurate and up to date.

Use real, member-generated demographic data to reach the right audience: job title, seniority, level of experience, industry sector, geography, company name and more.

Add interest-based targeting

Selectively target by group membership, skills, field of study, LinkedIn keywords and topic search. For example: CEOs concerned about cybersecurity, small business owners looking to take their business international or post-MBA career starters.

Build personas

Combine targeting criteria to build your ideal financial personas. For example: 'active traders', 'hyper-growth small medium businesses', 'retirement decision makers'.

Customize targeting with your own audience data

Nurture interested prospects, leads and contacts by using your data in three ways:

1. Re-engage your website visitors with Website Retargeting
2. Upload or integrate email lists with Contact Targeting
3. Run account based marketing campaigns with Account Targeting

CONTACT US

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