

Lenovo Case Study

Engaging Customers through Thought Leadership



The number one PC supplier in the world and third largest smartphone brand, Lenovo continues to outpace its competitors by engineering innovative products that people need.

Lenovo wanted to strengthen its global status, by positioning itself as a thought leader among entrepreneurs and business professionals. Using LinkedIn, Lenovo executed a successful campaign that promoted the company as an influencer, while increasing awareness of its Think brand products.

Challenge

Lenovo approached LinkedIn to come up with a creative concept that would position the company as an aspirational brand around the proposition 'Professionals Redefined'. The strategy would creatively promote the stories of people who have successfully redefined their careers and organically place the Think brand at the centre of the experience.

"LinkedIn is the world's leading business-to-business platform for professionals and was a natural partnership for us."



Dilip Bhatia

Lenovo's Vice President
Global PC Design and Marketing

Objectives

- Build a story telling strategy through content, organically placing the Think brand at the heart of the experience
- Improve brand perception by positioning Lenovo as a thought leader
- Drive awareness of the ThinkPad X1 Carbon and engage business professionals, entrepreneurs and decision-makers
- Drive owned and earned activity through paid social strategies with sustainable value

Why LinkedIn

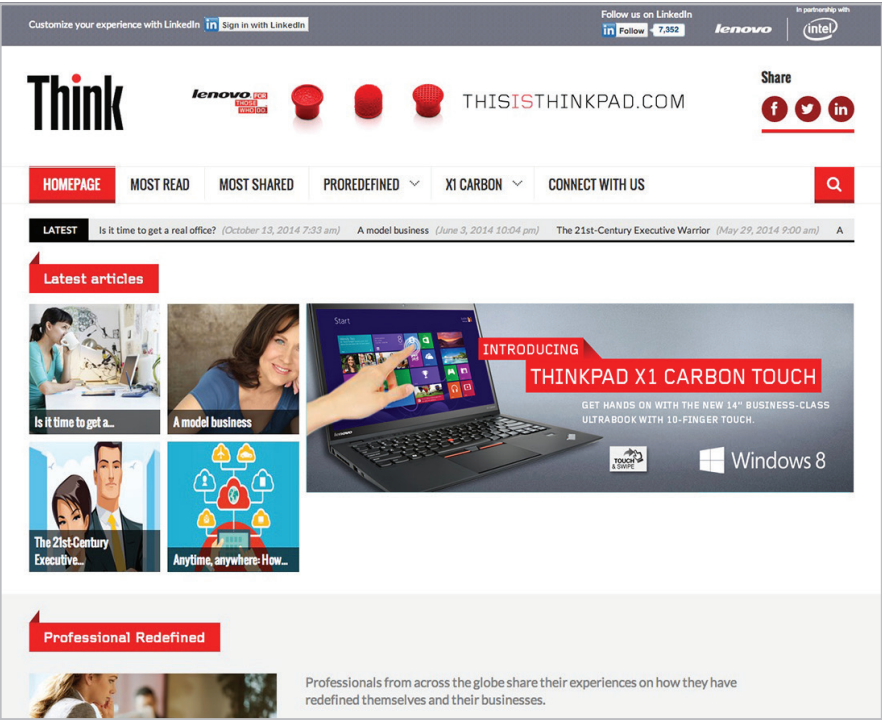
- Scale and reach through exceptional B2B targeting abilities, reaching entrepreneurs and business professionals
- Wide partner network for content and website development
- Highly targeted content marketing solutions and API
- Established social audiences and followers of Lenovo's company page

Results

- Within two months LinkedIn generated over 7,000 followers through the 'ThinkHub' Showcase Page
- Delivered over 14,000 unique visitors to the "Think Conversations" microsite
- Generated over 1 million impressions to the target audience
- Achieved between 2 and 9 times the average number of user-generated engagements

