



# Unleashing LinkedIn's **Targeting Capabilities in Asia**





## A Note to Marketers in Asia

Asia is hailed as a bright spot in today's volatile economic climate but while business opportunities may be plentiful, resources are less so. Marketers are juggling leaner teams, tighter budgets and the pressure to deliver quantifiable results. You need maximum mileage from every marketing dollar — and we'd like to help.

An effective campaign is many things. It's memorable, it resonates, it inspires action. For your campaign to deliver results, you need to lay the foundation and ensure that it's speaking to the right audience. Getting your targeting right leads to higher engagement and, ultimately, higher conversion rates.

There are 25 million professionals in Asia on LinkedIn and more are coming onboard every day. We've put together this guide to help you make use of LinkedIn's advanced targeting capabilities to identify, connect and engage only those who matter most to your business!



**Laurie Chan**

Head of Marketing – Asia  
LinkedIn Marketing & Sales Solutions

“When we apply targeting to our LinkedIn posts, those posts tend to perform better overall. Targeting is a great tool that works best when you start with a deep understanding of your audience. For example, when using Company Categories like Industry, we like to drill down into specific sub-categories to really define the audience we want to reach. It takes effort but it also gives us higher engagement levels.”



**Michael Lam**

Director, Corporate Marketing  
and Communications,  
Global Digital Marketing,  
Huawei Technologies Co. Ltd.

## How LinkedIn Targeting Works

Close to 500 million professionals, including 25 million in Asia, are on LinkedIn. Many of them are influencers, if not decision makers, in the buying process and they're motivated to keep their profiles accurate and up to date for their own networking, personal branding and career purposes. This makes LinkedIn a large and data-rich source for you to reach out to potential buyers and you can start by defining them through a variety of demographic targeting facets:



### Experience

Job Function  
Job Title  
Job Seniority  
Years of Experience



### Company

Company Name  
Company Industry  
Company Size



### Education

Schools  
Degrees  
Fields of Study



### Interests

Skills  
Groups



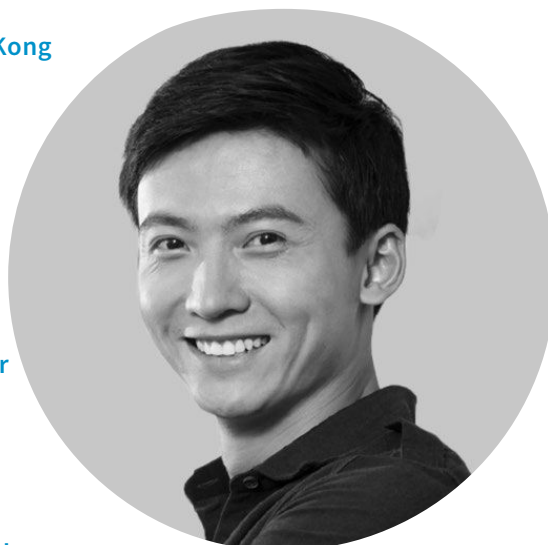
### Identity

Age  
Gender  
Location

Let's imagine John fits the bill of your target buyer profile. He's a senior executive at a large IT firm and to whom you want to market your company's project management software solution.

## John

Location IP	Hong Kong
School Field of Study Degree Graduation - Age	The Chinese University of Hong Kong Physics and Computer Science Bachelor of Science 1993, 35-54 yrs
Company Size Industry	Cisco 10,001+ employees Computer Networking
Job Title  Function - Seniority	Director, GM of Services Provider and Collaboration Architecture Sales, Greater China Sales, Director
Groups	Hong Kong Connection, China Jobs, Employment & Career (Chinese Job Search), CISCO
Skills	Cloud Computing, SaaS, Cisco Technologies, Data Center



## Making Targeting Work For You

You have John as your buyer persona, and you've built your Sponsored Content, Sponsored InMail or Text Ad creative. The next step is to use Campaign Manager, LinkedIn's ad platform for creating and managing your ads, to segment your target audience in different ways and combine different targeting facets to reach the most relevant people. This is what you'll see when you launch Campaign Manager.

