



Shining the Light on Sponsored Update

SUCCESS
STORIES

A silhouette of a person stands on a dark horizon, shining a bright flashlight beam upwards towards the word "SUCCESS". The beam illuminates the letters, creating a gradient from blue to white to orange. The background is a dark, starry night sky with a blue geometric pattern in the upper left corner.

THE STORIES

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INTRODUCTION

We know how proud you feel when you get something right. That moment of success is worth celebrating, worth shining a spotlight on.

Over the past year, we have seen many brands succeed with content marketing on LinkedIn. Specifically, we've seen them find success using Sponsored Updates—a solution designed to help companies like yours reach the right professionals in the LinkedIn feed.

Today, we're excited to share a new guide that packages success stories of six brands together to help you learn from the best and share the best with others.

Our goal is simple: To help you find inspiration and the right content to achieve your next big marketing success story.

So, dive in-and get started achieving your own results worth sharing.



Establishing Thought Leadership with Key Global Connections

Headquartered in London, HSBC is one of the world's largest banking and financial services organizations. Since 1865, HSBC's role and purpose has been to connect customers to opportunities, enable businesses to thrive and economies to prosper. It's this same vision that guides the HSBC Global Connections website—a site brimming with insightful and expert content, reports and tools created to inspire and inform businesses already operating internationally or with the ambition of doing so.

"At HSBC, we want to engage and inspire our key business audience with content which positions us as a thought leader. LinkedIn's Sponsored Updates have helped us with this by enabling us to deliver timely updates to influential professionals, and stimulate debate and interaction."

Amanda Rendle

Global Head of Marketing, Commercial Banking
and Global Banking and Markets HSBC

Becoming a Strategic Partner

HSBC aims to form partnerships with members of its key business audience. "Our challenge is to be seen as a strategic partner rather than just a transactional partner," says Amanda Rendle, Global Head of Marketing, HSBC Commercial Banking and Global Banking and Markets. "We need to find new and innovative ways to engage an audience short on time but hungry for insight that can help take their business further." The quality of the LinkedIn audience and the business professional context made Sponsored Updates a natural solution for HSBC to drive awareness and establish thought leadership among its busy audience.

Personalized Content to Each Market

HSBC leveraged the geographic targeting capabilities of Sponsored Updates to promote its new Trade Forecast Tool, using personalized statuses based on the data that was relevant to each market.

"The advantage for us is the opportunity to signpost our content and make it more easily accessible, not only to our customers but to a wider business audience," Rendle explains.

"Sponsored Updates allow us to select content that we feel has the greatest relevance at a particular time or on a particular topic, and then to highlight it to an interested audience by placing it in the LinkedIn feed. We've been able to test different variables and optimize as we go along."

HSBC Commercial Banking How will China's future trade routes impact your business?



China's Future

globalconnections.hsbc.com • Click here to find out more from our Trade Tool...

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HSBC Commercial Banking What makes a successful leader?



CEO Insights: Allan Zeman on Leadership

globalconnections.hsbc.com • Alan Zeeman shares his thoughts on successful leadership and how sharing your company vision can help your company grow stronger.

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900%

INCREASE IN SOCIAL INTERACTIONS

Challenge:

- » Aiming to form partnerships with members of its key business audience

Solution:

- » Using the geographic targeting capabilities of Sponsored Updates to promote its new Trade Forecast Tool, using personalized statuses based on the data that was relevant to each market

Results:

- » Drove over **40,000** interactions with HSBC Global Connections content
- » Boosted organic update impressions by **1500%** and social interactions by **900%**
- » Created long-term value, attracting over **3,750** new followers to the HSBC Commercial Banking LinkedIn Company Page
- » Delivered reach and engagement from over **50** industries
- » Achieved CEO, Vice President & Director of Operations among top job titles of those engaging



SKILL SOFT

Reaching Decision Makers with Relevant Content

Skillsoft provides cloud-based learning solutions for enterprise, government, and education. While course content tends to be industry-agnostic, the company needs to reach specific audiences, such as Chief Learning Officers and Human Resources Executives. As active content marketers, one of Skillsoft's biggest challenges is making sure their content gets in front of the right audiences.

