



Generous nurturing reveals value of learning for ICM

The training and education provider's marketing strategy is built on sharing valuable content freely in order to turn prospects into leads. In LinkedIn Lead Accelerator it found the perfect tool for linking this generosity to tangible results.

"We believe strongly that you have to give something freely in order to get something in return," says ICM's Content Marketing Manager Thomas Durlinger of the company's approach to building brand awareness and generating leads. But how could ICM ensure that the free distribution of educational content would deliver value back to the business? In LinkedIn Lead Accelerator, it found the ideal channel for ensuring content's relevance and value, and crafting engagement streams that would deliver measurable returns.

**Aantrekkelijk blijven
als werknemer?**



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The Challenge

- Deliver relevant, self-improvement, educational content to audiences in sales, marketing, HR, project management and other functions
- Deliver sequenced content to maximise engagement and ensure value for ICM
- Drive subscriptions to ICM's newsletter
- Build top-of-mind brand awareness and ensure later conversions as training needs arise

The Solution:

- LinkedIn Lead Accelerator used to create a range of functional nurture streams
- Initial article followed by self-test for audiences to establish skill levels, then by downloadable ebook
- Invitation to subscribe for further content follows free content distribution
- LinkedIn Sponsored Updates takes lead role in content distribution with support on Facebook and through banner ads

Why LinkedIn?

- Lead Accelerator enables tracking of prospects across platforms and delivery of sequenced content without the need for data capture
- Ability to craft specific nurture streams relevant to different job functions
- LinkedIn's environment of professional self-improvement provides natural platform for educational content
- Lead Accelerator metrics provide clear view of ROI

The Results:

- The campaign drove more than 400 newsletter subscriptions
- Prospects targeted through Lead Accelerator visited 67% more pages on the ICM website, and did so 52% more frequently
- A click-through rate of 0.79% delivered 1700 clicks
- Organic sharing on LinkedIn boosted the reach of the content

Delivering value first

ICM worked with LinkedIn to develop content-driven nurture streams built around relevant items for different job functions. Through Lead Accelerator, it could deliver this content to each audience across a range of platforms using LinkedIn member profile data. And crucially, its ability to do so did not depend upon asking prospects to fill in data capture forms first. Each content stream started with a relevant article, before following up with a self-test to identify training needs and an in-depth, downloadable ebook. Only after this sequenced content had been delivered were prospects invited to fill in a form to subscribe to ICM's newsletter.

"We knew that the best way to create relevant brand awareness for ICM was to share our knowledge," explains Thomas. "Our end-goal was generating leads but we had to do it on our audience's schedule. We provided snackable content to make people smarter and then offered the opportunity to subscribe and receive more."

Met de Big Five persoonlijkheidstest wordt het karakter van mensen beschreven aan de hand van vijf persoonlijkheidskenmerken.



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"The results we've generated come through being able to send three messages in a sequenced stream. Each time, a prospect is consuming a piece of content that has even more value for them. This trend in increasing value means that when we ask them to sign up to receive more content, we get a very positive response."



Thomas Durlinger
Content Marketing Manager
ICM

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The self-improvement platform

Through Lead Accelerator, ICM was able to deliver its sequenced content wherever prospects were online, through network banner ads. However, the greatest engagement came via social platforms, with LinkedIn Sponsored Updates taking the lead role. This was hardly surprising given the alignment between the professional mindset of LinkedIn members and the motivation for accessing training content. "The LinkedIn mindset of furthering yourself and getting better at your job is a perfect fit for the education industry," says Thomas.

This combination of relevant mindset, relevant content, and generous nurturing delivered spectacular results. ICM's click-through rate of 0.79% was more than 5x the network average, and the 1700 clicks that the campaign generated resulted in 400 prospects converting to become newsletter subscribers.

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