

Salesforce.com Case Study

Increasing follower engagement with LinkedIn Targeted Status Updates



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Jennifer Burnham
Director of Content and Social Strategy, salesforce.com

Delivering messages without oversaturating the channel

Salesforce.com, the enterprise cloud computing company, has built a solid reputation for the quality of its events, including Cloudforce, which is staged in about a dozen cities worldwide every year.

“Our objective is to drive an audience to attend – not just in person, but also online, because we broadcast these events online,” explains Jennifer Burnham, director of content and social strategy for salesforce.com. In addition to using its social networks to publicize Cloudforce, salesforce.com uses LinkedIn to spread the word about company news and updates: “Our followers want to hear more about the salesforce.com culture, our leadership, and social enterprise trends.”

The challenge for salesforce.com’s social strategy team is pushing out content and updates to followers without wearing out its welcome – especially for news aimed at a regional audience or a specific demographic.

Challenge

- Engage followers and drive event attendance
- Avoid message oversaturation
- Reach regional audiences with localized content

Solution

- LinkedIn Targeted Status Updates
- Narrow distribution of updates based on location and industry
- Empower local teams to create relevant content
- Increase frequency of updates to build buzz

Why LinkedIn?

- Precise targeting helps reach desired audience
- Relevant updates drive higher engagement and stronger brand loyalty
- Easy administration encourages user adoption
- Real-time results tracking helps marketers refine strategy

Results

- 30% increase in engagement by followers
- 30% increase in amplification (sharing) of messages
- Local social teams can customize messages for greater relevancy
- Ability to increase frequency creates more opportunities for engagement

"If we blast news out to the same audience over and over, we may oversaturate our followers with information," Burnham says. "We don't want to use social media as a bullhorn. We do like to go big when promoting our events, especially when we have incredible speakers to talk about, but the news may not be relevant to all audiences."

LinkedIn Targeted Status Updates reach focused audiences

When Burnham and her team learned about LinkedIn Targeted Status Updates, a new feature that delivers relevant content to a more targeted group of LinkedIn followers, they knew it would solve their social content challenge. Targeted Status Updates allow organizations with LinkedIn Company Pages to deliver status updates to well-defined groups of followers, which can help increase engagement and improve brand loyalty. Marketers can target followers based on company size, industry, function, and geography, among other parameters.

"We learned about Targeted Status Updates just as we were getting ready to promote our Cloudforce London event," Burnham says. "We realized we could target a geographic area and create more frequent and tailored updates, mentioning local speakers and venues."

Burnham worked with her UK social team to create a series of status updates about Cloudforce London, including news about speakers and sessions. Because content in these updates is more precisely matched to followers, salesforce.com can deliver updates more often and drive more engagement. "We felt comfortable talking more frequently to a targeted audience," Burnham says. "We would not have posted as often as we did about Cloudforce London if we had not been able to use targeting."

salesforce.com Work and play have both changed: Customers expect businesses to be social; employees expect their employers to have social at their core. How social can your enterprise become? Join us at Cloudforce London on May 22 to find out: <http://bit.ly/yyEi74>

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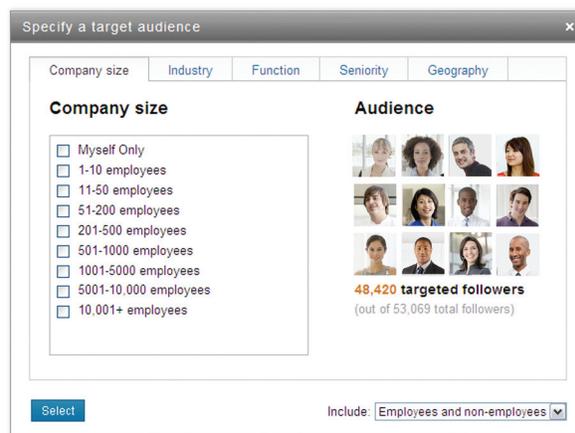
Salesforce.com's Targeted Status Updates promote the Cloudforce London event

Increased engagement and amplification

After posting Targeted Status Updates about Cloudforce London during a five-week period, salesforce.com experienced a 30% increase in the rate of engagement by its followers, which includes activities such as clickthroughs and likes. In addition, salesforce.com showed a 30% increase in the amplification rate of its Targeted Status Updates, which indicates how often followers have shared the updates.

"We love the fact that LinkedIn's Targeted Status Updates let us focus our messages at a regional/industry level so that we can delight audiences with relevant content," Burnham says. "We can also target followers who are not employees, so we can reach beyond our core follower base."

Burnham points out that she and her content team ensure that even when Targeted Status Updates are aimed at a highly specific audience, they're still reaching a large number of followers. "We want to go somewhat broad, because you never know who'll be interested in a given topic – if an update reaches too narrow an audience, we won't get the engagement we need," Burnham says. "However, for newer markets, we may start small – Targeted Status Updates will have a lot of value for these segments."



Audiences for Targeted Status Updates can be chosen by company size, industry, and geography

As salesforce.com is a global company, Targeted Status Updates also allow Burnham's team to give control of content to regional social media managers, who can customize updates based on what they know about their specific audiences. "The London team crafted the posts, so they were able to use language that they knew would appeal to local followers," Burnham explains. "We're ramping up our strategy for upcoming Cloudforce events in other regions, and we see a real opportunity in allowing regions to create their own posts, instead of always driving content from HQ."

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