



Marketo captures and nurtures more leads with LinkedIn

“Lead Accelerator, Sponsored Updates, and Sponsored InMail help us reach and nurture prospects in a way that yields much stronger results.”



Mike Tomita
Senior Manager, Web Marketing
Marketo

Marketing to companies of all sizes and types

As creators of marketing automation software, Marketo’s own marketing team is always on the lookout for the latest and smartest ways to reach prospects and generate leads. “We’re always evaluating and re-evaluating what’s out there,” explains Mike Tomita, Marketo’s Senior Manager for Web Marketing.

The company needed a way to deliver relevant content to a diverse set of audiences, and keep them engaged throughout long sales cycles. “For large companies, we have to show that our solutions are powerful enough for the enterprise,” Tomita says. “At the same time, we have to let smaller companies know that our products are easy to use. We have to send different messages to different audiences to address their unique needs.”

Challenge

- Reach different audiences with unique marketing messages
- Nurture prospects across multiple channels to generate leads
- Drive event registrations

Solution

- Sponsored Updates
- Lead Accelerator
- Sponsored InMail

Results

- Sponsored InMail: Exceeded event registration goal by **46%**
- Lead Accelerator: Generated **80%** more leads at a **70%** lower investment per lead compared to standard retargeting

Acquiring and nurturing new leads

Marketo chose LinkedIn Sponsored Updates to engage with its target audience: marketers in industries such as healthcare, education, and financial services. The company used similar targeting with Sponsored InMail to send concise and personalized invites and drive registrations to one of its larger annual online events.

As Marketo refined its strategies for using targeted content to engage with prospects, the company added LinkedIn Lead Accelerator to the marketing mix. Lead Accelerator enables Marketo to nurture prospects across the web with targeted display and social ads, including LinkedIn Sponsored Updates. Additionally, the Lead Accelerator integration with Marketo's own Ad Bridge product enabled the team to use Marketo data such as lead score, revenue stage, product interest, and more - making it even more powerful of a solution for reaching target segments and nurturing them with highly relevant content.

Marketo created several nurture streams within Lead Accelerator, featuring content for display and social ads, including Sponsored Updates. "We organized our content in a way that moves people along the funnel," he says.

"We don't do the hard sell up front - we draw people in with something interesting about their industry. We share blog posts or tips and techniques, invite them to a webinar, and then offer an in-depth guide. Finally, we tell them how Marketo can help."

More leads at lower investment

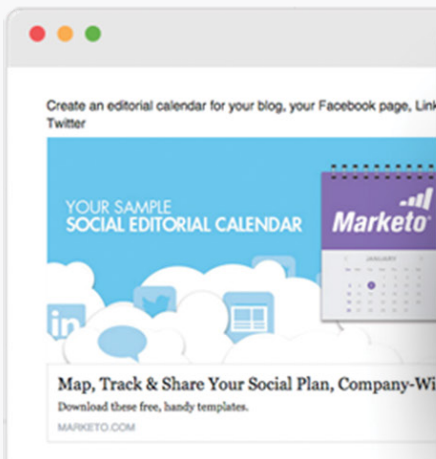
Results from Lead Accelerator far exceeded those seen by Marketo for standard retargeting campaigns: Lead Accelerator generated 80% more leads than standard retargeting, and investment per lead was 70% lower for leads generated via Lead Accelerator. In addition, Marketo's Sponsored InMail, which was targeted to senior level marketers at small- to medium-sized companies, helped the company exceed its event registration goal by 46%.

By using Lead Accelerator, Sponsored Updates, and Sponsored InMail together, Marketo is engaging more deeply with prospects. "Our ROI and investment-per-lead numbers already look good, but we're gaining momentum by using all of LinkedIn's solutions together - it's helping us get full-funnel coverage," Tomita says.

Marketo's content flow in Lead Accelerator

Marketo built a nurture stream that specifically targeted visitors to its website coming from enterprise-sized companies, sequencing a series of offers to the audience across multiple channels.

Wave 1



Wave 2



Wave 3



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