

Microsoft Case Study

Acquiring 2,500+ new members
into the Australian Software
Developer Community

Microsoft[®]

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“LinkedIn worked with us to create innovative opportunities tailored to our developer audience.”

Christian Longstaff, Developer Audience Marketing Manager, Microsoft Australia

Microsoft Australia launched the 'Australian Software Developer Community' in November 2010. The results were immediate, giving new members a local presence for like-minded developers to exchange ideas and network. The launch of the group on LinkedIn allowed Microsoft to engage local developers, share resources and help them to become more productive and successful, all within a Microsoft branded environment.

Christian Longstaff, Developer Audience Marketing Manager at Microsoft Australia, says, “We wanted to target web developers or people who are interested in web development with resources to help them become more productive and successful. This in turn helps drive Microsoft's success. By joining our group on LinkedIn, developers can seek answers to problems, network, and discuss big ideas. Our LinkedIn campaign sponsored inMails that invited developers to join the Group. We used the banners within the group to promote our new products that were relevant to developers.”

For Microsoft Australia the motivation for joining and using LinkedIn was threefold:

- 1) To be more productive in role
- 2) To network with peers
- 3) To consume Microsoft resources to drive developer satisfaction

Objectives

- Engage the developer audience across Australia
- Build an engaged community of like minded developers, quickly
- Advertise to developers outside of Microsoft's network

Solution

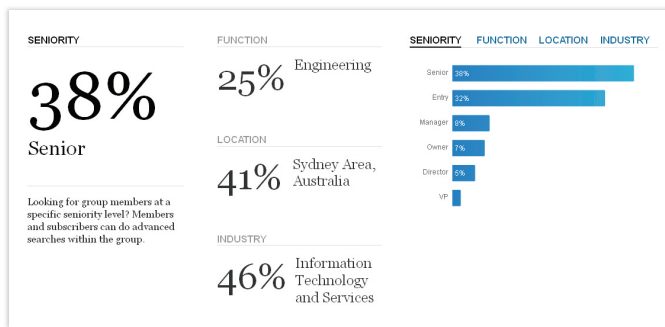
- Establish the Australia Software Developer Group on LinkedIn to engage developers
- Target web developers and invite them to join the Group by using LinkedIn Partner Messages
- Advertise group discussions to developers who have not yet joined via LinkedIn Group Ads

Why LinkedIn?

- #1 resource for career-minded professionals
- The place for business-related career advice, particularly to increase productivity
- The ability to find the exact audience with precise targeting by seniority, industry and job function

Results

- 423 members joined in the first week, 896 in a month, 2,500+ members as of Feb 2012
- 58% open rate for Partner Message
- CTR of 32.87%



Partner Messages successfully engaged developers

Partner Messages (sponsored inMail) allowed Microsoft to find and communicate to web developers in Australia, with targeted messaging. In this case, Microsoft partnered with other industry associations, inviting developers into their LinkedIn Group. Becoming a group member provided developers with access to experts from various vendors, not just Microsoft, as well as special promotions and the opportunity to network with many of the best developers in the country.

LinkedIn

An invite to join the Australian Software Developer Group [Go back to Home Page](#)

Join the Australian Developer LinkedIn Community

You are the reason Aussies get their news, connect with their friends and watch stupid viral videos. You my friend build software, forever shall you reign.

You make amazing stuff happen online, on the desktop and on the phone. You build the future, but you're not a nerd loser who sits in their bedroom all anti-social are you?

Enter a place for you to mingle with your peers (yeah right, like your awesome is possibly matched by "peers"). Seriously, it's good to get out once in a while and cavort with others. Go on, you can make friendships with other developers.

Our [Australian Software Developer LinkedIn Community](#) is where the business is at. It's filled with peeps like you who want to solve problems, network and discuss big ideas.

So, don't be Milton from Office Space, but be cool like Fonzi, spend some time with us. Join the [Australian Software Developer LinkedIn Community](#) today.

[Click here to join](#)

Join our Australian Software Developer LinkedIn Community

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Microsoft Australia wanted to achieve the following with their LinkedIn campaigns:

- Boost group membership through Partner Messages and Group Ads
- Engage developers, encourage discussion and networking
- Drive developer satisfaction

Christian Longstaff, Developer Audience Marketing Manager, Microsoft Australia, stated, "We are currently at 595 members and want to reach 2000* by year-end. By understanding what developers need, we can provide the resources for developers to be more productive. LinkedIn enables us to target our core audience based on title and behaviour. We cannot rely on developers coming to us, therefore, our key strategy is to go where the developers are — by using LinkedIn as part of our earned social media coverage, we ensure our content is being syndicated to gain as much reach as possible."

LinkedIn Go to LinkedIn Recruiter

Home Profile Contacts Groups Jobs Inbox Companies News More People

Add flavor to your coffee with COFFEE-MATE – Try Caramel Macchiato a coffeehouse classic.

Share an update

Attach a link

State

LinkedIn Today See all headlines

News Events, Tweeted Photos & The Permissions Mess 4 Easy Ways to Improve Your LinkedIn Profile Your Sales Reps Missed Quota. Now What?

People You May Know

Rishabh Trivedi Associate Director - X Connect

Silb Soni Media Planner at Universal X Connect

Diana Li Digital Operations Manager X Connect

See more

LinkedIn Groups

Australian Software Developer Group

most peeps like you who want to solve problems, network and discuss big ideas

msdn New Group

1842 members have joined this group. Discussing new Decompiling tool from Tele... Stuart Bartram joined this group.

Who's Viewed Your Profile?

9 Your profile has been viewed by 9 people in the past 15 days.

10 You have shown up in search results 10 times in the past 3 days.

Reach the world's largest audience of business professionals with LinkedIn.

LinkedIn Marketing Solutions
<http://marketing.linkedin.com/contact>

*As of Feb 2012, group had 2,500+ members.