

GE Capital developed an active and engaged community on LinkedIn

To drive awareness, increase consideration and position the brand as a thought leader, GE Capital used LinkedIn to create a community for mid-market business in Australia.

Challenge

GE Capital helps the Australian mid-market build better business by offering insight, knowledge and expertise as well as finance for investment. To drive a conversation with this niche audience, GE Capital wanted to build a community for the mid-market. They also wanted to position GE Capital as a thought leader to increase awareness and drive consideration of their finance products and services.

Solution

It was important for GE Capital that its mid-market community was located on a platform that already engaged the c-suite. GE Capital targets a very select audience and needs to make sure that those who join their group are able to contribute valuable conversation to help drive a thriving community. GE's Communication Director, Anthony Spargo explains, "LinkedIn is the ideal platform to engage our audience where they are already active. In May 2012 we launched our LinkedIn Group; GE Capital Mid-market Hub. To establish the mid-market community we first reached out to our own customers then utilised a number of LinkedIn products to drive followers."


"LinkedIn display ads and InMails were used to target our audience. We then drove engagement with content from our execs and we utilised external partnerships to ignite interesting conversation. It's about being smart with the content that we already have and leveraging this in a way that addresses the needs of our audience. For example, we leverage content from our events to generate post event discussion and have started to run live chat sessions after our events to extend conversation online and amplify across the wider mid-market community."

Results

The GE Capital Mid-market Hub now has over 1800 active members. The group delivers several warm leads a week and on average there are between 8 and 15 discussions a week generated by GE Capital and their partners. Engagement has steadily increased with member's comments now outweighing new discussions month on month outlining a high level of engagement.

Screenshots


The Mid-market Community on LinkedIn



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Become a member of the Australian #MidMarket Growth Alliance <http://it.co/ATNPSmAHq> <http://it.co/5DdelotAggy>

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Discussion on the #MidMarket Hub: "How great conflict makes a good board" <http://it.co/0Zoo9gK1i>

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australianmidmarket.com.au

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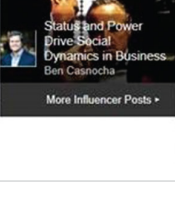
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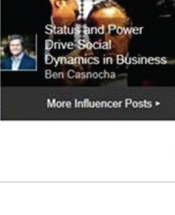
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