

iYogi Case Study



iYogi generates verifiable leads from relevant target audience with LinkedIn Sponsored Updates

"LinkedIn helped iYogi funnel a sample set of decision makers through Sponsored Update campaigns. From this sample set, LinkedIn was able to assist iYogi in determining areas of interest and places where key decision makers whom iYogi was targeting were clustered. By leveraging big data and relationship analytics of the LinkedIn network, we were able to segment more intelligently and focus our marketing message to various audiences and successfully optimize our content marketing strategy to generate high quality leads in the enterprise B2B space."

Rohit Challu
- Assistant Vice President, Marketing
iYogi

Company Profile

iYogi is one of the world's largest providers of brand independent technical support, with services available in more than 10 countries including the United States, the United Kingdom, Canada, Australia, and UAE.

Formed six years ago and catering to consumers and small businesses, they have recently launched Digital Service Cloud, a new cloud-based product offering targeted at large telecommunications companies and original equipment manufacturers. Through a combination of innovative and easy to use end customer facing mobile, social and desktop apps, iYogi's Digital Service Cloud has translated the experience distilled from more than 10 million service requests to deliver a personalized experience at every moment of a customer interaction.

Challenge

iYogi was looking to generate brand awareness of the new Digital Service Cloud offering and translate that into high quality leads. It was important to reach the decision makers and influencers of top telecom companies and original equipment manufacturers (OEMs) to make the launch successful.

Results in numbers for a month-long campaign

- 2x CTR achieved over benchmarks for the same audience targeted
- 62% of current follower base built up with 3 months
- 7-8% shareability out of total engagements

An example of LinkedIn's Sponsored Update content for iYogi's target demographic

A screenshot of a LinkedIn Sponsored Update from Digital Service Cloud (DSC). The update features a graphic of Euro banknotes and a line graph showing an upward trend. The headline is "Moody's Predicts European Telcos' Revenue to Decline in 2014". The text below the headline states: "digitalservicecloud.com • Credit rating agency Moody's has maintained a negative outlook for the telecom sector in Europe with revenue forecast to decline in 2014, the fifth year in succession." The update has 12 likes and was posted 20 hours ago.

Digital Service Cloud • Sponsored
<http://lnkd.in/b5C9kftH>
Moody's Predicts European Telcos' Revenue to Decline in 2014
digitalservicecloud.com • Credit rating agency Moody's has maintained a negative outlook for the telecom sector in Europe with revenue forecast to decline in 2014, the fifth year in succession.
Like (12) • Comment • Share • 20h ago

A screenshot of a LinkedIn Sponsored Update from Digital Service Cloud (DSC). The update features a graphic of Euro banknotes. The headline is "How operators are fighting against falling ARPU". The text below the headline states: "fiercewireless.com • The first-quarter results published by operators across Europe provided a stark reminder of the issues they continue to face, with revenues flat or down and profitability tough to reach." The update has 36 likes and was posted 9 days ago.

Digital Service Cloud • Sponsored
<http://lnkd.in/b46F7gy>
How operators are fighting against falling ARPU
fiercewireless.com • The first-quarter results published by operators across Europe provided a stark reminder of the issues they continue to face, with revenues flat or down and profitability tough to reach.
Like (36) • Comment • Share • 9d ago

Campaign Screenshots

Solution

LinkedIn's Sponsored Updates allow relevant content to appear alongside organic content in members' LinkedIn feeds, delivering highly visible messages to specific audiences. This product complemented iYogi's content marketing strategy by providing a flexible and convenient channel to deliver targeted messaging to the right decision makers around the world. With intelligent and intuitive segmentation, Sponsored Updates delivered iYogi's content to members' news feed along with organic content.

As part of the Sponsored Updates campaign, iYogi was able to:

- Reach a very specific target audience accurately
- Get authentic and verifiable leads with the decision makers of their target group
- Generate engagement with telecom companies through content when they previously didn't respond through mass marketing campaigns such as emailers and content syndication

Results:

LinkedIn Sponsored Updates successfully managed to engage with iYogi's target demographic, leading to a steady rise in relevant followers on the iYogi company page. It also gave them the opportunity to build top-of-mind recall among the target audience.

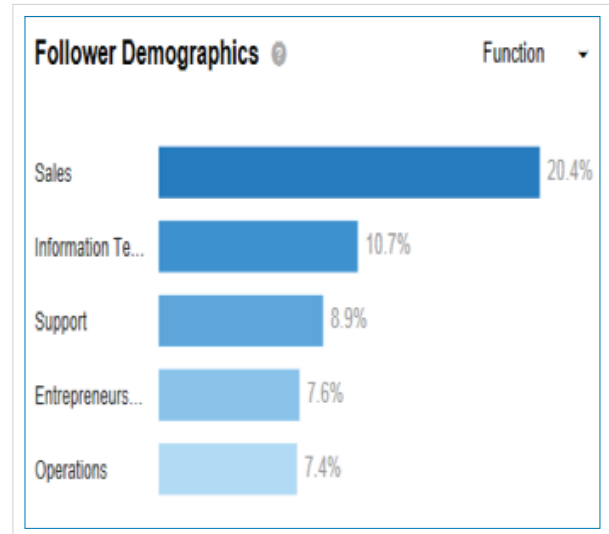
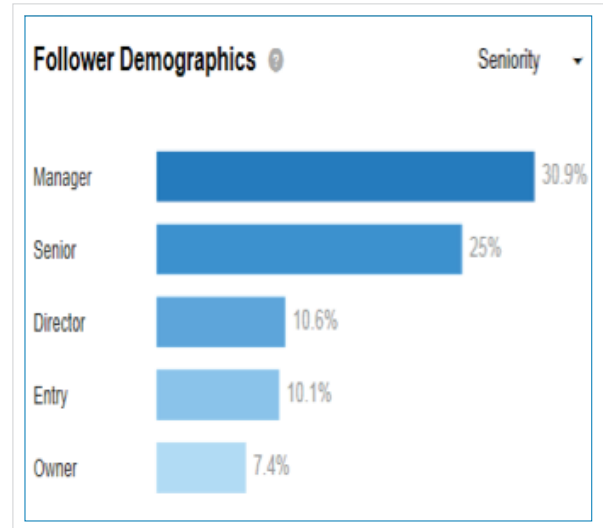
The click through rate achieved was 2x the benchmark for the same audience targeted. The campaign was successful in achieving 62% of the current iYogi follower base within three months from the start of the campaign. The campaign also achieved 7-8% content shareability out of the total engagements.

LinkedIn Sponsored Updates successfully drove engagements with Business Development Managers and influencer-level audiences in select industries globally. iYogi received up to 0.7% engagement rate with this influential audience and more importantly built relationships with these audiences in a meaningful way.

While this campaign debuted online exclusively on LinkedIn, its success has allowed iYogi to conduct follow-up campaigns offline through tradeshows and events, based on the leads generated through this campaign.

Visit <http://business.linkedin.com/marketing-solutions> to know more about LinkedIn Marketing Solutions or you can write to us at Imindia@linkedin.com

Successfully driving engagements with Business Development Managers and Influencer-level audiences



iYogi's steady rise of acquired and organic followers through the Sponsored Updates campaign

