Aspect amplifies thought leadership content and brand awareness using Sponsored Updates

"With LinkedIn Sponsored Updates, we can amplify the reach of our content and bring a new audience to our website and blog to continue conversations -- all while educating companies on how we help improve the customer experience. It's a powerful way to elevate awareness of your brand."

Kim Martin
Director of Corporate Marketing
Aspect

Educating businesses about customer service

Aspect provides software solutions that help companies deliver seamless customer experiences across every conversation and channel. As part of their marketing strategy to engage key audiences with knowledge and insights, the company enlists its subject matter experts to create blog posts, white papers, and webinars that educate prospects on new ways to engage today's consumers. Aspect needed a way to attract new audiences to its content and raise awareness of the company's solutions among the right audience.

Sponsored conversations in a professional context

Aspect chose Sponsored Updates not only because their target audience was on LinkedIn, but also because of the professional mindset.

Challenge

- Promote thought leadership content to key IT and customer experience decision makers
- Drive traffic to the Aspect blog and website

Solution

- Sponsored Updates targeting key job titles, including IT managers and above
- Promote informational content such as white papers, webinars, and infographics

Results

- **322%** increase in LinkedIn engagement
- **290%** increase in referral traffic to Aspect's blogs
- **17%** increase in Company Page followers

"Sponsored Updates help us engage with different audiences in a grassroots way – they allow us to be more conversational, instead of just delivering a message in one direction," says Kim Martin, Director of Corporate Marketing for Aspect. "And since our audience of executives, customer service professionals, and IT professionals are on LinkedIn regularly, we know they see and share our content. LinkedIn's ability to target by job title and industry helps us engage the precise audience we want to interact with."
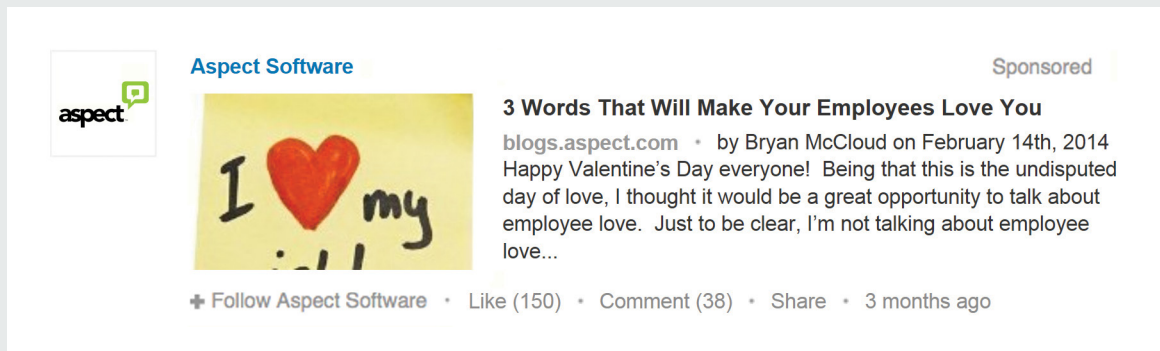
Driving quality traffic and followers

Sponsored Updates have helped Aspect increase engagement on LinkedIn by more than 4x and increase referral traffic to Aspect's blog by nearly 4x. Company Page followers increased by 17%.

"When we use Sponsored Updates to increase engagement and drive traffic to our blog via LinkedIn, we know we're doing it with the right audience, and we know they're following our Company Page for the right reasons," says Christine O'Brien, Digital Content Manager for Aspect. "Not only are we starting new conversations with potential customers, but we're continuing those conversations so that brand awareness becomes even stronger.

Best Practices for Sponsored Updates

Attention-getting headlines will boost engagement: Aspect's Christine O'Brien coaches her content team on writing headlines that compel readers to click through and find out more. "A headline like the one below can make people curious about your content and convince them to read on to get answers."

Aspect Software   Sponsored

3 Words That Will Make Your Employees Love You

blogs.aspect.com • by Bryan McCloud on February 14th, 2014
Happy Valentine's Day everyone! Being that this is the undisputed day of love, I thought it would be a great opportunity to talk about employee love. Just to be clear, I'm not talking about employee love...

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Entice with a benefit: Suggest that there will be a great benefit or payoff for clicking through. Aspect authors are encouraged to make the benefit specific to the audience and identify any pain points for the market.

Enlist internal thought leaders to create content: Aspect recruits a cross-section of experts in departments like finance, marketing, and product development to write blog posts and create webinars. This generates valuable content to share in Sponsored Updates.

Choose high-engagement posts as Sponsored Updates. O'Brien's team posts news to the Aspect Company Page every three or four days, and then looks for the updates that get the highest engagement. O'Brien will then turn that post into a Sponsored Update.

Visit **lnkd.in/SponsoredUpdates** to discover how LinkedIn Sponsored Updates can drive results for your business.

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