



LinkedIn on LinkedIn: How we build our base of LinkedIn Premium subscribers

“We’ve seen a 75% increase in open rate and an 800%+ increase in conversion rate over traditional email campaigns using Sponsored InMail.”

Jennifer Lin
Senior Product Marketing Manager
LinkedIn Premium

Reaching new prospects for LinkedIn Premium solutions

As the world’s largest professional networking site, LinkedIn has more than 400 million members worldwide. Many of these members use LinkedIn’s free offerings, but have not taken advantage of its Premium monthly subscription services.

LinkedIn Premium Business Plus offers subscribers the ability to contact potential clients and customers with InMail messages, see an expanded list of who’s visited your profile, and view an unlimited number of profiles, up to third-degree connections. It’s an ideal solution for any business professional looking to grow and nurture their professional network. LinkedIn Premium Job Seeker is designed to help members looking for new career opportunities. Users can connect to hiring managers, follow up on job applications, get informational interviews, and see how they stack up against other applicants.

Challenge

- Raise awareness of LinkedIn Premium solutions
- Generate trial of LinkedIn Premium Job Seeker and Business Plus offerings
- Increase LinkedIn Premium subscriber base

Solution

- Sponsored InMail
- Broad targeting for Business Plus audience
- Focused targeting for Job Seeker audience

Results

- More than 2 million prospects reached each week
- 75% increase in open rates and 800%+ increase in conversion rates over traditional email campaigns

LinkedIn Premium's marketing team wanted to offer their most loyal and engaged members free trials of Premium products so they started using LinkedIn Sponsored InMail to help grow the base of Premium subscribers.

Targeting the right members

The LinkedIn Premium marketing team was able to leverage LinkedIn's entire member base of over 400 million members. In order to promote the right Premium offers, the team began targeting based on the offer. For Job Seeker, the marketing team honed in on members who met specific criteria. "We focus our outreach on job searchers, people who are currently unemployed, career changers, and company changers," says Jennifer Lin, Senior Product Marketing Manager at LinkedIn Premium. "We seek out individuals who have a need for that product."

The audience for the Business Plus solution is much broader. "With this offering, we're looking for anyone who's seeking to grow their network," says Lin. "We've essentially opened up our marketing efforts for that product to the majority of the general LinkedIn member base."

In both cases, the team distributes personalized Sponsored InMail messages that clearly and concisely explain the value of the Premium subscription offer with a call to action to sign up for a month-long free trial.

Better reach, better results

The team has seen a significant difference in their Sponsored InMail results since moving to the next-generation version of the product, which is mobile-optimized and delivers messages in real time – that is, they are sent to LinkedIn members only when they are actively using the platform and likely to see the messages. As a result of the upgraded platform functionality, the team has seen a 6% lift in conversion rate.

Optimizations

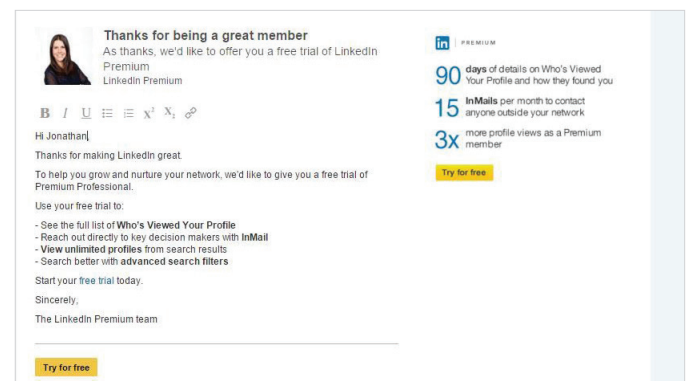
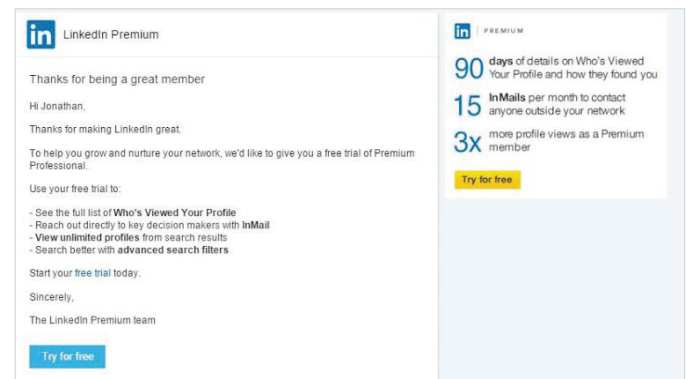
The Premium team is also optimizing conversion rates by conducting A/B tests on creative and targeting, and scaling the most successful variations for their two primary campaigns.

For example, the team found that using targeted language that spoke to the benefits of the Premium product for particular member segments (engineers, consultants, researchers, etc.) increased conversion rates by 11%. Incorporating success metrics into the messaging also proved to be powerful. When the promotions mentioned that Premium members received an average of 6x more profile views, conversion rates increase by 7%.

Sending the Sponsored InMail from a team member's account also improved opens, clickthroughs, and conversions. This personalized experience increased conversion rates by 4%.

According to Jonathan Chia, Campaign Manager at LinkedIn, a big factor in a campaign's success is building on the existing relationship that prospects already have with the LinkedIn community. "When we reach out, we thank them for helping us grow LinkedIn. It helps that they already feel connected to us," Chia says.

Sponsored InMail



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