



Happy endings at scale: how Philips translated storytelling into leads on LinkedIn

Listening to its LinkedIn audiences helped Philips Benelux to leverage the engagement that its storytelling approach created, dramatically increasing lead quality and multiplying ROI

It started with the goal of bringing Philips' 'Innovation and You' positioning to life through a storytelling approach - but using Sponsored Content to deliver a sequence of updates quickly started to prove its value as a lead generation strategy as well. By combining storytelling with precision targeting and social listening, Philips Benelux has transformed the quality and value of its leads.

The Challenge:

- Bring Philips' 'Innovation and You' positioning to life through storytelling
- Unlock the potential of engagement on LinkedIn to drive leads
- Understand and respond to priority issues for the industry
- Target the most relevant professionals

The Solution:

- Sequenced Sponsored Content
- Precision targeting of professionals, using skills, groups and experience data
- Polls to surface key industry issues
- Lead nurturing followed up with data capture

Why LinkedIn:

- Ability to reach the right audience at the right moment
- Powerful audience penetration across the Benelux region
- Precision targeting available through Sponsored Content

Results:

- Engagement rates consistently over 1% and 35% ahead of benchmark
- More than 92,000 relevant impressions on Sponsored Content promoting the Visiq mobile ultrasound solution, all representing industry specialists
- Over 70 leads generated around the Medido automated pill dispenser, generating 40x ROI
- Storytelling-driven lead generation strategy applied across other areas of the Philips business, with ROI of up to 100x

Philips. Innovation and you 'Mensen helpen hun dromen te herontdekken': <http://philips.to/1PgegdR>. Mark D'Angelo, Sleep Business Leader, over innovatieve ontwerpen voor een betere nachtrust.



The right tone, in the right context

In the beginning Philips' approach to sharing content on LinkedIn tended to focus on one piece of content per solution - with an update or piece of Sponsored Content linking through to a single press release or case study. For the launch of its new Visiq ultrasound scanner, it developed a new storytelling approach, using a sequence of carefully targeted Sponsored Content to tell stories related to the device, and build up awareness of its benefits over time.

Turning content into a sequence of stories significantly increased the engagement that Philips Benelux was able to achieve, beating benchmark by 35% and more. However, it also did more. As healthcare professionals asked for more information, the brand realised the potential of its storytelling strategy for lead generation - and optimised its approach in response.

"We had people contacting us through comments and effectively putting themselves forward as leads," explains Didier Zegers, Director, Head of Digital, Philips BeNeLux. "We realised that we could run lead generation campaigns using this same storytelling principle."

Philips. Innovation and you 'This little patch can save patients from impending heart attacks': <http://philips.to/1RoLhGm>. Lees het artikel van Fast Company over onze volgende generatie monitoring-oplossing met draagbare biosensoren.



Unlocking high quality leads

Philips Benelux reached out to its stakeholders on the platform and polled them about the most important issues on their agendas. It then crafted stories that showed the relevance of products such as Visiq, or its Medido automated pill dispenser, to those issues. "We delivered a sequence of stories over around eight to twelve weeks," says Didier. "We were able to take audiences by the

hand and lead them through video interviews with GPs, their patients and subject matter experts, Infographics, fact sheets, and then - as the story evolved - subtly and non-intrusively add the link to our Eloqua lead-form and ultimately, turn these prospects into leads." The precision targeting that Philips Benelux applied to its Sponsored Content was central to its success. "We haven't just been targeting people with medical profiles," says Didier. "We've invested a lot of time in understanding our audiences, and using details like skill set, groups and experience to target those we need to reach. The fact that people have such detail in their LinkedIn profiles means the targeting capabilities are amazing."

Philips. Innovation and you Een effectief, op patiëntengroepen gericht gezondheidsbeleid - wat zijn de grenzen, voordelen en bruggen? Lees de blogpost van Jeroen Tas, CEO, Connected Care and Health Informatics: <http://philips.to/1QtvMwX>.



Using storytelling as a lead generation tool has dramatically improved the quality of leads that Philips Benelux generates - and this has a big impact on ROI. "It's not just the impressions, engagement rates and clicks but the bounce rates, page views, time spent on our website and forms completed," says Didier. "When you look at these metrics you see just how efficient and effective LinkedIn is."

"We've been able to apply the lessons of our storytelling approach across different areas of our business - and every time we've been able to increase engagement and lead quality. We plan to keep evolving the approach - adding self-published blog posts from our influencers into the mix as well."



Didier Zegers
Director, Head of Digital
Philips BeNeLux