

SCORPION HEALTHCARE DRIVES DECISION-MAKER CONVERSIONS WITH LINKEDIN

LinkedIn's audience segmentation and retargeting capabilities enabled Scorpion Healthcare to engage directly with senior healthcare decision-makers and collect quality leads.



JOURNEY STAGE:
Awareness &
conversion



AUDIENCE:
Healthcare



SECTOR:
C-level
decision-makers

56%

increase in
conversion rate

3.14x

increase in
opportunity-to-
customer rate

33%

decrease in
cost per lead

LinkedIn





CHALLENGE

Scorpion Healthcare, a provider of digital healthcare marketing, wanted to raise awareness of its products with senior healthcare decision-makers. Its campaign needed to:

- Reach the right senior decision-makers;
- Build relationships and customer trust; and
- Generate leads and conversions.



SOLUTION

Scorpion Healthcare and LinkedIn created a multi-touchpoint content marketing strategy to reach healthcare decision-makers.

They used Sponsored Content and LinkedIn's Matched Audiences tool to target and deliver in-feed thought leadership content to both prospects and existing customers.

Prefilled Lead Gen forms were also used to increase conversion rates and collect quality leads.



RESULTS

- 56% increase in conversions
- 33% decrease in cost per lead
- 3.14X increase in opportunity-to-customer rate



“**LinkedIn** has helped us speak to the right audience and provide better ways to communicate our services to really help us build meaningful relationships with our prospects.”

Ruben Dua, Head of Enterprise Marketing at Scorpion.



CUSTOMER JOURNEY

At LinkedIn Marketing Solutions: Healthcare Services, we aim to partner with healthcare brands to help them rethink their customer journeys.

We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and ‘always on’ content matched to each stage of your customer’s journey.

Get in touch to find out more about how LinkedIn Marketing Solutions can help you rethink your own organization’s customer journey, connect you to the audiences and issues that matter most and drive quality leads.

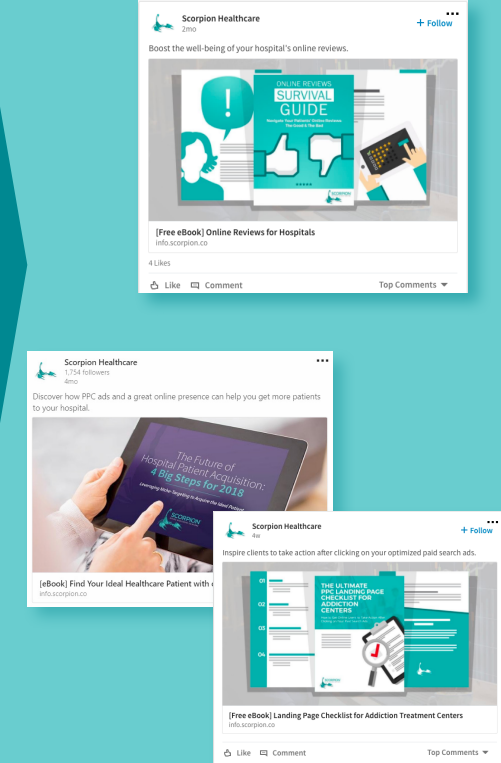
MATCHED AUDIENCES

LinkedIn’s Matched Audiences tool offers a variety of custom targeting options to reach your website visitors, contacts, and target accounts.



SPONSORED CONTENT

Tailored content delivered in-feed to targeted audiences.



LEAD GEN FORMS

Prefilled forms which allow organizations to simplify and speed up the data collection process.