"We're trying to fish with a spear versus a net when it comes to targeting the right audience for our products and services—and delivering the content that resonates with this audience," says Pam Boiros, Skillsoft's Vice President of Corporate Marketing. "Our charter is to bring new names to our lead pipeline, preferably from the Fortune 500."

"By delivering thoughtful, authoritative content, we teach potential customers about the value of our learning solutions. LinkedIn Sponsored Updates is one of the best tools we've found for reaching our target audience, and creating informed prospects who become high-quality leads."

Pam Boiros

Vice President, Corporate Marketing
Skillsoft

The Advantage of a Professional Context

Skillsoft chose Sponsored Updates, which deliver content directly to LinkedIn members' news feeds, to offer whitepapers, webinars, analyst reports, and other valuable content to its desired audience. The professional mindset and the sheer volume of their target audience on LinkedIn proved to be a great fit.

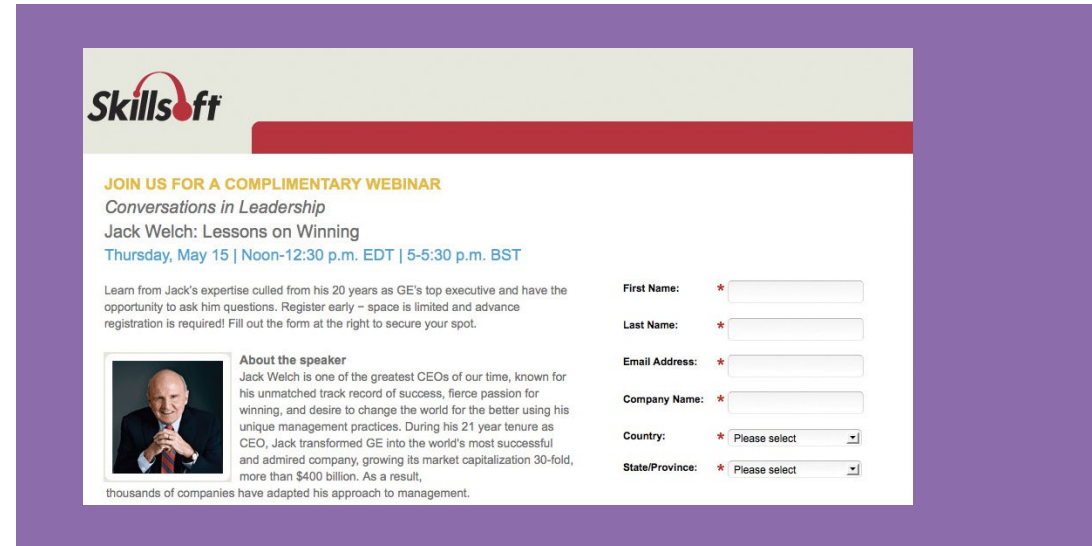
"The LinkedIn news feed is the perfect place to offer content—members like to scan news feeds several times a day, and they don't view Sponsored Updates as an intrusion on their networking," Boiros says. "LinkedIn is where our targets are, and their job titles are easily available and accurate. We're reaching training professionals who want to know how to save money or make their companies better, so essentially we're arming advocates with our content."

Innovative Content

Skillsoft uses Sponsored Updates to promote valuable content that increases engagement and generates leads.

For example, Skillsoft offered an exciting new product—the Welch Way Management Training Program—which features Jack Welch’s business insights through exclusive videos and interactive learning.


Skillsoft targeted certain types of leadership development professionals to promote this innovative new approach to online training.



