



LLOYDS BANK

SUPPORTING BRITISH BUSINESS

Reach and relevance: how LinkedIn pays dividends for Lloyds

Putting LinkedIn at the heart of its digital-first strategy is enabling the UK's largest banking group to deliver carefully tailored content to a range of different business audiences.

For Lloyds Banking Group, effective B2B marketing means putting the right content and product messages in front of the right business audiences. And engaging potential customers with the solutions most appropriate to them. An integrated, holistic approach to marketing on LinkedIn has provided Lloyds with relevant reach and engagement at scale, and put social media at the heart of its B2B strategy.

The Challenge

- Build brand awareness and engagement for Lloyds Commercial Banking
- Target business audiences precisely to ensure content and product information only reaches relevant companies
- Deliver content with impact at the most relevant moments for the target audience

The Solution

- Showcase Page highlighting Commercial Banking products and building dialogue with business customers
- Targeted content delivered to the LinkedIn Feed through Sponsored Content, and to LinkedIn inboxes through Sponsored InMail

Why LinkedIn?

- A proven platform for engaging audiences in a professional mindset
- Showcase Pages deliver a relevant experience of the brand for business customers
- Unrivalled targeting of businesses by sector and size

The Results

- Over 12,500 followers for the Lloyds Bank for Business Showcase Page
- Sponsored Content focused on key business issues generate engagement rates 4 times industry norms
- Powerful engagement for targeted thought leadership around topics such as export strategy
- Amplified reach on LinkedIn significantly increased ROI for Lloyds' '25th Hour' campaign

Putting the right content in front of the right prospects

LinkedIn's unique ability to target companies by sector and size is vital for the success of Lloyds' strategy, which depends upon engaging businesses around the specific products they are eligible for. "We can go into very specific sector-focused content, and when we've done that we've had some really good success," says Lauren Goodfellow, Senior Manager, B2B Marketing Communications. And the reach of Sponsored Content and Sponsored InMail means that the banking group isn't restricted to engaging prospects it already knows about. "We don't always hold emails for all our customers," explains Lauren. "But Sponsored InMail allows us to reach them with content that's really relevant."

Maximising ROI through earned reach

LinkedIn's precision targeting played a powerful role in Lloyds' hugely successful '25th Hour' social media campaign, which offered start-ups the chance to win £10,000 when they explained what they'd do with an extra hour in the day. "LinkedIn allowed us to hit exactly the audience that we wanted," says Richard Carpenter, Head of B2B Marketing Communications at Lloyds. "And in terms of value it was a relatively small spend but it gave us huge levels of engagement." Dialogue-driving activity such as '25th Hour' has helped to draw more than 12,500 followers to the Lloyds Bank for Business Showcase Page.

"LinkedIn is spot on for reaching the audiences we are trying to communicate to in B2B. We struck up a really strong partnership because we're able to communicate in different ways to our different audiences. And we've seen some really impressive metrics."



Lauren Goodfellow
Senior Manager,
B2B Marketing Communications

