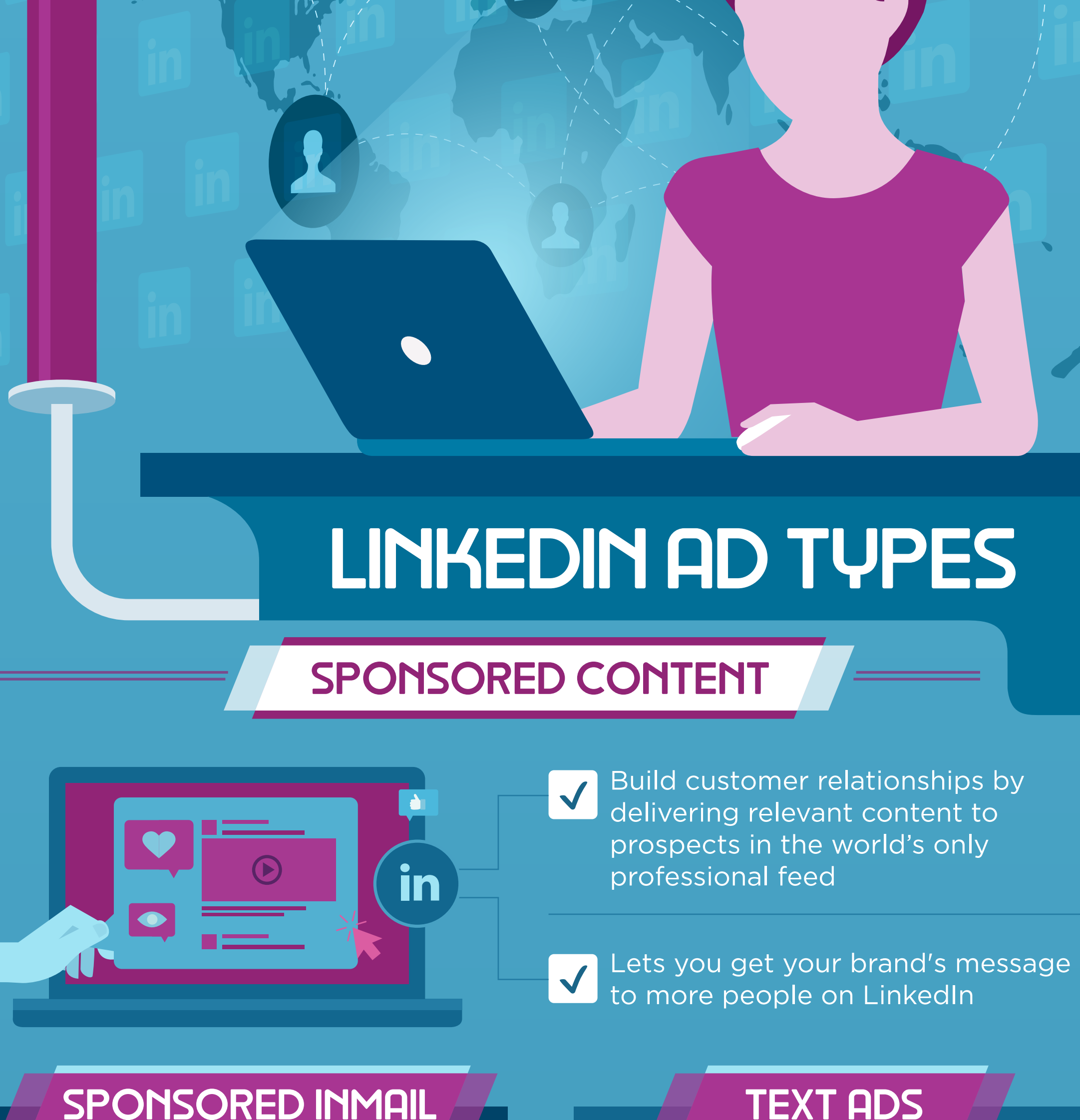




YOUR COMPLETE GUIDE TO ADVERTISING ON LINKEDIN



LINKEDIN AD TYPES

SPONSORED CONTENT

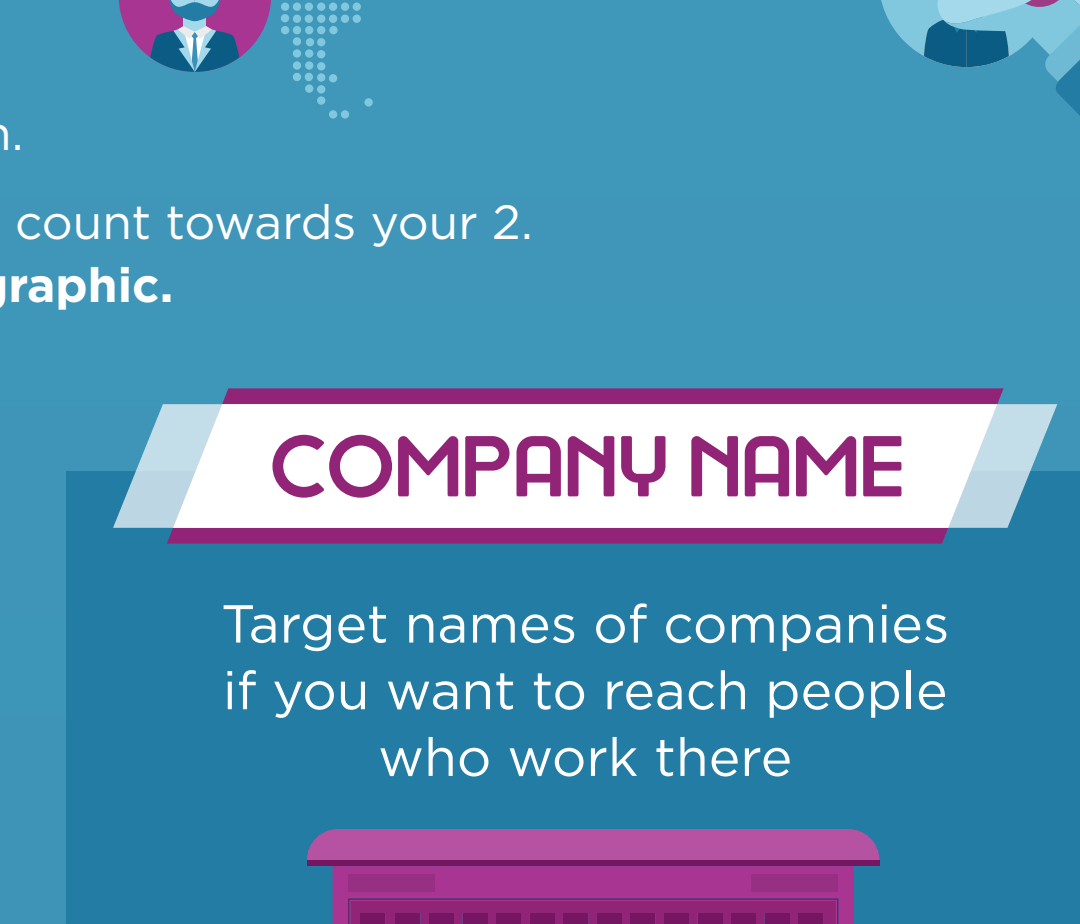


- ✓ Build customer relationships by delivering relevant content to prospects in the world's only professional feed
- ✓ Lets you get your brand's message to more people on LinkedIn