Skillsoft

JOIN US FOR A COMPLIMENTARY WEBINAR
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 Jack Welch: Lessons on Winning
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Learn from Jack's expertise culled from his 20 years as GE's top executive and have the opportunity to ask him questions. Register early – space is limited and advance registration is required! Fill out the form at the right to secure your spot.



About the speaker
 Jack Welch is one of the greatest CEOs of our time, known for his unmatched track record of success, fierce passion for winning, and desire to change the world for the better using his unique management practices. During his 21 year tenure as CEO, Jack transformed GE into the world's most successful and admired company, growing its market capitalization 30-fold, more than \$400 billion. As a result, thousands of companies have adapted his approach to management.

First Name: *

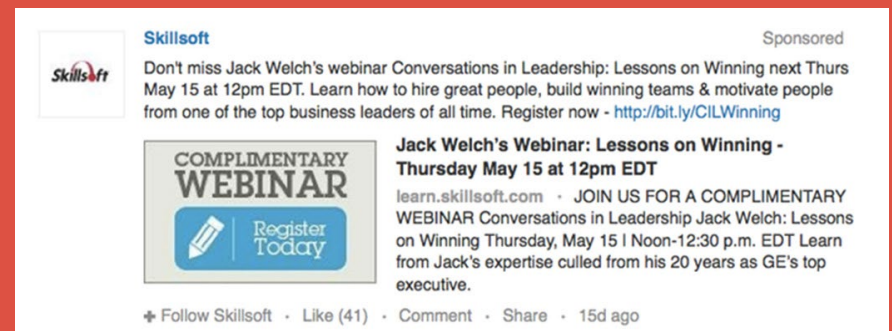
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Company Name: *


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Skillsoft Sponsored

Don't miss Jack Welch's webinar **Conversations in Leadership: Lessons on Winning** next Thurs May 15 at 12pm EDT. Learn how to hire great people, build winning teams & motivate people from one of the top business leaders of all time. Register now - <http://bit.ly/CILWinning>



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225%

INCREASE IN BRAND COMPANY
PAGE FOLLOWERS

Challenge

- » Generate leads among senior-level decision makers in HR and learning officer roles in Fortune 500 companies
- » Develop content that resonates with the right audience

Solution

- » Sponsored Updates targeting senior level decision makers
- » Drive target audience to relevant white-papers, webinars, and analyst reports

Results

- » **30%** conversion rate
- » **32%** of leads are from manager+ level
- » **225%** increase in Company Page followers

Quality Conversions

Since beginning its campaign, Skillsoft has seen a 30% conversion from leads gathered via Sponsored Updates, with 32% of all leads coming from members at the manager level and higher, and 17% coming from members at the director level and higher. Sponsored Updates also helped boost Skillsoft's Company Page followers by 225%.

"We try to stay ahead of the curve in our marketing and use provocative messages to capture attention, and we can see daily and even hourly how our Sponsored Updates are performing," says Candy Osborne, Senior Marketing Manager for Skillsoft. "We can make adjustments on the fly to improve engagement—such as adding a picture, or changing the targeting."





Increasing Brand Favorability Among IT Buyers

Lenovo is a \$34 billion personal technology company with over 35,000 employees and customers in more than 160 countries. Like most technology companies, Lenovo was searching for opportunities to get the attention of its target audience: IT buyers. "Who we really wanted to get in front of was the decision makers, executive decision makers with specific responsibility for making those decisions for buying IT products," says Rod Strother, Director of Digital and Social Center of Excellence at Lenovo.

"LinkedIn is not only helping us diversify our community beyond technology enthusiasts, it is increasing our engagement with existing and future customers for our Think branded business and corporate products."

Rod Strother

Director, Digital and Social Center of Excellence,
Lenovo

Content is the Key

Lenovo's social media presence continues to expand worldwide and, according to Strother, content is key to the company's social media strategy. "Content is the glue between us and our target audience and no matter how much content we generate, it never seems to be enough," he says. Lenovo is looking to ignite conversations with a number of different audiences and Strother says its presence on LinkedIn has made a significant contribution. "LinkedIn is a key platform for us in being able to reach quality consumer or business professionals." He continues, "This is really part of a long-term effort to establish ourselves as industry leaders in engagement marketing."

