Checklist for Success

10 Tips for Targeting on LinkedIn

55%

of marketers say better use of data for more effective audience segmentation and targeting is a top priority

Source: Econsultancy

When it comes to advertising, segmentation - or as we call it, "targeting" is essential to your campaign's success. Whether you're new to advertising or you're a digital marketing pro, here are 10 powerful ways to level up your targeting, and reach the people who matter the most for your marketing goals.

- [ ] **To get started, define the Location and Language** of the members you'd like to reach.
- [ ] **Start broad**, then narrow your audience using insights from campaign demographics.

Top tip

- [ ] **Use a minimum set of 4 targeting attributes for each campaign.** Try Company Industry, Interests, Job Function, Years of Experience, and Skills.

- [ ] **To size your audience**, leverage the **Forecasted Results** tab. The Estimated Audience count will show you the total number of LinkedIn members who fit your targeting criteria.
- [ ] **Avoid using demographic targeting** specifically age and gender as it may significantly narrow your audience.
- [ ] **Leverage interest targeting.** Learn how to get started with Interest Targeting.
- [ ] **Select Audience Expansion** to expand your reach to similar audiences as your selected targeting criteria.
- [ ] **Use Matched Audiences, Audience Network, and Lookalike Audiences.** If you have a high-performing audience of people who have visited your website or came from a custom contact or account list, use Matched Audiences to retarget those members on LinkedIn. You can also use our Audience Network and Lookalike Audiences to find additional people who have similar professional attributes.
- [ ] **Save your audience as a template** to save time creating future campaigns.
- [ ] **Try A/B testing different targeting criteria.** Use learnings to optimize your campaigns.

Ready to optimize your targeting on LinkedIn?

Go to Campaign Manager

LinkedIn