The screenshot shows the LinkedIn Campaign Manager targeting interface. It includes sections for 'Use a matched audience (optional)', 'Retarget your website visitors', 'Target a list of accounts or contacts', 'Target by', 'What location do you want to target?', 'Select specific targeting criteria to zero in on your ideal audience', and 'Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion'. Numbered callouts point to specific features: 1. Estimated Audience Count, 2. Targeting Facets, 3. Audience Expansion, 4. Audience Template, and 5. Matched Audiences.

### 1. Estimated Audience Count

Displays the total number of LinkedIn members that fit your targeting criteria. To launch a campaign, you must target at least 1,000 members (or 300 if you are using Matched Audiences). For optimal scale, we recommend an audience size of 50,000 or more.

### 2. Targeting Facets

Location is the only mandatory targeting facet and is based on both the the location a member has included in their profile as well as their IP address.

### 3. Audience Expansion

Use this to identify people whose profiles are similar to your target audience and grow the scale and reach of your campaign. You can also specify exclusion criteria, like the Training level in seniority, which refers to students, interns and trainees.

### 4. Audience Template

Since defining your audience takes time, this option allows you to save your audience as a template. You can apply the same template to future campaigns across any of your accounts.

### 5. Matched Audiences

This helps you engage key accounts, prospects, and customers that matter most to your business through Website Retargeting, Contact Targeting, and Account Targeting. We'll discuss this further on page 7.



## Targeting in Action: Campaign Examples

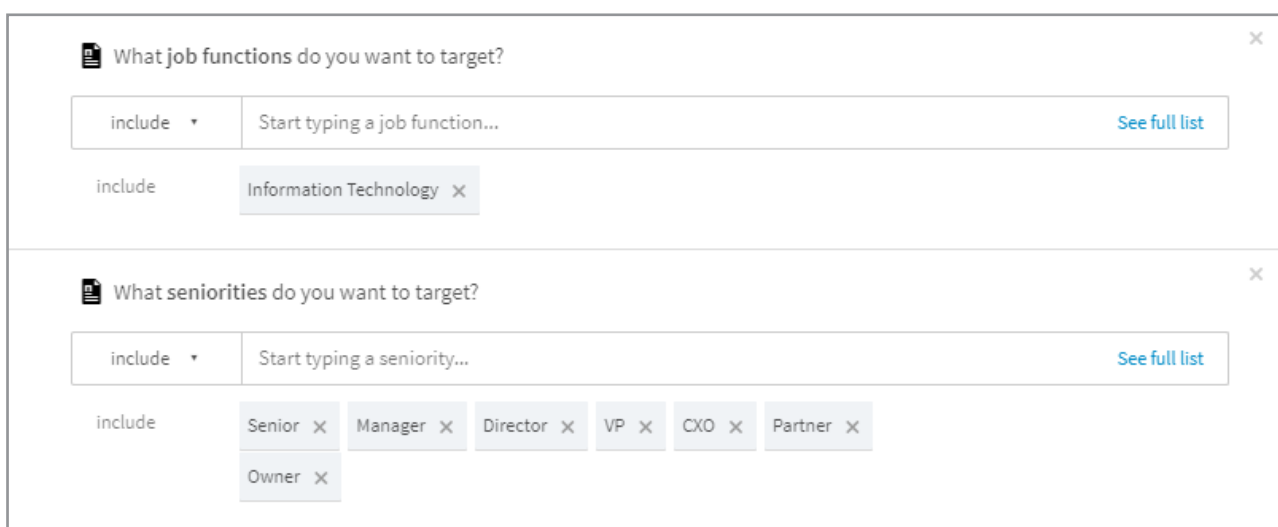
There are several ways to reach members like John using LinkedIn's targeting options — the key is to be creative and adopt an 'always testing' mindset. We recommend running a few campaigns with various targeting facet combinations to see how best you can reach buyers like John.