Sponsored Updates Hit the Target

Lenovo incorporated LinkedIn Sponsored Updates into the marketing mix in an attempt to further engage their audience across four different themes: brand, thought leadership, products and external trends.

Based on each particular target audience and their associated responses, Strother says Lenovo was able to tailor the content to enhance the engagement. "As you would do with traditional media, we optimized the content based on the reaction we were getting from the audience. This strategy is already proving successful," says Strother.

"We're already looking at how we can extend this into other markets and we're having conversations with colleagues globally."





17%

INCREASE IN BRAND FAVORABILITY

Objectives

- » Drive brand & product awareness
- » Amplify current content & engage a larger audience base
- » Build the follower base on the Lenovo LinkedIn Company Page
- » Serve as a test for defining B2B social media initiatives in future

Solution

- » Utilize Sponsored Updates to extend content to the target audience
- » Optimize content based on real-time data for target segments

Results

- » **17%** increase in brand favorability
- » Achieved four times the post-level engagement rates when compared with display averages

A Clearer Future

Following the LinkedIn Sponsored Updates program, Lenovo analyzed the results from a quantity point of view and primarily focused on the engagement rate. Strother remarks, "The results have really been very encouraging so far. We're getting post-level engagement rates of about four times compared to display averages, which is great for us." Strother continues, "In terms of the brand impact study that was carried out with LinkedIn, we're seeing a lift of 17% in brand favorability". Lenovo is emerging as a leader in PC+, which incorporates smartphones, tablets and emerging technology, and its LinkedIn audience is giving Lenovo important insights. "We're going to be able to use a lot of the comments that were made in research we're conducting into the future of touch products" says Strother.

For more information on Lenovo visit their [Company Page](#).





Raising Global Brand Awareness with an Influential Audience

According to LinkedIn research, members on the platform are more than twice as likely to be in the market for a vehicle than the general U.S. population, and with buying power to convert, this influential audience has become increasingly attractive to automotive brands like Nissan.

"LinkedIn Sponsored Updates have widened our audience interest for all of the Nissan brands. We use these updates to encourage people to dig deeper into our business, engage with Nissan, and share content of interest with their professional network. Through native advertising—LinkedIn Sponsored Updates—we reached senior-level professionals, driving brand equity with an important and influential audience."

