

# Hearsay Social Case Study

Generating new business  
with a hyper-targeted LinkedIn  
Partner Message campaign



*“Our LinkedIn Partner Messages led directly to numerous qualified meetings with people who met our marketing criteria. We’re very happy with the results we’ve achieved, and we are well on our way to achieving full ROI on our LinkedIn campaign.”*

J.P. Walti, Director of Demand Generation  
Hearsay Social

The world’s largest companies, including Northwestern Mutual, Thrivent Financial, State Farm, Farmers Insurance Group, and 24 Hour Fitness use Hearsay Social’s award-winning technology platform to achieve regulatory compliance, build stronger customer relationships, and bolster their brand across all the major social networks, including Facebook, Twitter, LinkedIn, and Google+.

The Hearsay Social platform delivers enterprise-class scale, reliability, security, and complete compliance for enterprises on social media. Today, tens of thousands of advisors, agents, local representatives, and franchisees rely on the Hearsay Social platform to engage in compliant social conversations with over five million customers. The Hearsay Social platform is the only comprehensive platform that both protects and empowers on every social network at every level of the organization, from firm to business unit to individual employee.

## Challenge

- Generate demand for Hearsay’s social media marketing solutions

## Solution

- Deliver Partner Messages offering timely, high-value content to decision makers when they need it most

## Why LinkedIn?

- Unique ability to hyper-target Partner Messages by company, job title, industry, and company
- High level of confidence of LinkedIn members in the trustworthiness of the information they receive through the site

## Results

- Open rate of 29%
- Click rate 23%
- Numerous qualified meetings scheduled as a result of the campaign

*“With LinkedIn, we can take a focused approach and target exactly the people we want to reach, including high-level prospects at Fortune 500 companies, while achieving the scale to fulfill our campaign.”*

J.P. Walti, Director of Demand Generation, Hearsay Social

As a leader in social media, Hearsay Social understands the critical role of the channel in marketing, reaching, and engaging with customers. “We believe that social media is the future of marketing, and it’s central to the way we promote our brand, drive sales, and engage with customers,” says J.P. Walti, Director of Demand Generation at Hearsay Social. “LinkedIn is a living, breathing network of active professionals who come to the site to engage with their peers around business concerns. We’ve seen that members are much more likely to trust information on LinkedIn than on any other site, and that’s an important factor in our decision to invest in this channel.”

### Delivering the right message at the right moment to the right audience

Hearsay Social worked with LinkedIn as part of a multichannel strategy for demand generation for its social media marketing platform. The strategy depended on reaching decision makers with high-value content keyed to an important development for marketing professionals: the introduction of Facebook’s Timeline feature.

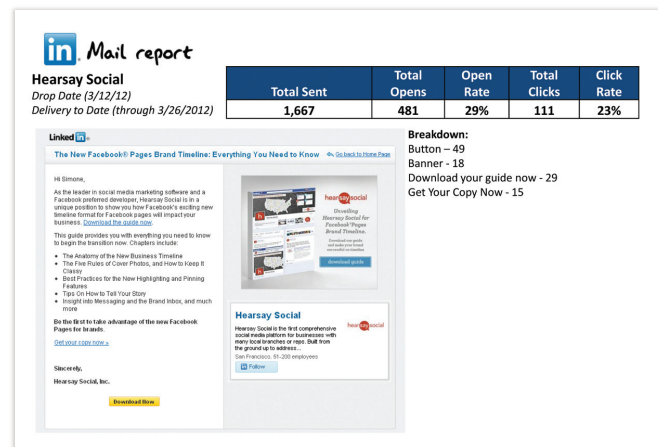
“For any social media campaign, the first question is whether the content is valuable, relevant, and engaging,” says Walti. “We knew people would be looking for advice from thought leaders on the implications of Timeline for their brand pages and their social media marketing strategy, so our team worked together to create a resource that would provide them with the answers they needed.”

Hearsay Social developed a Partner Message campaign inviting recipients to download the free eBook, “The New Facebook Pages Brand Timeline: Everything You Need to Know.” LinkedIn gave Hearsay Social the control to deliver the messages to a precisely targeted group of decision makers selected by company, job position, industry, and company size.

To capture the attention of its targets at the ideal moment, Hearsay Social needed to time the delivery of the Partner Messages for the day of the Facebook announcement. “The LinkedIn team understood the time-sensitivity of our campaign and worked with us to accomplish our goals,” says Walti.

### Converting engagement into action

Hearsay Social’s Partner Message campaign delivered strong results every step of the way. The company’s Partner Messages achieved an open rate of 29 percent, proving that the messages had reached the right targets in the right way. “I appreciate that there’s a limit to the number of Partner Messages people receive. Your message is much more powerful when it isn’t in the middle of a lot of other voices shouting for attention,” says Walti. While LinkedIn members can only receive one partner message every 60 days, once recipients had read the offer, nearly one-quarter of them clicked through to download the eBook.



Hearsay Social held LinkedIn to the same high standards it maintains for its own social media marketing customers. “Our customers measure us not in terms of number of fans or connections, but whether the check they wrote us paid off for their business,” says Walti. “Our LinkedIn Partner Messages led directly to numerous qualified meetings with people who met our marketing criteria. We’re very happy with the results we’ve achieved, and we are well on our way to achieving full ROI on our LinkedIn campaign.”

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