



## How real relevance built a bigger business for Informa

An always-on content strategy, combined with a powerful approach to targeting, has helped the training and events business achieve rapid growth through LinkedIn

Targeting always-on content at the most relevant specialists for its events and courses has made LinkedIn the key driver of leads and conversions for Informa Middle East and North Africa. The business has consistently achieved an average click-through rate of 12% on opened InMails, with leads converting into sales at a rate of 11% or more.

Megha Bhatia

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### The Challenge:

- Generate high-quality leads for Informa's programme of specialist training courses and events
- Target specialist areas within sectors such as project management, industrial administration, human resource and finance
- Reach out to potential delegates, speakers and exhibitors

### Solution:

- Always-on content strategy, leveraging articles on industry trends, case studies, and 'big rock' content items such as eBooks
- Precision targeting to reach particular specialisms within sectors
- Delivery of content via Sponsored Content
- Lead generation via Sponsored InMail

### Why LinkedIn:

- Unique member profile data enables the in-depth targeting required for events and training clients
- Powerful combination of content distribution and lead generation platform
- Integration with LinkedIn Sales Navigator social selling solution enables Informa to manage prospects all the way through to conversion

### Results:


- Sponsored Content delivered engagement rates of over 2% and Sponsored InMails delivered average open-rate of 67%
- Conversion rates from Sponsored InMail and Sponsored Content of between 19 and 23%
- Leads from LinkedIn convert into sales at a rate of 11.2%, three times Informa's benchmark for conversions

## Combining always-on content with targeted calls to action

Informa has been committed to building an always-on content strategy on LinkedIn, managing a forward-looking editorial calendar and using Infographics, SlideShare presentations and industry-specific articles as the basis for its Sponsored Content. The business has made effective use of the eBooks that it produces for different sectors, leveraging these 'big rock' content assets to create regular streams of Sponsored Content, whilst also using them for Sponsored InMail lead generation campaigns.

"With Sponsored Content, our main focus is on introducing prospects to our expertise and what we do," explains Digital Marketing Manager Ali Khan. "We then use Sponsored InMail as a lead generation tool to reach a dedicated target audience with relevant calls to action."

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## Managing quality leads through to conversion

LinkedIn's targeting capabilities have been the key to ensuring real relevance with Informa reaches out to its prospects. "There are a few different audiences that we need to nurture for our business," explains Ali. "We need to reach out to delegates but also to potential exhibitors and to thought-leaders whom we want to speak at events. The most important challenge for us is that each industry has very different specialist verticals within it. We need to

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reach the particular target audience with interests and skills to match the event or course that we are putting on. The amazing thing about LinkedIn's targeting parameters is how they enable us to do that, through focusing on skills, experience and seniority as well as industry."

Relevant targeting is one driver of Informa's extremely strong engagement and conversion rates. Just as important though, is the ability to nurture prospects using different LinkedIn touchpoints, with Informa's sales reps then using LinkedIn's social selling platform Sales Navigator to reach out and convert leads. "That's one of the reasons why LinkedIn now represents so much of our marketing activity," says Ali, "and why we've delivered the results that we have. We recently had a campaign achieving a conversion to sales of over 11 per cent, which is almost four times our benchmark for conversions."

*"When you are able to target exactly the right people with always-on content, you end up generating the type of specialist leads that it's easy for sales people to sell to. That's exactly what's happened for us on LinkedIn."*



**Ali Khan**  
Digital Marketing Manager  
Informa MENA

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