



DDI and LinkedIn: A Talent for Reaching Talent

“We need every demand generation dollar we spend to have a positive effect, and we’ve been able to do that with LinkedIn.”



James Court
Demand Generation Consultant
Development Dimensions International

Making the case.

Development Dimensions International (DDI) is a global consulting firm, specializing in leadership assessment and development. With a mission to help companies develop the business leaders of today and tomorrow, DDI’s primary targets are HR professionals of mid- and large-size companies. Integral to their B2B business model, DDI marketing is responsible for driving leads to the sales team.

When the performance of their traditional inbound marketing channels—banner advertising and email newsletters—began weakening, DDI looked to LinkedIn to rejuvenate their efforts. But with a limited budget, they’d need to make the case to senior management before recalibrating their marketing mix. The key: Prove LinkedIn’s ability to drive leads at a positive ROI.

Exceeding expectations. And then some.

DDI took a measured approach to adding LinkedIn to their mix, beginning with a small investment in Sponsored InMail and Sponsored Content. Working

Challenge

- Identify a new, cost-efficient channel for inbound marketing
- Prove ROI of LinkedIn marketing solutions

Solution

- Sponsored Content
- Sponsored InMail

Results

- Sponsored InMail generated a 57% open rate and a 4.7% click-to-form rate
- Campaigns linked to content strategy drove a 4.36x ROI
- LinkedIn became DDI’s primary inbound marketing channel

with the intuitive LinkedIn Campaign Manager, DDI was able to easily set up, launch, monitor, and measure the success of their campaigns. Based on the strength of the response to this test—a 57% open rate and a 4.7% click-to-form conversion rate with Sponsored InMail—DDI decided to increase their LinkedIn spend and tie it to their broader marketing efforts, including their content strategy.

Here’s where things got interesting. Working with their LinkedIn Campaign Manager, DDI mapped their marketing funnel and content strategy to their LinkedIn campaigns. By identifying top-of-funnel (TOFU), middle-of-funnel (MOFU) and bottom-of-funnel (BOFU) assets that fit their three key stories—leader selection, leadership development and succession management—DDI was able to marry their campaigns to their lead scoring model. The results were nothing short of amazing: DDI’s campaigns generated a remarkable 4.36x ROI.

Leading the way for lead generation.

“My job is to generate leads,” said James Court, Demand Generation Consultant at Development Dimensions International. “While other social platforms allow targeting for interests, none of them are as focused on professional and career issues. On LinkedIn, we can target people who are in an HR role and, at the end of the day, it’s easier to reach the segment we want.” Thanks to LinkedIn, DDI now reaches their most relevant prospects—HR managers and directors—when they’re primed to respond to DDI’s offerings. “Other platforms cast a wide net,” said Court, “but we don’t want a billboard approach; we want to invest in clicks that will lead to sales.” By combining effective targeting and a powerful suite of marketing programs, what began as a small test is now the key pillar of DDI’s inbound marketing efforts, delivering a reliable source of leads and fueling DDI’s mission to nurture the next generation of business leaders.

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