



Lincoln Electric brings in quality leads after brand awareness campaign on LinkedIn

“Our target customers now know much more about our brand and our products, thanks to LinkedIn.”



Craig Coffey
U.S. Marketing Communications Manager
Lincoln Electric

Debunking myths about automation

Founded in 1895, Cleveland, Ohio-based Lincoln Electric has built a solid reputation as a provider of traditional welding equipment and solutions. However, the company's welding automation solutions had lower visibility among manufacturing prospects – and many small and medium sized manufacturers – a key target – didn't realize that they could afford or benefit from automating some or all of their welding operations.

“We had to not only focus in on the people who'd be most interested in welding automation, we also needed to debunk myths about welding,” says Craig Coffey, U.S. Marketing Communications Manager for Lincoln Electric. “That meant bringing in new leads and educating them on the value of our products.”

Challenge

- Raise awareness of automated welding solutions
- Educate prospects on solution value
- Fill lead pipeline

Solution

- Network Display Ads
- Sponsored Updates
- Sponsored InMail

Results

- Achieved **167%** of goal for marketing qualified leads (MQLs)
- **73%** of all Sponsored Updates clicks from manager-level and above
- **77%** lift on spend with \$7,000+ in earned media such as social interactions

Full-funnel approach to nurturing leads

Lincoln Electric enlisted digital marketing agency BusinessOnline to develop a strategy for lead generation. BusinessOnline, a performance-driven digital marketing agency, uses data-driven insights to help its clients drive qualified traffic that converts to leads.

LinkedIn's multi-product approach to nurturing leads – using Network Display Ads for brand awareness, Sponsored Updates for deeper engagement, and Sponsored InMail for offering content – and its ability to target audiences by job title, industry, location, and groups met Lincoln Electric's marketing needs.

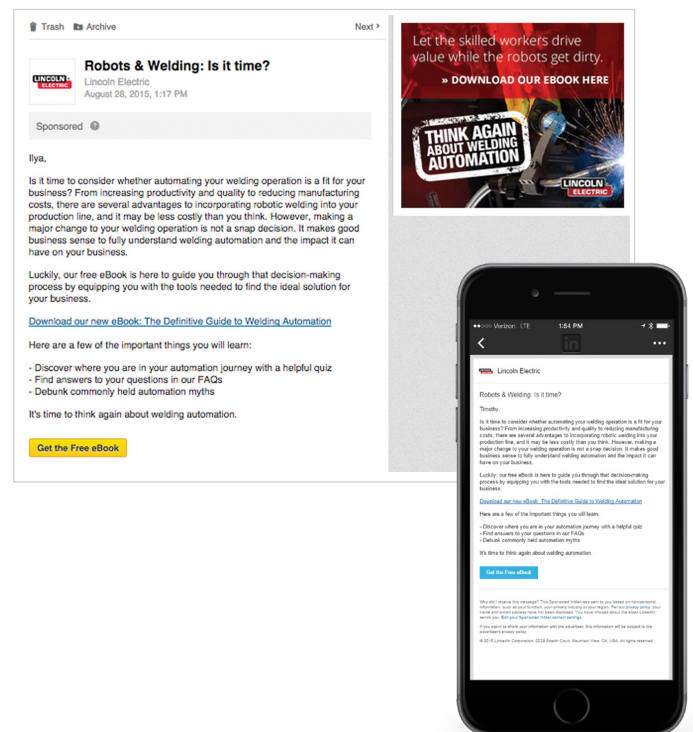
"We raised awareness of the brand with the display ads, then started the education process with Sponsored Updates and Sponsored InMail," explains Howard Chen, Senior Integrated Marketing Analyst for BusinessOnline. Clickthroughs on ads, Sponsored Updates, and Sponsored InMail all led to a landing page where LinkedIn members could download an eBook, "The Definitive Guide to Welding Automation." LinkedIn was the company's full-funnel marketing solution from top to bottom.

When combined with LinkedIn's targeting, Lincoln Electric's mythbusting eBook helped increase engagement. "We considered our targets – executives and plant managers in welding and manufacturing – and created content that was focused on their needs," Coffey says. "We made the eBook very user friendly, with checklists and conversations on why welding might be right for their businesses."

Exceeded goals for MQLs

The targeted, content-friendly approach appealed to Lincoln Electric's audience. The company reached 167% of its goal for marketing qualified leads, and also reached its desired audience: 73% of clickthroughs for Sponsored Updates came from managers and above. Lincoln Electric also saw a 77% lift on spend, with more than \$7,000 in earned media such as social interactions.

"Now that more manufacturing professionals and plant managers understand the value of automation, our full-funnel approach has even more impact," says Coffey. "That extra awareness has piqued prospects' interest, which will help us improve conversions."



Lincoln Electric Did you know welding automation can cut weld costs 35%? Discover the truth on how automation is perfect for your growing business.



Bust the Myths About Welding Automation
lincolnweldingautomation.com • The definitive guide to welding automation from Lincoln Electric equips you with the tools you need to make the best decisions for your business.

Let the skilled workers drive value while the robots get dirty.

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