

Optimizing Your Targeting Efforts

For Great Campaign Results

The most successful LinkedIn campaigns are tested, refined and optimized over time. With diligence, you can find a more relevant audience without sacrificing reach. Here's what you can do to get the most out of LinkedIn's targeting capabilities.

LinkedIn Targeting DO'S and DON'TS

DON'T: Lump all targeting criteria into one: deciding to target professionals in different countries from different continents, or professionals from unrelated industries.

DO: Deliver the right messaging to a specific subset of LinkedIn members. Break out demographics into separate campaigns, and group together criteria that makes sense, including related industries, geographies and job functions.

DON'T: Hyper-target your campaigns.

DO: Aim to select two to three targeting filters and no more. We recommend the following audience sizes for our advertising products:

- Sponsored Content: 300,000+ members
- Text Ads: between 60,000 and 400,000 members
- Sponsored InMail: 100,000 or fewer members

DO: A/B test your targeting. Run identical campaigns while changing only one variable, for example filtering by skills versus job title, industry versus function, and with or without geographic limits.

DO: Tailor your content to your audience. The reason why we target is so that we can deliver strategic messaging to a group of people that makes sense for their unique needs. If you're running different campaigns with different targeting features, you'll want to tailor your creative and copy to the audience you serve.

“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

Understand the Tools to Foster Targeting Success on LinkedIn

LinkedIn's Campaign Manager is full of tools to help you succeed in reaching your ideal customer.

.....

Account Targeting

Tailor your Sponsored Content or Sponsored InMail campaigns to a priority list of accounts.

Contact Targeting

Market to prospects and known contacts by securely uploading your email address lists or connecting to your contact management platform.”

Website Retargeting

Re-target visitors to your website on LinkedIn. We've also enabled our Sponsored Content API Partners to build website retargeting & marketing automation integration.

Save Your Targeting Templates

You can save a targeted professional audience for reuse on other campaigns, which should save you time when setting up your targeting.

Demographic Reporting

Get detailed insights (job function, job title, job seniority, industry, company size, location, etc.) about the professionals who have clicked, viewed, and converted on your LinkedIn ads.

.....

“

LinkedIn, with its massive professional network, was unique, as it offered an ABM program targeting IT and support functions, our core buyer personas.

Bhavisha Oza

Director of Digital Marketing, Genesys



Learn more about Targeting on LinkedIn. lnkd.in/Targeting