

How legal transformation company, Plexus, achieved a 20% increase in monthly sales qualified leads



Location: Melbourne, Australia | No. of Employees: 51 - 200 | Industry: Technology



“On LinkedIn, we know that every marketing dollar is spent on the right audience with little-to-no wastage. We were initially worried that the low cost per-lead would mean low lead quality, but that’s not the case at all. In fact, we’re enjoying a 9% increase in the conversion of marketing to sales qualified leads.”

Max Pfeifer
Marketing Optimisation Manager

Challenge

Plexus is on a mission to transform legal value. Through advanced technology and flexible access to world-class talent, Plexus powers the world’s leading organisations enabling legal teams to deliver more with less and freeing lawyers to focus on higher value strategic work.

With legal transformation being a hot topic it is important for Plexus to:

- **Identify senior decision makers** within the **in-house legal teams** of enterprises
- **Filter out non-buyers** who display interest in legal transformation for academic or career-enhancing reasons

Solution

As the only marketing platform that supports the specific targeting it needs, Plexus leveraged LinkedIn’s precise targeting capabilities at scale to accurately pinpoint their audience and offer content to them in a value exchange for their contact information:

- **LinkedIn Sponsored Content** to engage target audience with relevant content and
- **LinkedIn Lead Generation Forms** to turn interest into leads

Results

In six months since Plexus began running campaigns on LinkedIn, they have seen:

- **20% uplift in monthly sales qualified leads**
- **30% increase in lead velocity**
- **50% reduction in cost-per-lead** compared to its own website landing page conversions
- **Approximately 9% more marketing qualified leads** converted into sales qualified leads

20%
uplift in monthly sales qualified leads

50%
reduction in cost-per-lead compared to landing page conversions

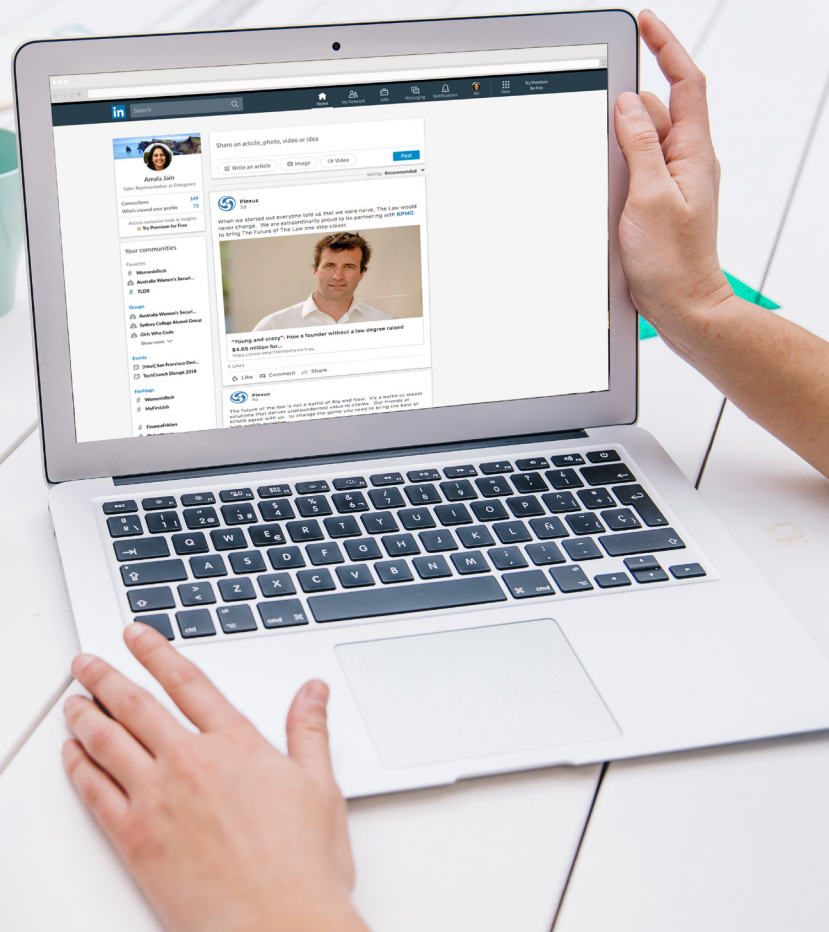
How They Did It

When Plexus first started on LinkedIn, their focus was on top-of-funnel lead generation. However, after about six months of experience on the platform, the brand also learnt to leverage LinkedIn in a more nuanced manner to support its entire marketing funnel:

- **Top-of-funnel marketing** to build awareness, cultivate interest, and generate leads
- **Bottom-of-funnel marketing** to keep audiences at later stages of the buyer journey engaged
- **Remarketing** to maintain brand visibility in the minds of previously-engaged audiences

Overall Impact

- Plexus is achieving its marketing objectives of eliminating ad spend wastage and generating quality leads by accurately targeting a niche audience on LinkedIn.
- Given their typical 6-to-12 month enterprise sales cycle, Plexus' first LinkedIn-generated leads are now turning into closed deals and revenue dollars, contributing to topline performance.
- They enjoy greater efficiency as the seamless integration of LinkedIn, Marketo, and Salesforce is saving the team two man-hours a day on data management and qualification.



“Through the strategic use of automation, we help our clients optimise the way they create value for their organisations. The same applies to us internally. We’re building a marketing automation ecosystem to do more with less, and LinkedIn fits perfectly with this.”

Max Pfeifer

Marketing Optimisation Manager