

Crestbridge boosts its LinkedIn presence by centering on valuable content



Location: St Helier, Jersey | No. of Employees: 201-500
Industry: Financial Services



“The Boost feature was straightforward to use, enabling us to take a post that was doing well and just push it out further without any additional effort.”

Charly Buesnel
Digital Executive, Crestbridge



Challenge

- Crestbridge is a global provider of private equity and real estate administration solutions. As the company continues to focus on their strategy for growth, they turned to LinkedIn to improve brand awareness and to prospect new clients. The chief objective was to engage its audience with relevant, informative content.
- Crestbridge participated in the rollout of LinkedIn’s Boost feature, which allows companies to amplify the reach of organic posts. The company experimented with different types of posts, boosting to different audiences to measure engagement across a variety of metrics.
- Using data from boosted posts, Crestbridge drilled down into its social marketing strategy to learn from and optimize its efforts on LinkedIn. “It helped us be more consistent with our content and understand why we were posting, and what we could expect to get back on a particular piece of content,” says Chris Morris, Digital Consultant, Interval.



Solution

- As it experimented with boosted posts, Crestbridge monitored engagement with different types of content. This led to a tiered content approach, delineated by different objectives: to inform, sell, convert, and engage socially. Segmenting its content allowed Crestbridge to boost with purpose.
- “We’re really starting to think about the content and the role that it plays in engaging the audience,” says Chris. This pushed the company toward ABM-style targeting. Using data from boosted posts, Crestbridge was able to better identify its core audiences, including private equity and real estate professionals.
- The simplicity of LinkedIn’s Boost feature also aided the company in expanding its reach. “Other members of the team who aren’t familiar with the campaign manager could go in, access and—without any real formal training—Boost posts. The process was very intuitive,” says Charly.



Results

- Crestbridge saw outstanding ROI from boosted posts, with measurable returns. This, coupled with ease of use, has prompted the company to specifically budget for boosted posts as part of its LinkedIn marketing strategy.
- “Boosting has been really helpful for us,” says Charly Buesnel, Digital Executive at Crestbridge. “We’re educating the team and scaling our budget so we’re able to do more boosted posts as we plan more and think about the future.”

The recent campaign achieved

15x

more visibility on LinkedIn when boosting compared to organic posts

Engagement rates increased exponentially with an average of

360%

uplift when compared to organic campaigns

Your audience is on LinkedIn

- Exploring boosted posts prompted Crestbridge to take a deeper look at LinkedIn as a destination for its audience. What it found was that not only were its prospects active and engaged on the platform—they were receptive to relevant content on their feeds.
- “You put your content out there—especially through boosting or even sponsored posts in general—and you’re paying a bit of money for something with tremendous reach,” says Chris. “And, the more specific you are in targeting those audiences, the more they’re going to want your content.”

Boost content that delivers value

- In an effort to broaden exposure on LinkedIn, the team at Crestbridge studied boosted posts to understand the context for engagement. What made people interact? They quickly discovered the answer: content that delivers value.
- Using data from boosted posts, Crestbridge took its strongest-performing organic posts and served them to individuals poised to gain insights, takeaways and, ultimately, value from them. “It was a matter of identifying a great post that’s worked organically, then boosting it to make sure we put it in front of the right audience,” Charly explains.

Simplicity enables success

- Through experimentation with the Boost feature, Crestbridge discovered a basic benefit: its simplicity. The business found that the extended marketing team required little-to-no training to boost posts, and choosing which post to boost was an exercise in intuition.
- “It definitely gives us scalability as a team,” says Charly. “It also gives individuals within our team more responsibility, and the ability for them to actually get more results on the posts that they typically would have put out organically.”



“As we develop a methodology around our marketing, how we build lead generation and engage audiences on LinkedIn is fundamental as it’s the perfect fit with our target audience.”

Chris Morris
Digital Consultant, Interval