DeLu Jackson

GM and Chief Digital Officer
Nissan

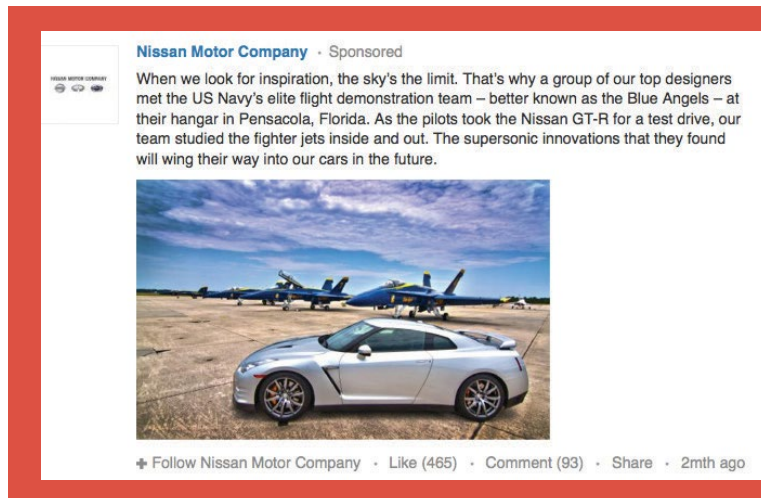
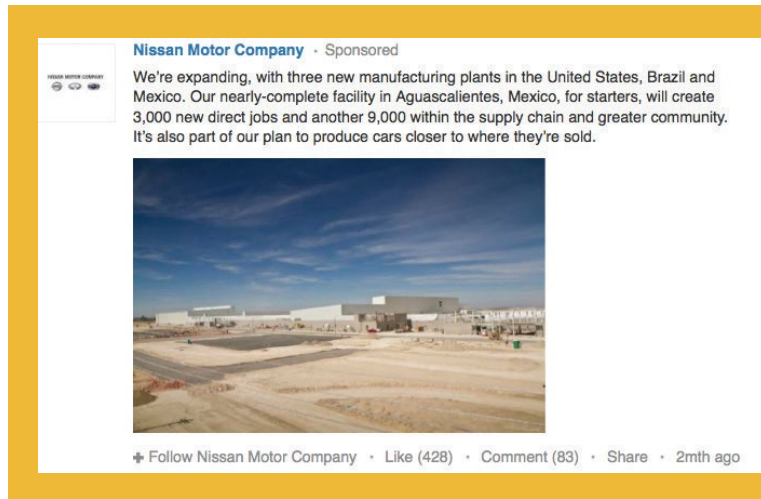
A First-To-Market Opportunity

To expand the reach of its marketing efforts and build brand equity globally, Nissan required new ways to deliver engaging, shareable content across a broad, yet high-quality audience. When Sponsored Updates debuted, Nissan saw the chance to deepen awareness of its brand with LinkedIn members, while also taking advantage of a first-to-market opportunity.

A Receptive Audience

LinkedIn Sponsored Updates helped Nissan reach a high-value audience in an environment where they are receptive to engaging with brand messages.

Sponsored Updates delivered Nissan's content to members' news feeds alongside organic content, creating broad, worldwide impact and building brand equity.





**REACHED A SENIOR-LEVEL
AUDIENCE ACROSS THE GLOBE**

Challenge:

- » Finding new ways to deliver engaging, shareable content across a broad, yet high-quality audience

Solution:

- » Using Sponsored Updates to deliver content into the news feeds of a high-value audience

Results:

- » Reached a senior-level audience across the globe
- » Gained instant feedback on which content drove the most engagement
- » Created broad global impact for brand messages



Driving High-Quality Leads at a Cost-Per-Lead That Makes Sense

In the search for quality leads, HubSpot, a pioneer of inbound marketing, used LinkedIn Sponsored Updates to reach marketing professionals with timely, relevant content in the LinkedIn feed. As a result, LinkedIn drove more qualified leads than any other paid lead generation platform during the campaign period.

“LinkedIn’s Sponsored Updates are the perfect marriage between its professional audience and our promotional content. This tool doesn’t just deliver leads—it brings us quality prospects in our target business-to-business market, at a cost-per-lead that makes sense for our business.”

Mike Volpe
CMO
HubSpot

As part of their Sponsored Updates campaign, HubSpot:

- » Expanded their targeted reach among the most relevant audiences for each piece of content
- » Promoted their top-performing offers in a professional context
- » Strengthened its lead generation program and captured contact information
- » Gained instant feedback on which content drove the most engagement

