

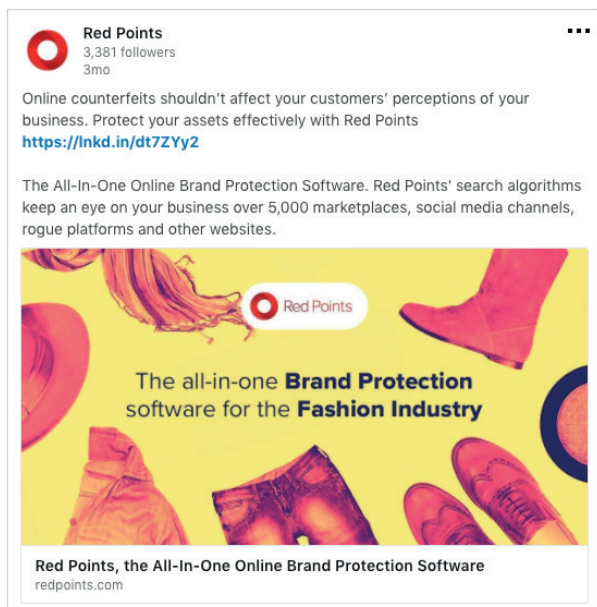


# The smart solution for brand protection

## Starting an IP revolution in the LinkedIn feed

How do you educate your buying audience about a solution they're not yet searching for? A disruptive IP protection business grew turnover by 300% through distributing content in the LinkedIn feed.

Protecting the Intellectual Property of major brands has always been a labour-intensive process, with teams of lawyers scanning eCommerce platforms to identify counterfeit products and demand their removal. Red Points knew that its innovative Software as a Service (SaaS) platform could transform the process of protecting IP online. By engaging specialist audiences with tailored content in the LinkedIn feed, it built relevant awareness and consideration where none existed before, and grew turnover by 300%.



### The Challenge:

- Generate qualified leads and opportunities for the sales team
- Drive awareness of Red Points' SaaS solution
- Encourage consideration of a new approach to IP protection
- Integrate marketing and sales strategy
- Grow sales volume

### The Solution:

- Sponsored Content in the LinkedIn feed
- Specific content assets tailored to the IP needs of different sectors
- LinkedIn Lead Gen Forms
- Testing-led approach

### Why LinkedIn?

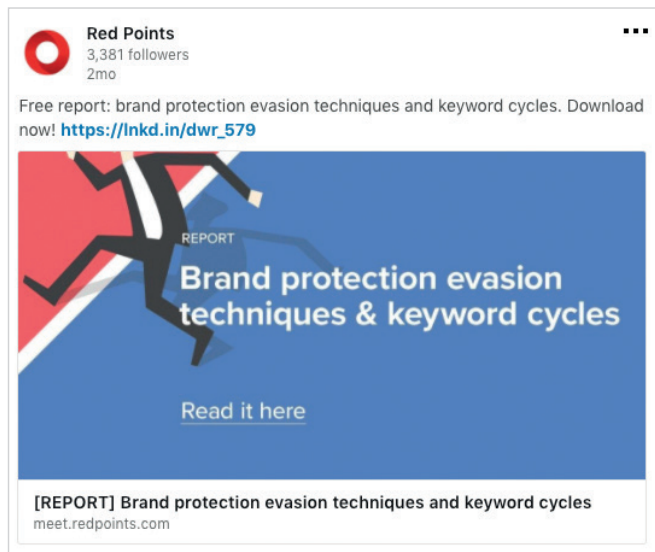
- Rich profile targeting to reach a specialist audience at scale
- Ability to tailor content to specific sectors
- LinkedIn Lead Gen Forms for more efficient lead generation

### Results:

- The campaign exceeded all lead generation targets
- Over 50% of all leads generated on LinkedIn were qualified by sales
- LinkedIn activity contributed directly to 300% increase in turnover

## The power of demand generation that knows its audience

How do you reach specialist audiences online who have no prior awareness that your solution even exists? That was the key challenge faced by Red Points' Head of Demand Generation, Marc Gassó. "Brand protection managers already had a manual solution in place, so they weren't searching for something new," explains Marc. "We needed to put content in front of these audiences that could demonstrate the advantages of a different approach - and that meant being able to target them effectively."



