



## Promoting insightful business content on LinkedIn gives prospective students a taste of business school -- resulting in increased leads, awareness, and enthusiasm for their programs

*"LinkedIn has helped generate excitement and enthusiasm around our thought leadership, which reflects positively on our faculty and students. What's more, we know who's sharing and commenting – they're leading professionals, exactly who we want to target."*



**Neil Bearse**  
Director of Marketing  
Queen's School of Business

### Showcasing conversations and thought leadership

As one of the world's premier business schools, Queen's School of Business uses business insights to demonstrate the type of discussion and thought leadership that happens in their classrooms – taking a more content-driven approach to driving leads and awareness for their business programs.

"Instead of simply promoting a list of bullet points about our program, we wanted to showcase the conversations that happen in our classrooms," says Neil Bearse, Director of Marketing for Queen's School of Business. "And bringing insights content to places where more people can see it and share it is part of that same goal."

### Challenge

- Raise awareness of QSB Insight, the school's thought leadership platform
- Increase attendance at Executive Education faculty webinars
- Gain leads for Executive M.B.A. program

### Solution

- Sponsored Updates promote content from QSB Insight as well as upcoming webinars
- InMails drive attendance for information sessions on degree programs


### Results

- **300%** increase in traffic to QSB Insight
- **60%** increase in webinar attendance
- **450** leads for Executive M.B.A. program

**QSB Insight** Powered by **Queen's School of Business** Search

Management Finance Marketing Innovation Global Social Impact Healthcare

Mastering Green Marketing



**Green Marketers: Don't Take That Guilt Trip**



**Do Venture Capitalists Earn Their Keep?**

A novel study shows they do, indeed, spur innovation and business success. Next step: improve direct airline routes to VC hubs

Queen's School of Business uses their thought leadership website, QSB Insight, to demonstrate thought leadership and attract students from around the world to its business programs

## Targeted messages to professionals and prospective students

"We were using email marketing to promote our research and webinars to our alumni list," Bearse says. "But we wanted to reach new people beyond our alumni and their colleagues." To drive attendance at monthly webinars and information sessions for their EMBA and Executive Education programs, Queen's School of Business used Sponsored Updates and InMails targeted by seniority, education level, geography, and company size.

"Targeting both the Sponsored Updates and the InMails to the right audiences was easy, because LinkedIn speaks about target segments the same way we do," Bearse says. "There's an actual checkbox for the people we want to reach - we don't have to simply go on faith."

Bearse added, "Also, the LinkedIn customer service is top notch. They don't just quickly respond to any questions, they proactively suggest optimization and future campaign ideas."

## Increased traffic, leads, and engagement - from a high-quality audience

Sponsored Updates have increased traffic to the School's QSB Insight website by 300%, with heavy sharing and high-quality comments. "A recent QSB Insight post on inspiring business leaders was shared more than 600 times via LinkedIn," said Bearse. "Regardless of the type of content we post, from videos to whitepapers to webinar invitations, the conversation never falls apart and there is no need to moderate. LinkedIn is the most effective digital channel for our content."

Sponsored Updates also boosted attendance at Executive Education faculty webinars by 60%, while the InMail campaign drew 450 quality leads from the School's information sessions.

"LinkedIn is the perfect accelerator for great content, which helps us become more influential and change the way people think - while generating excitement about our programs both internally and externally," Bearse says.



**Queen's School of Business**

Join us on July 23rd to learn more about a career-changing program for senior leaders. The 60-minute presentation will include a sample lecture by Dr. Elspeth Murray and Q&A with program alumni. A copy of the recording will be emailed to all who register.

**Queen's Executive Program - Online Information Session**

business.queensu.ca • The Queen's Executive Program is Canada's most popular executive program. The 3-week curriculum provides an extensive overview of general management concepts, frameworks, tools and techniques.

✦ Follow Queen's School of Business • Like (25) • Comment (3) • Share • 18d ago

Queen's School of Business used targeted Sponsored Updates to promote content that simulated the classroom

Visit [marketing.linkedin.com](https://marketing.linkedin.com) to learn how other marketers have successfully met their marketing objectives.