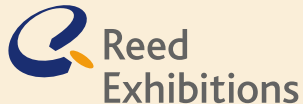


Full-funnel launch strategy secures 19x ROI for Reed Exhibitions



The launch of a new regional event brand requires a marketing strategy that can engage and convert both exhibitors and attendees. For the launch of the Saudi National Security & Risk Prevention (SNSR) Expo, Reed Exhibitions Middle East built that strategy on LinkedIn. Reed Exhibitions Middle East worked with its agency Latitude to create an always-on awareness campaign that integrated targeted thought-leadership content with follow-up through Sales Navigator. This approach translated engagement into leads, opportunities and signed contracts that represented more than 20% of the show's total revenues.

Challenge

- Build awareness of the SNSR Expo from scratch
- Target and engage both exhibitors and attendees
- Generate high-quality leads with a strong conversion rate to signed contracts

Solution

- Always-on campaign to build ongoing awareness for the SNSR brand
- SNSR Showcase Page to build security-focused community
- Video for Sponsored Content and Follower Ads to drive engagement among potential exhibitors
- Carousel Ads showcasing reasons to attend
- LinkedIn Sales Navigator to identify decision-makers and nurture leads

Why LinkedIn?

- Reach and targeting capabilities across the industry and region
- Ideal environment for building a thought-leadership brand
- Proven track record on lead quality

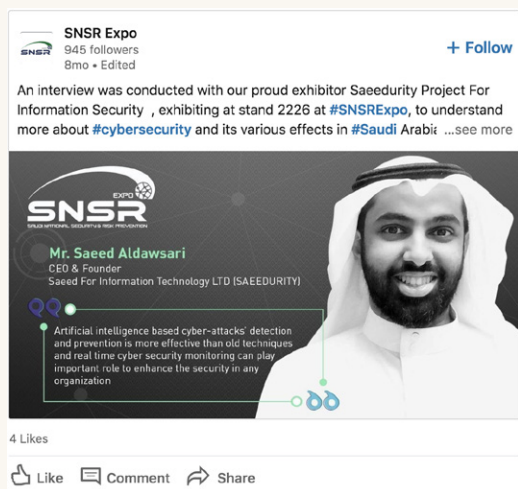
Results

- LinkedIn generated over 84 exhibitor leads, which converted into opportunities and signed contracts at a rate of 30%
- This delivered an ROI in terms of secured revenue of 19x
- LinkedIn generated 20% of all revenue for SNSR

Always-on content and Sales Navigator integration delivered superior quality leads that converted to signed contracts at a hugely impressive rate.

Building a revenue pipeline on brand awareness

Starting from a base of zero awareness, the marketing team for Reed Exhibitions Middle East knew that they had to take SNSR's target audiences on a journey. "We were following a path from awareness through to acquisition, and that always works best when you have a good content strategy," says Uzma Yusuff, head of the business's Marketing Solution Centre. "We wanted a consistent flow of content to build awareness throughout the year – not just in the run-up to the event."



Uzma's team started by creating a Showcase Page for the SNSR Expo that could form the hub for a LinkedIn community interested in risk and security issues. Targeted Sponsored Content, video and Follower Ads quickly built follower numbers while raising general awareness across relevant roles and industries. Building on this awareness, Reed Exhibitions and Latitude developed tailored content strategies for moving both exhibitors and attendees towards booking. "We worked with industry experts to create a security industry white paper that proved to be a really valuable piece for driving leads," says Uzma. "On the attendee side, we used Carousel Ads to talk about the features of the expo and what people could expect to see at the show."

Driving lead quality and conversions through sales and marketing integration

The value of LinkedIn to SNSR wasn't just measured in terms of the number of leads. It was the quality of those leads, and the ability to nurture them through to the contract stage using the platform, that provided Reed Exhibitions Middle East with the revenue-generating engine that SNSR needed.

"LinkedIn conversion tracking told us when employees from a particular business were starting to engage with our content," says Uzma. "We could then use LinkedIn Sales Navigator to go deeper, finding the most relevant decision-makers at that company and reaching out to those contacts. This ensured our sales team were working with the best possible quality of leads."

+84 High-quality leads

19x Return of Investment

That lead quality made a difference at every stage of the revenue pipeline. LinkedIn Lead Gen Forms helped Reed Exhibitions Middle East to generate more than 84 high-quality leads through the platform. These leads converted into 24 signed deals, across 12 countries, which represented more than 20% of total revenues for SNSR.

The LinkedIn campaign had delivered a hugely impressive Return on Investment (ROI) of 19x, providing the revenue foundation that the show needed for commercial viability. In the process, it had built a community of professionals and businesses with an interest in security that can underpin future growth.



"We ended up moving budget from other digital platforms to LinkedIn, because the lead quality and conversion rates were so much higher. There was great collaboration between the platform, our agency, and our marketing team – and this launch has been so successful that we're now looking at adopting LinkedIn as a global partner for our events."

Uzma Yusuff

Head of Marketing Solution Centre, Reed Exhibitions Middle East