



## Connecting the right candidates to the right course: How Saïd Business School drove smarter lead generation for Executive Education Programmes via LinkedIn.

Acquiring the right mix of students is a key element in building a world-class learning environment. An innovative LinkedIn API helped Saïd Business School engage qualified members with relevant courses to help them bring their careers to the next level.

In a highly competitive market amongst the world's top open enrolment executive education providers, Oxford Saïd Business School was in search of a smarter platform to meet its demanding lead generation targets. With courses running for either one week to a year, this makes it essential for the marketing and business development team to maintain a strong pool of leads at all times, as on average, Saïd Business School requires 10 leads to place one student in its executive programmes.

Saïd Business School had developed and strengthened their course-related content available through its website and held a LinkedIn Showcase Page focused solely on executive education. Yet, by leveraging LinkedIn data using an API matching member's profiles with courses relevant to their industry and seniority, Oxford Saïd was able to offer a data driven solution suiting to their objective and brand positioning: a chance for transformational thinking.

### The Challenge:

- Build a pool of qualified leads, with 10 required for every course place
- Reach and engage an international professional audience looking to further their careers through Executive Education
- Showcase the learning experience on offer at Saïd Business School through relevant course content
- Deliver a scalable, repeatable and ownable solution to drive leads on an on-going basis and with global reach

### The Solution:

- Targeted Sponsored Updates and Spotlight Ads to drive prospects to the microsite powered by LinkedIn API
- Microsite experience with dashboard matching LinkedIn members with the most relevant Saïd Business School programme
- Suggestions for relevant content to explore the learning experience at the school
- Visitors invited to send course recommendations to their first-degree connections and create amplification on the LinkedIn platform

### Why LinkedIn?

- Professional content platform with audiences in the right mindset to consume business school content
- Rich targeting to help identify the right candidates on a global scale
- LinkedIn API solution customized on the basis of profile data

## Results:

- In just five months, the campaign delivered 842 marketing qualified leads through unique brochure requests and webinar sign-ups
- LinkedIn Spotlight ads delivered 6.7 million impressions and 23,729 clicks, at a click-through rate of 0.35%
- Course recommendations from the LinkedIn API were shared 617 times amongst members' networks, generating substantial additional social reach
- Engagement with the microsite led to 2,971 follow-up actions, with 62% involving visits to the Saïd Business School website

*"Not only have we been able to meet our lead generation targets extremely quickly, but we're able to be forward-looking in the way that we use content on LinkedIn. By spotlighting the synergies between different courses that we run, we're able to plant the seed and start strong participants and alumni thinking about what their next course with the school might be."*



**Samuel Birkett**  
Senior Marketing Manager  
Saïd Business School

## Personalized dashboard brings the learning experience to life

Saïd Business School worked with LinkedIn's certified development partner, Friend2Friend, to create a microsite delivering tailored course suggestions via a dashboard interface. Member profile data leveraged through a LinkedIn API enabled this suggestion engine to select the most relevant programme for both the industry sector and seniority level of LinkedIn members. It also suggested relevant content to give prospective students a flavour of the learning experience they would have – and how it related to real-world issues. The value of this content helped to drive significant social sharing, with more than 617 course suggestions sent to members' networks via InMail.

## Precision targeting reaches the right prospective students

Ultimately, the microsite experience could only be as effective as the campaign driving traffic to it. Targeted Spotlight Ads delivered strong, visual and personalized calls to action across the key international markets for Saïd Business School. Sponsored Updates increased reach further whilst sharing course-related content with prospective students. Such relevant campaign content helped to ensure strong engagement on the microsite itself – and meaningful follow-up actions. After just five months, the campaign had delivered 842 marketing qualified leads.