SPONSORED INMAIL



TEXT ADS

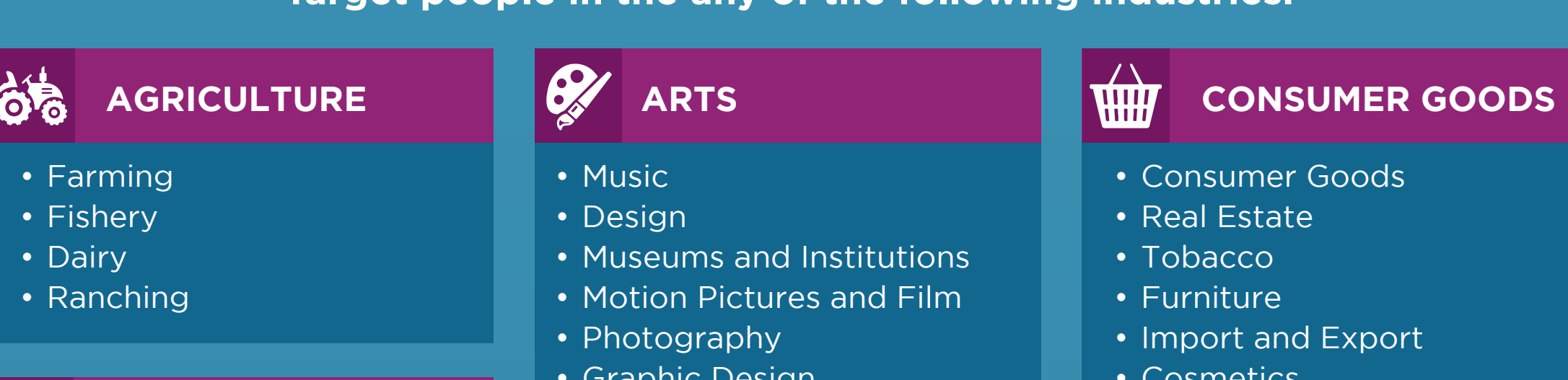


- Lets you personalize your message
- InMail is only sent to people who are currently active on LinkedIn

- Pay-per-click or pay-per-impression
- Ads appear in right column on screen
- Four formats available:
 - » Horizontal
 - » Long
 - » Square
 - » Tall

Whether you choose Sponsored InMail, Sponsored Content or Text Ads, targeting lets you choose the specific audience for your ads.

TARGETING OPTIONS ON LINKEDIN



LinkedIn recommends choosing a maximum of 2 targeting options per campaign. Location is the only required option and won't count towards your 2. You can choose up to 100 options per demographic.

LOCATION



- Location is required
- Target based on the location specified by the user or the location of his/her IP address

COMPANY NAME



- Target names of companies if you want to reach people who work there
- Past employees
 - Current employees
 - Current or past employees
 - Past but not current employees

COMPANY INDUSTRY

Target people in the any of the following industries:

