

From Startup to Scale up

How marketing automation company, Autopilot, earned 500+ quality leads in 3 months

autopilot

Location: Sydney, Australia | No. of Employees: 51 - 200 | Industry: Technology



“LinkedIn is a great marketing partner. Beyond Lead Generation Forms, which are performing well, there’s also a variety of content formats that we can choose from to effectively engage each audience segment.”

Javier Dominguez
Marketing Manager

Challenge

Since 2012, Autopilot has provided marketing automation software that empowers companies to create customised customer journeys and automate customer interactions across the online, offline, and mobile space.

- Autopilot targets an **extremely diverse audience** ranging from startups, to small-and-medium sized businesses with high growth potential.
- With ambitious plans to grow globally, they need to **deploy their marketing budget in a smart and cost-effective manner** to generate high-quality leads and drive global sales.

Solution

Autopilot ran a three-month lead generation campaign between October and December 2018 to leverage LinkedIn’s precise targeting capabilities and accurate first-party data. Driving customers directly to a LinkedIn Lead Generation Form, they built a pipeline of marketing qualified leads in three key markets.

Defined campaign audience:

- **Location:** Australia, United States, and the United Kingdom
- **Job Function:** Marketing, Media & Communications
- **Seniority:** Manager, Director, VP, CXO, Partner & Owner

Compelling content offer created:

- Best marketing automation templates

Results

With lead generation being Autopilot’s main objective, their high-value content offering, delivered to a well-defined and accurately-targeted audience, enabled them to exceed industry benchmarks across the board.

- **545 marketing qualified leads** generated in 3 months
- Average Lead Generation Form **completion rate of 47% vs target of 8-12%**, with the US market peaking at close to 53%
- **Average cost-per-lead** that was **4X lower** than targeted

500+

marketing qualified leads in 3 months

4X

lower average cost-per-lead compared to industry benchmarks

Situation Analysis

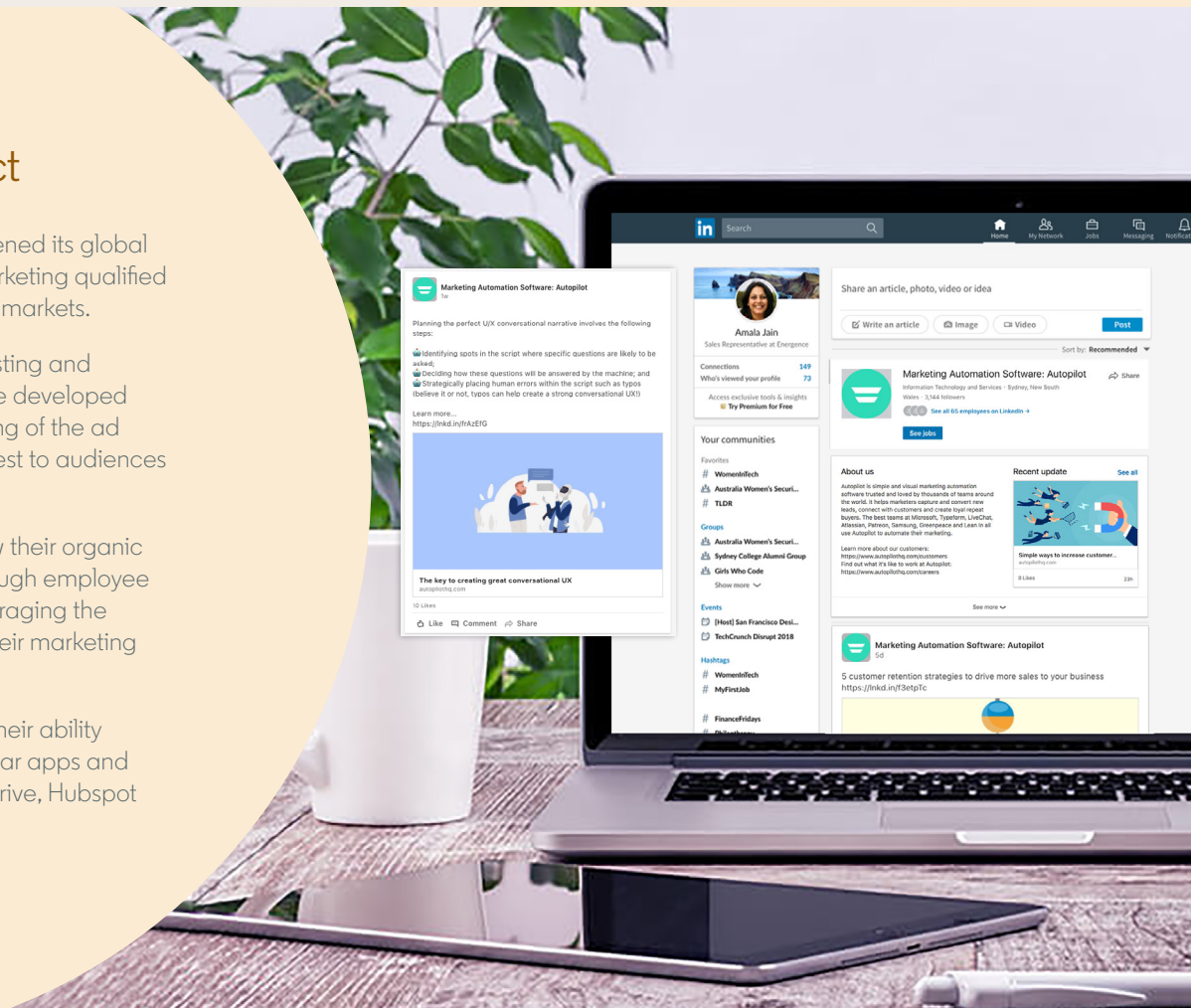
- The highly-scalable nature of Autopilot's marketing automation software enables them to serve companies of all sizes.
- The company is currently in a high-growth phase.
- Clear audience segmentation and accurate targeting are essential to maximising marketing spend and achieving optimal results.

How They Did It

- Autopilot used LinkedIn's targeting capabilities to define a buyer persona of marketing professionals in Australia, United States, and the United Kingdom.
- They positioned themselves as a helpful knowledge resource by offering thought leadership on a topic that resonates well with this audience: email marketing best practices.
- Autopilot delivered this compelling content offer through a variety of formats, including carousel and video ads.

Overall Impact

- Autopilot has strengthened its global sales pipeline with marketing qualified leads across three key markets.
- Through campaign testing and optimisation, they have developed a deeper understanding of the ad formats that appeal best to audiences within each market.
- They now seek to grow their organic reach on LinkedIn through employee amplification and leveraging the platform throughout their marketing funnel.
- Autopilot highlighted their ability to integrate with popular apps and CRMs including Pipedrive, Hubspot CRM and Salesforce.



“The more we use LinkedIn, the more we learn, and the better we can optimise our campaigns. Moving forward, we’re keen to drive remarketing efforts with LinkedIn’s new Lookalike Audiences feature.”

Javier Dominguez
Marketing Manager