

Citi Case Study

Delivering compelling content
with LinkedIn Managed Groups



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Vanessa Colella
Managing Director and Head of North America
Marketing, Citi

Encouraging women to connect online

Citi, the global financial services corporation, has long aimed its marketing efforts at women via Women & Co., a service that provides financial content, commentary and community that gets women thinking and talking about personal finance.

“Women are our most influential audience segment – anything we can do to engage with them online helps strengthen their awareness of our brand,” says Linda Descano, CFA®, Managing Director and Head of Digital Partnerships, Content and Social, North America Marketing, Citi; and President and CEO, Women & Co. “After several years of success with Women & Co., we began looking for new ways to deepen this engagement.”

Creating an active, engaged community within LinkedIn was a logical next step, explains Vanessa Colella, Managing Director and Head of North America Marketing for Citi. “Women on LinkedIn are highly motivated when it comes to moving their careers and businesses forward,” Colella says.

Challenge

- Reach professional women in social media setting
- Develop content that encourages engagement and repeat visits
- Drive interaction with ads and branding
- Increasing brand favorability

Solution

- Partner with LinkedIn to launch a Managed Group
- Leverage content from Women & Co. website
- Develop curated LinkedIn Today: Professional Women news page
- Create video series highlighting successful women

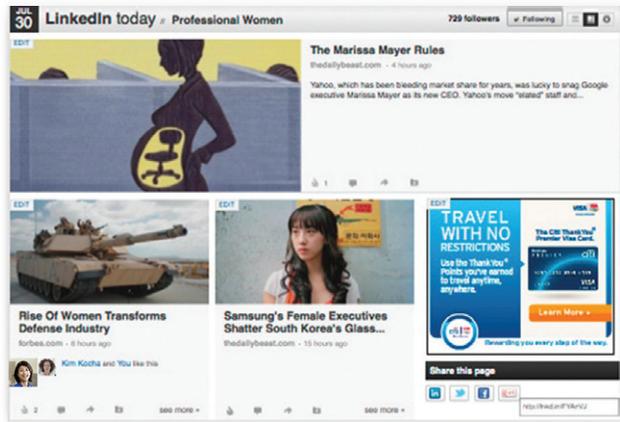
Why LinkedIn?

- Active and engaged audience of professional women
- Expertise in developing timely, compelling content
- Social tools encourage engagement
- LinkedIn Today provides custom content for group members
- Ability to connect brands with aspirational, goal-minded professionals

Results

- 43,000 group members in just four months
- Highly engaged and active members: 30–50% return weekly
- Over 1,600 views for most popular “Get Connected” video
- Group builds positive brand awareness for Citi

In April 2012, Citi and LinkedIn launched **Connect: Professional Women's Network**, a LinkedIn Managed Group moderated by a LinkedIn community manager. Discussions are user-generated, and also based on news content, polls, and videos seeded in partnership with Citi and the community manager. News content in groups is also shared with a special edition of LinkedIn Today – the site's news product – called **Special Edition: Professional Women**.



LinkedIn Special Edition: Professional Women page delivers curated news content

Creating quality content to drive engagement

Citi and LinkedIn recognized that creating a group with an enthusiastic membership required fresh, high-quality content. To ensure that content would be relevant, LinkedIn surveyed women members and asked them about their interest in topics such as achieving a better work-life balance, networking with other professionals, and learning more from the career paths of other professional women.

One of the first content development tasks was the creation of the Special Edition: Professional Women news page. On a daily basis, the LinkedIn community manager chooses news stories from around the web – and content from Women & Co. – that would appeal to “female trailblazers.” Content is also sourced from discussions and polls of Connect members.

“The curation of content is a key part of the appeal of the LinkedIn Today Special Edition,” explains Descano. “We’re crafting the page to precisely serve the needs and interests of women who want to advance their careers.”

Citi and LinkedIn have also developed a video series called “Get Connected,” which profiles up-and-coming women and provides expert advice, while allowing Citi to emphasize its value to women and their careers.

Recent “Get Connected” profiles include Cheryl Platz, a senior user experience designer at Microsoft, and Danae Ringelmann, co-founder of crowd-funding site indiegogo.com; “Ask the Expert” videos have examined how to create a business plan, and how to decide if business school is a smart move.

Videos are promoted in weekly emails to Connect members, and also appear in the LinkedIn Today Special Edition and the group’s home page. They are cross-posted to the “Get Connected” channel on YouTube and a playlist on LinkedIn’s main YouTube page, allowing for viral sharing.

Rapid group growth and active engagement

Connect’s quality content has helped the group grow exponentially: As of August 2012 – just four months after its launch – the group has more than 43,000 members, nearly half of whom are owners, presidents, or founders of businesses.

Group members are frequent visitors: 30–50% return to the group on a weekly basis. The group shows twice as much engagement per member than the average LinkedIn group created in 2012 to date.

Connect members are also actively engaging with Citi ads and Citi-sponsored polls, which attracted more than 1,500 votes as of August 2012. The most popular video to date, “Get Connected with Tina Wells,” drew over 1,600 views as of August 2012.



“Get Connected” video series highlights professional women

“The Connect group helps us give professional women a voice, and allows us to tailor content to meet their needs,” Colella says. “Our partnership with LinkedIn lets us offer a community experience that’s much richer and engaging than we could create on our own.”

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Results stated as of 8/31/2012