

# Selecting a Target Audience on LinkedIn

## Your Quick Reference Guide

### Market to who matters most to you business

Targeting is a foundational element of running a successful LinkedIn advertising campaign -- our research shows that those who excelled at targeting typically see better results.

#### Consider Your Campaign Goals & Your Target Audience

Selecting who to target (and where) depends on your campaign objectives and your buyer persona. Be sure to define these prior to launching a campaign on LinkedIn.

#### PRO TIP

If you target a niche audience, you may see amazing click-through rates (CTRs) and conversion rates (CVRs) but your reach will be minimal. If you target a broad but relevant audience, you will likely see a high volume of delivery and conversions but perhaps not as high CTR and CVR.

Determine if your campaign goal is to drive a ton of conversions or to simply drive a smaller, more select group of folks to engage and respond.

*“LinkedIn gave us the kind of hyper targeting capabilities we needed to get in front of well-qualified prospects.”*

#### Lendora Johnson

Marketing Account Manager, College of William & Mary's Raymond A. Mason School of Business

*“90% of the leads coming from LinkedIn—where we’re targeting specific titles like CIO—are high-quality, qualified leads.”*

#### Liam Grue

Digital Marketing Manager, Info-Tech Research Group

# Defining Your Target Audience in LinkedIn's Campaign Manager

The screenshot shows three targeting sections in LinkedIn Campaign Manager:

- Location:** "What location do you want to target? (required)". Includes a dropdown menu set to "include", a search box with "Start typing a country, state, city, or town...", a "See full list" link, and a selected tag "United States X".
- Job Functions:** "What job functions do you want to target?". Includes a dropdown menu set to "include", a search box with "Start typing a job function...", a "See full list" link, and a selected tag "Sales X".
- Seniorities:** "What seniorities do you want to target?". Includes a dropdown menu set to "include", a search box with "Start typing a seniority...", a "See full list" link, and selected tags "Manager X", "Director X", "VP X", "CXO X", "Partner X", and "Senior X".

You can reach LinkedIn members by a variety of different criteria based on LinkedIn's own first-party data, that is, information derived from what our members include on their LinkedIn profiles. Campaign Manager enables you to segment audiences by:

## Job

- Function
- Title
- Seniority
- Years of Experience

## Company

- Name
- Industry
- Size

## Education

- Schools Degrees
- Fields of Study

## Interests

- Skills
- Groups

## Identity

- Location
- Age
- Gender

### INDUSTRY PRO TIP

Targeting by industry works well when your product is specific to one industry. If your product can serve many industries then it makes sense to leave this attribute out of your targeting.

### PRO TIP

LinkedIn also allows you to combine different targeting criteria together to reach the right audience.

Get Started with LinkedIn's Campaign Manager today. [lnkd.in/Targeting](https://www.linkedin.com/campaignmanager/targeting)