

Philips Case Study

Building social engagement
with LinkedIn Targeted
Status Updates

PHILIPS

sense and simplicity

“When we send interesting Targeted Status Updates to narrower audiences, and when they respond to these updates by sharing or commenting on them, we create a more engaging and lively Company Page for all of our followers. The targeted updates helped us more than double the social interaction on the page, and that increased interaction created more value for our followers.”

Stephanie Charron
Corporate Communications Officer, Philips Healthcare

Tailoring messages for social media audience

Royal Philips Electronics of the Netherlands is a diversified health and well-being company, focused on improving people’s lives through meaningful innovations. “We are continually communicating to multiple, varied audiences about our activities in the healthcare, consumer lifestyle, and lighting sectors,” explains Clive Roach, social media strategist in Amsterdam for Philips Healthcare. “We need to reach everyone from the C-suite, to clinicians, to design professionals. However, we know that not all of these groups are necessarily interested in everything we have to say.”

Roach and his social media colleagues post weekly news-related updates to the Philips LinkedIn Company Page. However, Roach wanted to explore the impact of delivering updates to specific groups.

Challenge

- Present Company Page followers with more relevant news
- Target news by company divisions and products
- Increase social interactions
- Gain insights on where and how followers engage with content

Solution

- LinkedIn Targeted Status Updates
- Target updates by professional interests
- Include employees and media to increase sharing and engagement

Why LinkedIn?

- Precise targeting helps reach desired audience
- Relevant status updates increase engagement
- Detailed analytics help drive content development

Results

- 106% increase in engagement by followers
- More social activity helps build audience for Company Page
- Insights on social engagement can inform new products and services

“With social media, you want to tailor what your audiences see,” Roach explains. “When someone decides to become a follower of our LinkedIn Company Page, it’s nice if we can target our messages so as not to take up their time with content that’s not interesting to them.”

Targeting yields higher engagement

Roach decided to test LinkedIn Targeted Status Updates, a new feature that delivers relevant content to a more targeted group of LinkedIn followers. Targeted Status Updates allow organizations with LinkedIn Company Pages to deliver status updates to well-defined groups of followers, which can help increase engagement and improve brand loyalty. Marketers can target followers based on company size, industry, function, and geography, among other parameters.

“We know that targeting can yield better engagement, and we’ve seen how that has worked with LinkedIn tools like Partner Messages, where we can choose who receives the messages,” Roach says. “Targeted Status Updates let us define our target audience in a similar way.”

Philips’ targeting needs are varied, so Roach tested audiences ranging from health care and engineering to creative/design professionals, depending on the subject of the status update. For instance, an update about Philips’ creative director’s views on product design was delivered to Philips Company Page followers who indicated that they were in creative, engineering, or product-related positions.

In addition to choosing specific audiences based on an update’s content, Roach also made sure that every update reached journalists. “Usually about half the audience is made up of specific groups – but we always include the press and employees to increase the chance that the message will be clicked on or shared,” Roach says.

Philips Philips Innovates in Healthcare with Social Media - Adopting to Business Strategy and New Opportunities Within Care Cycle. A unique social media initiative. Starting on January 10, Mr. Langendonk and his cardiologist, Dr Lukas Dekker, used Twitter before, during and after a minimally-invasive intervention during which catheters were used to remedy Mr. Langendonk’s heart rhythm disorder. The intervention was successfully performed on January 27, allowing Mr. Langendonk to begin the process of regaining his quality of life.

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Philips’ Targeted Status Updates highlight a healthcare procedure and industry news

Philips Philips appoints Deborah DiSanzo as new CEO of the Healthcare sector and member of its Executive Committee. Amsterdam, the Netherlands – Royal Philips Electronics (NYSE: PHG, AEX: PHI) today announced the appointment of Deborah DiSanzo as Chief Executive Officer of Philips Healthcare and member of its Executive Committee, with effect from May 1, 2012. Mrs. DiSanzo will succeed Steve Rusckowski, who will leave the company per April 30, 2012.

Like (12) • Comment • Share (2)

Targeted Status Updates reach precise audiences with corporate news

Social interaction adds value

In the six-week period in which Philips first launched Targeted Status Updates, the rate of engagement of its followers – including activities such as clickthroughs and likes – increased by 106%.

“When we send interesting Targeted Status Updates to narrower audiences, and when they respond to these updates by sharing or commenting on them, we create a more engaging and lively Company Page for all of our followers,” says Stephanie Charron, corporate communications officer for Philips. “The targeted updates helped us more than double the social interaction on the page, and that increased interaction created more value for our followers.”

Because she can easily track engagement for each update that she posts – viewing how often the update is shared, liked, clicked, or commented on – Philips gains valuable insights on the type of content most likely to drive reaction from followers. “When we can show colleagues the analytics that prove an update is successful, we can recommend the creation of similar content,” Charron says.

“LinkedIn allows us to refine who sees updates based on what we think will be interesting for them,” Charron says. “That means engagement goes up automatically, and this feedback gives us insights on how we can better communicate to our customers.”

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