The Ultimate Guide to Linked in Advertising

Whether your ideal audience is CFOs or underwater basketweavers, LinkedIn has a way to reach them. Check out our comprehensive list of every targeting option LinkedIn has to offer.

Current Campaign Objectives

Campaign objectives are the main goal for your ad campaign. LinkedIn offers seven options for campaign objectives.



Website Visits Drive traffic to a specific site or landing page



Engagement Increase social engagement and LinkedIn page followers



Lead Generation Capture leads using custom submission form that's pre-filled with the member's profile data



Brand Awareness Tell more people about your product, services or company



Video Views Leverage videos for social engagement



Website Conversions Capture leads on your website along with other valuable actions for your business



Job Applicants Tell people about relevant job opportunities at your company and drive more applications

Future Campaign Objectives

Talent Leads Pipeline builder for customers who want job seekers to complete a specific action





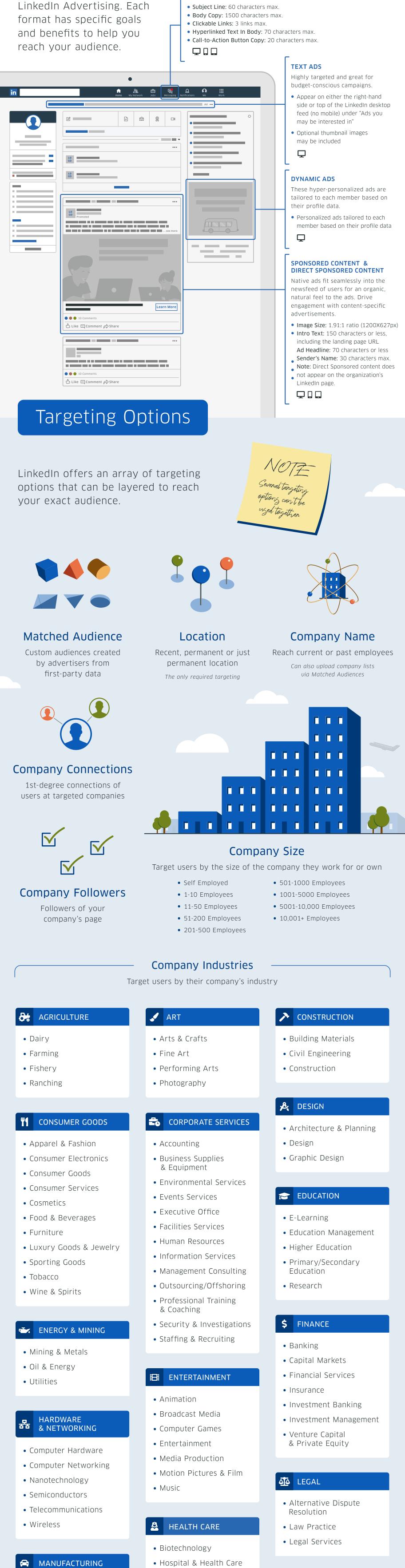
Automated Options Utilize machine-learning to maximize budget efficiency by delivering the most results based on the objective

Maximum Cost Bid Specify the maximum amount you are willing to pay per click, 1000 impressions or video view

Choosing an ad format is one of the first steps to

SPONSORED INMAIL

Allows you to catch the attention of users with whom you're not yet connected by sending a message to their LinkedIn inbox.



- Automotive Aviation & Aerospace
- Chemicals
- Defense & Space
- Electrical & Electronic Manufacturing
- Food Production
- Glass, Ceramics & Concrete
- Industrial Automation
- Machinery
- Mechanical Or Industrial Engineering
- Packaging & Containers
- Paper & Forest Products
- Plastics
- Railroad Manufacture
- Renewables & Environment
- Shipbuilding
- Textiles

PUBLIC ADMINISTRATION

- Government Administration
- Government Relations
- International Affairs
- Judiciary
- Legislative Office Political Organization
- Public Policy
- **REAL ESTATE**
- Commercial Real Estate Real Estate
- Veterinary

