

# HP Case Study

Building emotional connections  
with followers on LinkedIn



*“LinkedIn has helped create an environment where we can not only invite people to join, but engage them once they arrive. We can have dialogues with potential customers in a way that encourages organic growth of the community.”*

Bryna Corcoran  
Digital Marketing and Social Media Strategist, HP

## Building deeper connections with the HP brand

When HP launched its “Make It Matter” branding campaign in 2012, the target audience was enterprise technology decision makers. However, HP wanted to do more than simply push branding out to these prospective customers: it wanted to engage them with the message itself.

“To help our current and potential customers better understand our product portfolio, we needed to build deeper emotional connections with HP;” explains Bryna Corcoran, Digital Marketing and Social Media Strategist for HP. “At the same time, we wanted to create excitement about the campaign, and the company, within our own employee base.”

HP has many existing relationships with online communities, and the social media team looked for ways to build buzz about “Make It Matter” within these settings, as well as seek out new online partners to launch an engagement-focused branding campaign. “However, we had a hard time finding a community where we had opportunities for engagement, without clutter and noise from the competition,” says Corcoran. “We needed a platform where we had more control over the information we shared – and who we were sharing it with.”

## Challenge

- Raise awareness of new brand messages
- Deepen engagement with IT decision makers
- Customize content for different audiences

## Solution

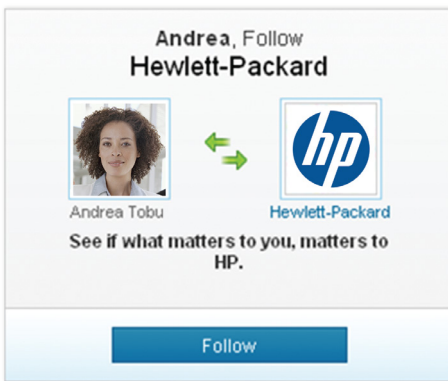
- Launch Display Ad campaign to highlight “Make It Matter” campaign
- Create Follower Ad campaign to increase Company Page following
- Reach precise audiences in 15 target markets
- Use Targeted Status Updates to deliver relevant content

## Why LinkedIn?

- Precise targeting during campaign and post-campaign
- Highly engaged and high-level professional audience
- Company Page and Targeted Status Updates offer custom design and content options

## Results

- 300,000+ new followers in two months including 112% increase in CXO followers
- Strong CXO engagement rate of .15%
- Low follower attrition rate of 3%
- Significant increase in unaided brand awareness
- Followers 2.5 times more likely to recommend HP solutions



HP Follower Ad on LinkedIn

## Targeting IT and business decision makers

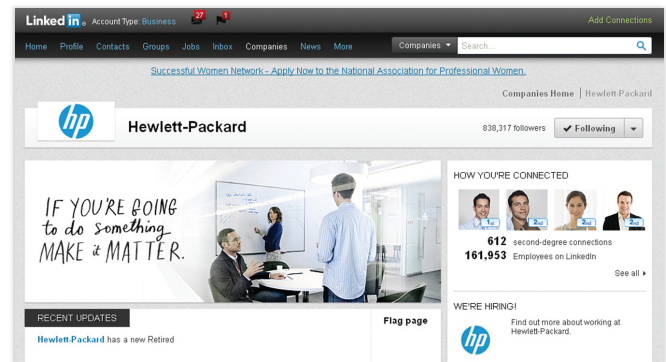
LinkedIn offered the controllable environment that HP needed to deliver a high-impact branding campaign, along with tools to help the technology leader build a larger audience and create more effective engagement. Working with Omnicom Media Group, its global media agency, HP developed Display Ads highlighting “Make It Matter” messages to drive traffic to the HP landing page for the brand campaign. In a longer-term effort to build a relationship with its audience, HP also used LinkedIn Follower ads to increase followers for its LinkedIn Company Page.

The Display Ads and Follower Ads were targeted at LinkedIn members who were business and IT decision makers in HP’s top 15 global markets worldwide. In addition, the HP campaigns targeted the LinkedIn Influencers custom segment, which includes socially active, engaged, and connected professionals; as well as HP employees. The ads were also visible on HP employee profile pages, so that employees’ LinkedIn connections would see brand messages as well.

“We wanted to use paid media to generate a qualified user base – that is, the people we want to have a conversation with,” Corcoran says. “LinkedIn has targeting capabilities that other online communities just can’t compete with.”

At the same time the Follower and Display Ads were raising awareness of “Make It Matter,” the HP social media team focused on their long-term goal of engaging with newly acquired followers via the HP Company Page. “We redesigned our Company Page so we could emphasize the brand campaign,” says Corcoran. “And since LinkedIn is one of the few platforms that allows you to reach targeted audiences after a campaign, we realized that we could test how key messages and content would resonate with our follower base.”

For example, HP is using Targeted Status Updates, which allow Company Page managers to deliver status updates to well-defined groups of followers to increase engagement. “We can send messages about our cloud solutions to targeted IT executives, or we can deliver news about SMB products to followers in companies with less than 500 employees,” says Corcoran.



HP’s Company Page on LinkedIn

“And we can see immediately what’s engaging followers and what isn’t. The added benefit is that our internal teams are now inspired to provide content that’s much more relevant to each of these audiences – they see how well the targeting works.”

## Ads and relevant content help attract 300,000 new followers

Just two months after the Follower Ads launched, the HP Company Page added more than 300,000 followers, bringing the total to more than 838,000 followers as of October 2012 – making HP the most followed company on LinkedIn. Even more beneficial was that 8% of new followers were organic and the number of CXO followers increased by 112%.

The Company Page’s follower attrition rate is low at 3%. “The fact that followers stay with the page shows that our targeted approach to delivering content is working,” Corcoran says. CXOs are showing the strongest engagement with the page’s content at .15%.

Overall, the HP campaign on LinkedIn has increased knowledge of the brand and its key messages – including the desired perception of the company as a provider of revenue-generating solutions beyond just hardware. The brand campaign significantly increased HP’s unaided brand awareness, consideration, and likelihood to recommend. In addition, HP followers are 1.5 times more likely to consider and 2.5 times more likely to recommend HP than non-HP followers.

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