

Targeting Strategy	Rationale
Job Title Targeting	- Targets users based on their listed job titles. - Ideal for reaching professionals in specific roles relevant to your service or product.
Company Targeting	- Focuses on employees of specific companies. - Useful for B2B targeting or aligning with certain corporate cultures or values.
Industry Targeting	- Targets users based on the industry they work in. - Allows for sector-specific advertising, reaching professionals in relevant fields.
Seniority Targeting	- Targets users based on their level of seniority or position within their organization. - Effective for reaching decision-makers or influencers in a company.
Skill Targeting	- Focuses on users with specific skills or endorsements. - Tailors advertising to the skillsets that align with your product or service.
Group Targeting	- Targets members of LinkedIn groups related to professional interests, industries, or skills. - Useful for engaging with niche communities and enthusiasts.
Geographic Targeting	- Targets users based on their location, from regions to specific cities. - Ideal for localized campaigns or global campaigns with region-specific messaging.
Demographic Targeting	- Includes age and gender targeting. - Can be used for broader campaigns where demographic alignment is known.
Education Targeting	- Targets users based on their educational background, including schools attended and degrees obtained. - Useful for reaching alumni or those with specific educational qualifications.
Company Size Targeting	- Focuses on companies of specific sizes. - Tailors campaigns for SMEs or large enterprises, depending on the product/service suitability.
Function Targeting	- Targets users based on their functional area within an organization (e.g., Marketing, HR). - Enables targeting based on departmental roles and responsibilities.
Years of Experience Targeting	- Targets professionals based on their total years of work experience. - Useful for products or services tailored to professionals at different career stages.