Medical Device

Medical Practice

• Pharmaceuticals

• Mental Health Care

MEDIA \mathcal{Q}_{1} & COMMUNICATIONS

- Market Research
- Marketing & Advertising
- Newspapers
- Online Media
- Printing
- Public Relations & Communications
- Publishing
- Translation & Localization
- Writing & Editing

\mathbf{D} **PUBLIC SAFETY**

- Law Enforcement
- Military
- Public Safety

RETAIL

Retail

- Supermarkets
- Wholesale

TRANSPORTATION 臮 & LOGISTICS

- Import & Export
- Logistics & Supply Chain
- Maritime
- Package/Freight Delivery
- Transportation/ Trucking/Railroad
- Warehousing
- Individual & Family Services

• Civic & Social Organization

NONPROFIT

Fundraising

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- International Trade Development Libraries
- Museums & Institutions • Non-Profit Organization
- Management
- Philanthropy
- Program Development • Religious Institutions
- Think Tanks

SOFTWARE </>> & IT SERVICES

- Computer & Network Security
- Computer Software
- Information Technology & Services
- Internet

RECREATION & TRAVEL

- Airlines/Aviation
- Gambling & Casinos
- Hospitality
- Leisure, Travel & Tourism • Recreational Facilities
- & Services
- Restaurants
- Sports

3

WELLNESS & FITNESS

- Alternative Medicine
- Health. Wellness & Fitness



Demographics

Education

Associates

• Bachelors

MEMBER SCHOOLS

FIELDS OF STUDY

• Masters

• PhD

• MD

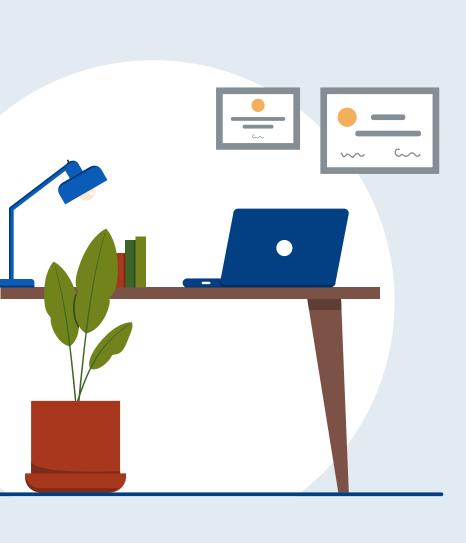
• JD

• EdD

PharmD

DEGREES

GENDER Cannot exclude users based on demographic categories



Job Experience

JOB FUNCTIONS

- Accounting
- Administrative
- Arts & Design
- Business Development • Community
- & Social Services
- Consulting
- Education
- Engineering
- Entrepreneurship
- Finance
- Healthcare Services
- Human Resources
- Information Technology



Legal

- Marketing
- Media & Communication
- Military & Protective Services
- Operations
- Product & Product
- Management
- Purchasing Ouality Assurance

• Real Estate

Research

Support

• Unpaid

• Training

• Entry

Senior

SKILLS

Skill and Endorsements

listed on a users profile.

• Manager

JOB SENIORITY

• Director

• VP

• CXO

• Owner

• Partner

Sales

Member Groups must be searched manually, due to the extensive number of groups on LinkedIn.

Interest

MEMBER GROUPS

Search



JOB TITLE

Note: Predefined categories

are unavailable. Job titles

can be searched based on

an extensive number of

YEARS OF EXPERIENCE

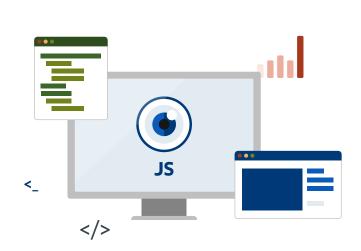
1 year - 12+ years

titles being used.