### Campaign 1: Targeting by Job Function and Seniority

Combining Job Function and Seniority is a great way of reaching decision makers with a specific expertise. The B2B buying process can involve as many as seven to 20 people in an organisation, so don't limit yourself to just top management. Oftentimes, managers and junior employees are doing the ground work before putting up a purchase recommendation.

**Job Function:** Information Technology

**Seniority:** Senior, Manager, Director, VP, CXO, Partner, Owner



The screenshot displays two targeting configuration panels. The top panel, titled 'What job functions do you want to target?', features a search bar with the placeholder 'Start typing a job function...' and a 'See full list' link. Below the search bar, the 'include' dropdown is set to 'Information Technology', which is displayed as a tag with an 'X' to remove it. The bottom panel, titled 'What seniorities do you want to target?', also has a search bar with the placeholder 'Start typing a seniority...' and a 'See full list' link. Below the search bar, the 'include' dropdown is set to 'Senior', 'Manager', 'Director', 'VP', 'CXO', 'Partner', and 'Owner', each displayed as a tag with an 'X' to remove it.

#### Asia Alert!

In some markets like Japan, Hong Kong, Philippines and Thailand, you may find yourself with a smaller target audience if you limit your reach to Director levels and above. In such instances, savvy marketers will cast a wider net by lowering the Seniority criteria to **Senior** (individual contributors with no direct reports) and **Manager** (leaders of a single group of individuals).

## Campaign 2: Targeting by Company Industry and Company Size

Company size can be a great exclusion criteria to use. Since your product is geared towards large companies like the one John works for, let's take small and medium businesses out of the picture.

**Company Industry:** Computer Software, Internet, Information Technology and Services, Computer Hardware

**Company Size:** Exclude: 201-500, 501-1000, 1001-5000

The screenshot displays two targeting configuration windows from LinkedIn. The top window, titled 'What industries do you want to target?', features a dropdown menu set to 'include' and a search bar with the placeholder text 'Start typing an industry...'. Below the search bar, four industry tags are visible: 'Computer Software', 'Internet', 'Information Technology and Services', and 'Computer Hardware', each with a close button (X). A 'See full list' link is positioned to the right of the search bar. The bottom window, titled 'What company sizes do you want to target?', has a dropdown menu set to 'exclude'. It lists eight company size ranges, each with an unchecked checkbox: 'Myself Only', '1-10 employees', '11-50 employees', '51-200 employees', '201-500 employees', '501-1000 employees', '1001-5000 employees', and '5001-10,000 employees'. The '10,001+ employees' range is also listed but is not checked.

“With LinkedIn, we can get specific with whom we’re targeting by account, title, industry, level, geography – all in one platform. I haven’t seen any other platform that granular.”



**Lin Ling**  
Growth Marketer, Spigit



## Campaign 3: Targeting by Job Function and Skills

Skills are highly relevant keywords found within a member's profile and skills section that indicate expertise in a particular area. Skills targeting is an alternative way to reach people with a specialised expertise when job title targeting may not be as effective.

**Job Function:** Information Technology

**Skills:** Cloud Computing, SaaS, Data Center, Project Management, Customer Relationship Management, Customer Service, Sales, Business Development, Business Strategy, Team Management, Contract Negotiation

**What job functions do you want to target?**

include ▾ Start typing a job function... [See full list](#)

include Information Technology ✕

**What skills do you want to target?**

include ▾ Start typing a skill...

include

- Cloud Computing ✕
- Software as a Service (SaaS) ✕
- Data Center ✕
- Project Management ✕
- Customer Relationship Management (CRM) ✕
- Customer Service ✕
- Sales ✕
- Business Development ✕
- Business Strategy ✕
- Team Management ✕
- Contract Negotiation ✕

### Asia Alert!

Skills targeting is a great way to stand out from the competition, especially when IT decision makers like John are highly sought after. Don't let competition drive your cost per click/lead up! Instead, try running separate campaigns targeting him by Skills, not Job Function.

