



## Forward thinking and understanding help ESCP Europe make the grade

Intelligent targeting has helped the world's oldest business school reach out to a new generation of Masters students

ESCP Europe is the World's First Business School, with campuses in Paris, London, Berlin, Madrid and Turin through which it has pioneered a unique style of cross-cultural business education and a global perspective on international management. After several successful years working with LinkedIn, ESCP Europe turned to the platform to build a high-quality leads pipeline for its Masters in Management, MEB (Masters in European Business), Specialised Masters and MScs degree programmes. It needed an approach that could not only generate engagement, but convert that engagement into completed applications for a course. And they needed to be able to do so across a range of countries and cultures, to support ESCP Europe's unique approach to graduate education.

### Challenge

- Generate 250 high-quality leads for the Masters in European Business (MEB) degree programme
- Ensure a diverse leads pipeline by engaging prospective candidates across France, Spain, Italy, UK, UAE, Qatar, Saudi Arabia, Morocco, Sweden, Norway, The Netherlands, Denmark and Switzerland
- Deliver a conversion rate of 1 completed application per 100 leads

### Solution

- LinkedIn Spotlight display ads, using member profile pictures to invite prospective students to connect with ESCP Europe
- Precise profile targeting rooted in careful modeling of the most likely future MEB students
- Lead capture form landing page

### Why LinkedIn

- A single, seamless solution for precision targeting and innovative lead capture
- Proactive account team working with ESCP Europe to understand their needs and particular target audience
- A credible environment for targeting future business leaders

*"This project has shown us just how important it is to stay customer focused. Precise profile targeting has led to quality results, which have converted in record time. We really feel that the LinkedIn team is working with us and that we are an integrated team striving for excellent results together."*



**Rachel Maguer**  
Director of Marketing and Business Development  
ESCP Europe

## Results

- The Spotlight campaign exceeded all of ESCP Europe's targets
- The campaign delivered over 2 million impressions amongst potential MEB students with a share of voice ranging from 15% to 30%
- In less than a month 40 leads have converted by starting their online application for the programme.
- This equates to a conversion rate of 14% (almost twice the target rate)
- 290 leads were generated in total, of which 239 were within the 13 identified target markets, ensuring diversity in the future student pipeline. Top 3 countries for qualified leads: Morocco, Saudi Arabia, UK

## Rooting a targeting approach in business understanding

The LinkedIn team's understanding of ESCP Europe's educational philosophy was vitally important in crafting the right approach to targeting. The campaign was able to use precise profile data to reach members who fit the characteristics of likely future MEB students, across each of the five key European markets.



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## Nurturing prospects through to conversion

Spotlight ads proved the ideal tools for starting an on-going dialogue with prospective students on LinkedIn. Once connected to leads on the platform, ESCP Europe was able to arrange follow-up calls, set up meetings and guide its target audience through the application process. The results significantly exceeded all campaign targets. The 290 leads that the campaign generated were spread across all campaign markets, and delivered a high conversion rate (for completed applications or one-to-one meetings).



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