



## How Avaya connected to the real mid-market on LinkedIn

Looking to drive growth amongst medium-sized businesses, Avaya needed a way to distinguish between smaller enterprises and genuine mid-market ones. On LinkedIn it could target mid-market decision-makers precisely – and do so through content that reflected their particular business challenges.

Engaging mid-market business decision-makers can be one of the toughest tasks in B2B marketing. Traditional SME-focused media channels often cater more to the 'S' companies of 200 employees or less than to the 'M' sized enterprises of up to 2,000 people. The business communications provider Avaya knew that genuine mid-market businesses don't define themselves by size – but by their appetite for growth and the challenges that stand in their way. To drive awareness of its mid-market communications and network solutions, it needed to target these businesses precisely, build a reputation as a natural growth partner, and drive preference amongst decision-makers.

### The Challenge:

- Effectively target senior business decision makers in organisations of up to 2,000 employees
- Build awareness and credibility for Avaya as a business solutions provider and growth partner amongst this audience
- Demonstrate a keen understanding of priority issues for this audience and curate insight and advise on these topics
- Generate greater value from the marketing and communications content Avaya produces

### The Solution:

- LinkedIn Showcase Page, Engaging for Growth
- Regular updates with a 2:1 ratio of external to owned content
- Mix of light-hearted, thought-leadership and product-focused items
- Employee sharing to build initial momentum, with later support from Sponsored Updates and Follower Ads
- Sponsored Updates versioned for different company sizes

### Why LinkedIn?

- Precision targeting to distinguish between smaller businesses and genuine mid-market ones
- Proven and established professional content platform, and a natural environment for distributing long-form content
- Capacity for sharing and recommendation to boost reach organically
- Platform to give Avaya an intelligent yet social voice in key business conversations

### Results:

- In 14 weeks, Avaya grew follower numbers from zero to 2,000
- The Follower base includes representatives from over 800 different businesses
- Click-through rate of 3x industry benchmarks for Avaya Sponsored Updates
- 55% of followers are manager level or above, with 14% director level or above

## Precision targeting drives meaningful engagement

Avaya needed to identify mid-market businesses at the phase in their development when scalable communications solutions would be most relevant. Precision LinkedIn data enabled them to target their engagement efforts at businesses of the right size – and versionalise their Sponsored Updates to reflect the issues they encounter at different phases of growth. “We wanted to focus our Showcase Page and Sponsored Updates on growing businesses, with a view to engaging them in intelligent dialogue before they even made a conscious decision to RFP or upgrade,” explains Rachel Bibby, Head of EU PR, Avaya.

Avaya’s Showcase Page delivers thoughtfully curated content delivering a mix of business insight and contemporary thought leadership. Coverage of topical issues is designed to resonate with decision makers, regardless of their company size or sector. “Our aim is to provide an interesting perspective that shows we understand the opportunities and challenges these businesses face,” says Rachel. “It’s about giving Avaya an intelligent voice in the conversation.”

## Getting the content balance right

Rachel and her team have taken a phased approach to building engagement on LinkedIn. “At this stage our primary aim isn’t direct sales,” she says. “We’re creating a level of awareness and engagement where customers and prospects start to consider Avaya as a relevant partner. We’re showing how we can help them solve their business challenges rather than simply promoting a particular product.”

Getting the right balance of content has been key to this approach. “The key for this time-pressured audience is to deliver bite sized bits of business insight in a way that is engaging and easily digestible,” says Rachel. “For every piece of Avaya content that we link to on our website, we’re linking through to two pieces of relevant, external content. It might be an article on Digital Transformation in Harvard Business Review, a feature on the best social media campaigns from MyCustomer.com, or one of our own features such as the digital transformation lessons of Harry Potter.”

This engagement-focused mix has delivered extremely well against Avaya’s targets with strong, organic growth in followers and click-through rates 3x industry benchmarks.

*“Being able to define businesses precisely by their size has been critical for Avaya – and that’s where LinkedIn has so much to offer. It means the engagement rate of our content has been very high – and that’s helped our budget to go further through the organic reach we’re generating.”*



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