Solution

LinkedIn developed a comprehensive strategy that leveraged its partners, King Content and Brainsonic. LinkedIn’s approach had two key components – developing a dedicated LinkedIn Showcase Page called ‘Think Hub’ to build an audience and encourage discussions about the ThinkPad X1 Carbon, and a ‘Think Conversations’ microsite that provided a platform for Lenovo’s target audience to share and discuss stories about leadership and success. This content was also distributed back onto LinkedIn as marketing product, through Sponsored Updates, driving more traffic back to the hosting site, ThinkConversations.com



LinkedIn Showcase Page, ‘Think Hub’ encourage discussions about the ThinkPad X1 Carbon.

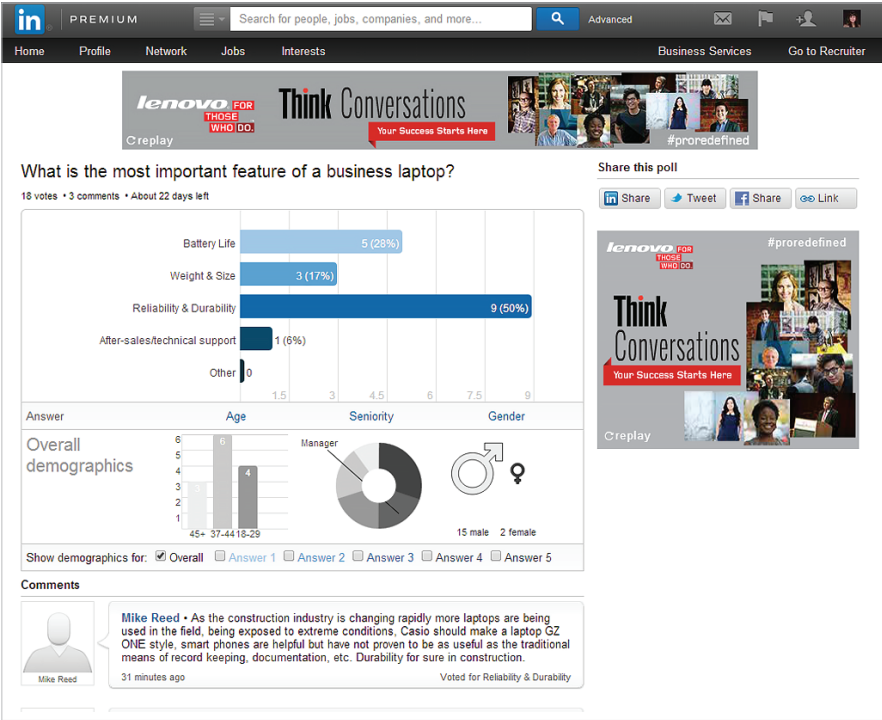
Campaign overview

Through a collaboration with King Content, LinkedIn conducted targeted polls, surveys and interviews with professionals. The results were turned into thought-provoking articles, videos and infographics which helped Lenovo cultivate conversations with its target audience.

LinkedIn engaged French digital agency Brainsonic, to build the ‘Think Conversations’ microsite which featured articles, case studies and other engaging content produced by King Content.

In addition, LinkedIn used Sponsored Updates to promote content, provide links to additional information and engage new followers who were not connected to the brand. Poll ads were also deployed to glean useful insights and more detailed analysis about the readers visiting the microsite.

Through the partnership with LinkedIn, Lenovo created a rich mix of engaging content that achieved excellent exposure over two months. The campaign period saw a huge rise in traffic, both on Lenovo’s LinkedIn Showcase Page and its microsite. The overall strategy placed the Think brand as a leader and influencer with professionals, placing the brand at the center of the experience, organically.



‘Think Conversations’ microsite that provided a platform for Lenovo’s target audience to share and discuss stories about leadership and success.



Display advertising drove traffic back to the hosting site, ThinkConversations.com

For more information about Lenovo, please visit www.lenovo.com.