

Atmosphere: think creatively and innovate boldly

Google finds new audience for digital event at lower conversion costs

"We believe that LinkedIn helped us reach a quality audience and raised awareness for Atmosphere, our digital event."



Justin Yang
Product Marketing Manager
Google

New event needs new marketing solution

Atmosphere is a global digital event designed to enlighten professionals on the value of Google Apps for Work for their companies. To attract attendees, Google needed to not only reach the right audience, but explain why attending Atmosphere was a smart business decision.

"The idea of joining a global conference online is a new concept," says Justin Yang, Product Marketing Manager for Google. "We needed a solution that would give us room to fully describe the benefits of our online event." With the ability to accommodate tens of thousands of attendees at Atmosphere, "we also wanted to keep the cost per lead reasonable," Yang adds.

Challenge

- Promote the value of innovative digital event
- Reach professionals in specific business roles
- Cut through clutter of typical conference marketing

Solution

- LinkedIn Sponsored InMail

Results

- Cost per conversion 40% lower than expected
- Grew prospect base for future events
- Raised awareness of Atmosphere with influential audience
- Significantly scaled up budget for future Sponsored InMail campaigns

One-to-one marketing with Sponsored InMail

Working with Essence, its digital agency, Google chose Sponsored InMail to talk about the unique perspectives offered at Atmosphere and promote its expert speakers. "Sponsored InMail gave us space to go into detail on our value proposition," says Aamer Bajwa, Manager of Search and Biddable Media at Essence. "And people view Sponsored InMail as more personal because it's one-to-one - we thought it could cut through the clutter. They're perfect for event marketing." Google also took advantage of LinkedIn's precise targeting capabilities to send Sponsored InMail to managers in engineering, product development, sales, and human resources - the audience most likely to respond to messages about workplace transformation.

Sponsored InMail also allowed Google to build more personal connections with recipients. "We kept the tone conversational - we didn't want to add in too much business jargon," Yang says. Google added to the messages' personal feel by choosing an attention-getting sender name - in this case, the vice president of Google Apps for Work.

Quality audience at lower cost per conversion

Google Sponsored InMail campaign reached the correct audience of manager-level professionals in specific departmental roles - at a cost per conversion 40% lower than expected. "Sponsored InMails gave us the perfect combination of marketing advantages for promoting Atmosphere - driving registrations at a lower cost, in a way that highlights the value proposition and expands the audience," says Dan Parkes, Senior Search and Biddable Executive at Essence. "Our solid results are bringing us back to LinkedIn for our next Atmosphere event, with a much higher budget for Sponsored InMails."

Sponsored InMail

Sébastien Marotte

Join us for Atmosphere

Hello Ilanna,

As technology evolves, the way people work continues to change. Companies must collaborate and share online more than ever before. To make an impact, organizations need to think creatively and innovate boldly.

[Join us at our Google for Work digital event, Atmosphere.](#) You'll hear from those who've inspired global change at their organizations and learn how you can apply it to yours:

- Google SVP of People Operations, Laszlo Bock, on cultivating team innovation
- IDEO Co-CEO, Tim Brown, on where innovative ideas come from
- Airbnb CMO, Jonathan Mildenhall, on how Airbnb transformed an industry

Then, you'll be able to choose from two custom sessions: "Collaborative & Productive teams," where you'll learn how to create highly motivated teams or "Secure & Agile IT," where you'll learn how to bring Shadow IT out of the shadows.

I hope you can join us on June 2, 9am-10:30am PDT. [You can register via the link below.](#)

Sébastien Marotte
Vice President, Google Apps for Work
Google

[Register for Atmosphere Now](#)

Google for Work [Count Me In](#)

Atmosphere:
Think creatively and innovate boldly

June 2nd • 9am-10:30am PDT

#atmosphere15

[About](#) [Feedback](#) [Privacy & Terms](#)

[LinkedIn](#) LinkedIn Corp. © 2015

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.