

How can you target your LinkedIn campaigns effectively?

VIEW THE FILTER OPTIONS BELOW



Location

A required field that allows you to reach LinkedIn members and your target audience based on where they live or visit. LinkedIn states *'geographic location is based on the permanent or long-term location specified by the member in their profile and/or by their IP address for short-term visits'*.

Audience Attributes

Company

- + Company Connections
- + Company Industry
- + Company Size
- + Company Name
- + Company Followers
- + Company Growth Rate
- + Company Category



Demographics

- + Member Age
- + Member Gender



Education

- + Fields of Study
- + Member Schools
- + Degrees



Job Experience

- + Job Functions
- + Job Seniorities
- + Job Titles
- + Member Skills
- + Years of Experience



Interests & Traits

- + Member Groups
- + Member Interests
- + Member Traits



Matched Audiences

Create custom segments with LinkedIn's Matched Audiences.

Different types include:

- + Uploading a company or contact list
- + Retargeting users who:
 - + Visited a page on your website
 - + Viewed a video ad
 - + Opened or submitted a Lead Gen Form
 - + Engaged with your company page
 - + RSVP'd for your LinkedIn Event
- + Lookalike
- + Third-party integrations



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<https://www.linkedin.com/company/motion-marketing-ltd/>

Motion can help with your LinkedIn Advertising Campaign!

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Can we help?
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