LinkedIn Ads Buyer's Journey
The Ultimate Cheat Sheet

Audience		Offer
A broader version of your audience	**Awareness** Top of the funnel (TOFU)	**Brand recognition** **Blog posts** **Infographics** **Promo videos** **Explainer videos** Ungated
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	**Consideration** Middle of the funnel (MOFU)	**Guides** **Cheat sheets** **Webinars** **Ebooks** **White papers** Gated content
Retargeted website visitors **Video watchers** **Your most engaged contacts**	**Decision** Bottom of the funnel (BOFU)	**Case studies** **Demos** **Free trials** Increased form fields

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