LinkedIn Marketing Solutions

Simplilearn Case Study

simplilearn

Simplilearn's LinkedIn campaign creates keen awareness around its key offerings and increases reach among working professionals

"The crux of effective marketing is twofold – firstly, the ability of the marketing team to develop incisive messaging based on consumer insight and secondly, finding the right communication channel to present this messaging to the consumer at the right time and in the right context. The success of our campaign on LinkedIn is a culmination of these two aspects coming together well."

Kashyap Dalal
Chief Product and Marketing Officer,
Simplilearn Solutions Pvt. Ltd.

Company Profile

Simplilearn Solutions Pvt. Ltd. is a professional certification training provider. Courses include a variety of topics in the business, technology and design domains, ranging from PMP to Hadoop and Big Data Development. With over 250 courses on offer from Simplilearn, the platform has trained over 400,000 professionals since its inception in April 2010. With its footprint in over 150 countries, Simplilearn's patrons are assured of up-skilling and re-skilling themselves for a faster and surer career growth.

Objectives

Simplilearn's aim was to engage with its target audience: working professionals in the 25 to 45 year age group, and present this audience with relevant content about various certification courses. The objective was to present targeted and precise communication that highlighted the value of these certifications in fast-tracking professionals' personal career growth, to convince and convert potential users.

The goal was to run and sustain long term content marketing campaigns to increase awareness about various certifications and benefits. Following this, Simplilearn would be able to generate immediate revenue through rolling out highly relevant and targeted content on LinkedIn at scale.

Results in numbers:

- **3x lower cost per click** with LinkedIn Sponsored Updates vs Search Advertising
- **30% lower cost per lead** with LinkedIn Sponsored Updates vs Search Advertising
- **1.3x higher click through rate** compared to industry benchmarks at 1.53%
- **40% growth in the number of followers** of the official Company Page during the 12 week campaign period

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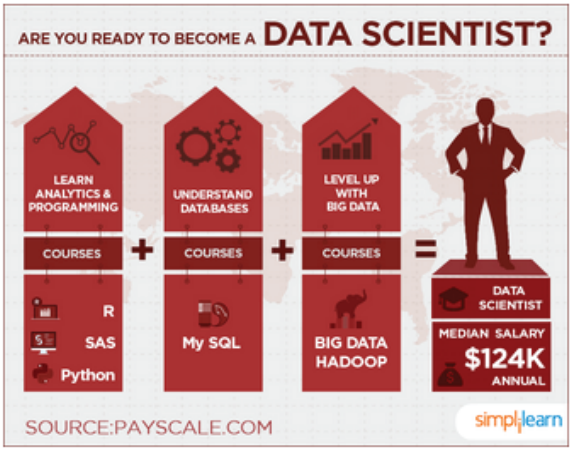

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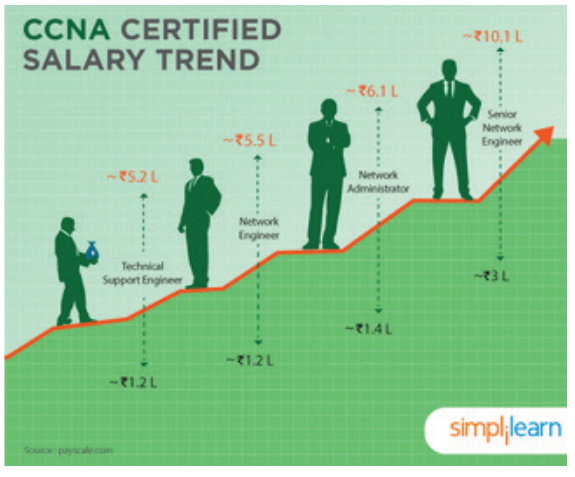
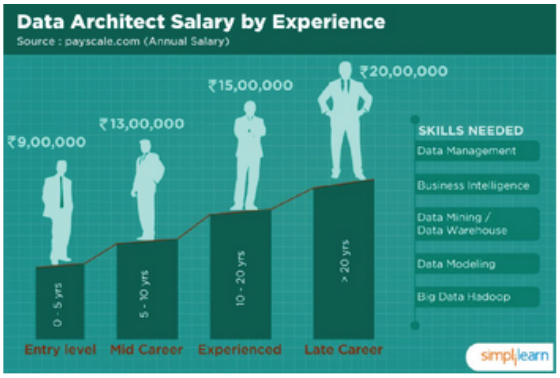


Solutions

Knowing that LinkedIn allows for effective targeting and wider reach, Simplilearn chose to work with LinkedIn to achieve their communication and marketing objectives. Simplilearn invested in LinkedIn from the very beginning of their operations and have successfully harnessed the various solutions that LinkedIn offers. **LinkedIn's Sponsored Updates tool has been an effective strategic channel for Simplilearn** and the company has been using it to great effect since January 2015. Maximizing Sponsored Updates, Simplilearn has effectively attracted relevant audience in its key markets of North America, India, UK, Singapore and Australia amongst others.

Simplilearn ran a 12-week campaign beginning in January 2015 which was a resounding success- the Click through rate of the campaign was double that of the industry standard for all Learning Management System software offerings. Utilizing LinkedIn has allowed Simplilearn to build its awareness around the certification courses offered, by reaching an audience of more than 1 million unique professionals.

Simplilearn Become a Data Architect with our customized course bundle. Please visit http://goo.gl/E4uJS6 for more info



Results

At 1.53%, the campaign recorded an impressive 1.3x higher click through rate compared to the industry benchmarks. Simplilearn also saw that LinkedIn Sponsored Updates fared better than search advertising in terms of cost; with a 30% lower cost per lead and 3x lower cost per click.The 12-week long campaign with LinkedIn has helped Simplilearn identify the best marketing channels and practices and reach out to their audience across the globe successfully.

Learn more about Simplilearn's Corporate Training @ http://goo.gl/HnxkXs. Spread the word by sharing

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