



# Callaway Golf Raises Brand Awareness with “Hit the Links” API Campaign on LinkedIn

The natural connection between golf and business networking inspired Callaway Golf to partner with LinkedIn, the definitive professional publishing platform. Using LinkedIn’s customizable API and targeted Display Ads, the company raised awareness of its brand among professionals with an innovative and interactive campaign that disrupted traditional marketing models and drove significant engagement and excitement for Callaway.

## Challenge

In advance of the 2013 U.S. Open, Callaway Golf saw an opportunity to reenergize its brand presence among digitally-connected professionals who golf, and to take advantage of the sport’s value for networking to build deeper relationships with its customers.

## Solution

LinkedIn is home to Callaway’s target demographic – professionals who are passionate about playing golf. So, Callaway and Fanscape, its social media marketing agency, developed “Hit the Links,” an interactive app that let LinkedIn members create their “ultimate foursome” using their own network connections. The application used the LinkedIn API to tap into information in member profiles – for example, if they’re golf fans or work in the player’s company – to round out the foursome.

Members playing “Hit the Links” could then share their foursome on LinkedIn and submit it to Callaway for the chance to win custom golf clubs or a set of the company’s new HEX Chrome+™ golf balls.

- Interactive “Hit the Links” application using LinkedIn API
- Display Ads targeting managers and members of golf discussion groups
- Sponsored InMails to golf discussion group members

## Results

Scott Goryl, Senior Manager of Global Communications for Callaway Golf, said it best: “When such high percentages of professionals take the time to not only engage with an interactive campaign, but invite other people to take part, you know the brand is having a powerful impact. Their enthusiasm tells us they believe that with ‘Hit the Links,’ they’ve had an authentic experience with Callaway.”

- **8,270** foursomes created
- **32%** open rate for Sponsored InMails
- **139** likes, **79** comments on “Hit the Links” status updates
- **1,500** new followers for Callaway Golf Company Page
- **83%** lift in positive sentiment on social networks

*“The LinkedIn platform helped us create a modern take on the classic vision of the golf course as the premier place to network. Since our goal is to be the most engaged and social brand in golf, LinkedIn was the perfect fit for our digital engagement campaign.”*

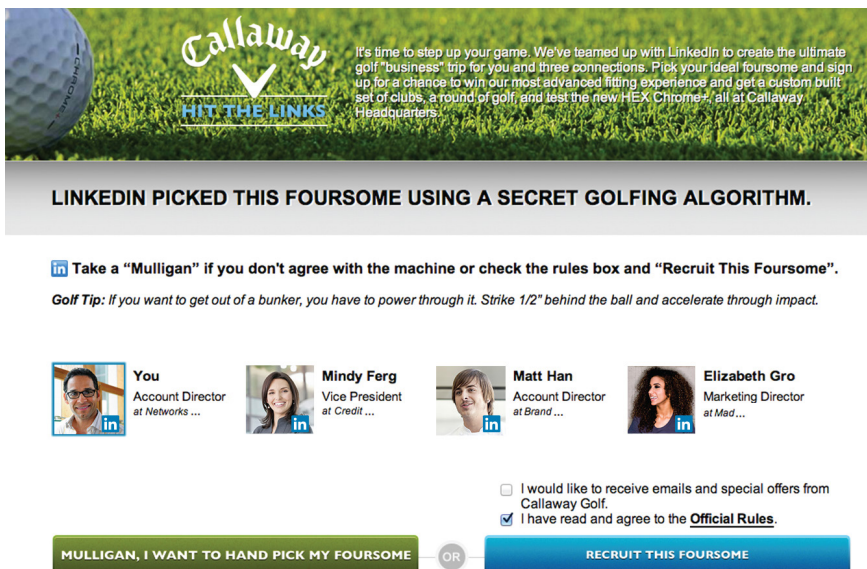


**Scott Goryl**  
Senior Manager of Global Communications  
Callaway Golf

## Campaign Screenshots



Callaway Golf's "Hit the Links" landing page



Golf foursome chosen from member network connections

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