	INTERESTS	
Target users based on their topic interests		
Finance and Economy	- Marketing Communications	- Computer Graphics
- Banking	• Copywriting	• Augmented Reality
• Central Banks	• Public Relations	• Video Game Development
• Digital Banking	- Marketing Performance	- Computer Programming
• Retail Banking	- Management	• Competitive Programming
- Global Economy	 Marketing Metrics 	 Computer Languages
• Emerging Markets	- Marketing Research	 Integrated Development
- Insurance	 Focus Groups 	Environments – Computer Software
 Insurance Fraud Prevention 	Market Research	Antivirus and Malware
• Liability Insurance	- Marketing Strategies	 Antivirus and Maiware Design Software
• Travel Insurance	 Affinity Marketing 	• Enterprise Software
- Personal Finance	 Content Marketing 	
• Mortgage	 Engagement Marketing 	Open Source Software Productivity Software
- Public Finance	 Lead Generation 	 Productivity Software Data Management
• International Aid	• Marketing Mix	 Data Management Big Data
- Taxation	 Media Planning 	Big Data Blockchain Technology
• Tax Compliance	 Relationship Marketing 	Blockchain Technology
- Trade	- Marketing Technology	Data Architecture
• International Trade	 Marketing Automation 	Data Hosting
Narketing and Advertising	Politics and Law	Data Modeling
- Advertising Strategies	- Government	• Data Science
Commercial Sponsorship	 International Development 	Databases
• Direct Marketing	• Legislation	- Data Manufacturing
 Mobile Marketing 	> Data Protection	• 3D Printing
 Native Advertising 	> Insurance Law	 Human-Computer Interaction Information Technology
• Out-Of-Home Advertising	Sales and Retail	- Information Technology
 POS Advertising 	- Sales Channels	IT Infrastructure
 Performance Based 	• E-Commerce	Information Systems
• Advertising	Science and Environment	- Internet Infrastructure
 Product Placement 	- Agriculture and Farming	Computer Networks
 Targeted Advertising 	Agronomy & Agricultural	Web Development
- B2B Marketing	Sciences	- Nanotechnology
- Brand Marketing	• Crops	- Quantum Computing
• Brand Awareness	• Forestry	- Robotics
• Brand Equity	 Irrigation 	Drones
• Corporate Identity & Culture	• Livestock	Nanorobotics
• Employee Advocacy	• Organic Farming	• Swarm robotics
- Customer Experience	- Biology	
 Chatbots in Marketing 	• Genetics	
• Consumer Engagement	- Chemistry	
 Customer Relationship Management 	EngineeringSociety and Culture	
• Customer Retention	- Social Media	
 Customer Satisfaction 	 Blogs and Blogging 	
• User Experience	 Influencer Marketing 	
– Digital Marketing	Technology	
• Ad Blocking	- Artificial Intelligence	
• Email Marketing	• Chatbots	
• Pay-Per-Click	• Machine Learning	
• Programmatic Marketing	 Natural Language Processing 	

- Biotechnology

Additional Features



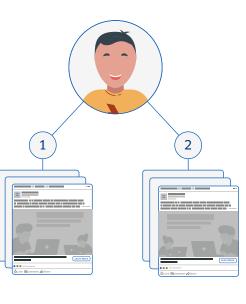
• Retargeting

• Search Engine Marketing

• Search Engine Optimization

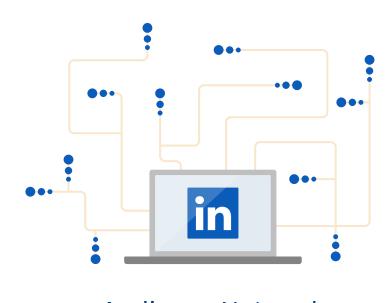
Insight Tag

Lightweight JavaScript tag that powers conversion tracking, website audiences and website demographics for LinkedIn ad campaigns



Campaign Groups

Allows advertisers to organize related campaigns in a single group (up to 200 campaigns per campaign group)



Audience Network

Improves the reach of your campaign for more impressions on your Sponsored Content by delivering your ads beyond the LinkedIn feed on third-party apps and sites across the web



Lead Gen Forms

Collects quality leads using forms pre-filled with LinkedIn profile data

References

https://kinsta.com/blog/linkedin-statistics/ https://foundationinc.co/lab/b2b-marketing-linkedin-stats/

- https://www.linkedin.com/help/linkedin/answer/61170/linkedin-advertising-product-updates?lang=en https://www.marketingdive.com/news/linkedins-new-targeting-tool-tailors-campaigns-to-match-users-interests/546617/
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