



How TIAS took its brand to where decisions are made

In LinkedIn, the Netherlands-based Business School found the ideal platform for putting a trusted brand in front of the right prospects, boosting the quality of its pipeline whilst radically reducing cost-per-lead

TIAS School for Business & Society has a well-known brand and rich sources of expert academic content – but it needed a way to connect these assets to the right potential students in an environment where they were open to furthering their careers. Switching from a search-led strategy to leveraging Sponsored Content on LinkedIn transformed the efficiency of TIAS’s lead generation, whilst providing a platform for nurturing prospects on their path to becoming students.



The Challenge:

- Generate better quality leads for TIAS programmes
- Reach more relevant potential students
- Reduce the cost of lead generation
- Nurture prospects with engaging, follow-up content

The Solution:

- Sponsored Content inviting prospects to further their careers
- Supporting Follower Ads to build a platform for on-going engagement
- Sponsored InMails targeting potential students in key overseas markets
- Precision targeting tailored to the requirements of each TIAS programme
- Leads generated through downloads of the TIAS brochure
- Follow-up, programme-related content to keep TIAS top-of-mind

Why LinkedIn:

- Precision targeting available through member profile data
- Ease of setting up a Sponsored Content campaign
- Professional mindset, with prospects ready to further their careers

Results:

- 85% increase in leads, year-on-year
- Overall cost-per-lead dropped by almost 50%
- Significant improvements in lead quality

Delivering the leads that search can't locate

TIAS School for Business & Society enjoys a reputation as one of the top business schools in The Netherlands. The challenge for its sales and marketing department is demonstrating the relevance of that reputation to prospective students' career and personal development ambitions. The business school had traditionally relied on search advertising to reach prospects at the most relevant moment, but as Marketing Development Manager Job van den Wildenberg explains, targeting solely based on intent wasn't delivering the lead quality that it required. "The problem is that in Search (organic and paid), you can't filter out the people who don't have the right experience or qualifications," he explains. "But what's even more of an issue is that, for some of TIAS's programmes, there isn't an obvious search query that people would use. We ended up with very few leads for those programmes and the quality of leads overall was low."

"Targeting on LinkedIn is as valuable as search marketing. Because of the advanced targeting options, it can have significant impact on marketing results in B2B and particularly in education. For TIAS, it's as inconceivable not to use LinkedIn as it is not to use Google."



Job van den Wildenberg
Marketing Development Manager
TIAS School for Business & Society

Things changed quickly once Job and the team switched to using LinkedIn member profile data to target tailored Sponsored Content to relevant prospects. "The targeting options are what makes LinkedIn unique," he says. "There simply isn't any other platform that allows you to reach a professional audience and zoom in on certain subsets of that. In a year, we had almost doubled our number of leads - and the cost per lead had dropped by around 50%. For some of the programmes that we found difficult to fill, the change was even more dramatic. Cost per lead dropped 85% for our Masters in Management and Organisation, and our Women Corporate Directors programme went from relying solely on emails to alumni to generating hundreds of leads through LinkedIn.

Relevance and the right environment transform quality

Besides the ability to reach the right people, LinkedIn also offered TIAS the ability to connect with them whilst they occupied a professional mindset - and were ready for a conversation about advancing their skills. "We tried other social platforms for lead generation, but stopped due to the high cost per lead," says Job. "When we did get lots of traffic from them, the quality of the leads was very poor - people wouldn't even remember engaging with us."

LinkedIn was different. Sales reported significant improvements in lead quality amongst the people responding to TIAS's Sponsored Content - and the business school was able to continue targeting prospects with content to keep it top of mind throughout the decision-making process. "We'd start with targeted messages about how different groups could boost their career with us," explains Job. "Then we'd target them with content relevant to the programme, from in-depth research papers to tips on management and leadership, for example."

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The combination of right prospects and right environment has made LinkedIn the spearhead of TIAS's online approach to brand building and lead generation, with Job and the team now launching new Sponsored InMail activity to target international prospects for its international MBA and MSc programmes. "For most of our programmes, LinkedIn is now a significant source of leads," says Job. "And for a couple it's supplying about 90% of all leads."