

Boosting Best Practices Guide

How to reach new audiences with your content



Follow these simple guidelines to maximise your results

#1 Have an effective organic strategy

If you post regularly to your LinkedIn Page, you'll be able to glean **insights** about the type of content that resonates with your target audience by **comparing the performance** of your unpaid posts.

Are you getting the basics right?

- Complete company information on your page.
- Post regularly.
- Be open to a two way conversation. Show your interest in your community by replying to their comments and messages in a timely fashion.
- Speak with one brand voice and get straight to the point.

#2 Pick the right objective

What result are you looking for?

- Brand awareness**
You want more people to see your posts in their feed
- Engagement**
You want to grow followers, likes, comments or reshares of your post
- Website visits**
You'd like to drive traffic to your website or landing page.

#3 Use profile-based targeting

There are a few ways to set your target audience with boosting...

- By **dimensions or attributes of members' LinkedIn profile**, like seniority or industry.
- By commonly used, **preset** LinkedIn audiences
- By professional **interests**

The best is to build your own target audience using members' audience attributes.

Tip: A great way to build your audience is by mapping your personas to the kinds of jobs your target audience might have. Then you can layer on additional attributes from there.

#4 Don't make your audience too small

If your audience is too small the boost won't work or you won't reach enough people to make it worth your while. To help you target an **optimum audience size** there's a **forecasting panel** on the upper right corner of your boosting experience.

Here are some tips to help you target your audience effectively.

- Have a **clear end-goal** established before starting the campaign.
- Remember that **'excluding' an audience is optional**. You don't need to use the field.
- Don't use more than 2-3** targeting criteria or 'facets.'
- Boosting uses **'and' targeting**: the more criteria you add, the narrower your audience gets.
- Your **forecasted results** will indicate the size of your audience.
- Tip:** Your audience should be at least 50K. If your audience is below 300, you may not be allowed to boost.

#5 Try to budget at least \$25 per day

What sets LinkedIn apart is our **premium audience of influential decision makers and professionals**. So be prepared to allocate an appropriate budget to reaching these high lifetime value customers.



#6 Schedule your boost for 1-2 weeks

We recommend a minimum boost duration of approximately 1-2 weeks to see optimal results. It's important to **give your boosts enough time to seed**.



You are ready to boost!

Go to [our site](#) to learn more on how to reach new audiences

