



Driving awareness and high-quality leads with a targeted content marketing campaign

BI WORLDWIDE produces measurable results through the principles of applied behavioral economics to increase engagement with their clients' employees, sales and channel partners, and customers. The company shared these messages with a new audience of HR and sales professionals, using LinkedIn's precise targeting, advertising, and content-sharing features.

Target the right audience with relevant content

To drive awareness of BI WORLDWIDE products and to create engagement with prospects, Betsy Schneider, Vice President of Marketing Services for BI WORLDWIDE, chose LinkedIn. "It's the only community where we can be certain that we're targeting the right people," she says. "And our own research showed that about 80% of our key audiences are using LinkedIn on a daily or weekly basis."

Content marketing played a key role throughout this campaign. Targeted Display Ads aimed at HR professionals offered a downloadable booklet with employee engagement case studies. Additional Display Ad campaigns were targeted at sales executives, and offered a free infographic on sales incentives. BI WORLDWIDE also used LinkedIn Sponsored InMails to market content to sales targets - in this case, a study on maximizing sales.

Challenge

- Raise brand awareness in a competitive marketplace
- Reach HR and sales professionals at companies with 10,000+ employees
- Use content to increase engagement
- Increase quality of sales leads

Solution

- Display Ads targeting HR professionals and sales executives
- Sponsored InMails promoting research content
- Company Page to highlight products
- Follower Ads to grow [Company Page](#) audience

Why LinkedIn?

- 80% of company's key audiences use LinkedIn daily
- Precise targeting helps reach desired audiences
- Social sharing promotes engagement and viral reach

Results

- 26% of new leads come from Display Ads; 6% of leads come from status updates
- Company Page followers triple to 7,400+



BI Worldwide Display Ad on LinkedIn

Schneider and her colleague Kyle Simenson, the company's Social Media and Internet Manager, also used BI WORLDWIDE's LinkedIn [Company Page](#) to better highlight products and share information with prospects. "Our goal was to showcase our content, and to make the page more visually appealing," Simenson explains. "We also wanted to direct people back to our website, and encourage them to share our content with other people in their networks."

Status updates were increased - from one or two a day to as many as four daily - and Simenson included eye-catching graphics for every post that promoted new studies or free downloads from BI WORLDWIDE. The company also launched a Follower Ad campaign to increase the Company Page's audience.

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Betsy Schneider
Vice President of Marketing Services
BI WORLDWIDE

Increase in quality leads

BI WORLDWIDE's awareness-building efforts on LinkedIn have helped bring in a steady supply of leads. "We've had great results - 26% of our new leads are coming from LinkedIn Display Ads, and another 6% come from our Company Page status updates," Simenson says. "And every lead is quality - we don't need to throw leads away."

As a result of the company's integrated marketing efforts, including LinkedIn, BI WORLDWIDE has improved its brand awareness and lead generation substantially. "Our partnership with LinkedIn has been critical in obtaining qualified leads and sharing content," says Schneider.

Efforts to showcase content have paid off as well: engagement has increased 32% since mid-2012, and in that same time period, views of the Company Page's product pages have increased 88%.

The Follower Ad campaign also helped more than triple the Company Page audience - from 2,000 followers to today's 7,400+ followers. "Our sales team is very active on the Company Page, sharing and liking content," Simenson says. "We essentially have more than 130 brand advocates getting our content out on LinkedIn every day."

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