## Campaign 4: Targeting by Groups

Groups on LinkedIn are places where members who share interests or professional associations can gather, exchange knowledge and network. Membership in a group suggests interest or expertise in an area, making it a good campaign targeting criteria. Use the search function on the LinkedIn homepage to find relevant groups. The Software & Technology Group with over 1.7 million members or the IT Specialist Network with 230,000 members, for example, could be suitable for reaching people like John.

**What groups do you want to target?**

include ▾ Start typing a group...

include


- Software & Technology (#1 in Jobs, HR, Managers, Cloud, Mobile, Voice, CRM & Big Data) ✕
- IT Specialist Network ✕

## Pro Tip: Get More with Matched Audiences

In addition to rich demographic targeting, sophisticated marketers use Matched Audiences to help them engage key accounts, prospects and customers. Matched Audiences allows you to use LinkedIn to retarget your website visitors, market to known contacts from your databases and marketing automation platforms, and reach decision makers at target companies for your account-based marketing programmes.

### Website Retargeting: Re-engage Your Website Visitors

Target your website visitors with LinkedIn ad campaigns by adding the LinkedIn insight tag to your web pages, such as your homepage or contact us page. With Website Retargeting, you can create audiences based on the pages they visit on your website and recapture your visitors' interest with content relevant when they visit LinkedIn.



**Use a matched audience** (optional)
 [Hide](#)

Use website traffic to create audiences for your ads.

**Retarget your website visitors**

Create a target audience based on your recent website visitors.

Create an audience to retarget

include ▼
 Start typing to see your website traffic audiences
 [See full list](#)

#### Asia Alert!

Website Retargeting uses the same insight tag as LinkedIn Conversion Tracking. So if you already have an insight tag on your website, you can quickly get up and running. [Learn more here.](#)

### Account Targeting: Reach Decision Makers at Your Target Accounts

Run account-based marketing (ABM) campaigns by matching your target companies against over eight million Company Pages on LinkedIn. Combined with LinkedIn's demographic targeting, Account Targeting allows you to guide decision makers along their buying journey and ultimately drive sales and qualified leads.

**Target a list of accounts or contacts**

Upload a list of companies and/or email addresses.

Create an audience

include ▼
 Start typing to see your company list audiences
 [See full list](#)

#### Asia Alert!

When using Account Targeting, you can include filters for Company Industry or Company Size in order to segment your account list. [Find out more here.](#)



## Contact Targeting: Integrate or Import Your Contact Lists

Build a customised audience by connecting your contact management platform or securely uploading a list of email addresses. At the moment, LinkedIn supports data integration with Marketo, Eloqua, and Liveramp, with more to be added in the future. You can also upload a CSV file with a list of email addresses directly into Campaign Manager.

The screenshot shows the LinkedIn Campaign Manager interface. A modal dialog box titled 'Use a matched audience (optional)' is open. It has a 'Hide' button in the top right corner. The dialog box contains the following elements:

- Target a list of accounts or contacts** (with a close button 'x')
- Audience name**: A text input field with the placeholder text 'Example: "Current customers"'. Below it is a label 'Audience name'.
- Upload list**: Two radio buttons. The first is 'Match based on a list of accounts' (unselected). The second is 'Match based on a list of contacts' (selected).
- File guidelines**: A text block stating: 'When uploading a CSV file, include only email addresses under the first column, adding one email per row. The first row header must read "email". We recommend at least 300 emails (maximum 300,000 rows). After uploading, your list may take up to 48 hours to process. [Learn more](#)'.
- Upload file**: A button labeled 'Upload file'.
- Next**: A blue button labeled 'Next' at the bottom right.

In the background, the main interface shows options to 'Retarget your website visitors' and 'Target a list of accounts or contacts'.

### Asia Alert!

Contact Targeting lets you deliver ads to a list of leads based on their stage in your sales funnel. You can also exclude a list of current customers from your prospecting campaigns. Get started [here](#).

