

Going always-on makes a bigger impact for EDHEC



How does one of Europe's top business schools stand out when competing for students internationally? EDHEC launched a bold new strategy to build brand salience on LinkedIn and nurture relevant audiences ahead of demand campaigns for specific courses. The school's video-led, always-on campaign smashed performance benchmarks for engagement, video views and video completions – and catapulted EDHEC into the top quartile of influence for the education sector on LinkedIn.

The Challenge

- Reach and engage relevant students and opinion leaders on higher education
- Build brand salience
- Establish EDHEC values around excellence, innovation and entrepreneurial spirit

The Solution

- Always-on brand campaign built around video content
- Sponsored Content and Carousel Ads to help differentiate EDHEC through research work and international partnerships
- Bespoke targeting approach reaching students open to higher education and key opinion leaders influencing their choices
- Reach across France, the UK the US, Singapore and India, the targeted areas for this campaigns

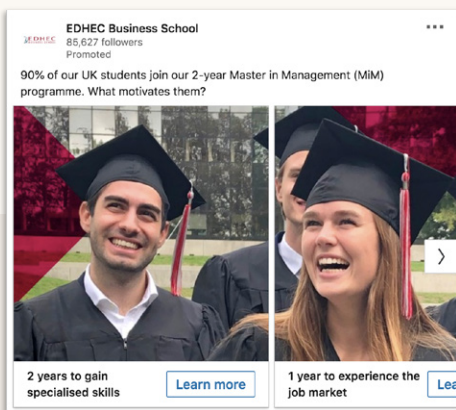
Why LinkedIn?

- Power of LinkedIn data for targeting key higher education audiences
- Proven content and brand-building platform
- Reach across all priority markets for EDHEC

Results

2.6M The campaign reached more than 2.6 million LinkedIn members EDHEC's key markets

- The Engagement Rate reached 0.9%, double LinkedIn benchmarks
- The Video View Rate of 53% was double benchmark
- The Completion Rate of 30% was more than 7x benchmark for a video over two minutes
- EDHEC's ranking by Content Marketing Score improved from seventh to third, positioning the school in the top quartile for its sector

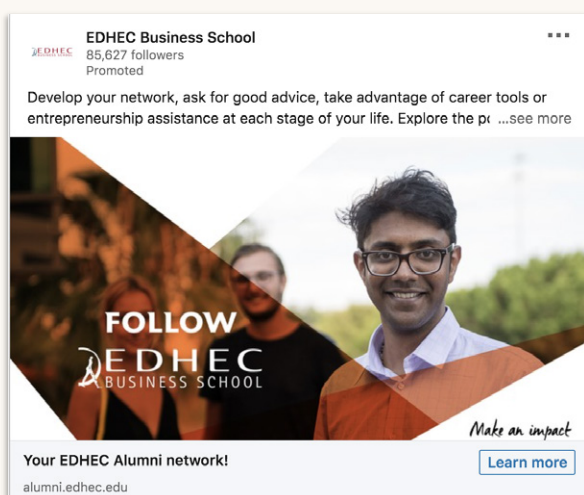
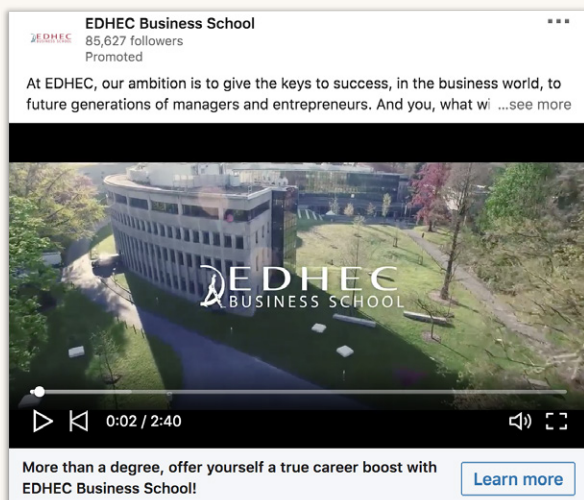


An ongoing brand campaign mixing Video, Sponsored Content and Carousel Ads is transforming the business school's international profile

The value of brand salience for a business school

A credible and recognisable brand is one of the most significant competitive advantages a business school can have.

The campaign that EDHEC developed to build international brand awareness centred on an inspiring video of over two minutes. This showcased the school's values of excellence, innovation and entrepreneurial spirit, and invited graduates to imagine the impact that EDHEC could help them to have in their careers. EDHEC worked with LinkedIn to develop this core asset into an always-on brand campaign. Sponsored Content and Carousel Ads delivered different messages around the school's groundbreaking research work and international connections, nurturing a global audience of 2.6 million LinkedIn members with an average frequency of 4.5.



Building influence by targeting international influencers

The depth of LinkedIn data enabled EDHEC to reach two distinct audiences across its targeted markets. Besides potential students of under three years' experience who were open to further education, the campaign leveraged the bespoke LinkedIn segment of opinion formers likely to share recommendations about business schools.

As the campaign grew its reach and frequency among these two key audiences, engagement rates increased significantly, to reach 0.9%, which is double the LinkedIn benchmark for the education segment. The quality of attention on LinkedIn delivered breathtaking levels of engagement for EDHEC's video content, with view rates 2x benchmark and completion rates 7x benchmark. And the ability to reach and inspire at scale had a major impact on the school's levels of influence and awareness compared to its competitive set. In a ranking of educational institutions by LinkedIn's Content Marketing Score, EDHEC improved from 7th to 3rd, breaking into the top quartile.

"Thanks to LinkedIn, we have reached more than 2.6 million qualified LinkedIn members, which has enabled us to gain brand awareness and consolidate the values of the EDHEC brand.

We're seeing fantastic levels of engagement among both the students who will fill our course places, and the opinion formers recommending which schools to consider. That's what this LinkedIn brand campaign has achieved."



Claire Bergery-Noël
Communication Director
EDHEC