



Bislr uses Sponsored Updates to generate high-quality, high-value leads

Bislr, a provider of marketing automation solutions based in San Francisco, seeks to fill its sales pipeline with high-quality leads that convert well, while also spreading the word about the Bislr brand and products. LinkedIn Sponsored Updates support Bislr's goals of a favorable cost-value ratio and high-quality lead generation and conversion, while also growing brand awareness and lead volume.

Challenge

Bislr's team of marketing experts is continually on the lookout for new and effective ways to drive leads for Bislr's own marketing automation solutions. "We're always testing new channels, and LinkedIn consistently performs well against search and other social networks," says Gonzalo Mannucci, Demand Generation Leader for Bislr. The next step was to identify ways to combine paid demand generation campaigns with social sharing.

Solution

"As soon as we heard about LinkedIn Sponsored Updates, we knew we had to try them," says Mannucci. Sponsored Updates allow relevant content to appear alongside organic content in members' LinkedIn feeds, delivering highly visible messages to specific audiences across desktop, mobile, and tablet devices. Adds Mannucci, "It gave us a way to combine the benefits of targeting LinkedIn's high-value professional audience with a tool that lets people share and comment on our news and takeaways."

Using Sponsored Updates, Bislr:

- Targeted marketing leadership and demand generation managers, key audiences for its products
- Delivered e-books and research that highlighted Bislr's expertise and helped capture leads
- Started conversations with prospects
- Gained brand awareness beyond initial targets, thanks to social sharing
- Received fast feedback on which updates and content drove the highest engagement

Results

Not only do Sponsored Updates create higher conversion rates for Bislr, they do so at lower cost and with high lead quality. "We're reaching the right people, and we're sparking organic sharing activity," Mannucci says. "Currently, it's the best ad vehicle for an investment in long-term engagement, as well as immediate lead generation - lead volume from Sponsored Updates has consistently met or exceeded our targets."

- **3x** the click-to-conversion rate seen on other leading social channels
- **Lower cost per lead**, without lowering lead quality

"Including Sponsored Updates in our marketing mix has lowered overall cost per lead, while maintaining the quality of our leads. At the same time, we're getting additional brand awareness as a benefit of organic sharing – and the targeting capabilities are unmatched by any other social channel."



Gonzalo Mannucci
Demand Generation Leader
Bislr

Campaign Screenshots

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Are you leveraging lead nurture across the entire lead lifecycle? Insights in our "Guide to Measuring Lead Nurturing." <http://lnkd.in/6brSR8>

SNEAK PEEK

Types of Lead Nurture Across the Buying Cycle

The diagram illustrates the buying cycle across three stages: LEAD, PROSPECT, and CUSTOMER. Each stage has associated nurture campaigns and goals.

LEAD	PROSPECT	CUSTOMER
LEADS Qualification Campaign: Build prospects to sales or nurturing segments. Awareness Campaign: Generate ongoing communications. Acceleration Campaign: Use prospect behavior to trigger engagement. Acquisition Campaign: Encourage leads to talk with sales.	PROSPECTS Call-to-Action Campaign: Drive prospects to sales engagement. Re-Engagement Campaign: Stay in communication with leads that engage sales but did not buy. Goals: Conversion, Click-Throughs, Multi-Channel Interaction, Form Fill, Downloads.	CUSTOMERS Post-Purchase: Strengthening, cross-selling, customer support. Goals: Sales Acceptance, Engagement, Opportunity Creation, Counter with decision maker(s) & influencers. Goals: Conversion, Click-Throughs, Sales or Service Engagement.

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LOOK INSIDE...

Defining New Class Disruption (NCD)

Figure 4
Defining CIO & NCD. New Class Disruption is characterized by innovation that enhances traditional marketing automation features to mitigate challenges and better serve the needs of the "average" marketing automation user.

The diagram shows the components of New Class Disruption (NCD) and New Class Disruptors.

Marketing Automation Solutions	New Class Disruptors
Campaign Creative Feature Rich Require Silled Resources Customizable Simplified Approach Drag & Drop	Built in Data Quality Processes Deep Social Integration Built in Attribution Modeling

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Bislr uses Sponsored Updates to offer high-value e-books and research to targeted demand generation professionals

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