



Emma masters full-funnel marketing with LinkedIn Sponsored Updates and Lead Accelerator

“LinkedIn is a really efficient way to get in front of the exact audience that we’re trying to reach.”



Nora Snoddy
Marketing Manager
Emma Inc.

Targeting niche marketing functions

Emma, Inc. is a provider of email marketing software and services that’s used by thousands of organizations worldwide. In order to drive new leads to its pipeline, Emma opted to use LinkedIn’s marketing solutions to spotlight its offerings to several highly targeted verticals, including marketing agencies and universities. “We launched a new initiative to go after very specific verticals,” says Nora Snoddy, Emma’s Marketing Manager. “The question for us was, how do you drill down and find those audiences?”

In 2014, Emma launched its LinkedIn campaign with a small spend on Sponsored Updates. The following year, the company decided on a full-funnel approach that used Onsite and Network Display ads to build awareness of their solution, Sponsored Updates to engage and educate prospects, and ad retargeting through Lead Accelerator to increase conversions.

Challenge

- Reach niche audiences
- Build pipeline of high-quality leads
- Engage anonymous web visitors

Solution

- LinkedIn Network and Onsite Display Ads, Sponsored Updates, and Lead Accelerator

Results

- Engagement and clickthrough rates **2x** LinkedIn benchmarks
- CPA below average cost
- Organic reach added **26%** additional value

Tailored content for their prospects

Emma worked with its LinkedIn account management team to develop specific nurture streams of content for each of their targeted verticals, focusing heavily on universities and marketing agencies. Sponsored Updates content is targeted according to a prospect's job function and industry, in some cases, drilling down to individual job titles.

For universities, for instance, Emma shared "best practices" Sponsored Updates, geared around successful case studies in university email marketing. "We have a mixture of content," says Snoddy. "Some is gated, while others go directly to content resources or case studies."

These Sponsored Updates serve to drive engagement with Emma's target verticals, raise overall awareness of the company's email marketing solution, and begin driving leads into Emma's sales pipeline. Additionally, for each paid engagement, the Sponsored Updates receive organic views from others in the prospects' networks, contributing more than 25% in added value to the campaign.

Boosting conversions with Lead Accelerator

In some cases, prospects will visit Emma's website without filling out a lead conversion form. In the past, Emma would not have been able to identify that prospect without capturing the lead, but with LinkedIn's Lead Accelerator tool, these prospects can be retargeted with personalized CTAs when they visit the LinkedIn platform or other websites. Emma is able to use specialized creative based on their last page visited on the website to encourage them to return and fill out a conversion form. Lead Accelerator has driven more than 1,000 conversions at a cost below Emma's typical CPA. "It's been our most successful lead generator," says Cynthia Price, Director of Marketing at Emma.

Set up targeted nurture streams

With LinkedIn's portfolio of tools, Emma can now focus on reaching targeted prospects at every stage: building awareness with Network and Onsite Display, driving engagement with Sponsored Updates, then nurturing prospects throughout the buyer's journey with retargeted ads and custom creative both on and off the LinkedIn platform.

Emma now has the capability to deliver messaging to their prospects based on exactly how they've responded to Emma's previous marketing efforts: "We can move from a fun piece to something a little deeper like automation for someone who's previously read our content," says Snoddy. "It's a great way to tailor our messaging to what people are ready to see for maximum impact."

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