



# International Coach Federation chooses LinkedIn for recruitment and awareness campaign

*“In just one LinkedIn campaign, we nearly reached our annual membership goal.”*



**Michael Voss**  
 Director of Brand Management  
 International Coach Federation

## Growing the membership

The International Coach Federation, which supports professional coaches, conducts ongoing marketing campaigns to both attract new members and to raise awareness of ICF’s mission. “Brand awareness not only helps us attract new members, but it helps our existing members market their services - it shows their commitment to professional development,” says Michael Voss, the ICF’s director of brand management.

Reaching potential and current members worldwide presents the challenge of finding and communicating with the best audience for ICF membership. “We also have to find people at the right time, since we require members to have 60 hours of coaching training - early enough in their careers to see value in joining, but not so early that they haven’t had training,” explains Lisa Barbella, ICF’s social media specialist.

## Challenge

- Increase membership
- Raise awareness of member benefits
- Reach potential members at the right time in their careers

## Solution

- Sponsored InMails
- Sponsored Updates
- Display Ads

## Results

- **1,899** new members enrolled
- Total revenue from new members: **\$465,000** - campaign ROI of **1,761%**
- **45%** open rate for Sponsored InMail, **4.6%** CTR
- Sponsored Updates engagement **2X** LinkedIn benchmarks

## Tapping into network of professionals

"Our research showed that 97% of our members are on LinkedIn and use it to network, so it made sense that we could seek potential new members there as well," Voss says. ICF also runs its own LinkedIn group with nearly 60,000 members who discuss the coaching business, so marketers knew there was interest in the field. In addition ICF could take advantage of LinkedIn targeting to deliver messages to people with the right job titles and at the appropriate career level.

ICF chose Sponsored InMails to reach out directly to prospective members and invite them to learn more about the organization. In addition, ICF used Sponsored Updates to share content about membership benefits, and Display Ads to put a face on the organization's members.

**Succeed in 2015**

Gain *instant credibility* by identifying yourself with the *largest community of professionally trained coaches*.

**ICF**  
International Coach Federation

International Coach Federation used LinkedIn Display Ads to raise awareness of membership benefits.

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Today on the blog: Racheal Govender breaks down the value of coaching. <https://lnkd.in/enqmYuA>

**Why Coaching Works**  
coachfederation.org • Whenever anyone asks me about my job, and what I actually do during a coaching session, I find myself stumbling over explaining the essence of what it is. Ye...

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LinkedIn Sponsored Updates helps ICF share content about membership benefits.

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**Let ICF help you succeed in 2015**  
International Coach Federation  
March 3, 2015, 4:04 PM

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If you're like us, you've set some big goals for yourself in 2015. Is this the year you want to invest more in your career, continue your education or meet people who are fueled by the same passions you are? The International Coach Federation (ICF) wants to help you along the way.

ICF Membership can help you realize your full potential as a professional coach. ICF Members gain instant credibility by identifying themselves as part of the largest global community of professionally trained coaches. Gain access to our cutting-edge coaching research and learn from our case studies of successful organizational coaching programs. Enjoy discounts on ICF Credential applications; registration for events, such as ICF Advance; and opportunities to earn Continuing Coach Education Units.

Join ICF Global today to receive a free gift: a video download of work revolutionary Josh Allan Dykstra's ICF Advance 2014. Science of Coaching presentation. "Energy Intelligence. What We're Missing About the Science of Strengths." (Enter promo code JOIN15 when you complete your membership application to receive your free gift.)

It is an exciting year for ICF as we celebrate our 20th anniversary. Let us help you make this a milestone year for your career with the tools and support you need to achieve your goals.

If you're already an ICF Member, be sure to renew your membership today at [CoachFederation.org/renew](http://CoachFederation.org/renew).

Sincerely,  
Magdalena Mook  
CEO/Executive Director  
International Coach Federation

**Join**

"ICF empowered me to develop a credible and successful internal coaching program for CareSource."  
Matthew Becker, M.Ed., FCC (USA)  
Coaching and Mentoring Manager,  
CareSource

**ICF**  
International Coach Federation  
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ICF used Sponsored InMails for a more personal approach.

By using several LinkedIn marketing tools at once, ICF was able to create deeper impressions on its target audience and drive better results. Each tool served a different purpose. "We wanted to touch people multiple times in multiple ways," says Lisa Barbella. "The InMails were personal and direct, and had a specific call to action, while the Sponsored Updates let us demonstrate our thought leadership and the value of joining ICF." Display Ads featured pictures and quotes from coaches as a way to highlight the people behind the organization.

## Strong ROI

During the course of the campaign, ICF gained 1,899 new members. The combined revenue from membership fees was \$465,000, resulting in a return on investment of 1,761%. "We usually aim to grow our membership by about 10 percent a year, and we almost met this goal just on this campaign alone," says Voss.

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