AGRICULTURE <ul style="list-style-type: none"> • Farming • Fishery • Dairy • Ranching 	ARTS <ul style="list-style-type: none"> • Music • Design • Museums and Institutions • Motion Pictures and Film • Photography • Graphic Design • Writing and Editing • Fine Art • Arts and Crafts • Animation • Performing Arts 	CONSUMER GOODS <ul style="list-style-type: none"> • Consumer Goods • Real Estate • Tobacco • Furniture • Import and Export • Cosmetics • Wholesale • Wine and Spirits • Consumer Electronics • Luxury Goods & Jewelry • Food Production • Electrical/Electronic Manufacturing • Packaging and Containers • Apparel & Fashion • Supermarkets • Retail • Sporting Goods
CONSTRUCTION <ul style="list-style-type: none"> • Glass, Ceramics & Concrete • Building Materials • Real Estate • Mechanical or Industrial Engineering • Commercial Real Estate • Construction • Civil Engineering • Architecture & Planning • Industrial Automation 	CORPORATE SERVICES <ul style="list-style-type: none"> • Import and Export • Commercial Real Estate • Human Resources • Professional Training & Coaching • Facilities Services • Public Relations and Communications • Outsourcing/Offshoring • Staffing and Recruiting • Events Services • Program Development • Security and Investigations • Logistics and Supply Chain • Business Supplies and Equipment • Market Research • Translation and Localization • Management Consulting • Marketing and Advertising 	GOVERNMENT <ul style="list-style-type: none"> • Judiciary • International Affairs • Civil Engineering • Telecommunications • Government Administration • Defense & Space • Political Organization • Renewables & Environment • Military • Translation and Localization • Executive Office • Public Policy • Public Safety • Think Tanks • Mechanical or Industrial Engineering • Research • Biotechnology • Aviation & Aerospace • Nanotechnology • International Trade and Development • Law Enforcement • Government Relations • Legislative Office
EDUCATION <ul style="list-style-type: none"> • Primary/Secondary Education • E-Learning • Research • Education Management • Higher Education 	HIGH TECH <ul style="list-style-type: none"> • Venture Capital & Private Equity • Defense & Space • Biotechnology • Computer Software • Airlines/Aviation • Wireless • Computer and Network Security • Pharmaceuticals • Telecommunications • Information Technology and Services • Semiconductors • Internet • Computer Networking • Nanotechnology • Computer Hardware 	LEGAL <ul style="list-style-type: none"> • Legislative Office • Judiciary • Law Practice • Legal Services • Alternative Dispute Resolution • Law Enforcement
FINANCE <ul style="list-style-type: none"> • Investment Management • Real Estate • Financial Services • Banking • Capital Markets • Commercial Real Estate • Insurance • Venture Capital & Private Equity • Investment Banking • Accounting 	MEDIA <ul style="list-style-type: none"> • Fine Art • Publishing • Performing Arts • Libraries • Entertainment • Museums and Institutions • Graphic Design • Arts and Crafts • Marketing and Advertising • Computer Games • Newspapers • Information Services • Design • Online Media • Writing and Editing • Printing • Media Production • Photography • Animation • Motion Pictures and Film • Broadcast Media 	MEDICAL AND HEALTH CARE <ul style="list-style-type: none"> • Biotechnology • Medical & Health Care • Hospital Practice • Health, Wellness and Fitness • Mental Health Care • Pharmaceuticals • Alternative Medicine • Veterinary • Medical Devices
MANUFACTURING <ul style="list-style-type: none"> • Consumer Electronics • Shipbuilding • Mechanical or Industrial Engineering • Automotive • Paper & Forest Products • Renewables & Environment • Furniture • Electrical/Electronic Manufacturing • Chemicals • Machinery • Retail • Utilities • Food Production • Oil & Energy • Airlines/Aviation • Plastics • Packaging and Containers • Aviation & Aerospace • Glass, Ceramics & Concrete • Wine and Spirits • Textiles • Business Supplies and Equipment • Nanotechnology • Railroad Manufacturing • Mining & Metals • Consumer Goods 	SERVICE INDUSTRY <ul style="list-style-type: none"> • Food Production • Environmental Services • Security and Investigations • Food & Beverages • Facilities Services • Information Services • Civic & Social Organization • Libraries • Individual & Family Services • Hospitality • Events Services • Religious Institutions • Recreational Facilities and Services • Package/Freight Delivery • Restaurants • Consumer Services • Leisure, Travel & Tourism • Translation and Localization 	ORGANIZATIONS AND NONPROFIT <ul style="list-style-type: none"> • Think Tanks • Consumer Services • Renewables & Environment • Religious Institutions • Fund-Raising • Civic & Social Organization • Security and Investigations • Political Organization • Alternative Dispute Resolution • Program Development • Individual & Family Services • Environmental Services • E-Learning • Nonprofit Organization Management • International Trade and Development • Philanthropy
RECREATION, TRAVEL, AND ENTERTAINMENT <ul style="list-style-type: none"> • Fine Art • Libraries • Recreational Facilities and Services • Hospitality • Performing Arts • Museums and Institutions • Leisure, Travel & Tourism • Broadcast Media • Computer Games • Food & Beverages • Newspapers • Entertainment • Gambling & Casinos • Music • Wine and Spirits • Motion Pictures and Film • Photography • Restaurants • Health, Wellness and Fitness • Sporting Goods • Media Production • Publishing • Arts and Crafts • Events Services • Sports • Writing and Editing 	TRANSPORTATION <ul style="list-style-type: none"> • Maritime • International Trade and Development • Package/Freight Delivery • Hospitality • Logistics and Supply Chain • Leisure, Travel & Tourism • Airlines/Aviation • Warehousing • Transportation • Trucking/Railroad • Import and Export 	

COMPANY SIZE

Target people based on the size of the company they work for:

- ⊙ Self Employed
- ⊙ 1-10 employees
- ⊙ 11-50 employees
- ⊙ 51-200 employees
- ⊙ 201-500 employees
- ⊙ 501-1000 employees
- ⊙ 1001-5000 employees
- ⊙ 5001-10,000 employees
- ⊙ 10,001+ employees

COMPANY CONNECTIONS

Target 1st-degree connections of employees at the companies you're targeting



- ✓ Only works for companies with more than 500 employees

FOLLOWERS

Target people who are already follow your company



- ✓ Only available if your LinkedIn ads account is connected to your Company page