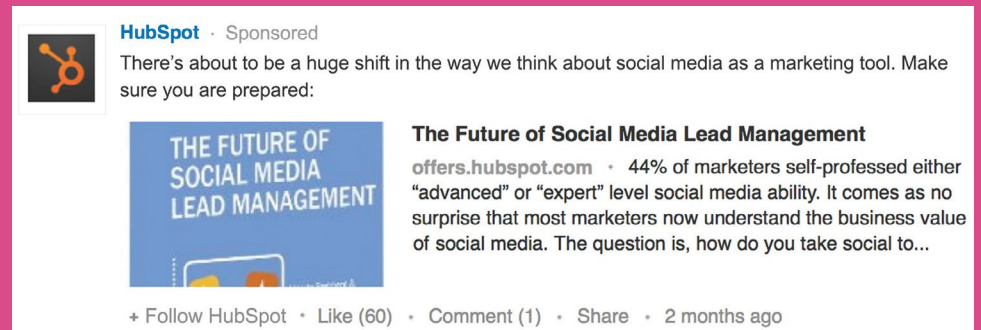
Generating Traffic & Leads

HubSpot wanted to engage marketing professionals in small- to medium-sized businesses by targeting them with industry-leading ebooks, webinars, and how-to guides, with the ultimate goal of generating traffic and leads.

All About Relationships


LinkedIn provided the right professional context for HubSpot to connect and build relationships with marketers.

Sponsored Updates allowed their relevant content to appear alongside organic content in members' LinkedIn feeds—delivering highly visible messages to specific audiences across desktop, mobile, and tablet devices.



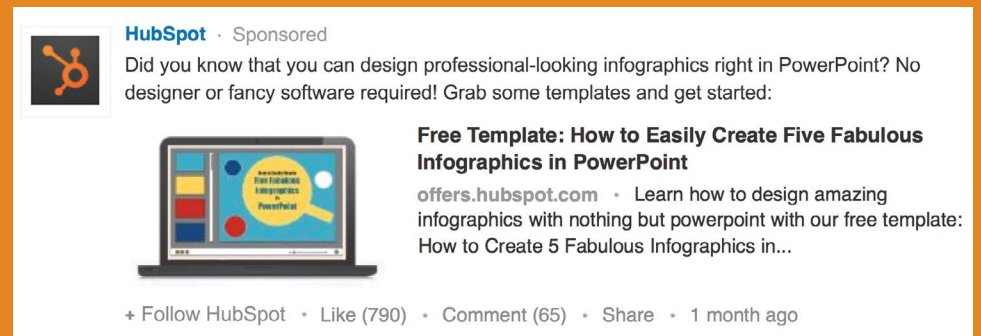
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There's about to be a huge shift in the way we think about social media as a marketing tool. Make sure you are prepared:




The Future of Social Media Lead Management
[offers.hubspot.com](#) · 44% of marketers self-professed either “advanced” or “expert” level social media ability. It comes as no surprise that most marketers now understand the business value of social media. The question is, how do you take social to...

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Did you know that you can design professional-looking infographics right in PowerPoint? No designer or fancy software required! Grab some templates and get started:



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400%

MORE LEADS WITHIN TARGET AUDIENCE

Challenge:

- » Engaging marketing professionals in small to medium-sized businesses by targeting them with industry-leading ebooks, webinars, and how-to guides, with the ultimate goal of generating traffic and leads.

Solution:

- » Using Sponsored Updates to deliver highly visible messages to specific audiences

Results

- » LinkedIn Sponsored Updates has been one of the most successful lead generation campaigns for HubSpot, as the quality of leads is much higher than other paid media platforms.
- » **400%** more leads within their target audience than lead generation efforts on other platforms
- » One of the largest paid lead generators during the campaign



Winning a Place at the Heart of Business Conversations

Capgemini has made content the spearhead of its brand engagement and lead generation strategy, helping to recruit more than 3,000 new Company Page followers every week.

