LinkedIn Ads Buyer's Journey
The Ultimate Cheat Sheet

Audience		Offer
Your core audience defined by a combination of factors, such as: • job function + skills + seniority • job title + industry • company name + job function • target contact or company list	**Awareness** Top of the funnel (TOFU)	**Brand recognition** **Blog posts** **Infographics** **Promo videos** **Explainer videos** Ungated
Retarget users who engaged at TOFU stage	**Consideration** Middle of the funnel (MOFU)	**Guides** **Cheat sheets** **Webinars** **Ebooks** **White papers** **Testimonials** Gated & Ungated
Retarget users who: engaged at the MOFU stage, visited high-intent web pages, are your most engaged contacts	**Decision** Bottom of the funnel (BOFU)	**Case studies** **Demos** **Free trials** **Comparisons** **Problem Articles** More form fields

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