



Jive Software chooses LinkedIn's multiproduct approach for nurturing leads from awareness to conversion

"LinkedIn helps us engage with and nurture prospects at every stage of the funnel."



Jaslyn Law
Integrated Marketing Manager
Jive Software

Staying top of mind with prospects

Jive Software is the leading provider of modern communication and collaboration solutions for business, helping employees, partners and customers work better together. Jive's marketing team strives to communicate the value of their products to prospective customers. "With a B2B product, sales cycles can be long, so it's necessary to stay top of mind with prospects - especially if they're at the consideration phase of the funnel," says Jaslyn Law, Jive's integrated marketing manager. The challenge was identifying and maintaining engagement with people at the top of the funnel.

"Historically, we've been good at the point of lead acquisition," Law says. "But we wanted to develop a strategy that would deliver appropriate content for people at every stage: from awareness to conversion." Jive uses a variety of gated and ungated content, such as blog posts and infographics, to boost awareness of Jive's solutions and foster engagement.

Challenge

- Reach prospects at every stage of the sales cycle
- Achieve high engagement rates and a low cost per lead

Solution

- Lead Accelerator
- Sponsored InMail
- Sponsored Updates

Results

- Multiproduct strategy generated a 44% engagement rate
- Sponsored Updates engagement 1.5X LinkedIn benchmarks
- Sponsored InMail open rates 110% higher than traditional email; conversion rates 75% higher
- Lead Accelerator beat cost-per-lead goal by 20%

Multiproduct strategy drives engagement

Jive combined LinkedIn Lead Accelerator, Sponsored InMail, and Sponsored Updates to reach prospects at all points in the sales cycle and discover what drives them closer to conversion.

Sponsored InMail has played a key role in fostering engagement – one of the company's top performing messages came from Jive VP of Customer Support Kevin Williams, offering a Forrester Wave report that analyzed enterprise social platforms, including Jive. "We didn't need to do a traditional hard sell," Law says. "We positioned this as something inherently useful for people in our industry, from one professional to another." Jive used Sponsored Updates to share both gated and ungated content to drive awareness of Jive's market expertise, and to increase engagement. An analysis of these campaigns revealed that prospects exposed to both Sponsored Updates and Sponsored InMail generated a 44% engagement rate – higher than Jive had experienced running either product alone.

Jive uses Lead Accelerator to retarget prospects that have previously visited its website, and uses the integration with Marketo to nurture their known contacts beyond email. "It helps us maximize what our sales and marketing teams can do, especially since we're not a large company," Law says. "Lead Accelerator keeps contacts engaged in an unobtrusive way at all stages of the sales cycle. We can leverage both ungated and gated content in our conversations with contacts."

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If you're still using email to stay in touch with your team, chances are your engagement strategy is on a one-way road to nowhere. <http://jive.to/1l139m3>

More Effective Than Email


*According to IT decision-makers

Channel	Percentage
Internal Social Networks	88%
Video Conferencing	86%
Instant Messaging	81%

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Beat cost-per-lead goal by 20%

By using several LinkedIn solutions, Jive's marketers now have greater visibility into the content and campaigns that bring prospects closer to conversion. Using Lead Accelerator, Jive was able to beat its cost-per-lead goal by 20%; in addition, the company saw high engagement from the combined use of Sponsored Updates and Sponsored InMail. "LinkedIn has helped us accelerate how we track marketing success," Law says. "We can place content in front of prospects that is appropriate to where they are in the sales funnel, so that we nurture prospects with the most effective content possible."

 Kevin Williams

Relevant Analyst Research

Hi Jaslyn,

As a fellow customer success professional, I thought you'd be interested in the latest Forrester Research report on community and social experiences providers, "The Forrester Wave(TM): Social Depth Platforms, Q2 2015." I'm excited to share it with you, not only because Jive was named a Leader, but because Forrester hasn't released a new Wave evaluation in this space since 2013. This update signals to me the increasing importance of communities in meeting real-time customer needs in the age of the customer.

Please take a look, whether you are actively researching vendors or are simply staying informed about how customer and support leaders deflect calls, cut costs and increase customer satisfaction through community.

I'd be happy to connect if you're interested in a conversation about Jive specifically – we're proud that of the four leaders identified by Forrester in this report, Jive had the highest score in the 'current offering' category.

Sincerely,


Kevin Williams
Vice President of Global Support
Jive Software

[Download the Report](#)

Want a Community of Happy Customers?

Learn why Forrester named Jive a Social Depth Platform Leader

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The Forrester Wave™ Social Depth Platforms, Q2 2015

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