Front-of-Mind with Decision Makers

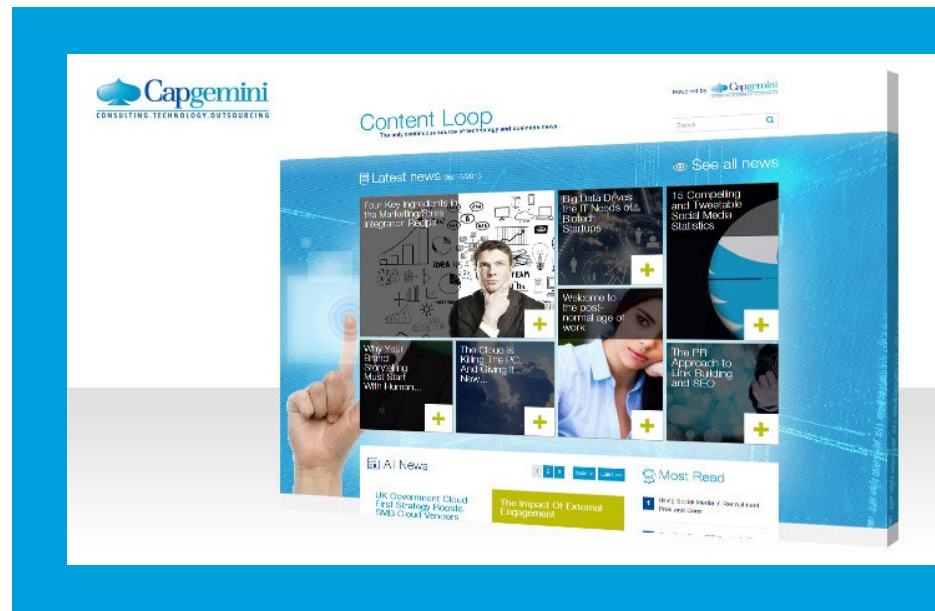
The integrated services provider needed an approach to content that could embody the deep sector expertise that it offers—and position it front-of-mind whenever business and IT purchase decisions are made. As the world's leading B2B publishing platform, LinkedIn was the natural partner for such a strategy, working with Capgemini to launch Content Loop, a microsite delivering agenda-setting business features that are tailored to the particular role and interests of each visitor.

Using Content to Drive Sales Leads

Content Loop aggregates roughly 50 stories a week from the likes of Forbes, The Next Web and VentureBeat, combining this with Capgemini's own content to provide essential daily reading for IT and business decision-makers. A LinkedIn API enables each visitor to see the stories most relevant to their professional profile and interests—and invitations to connect to Capgemini experts help to turn engaging content into potential sales leads.

Building a Powerful Pipeline

Capgemini was also one of the first brands to use LinkedIn Sponsored Updates to maximize the reach of its best-performing content, generating an engagement rate of 3.27% for Content Loop features delivered in the news feed of the target audience. The first 59 Sponsored Updates used to support the Content Loop program delivered a total of 368,856 viral impressions. The result is continued momentum for brand awareness—and a powerful pipeline of new business leads.



This approach has drawn 358,719 unique visitors to the site in Content Loop's first six months, adding 130,000 followers to Capgemini's Company Page in the same period.



1.8
MILLION SHARES
69%
COMING THROUGH LINKEDIN

Challenge:

- » Needed an approach to content that could embody the deep sector expertise that it offers—and position it front-of-mind whenever business and IT purchase decisions are made

Solution:

- » A LinkedIn API enables each visitor to see the stories most relevant to their professional profile and interests—and invitations to connect to Capgemini experts help to turn engaging content into potential sales leads.

Results

- » Capgemini's Company Page continues to add between **3,000** and **4,000** followers each week—and its content has so far generated over **1.8 million** shares, with **69%** coming through LinkedIn.

YOUR TURN

5 Tips to Get Started with Sponsored Updates

Step 1: Define your marketing goals and objectives

Step 2: Create content with your professional audience in mind

Step 3: Publish content organically on your LinkedIn Company Page

Step 4: Test different targeting and content types, and use Company Page analytics to learn what works best

Step 5: Amplify the strongest performing content to the right people using Sponsored Updates





Today, LinkedIn members number more than 313+ million professionals. That's over one-half of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent and educated people.

LinkedIn Sponsored Updates are a content marketing solution designed to reach the world's professionals in the only feed designed specifically for them. Raise awareness, drive quality leads and build relationships with the people who matter most to your business.

For more information, visit marketing.linkedin.com