Free report: brand protection evasion techniques and keyword cycles. Download now! [https://lnkd.in/dwr\\_579](https://lnkd.in/dwr_579)

**REPORT**  
**Brand protection evasion techniques & keyword cycles**

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It was LinkedIn's range of targeting parameters that provided Marc and Red Points' marketing agency Magnetica with the ability to reach their very specialist target audience at scale. "LinkedIn makes life a lot easier when it comes to finding your ideal persona," says Marcel Odena, General Director at Magnetica Advertising. "People working in brand protection don't tend to have consistent titles, but with LinkedIn you're able to use attributes like industry, years of experience and skills to reach the right audience at scale - and you can then tailor content specifically to them, which is one of the keys to our success in terms of qualified lead generation," says Gordon Mcconell, Content Manager at Red Points.

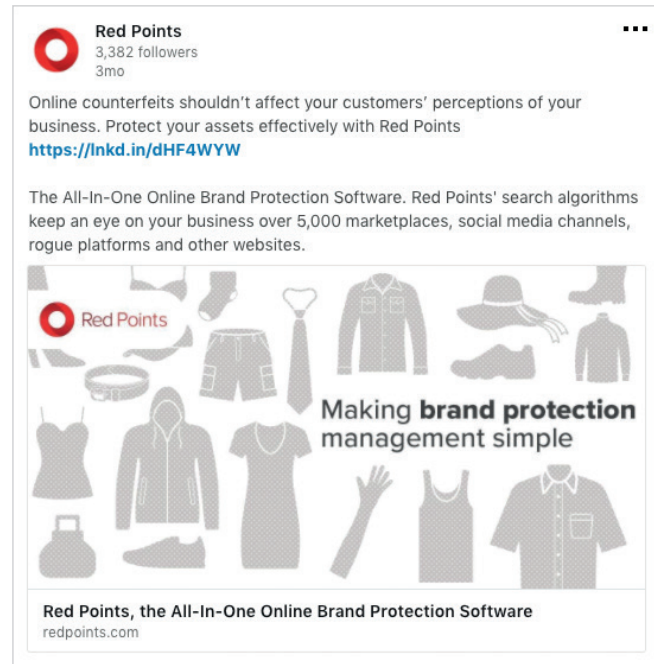
*LinkedIn is providing the best lead quality we've ever had. We will definitely continue to use LinkedIn to help us expand to new markets and new ICPs - and we'll be looking to increase the number of campaigns that we run."*



**Marc Gassó**  
Head of Demand Generation  
Red Points

## Bringing targeting and testing together to drive awareness

Marc and the team quickly learned that content tailored to the needs of specific sectors tended to drive the greatest engagement. "It's a challenge to create relevant content for each of our specific target segments, but since we've focused on that approach we've seen much higher conversion rates," he says. "Rolling out more segmented content means we are running up to 25 active campaigns at once - and that also enables us to switch budget to those performing best."



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This combination of targeting, tailored content and testing helped to increase the volume of leads for Red Points, while significantly improving lead quality and contributing to an increase in turnover of 300% year-on-year. "LinkedIn has contributed the highest quality leads that we've seen," says Marcel. "We are now qualifying over half of the leads that we generate - and that's been a major contribution to the growth of the business."

*"Our customers are on LinkedIn - and LinkedIn Marketing Solutions have given us the tools for engaging them. We've been able to implement a successful account-based marketing and lead generation strategy, and provide a constant flow of Sales Accepted Leads to our Inside Sales Team."*



**Toni Perez**  
CMO & VP of product  
Red Points