“In the era of digital disruption, HPE listens and responds to our customers and partners as we deliver innovative Hybrid IT and Intelligent Edge solutions. We engage with platforms like LinkedIn to ensure our audience gets access to the right content they need to inform their business decisions, when they need it. LinkedIn gives us the flexibility to choose the right targeting tactics, and also provides robust campaign reporting and insights. This helps us optimize and deliver compelling content that resonates with our audience”



**Deepak Jhokal**  
Head of Digital Marketing,  
Asia Pacific & Japan,  
Hewlett Packard Enterprise.

## Tips to optimize your targeting strategy

### DO: Make sure your buyer personas are clear and well-defined.

Break out key personas into separate campaigns and only put criteria that make sense together, like related industries, geographies and job functions. This will help you deliver the right message to a specific subset of LinkedIn members.

### DON'T: Lump all of your buyer personas into one campaign.

You'll likely see poor results if you use just one campaign to target professionals in different countries and in unrelated industries and functions. If your target audiences are all mixed together, you'll have trouble personalising your content for each group.

### DON'T: Hyper-target your campaigns.

It's tempting to use every targeting feature possible. However, limited scale will hurt your campaigns, especially since today's B2B buying process can involve many influencers across different departments. Campaign Manager will prompt you if your target audience is too narrow. It's always best to start broad and fine-tune from there.

OK, now let's target your audience  
Reach the right people by selecting specific targeting criteria like job title, location and more.

**Use a matched audience** (optional)  
Use website traffic to create audiences for your ads. [Select](#)

Target by: the audience below ⓘ

What location do you want to target? (required)

include ▼ Start typing a country, state, city, or town... [See full list](#)

include Hong Kong ✕

What seniorities do you want to target?

include ▼ Start typing a seniority... [See full list](#)

include VP ✕ CXO ✕

**Your audience is too small. Expand your targeting in order to launch your campaign.**  
[Learn more](#)

- Hong Kong
- VP, CXO
- Information Technology
- 10,001+ employees, 5001-10,000 employees
- Network Security
- Audience expansion: Enabled
- Deliver beyond the LinkedIn feed: Enabled

### DO: Add only two or fewer additional targeting facets in addition to the Location facet.

While there's no one-size-fits-all answer, we recommend the following audience sizes for LinkedIn's advertising products. For Asia in particular, you can use these as a guide while you test your campaign to find your sweet spot.

- Sponsored Content: at least 100,000 members
- Text Ads: at least 100,000 members
- Sponsored InMail: at least 50,000 members

### DO: A/B test your targeting.

Once your campaign is live and you begin to see results, it's time to start optimising your targeting. By testing two similar campaigns with one small variation in your targeting criteria, you can see which combination is more effective. To perform an A/B test on your targeting, create a campaign, duplicate it and then slightly alter your targeting parameters.



Boost your campaign effectiveness, and get stronger results each time, with LinkedIn's targeting capabilities.

## 1. Build a Buyer Persona

With 25 million professionals in Asia placing their latest profile and career information on LinkedIn, you can define your target audience based on a variety of demographic targeting facets. It's ideal to use at most two other criteria (like job function + skills, or company industry + company size), in addition to the mandatory location field, to create a healthy audience size.

## 2. Reach them at Scale

Hyper-targeting is risky because you may miss out people who have influence over the buying process. Broadly speaking, your campaign should reach at least 1,000 members although we recommend 50,000 or more.

## 3. Optimise with Matched Audiences

Use Matched Audiences to you develop customised campaigns for Website Retargeting (re-engaging your website visitors on LinkedIn by developing content based on their browsing history), Contact Targeting (importing your customer database or mailing list and engaging these people on LinkedIn) and Account Targeting (connecting with companies in your account-based marketing programme).

Like all digital marketing, finding your sweet spot on LinkedIn takes experimentation, so remember to test and optimise over time to find success. Go to the LinkedIn Campaign Manager to get started today!







For the first time in the history of media, you can reach the world's professionals all in one place. More than 500M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](http://marketing.linkedin.com).