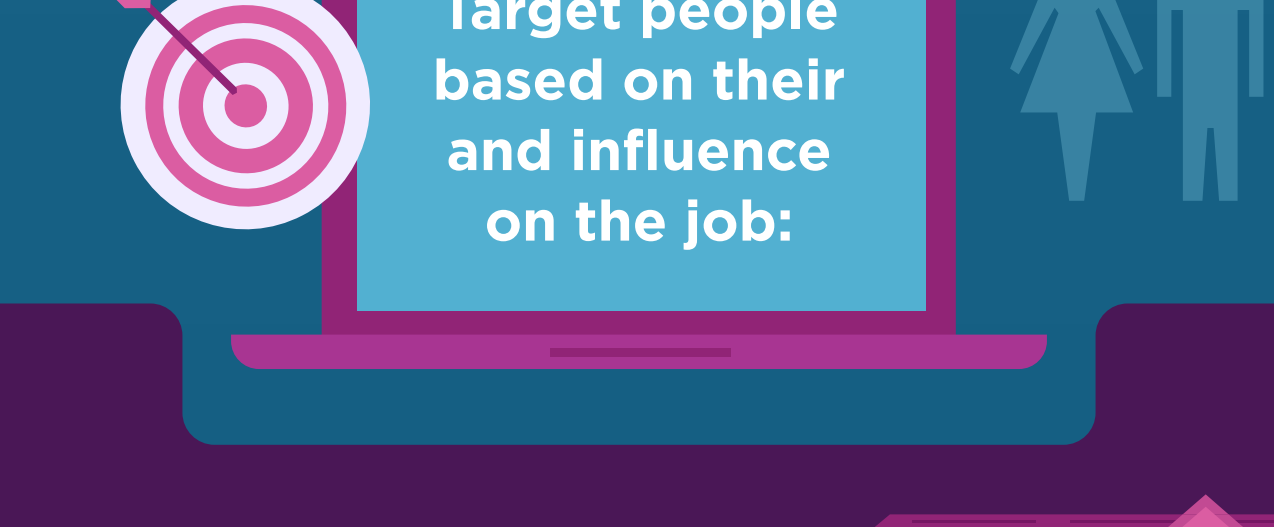
JOB TITLE

Target people based on LinkedIn's list of standardized job titles



- ✓ Job titles can change as job title targeting improves.
- ✓ Vague titles such as "Worker" are not available.

JOB FUNCTION



Target people based on what they do at work:

- ✓ Accounting
- ✓ Administrative
- ✓ Arts and Design
- ✓ Business Development
- ✓ Community and Social Services
- ✓ Consulting
- ✓ Education
- ✓ Engineering
- ✓ Entrepreneurship
- ✓ Finance
- ✓ Healthcare Services
- ✓ Human Resources
- ✓ Information Technology
- ✓ Legal
- ✓ Marketing
- ✓ Media and Communication
- ✓ Military and Protective Services
- ✓ Operations
- ✓ Product Management
- ✓ Program and Project Management
- ✓ Purchasing
- ✓ Quality Assurance
- ✓ Real Estate
- ✓ Research
- ✓ Sales
- ✓ Support

JOB SENIORITY

- ⊙ Unpaid
- ⊙ Owner
- ⊙ Training
- ⊙ Entry
- ⊙ Senior

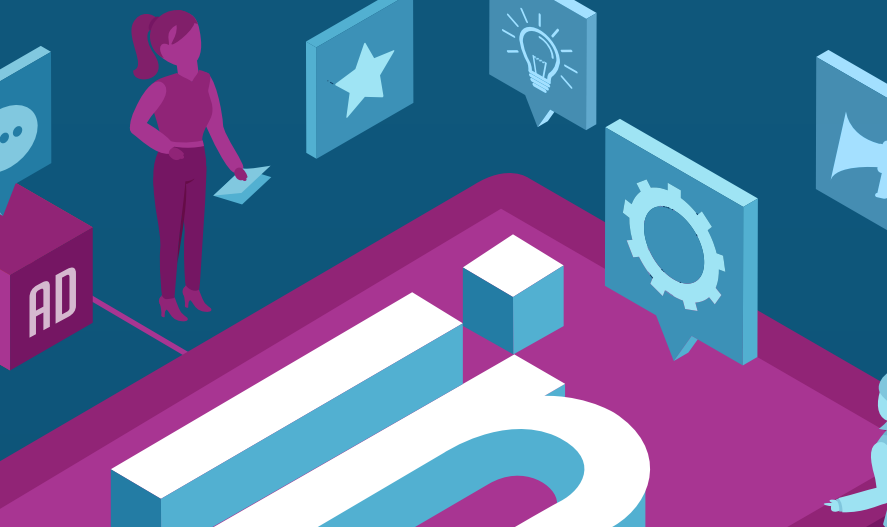


Target people based on their and influence on the job:

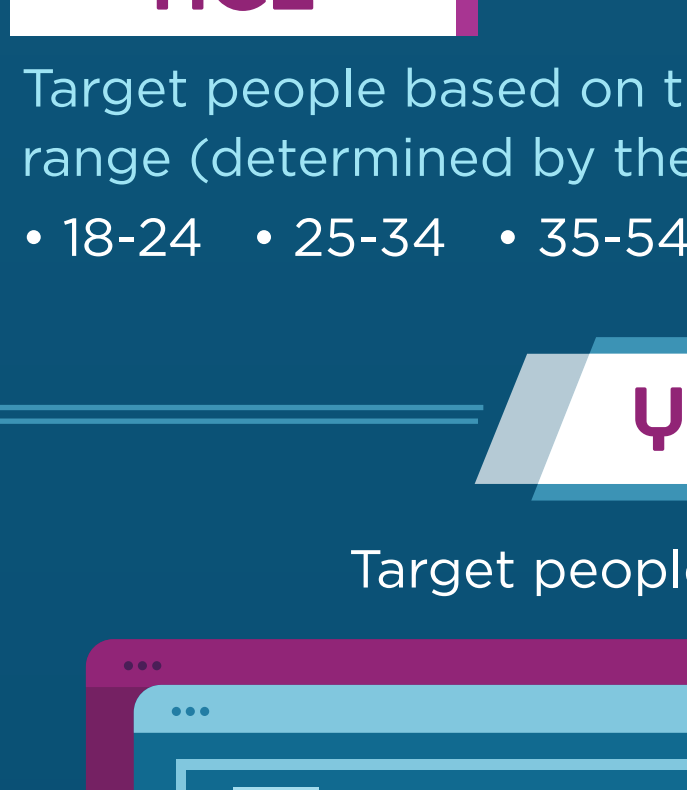
- ⊙ Manager
- ⊙ Director
- ⊙ VP
- ⊙ CXO
- ⊙ Partner

SCHOOLS

Target people based on where they went to school:

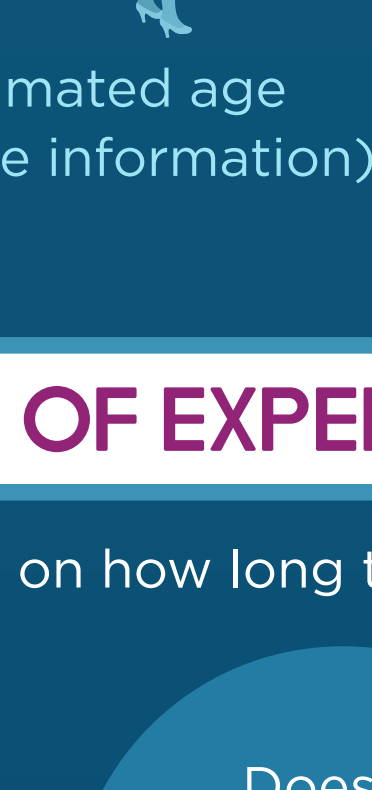


FIELDS OF STUDY



- Target people based on their major or other area of study
- LinkedIn standardizes this info based on member-entered degrees

DEGREES



- Target people based on the rank of their degree:
- Associates
 - Bachelors
 - Masters
 - PhD
 - MD
 - JD
 - PharmD
 - EdD

SKILLS



- Target people based on the list of skills they include in their profile
- Member-entered skills in the Skills & Endorsements section
 - Skills mentioned in profile text
 - Inferred skills based on listed skills

GROUPS

Target people who are in specific LinkedIn Groups

GENDER

Target people based on their inferred gender

- All
- Male
- Female

AGE

Target people based on their estimated age range (determined by their profile information)

- 18-24
- 25-34
- 35-54
- 55+

YEARS OF EXPERIENCE

Target people based on how long they've been working

- Doesn't include gaps in employment
- Overlapping positions don't count twice

MATCHED AUDIENCES

Target people who are already familiar with your brand with the Matched Audiences feature. Connect with:

- People who have visited your website
- Your list of contacts
- Decision makers at the companies you want to target

AUDIENCE SIZE

As you select your targeting options, LinkedIn gives you an idea of the expected size of your audience. If you narrow things down too much, it will warn you that your audience is too narrow and it won't let you move forward with the ad.

The recommended audience size depends on the ad type:

A minimum of **300,000** for Sponsored Content

60,000 - 400,000 for text ads

100,000 or fewer for Sponsored InMail

