



CPA Australia drives brand engagement and builds followers with Sponsored Content

CPA Australia is one of the world's largest accounting bodies with a membership of more than 150,000 finance, accounting and business professionals. To build awareness, drive engagement with the brand and increase follower numbers, CPA Australia used LinkedIn Sponsored Content to reach two key audience segments - university students & young professionals and mid to senior level business professionals.

The Challenge

Content is at the heart of CPA Australia's communication strategy to reach its target audience of CPA Australia members, students and business professionals. CPA Australia has an established Company Page and three active groups on LinkedIn. Jillian Bowen, CPA Australia Content and Social Media Manager, comments "LinkedIn enables us to be really agile in our communication to tailor our messaging to reach business professionals in an environment where they are already actively engaging with content."

With the Sponsored Content campaign, CPA Australia wanted to extend the visibility of its content beyond their followers to people in other relevant professions to drive awareness of CPA Australia, and its membership, training and career opportunities.

The Solution

CPA Australia's Sponsored Content Campaign featured a variety of content to engage its key audience segments.

Jillian explains "For us, the most important part of content creation is finding out what our audience wants to know and then addressing this need with quality content in the right environment. I view our relationship with LinkedIn as a partnership whereby LinkedIn provides the professional context and audience then we serve up quality relevant content. The majority of our content contains almost no branding; it's genuine, credible and addresses a need. The types of content we found the most successful in our Sponsored Content Campaign contained an eye-catching headline, useful insights or were authored by CPA Australia's CEO, Alex Malley as The Naked CEO - our 24/7 career mentor."

Results

The Sponsored Content Campaign delivered some impressive results for CPA Australia generating immediate interest in the brand and a longer term extended base of followers which CPA Australia can continue to nurture through ongoing communication.

- Up to **4%** engagement with sponsored content
- Average click through rate of **1%**
- **10%** average conversion rate from click-through to those becoming followers

Jillian concludes "LinkedIn Sponsored Content is not the first method we've utilized to promote our content with audiences. However it has been the most targeted and delivered the highest levels of on-going engagement. The results also gained us a 2013 Branded Entertainment Award for Best Use of Native Advertising."

Campaign Screenshots

CPA Australia Got a great business idea and want to start your own company? Slow down! Here are seven things to consider before you rush into it. <http://lnkd.in/bAwEAAN>



7 things to do BEFORE you start your own business

thenakedceo.com - Starting your own business can be a scary idea but with a bit of preparation you can give yourself the best chance of success.

Over 200 followers were acquired for CPA Australia's company page via these two updates alone.

CPA Australia The interview is going great. Then you are asked: "Do you have any questions?" If your answer is no, you may have just wasted a golden opportunity. Want to impress instead? Here are five questions to ask in your next interview <http://lnkd.in/pVxJRK>



You're hired! 5 questions to ask at an interview and make it happen

thenakedceo.com - The Naked CEO, Alex Malley Chief Executive of CPA Australia, is your 24/7 career mentor - on the web and in the world. Follow his job-seeking and career-building advice to get in and get ahead in your profession.

CPA Australia Why are some recruiters so unrealistic? If you've ever answered a job ad only to find that actual role is nothing like the salary or conditions described, check out our tips to help you spot - and avoid - unrealistic recruiters. <http://lnkd.in/fDzqVj>



5 questions to help you spot an unrealistic recruiter

lnkd.in - Dealing with an unrealistic recruiter is a bit like banging your head against the wall – completely pointless and likely to give you a thumping headache! It's a common misconception that the recruitment process is one-sided. While it is important...

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