



Trading in content fills the sales pipeline for Platts Petrochemicals

Switching from an offer-led strategy to one focused on content distribution has transformed returns for the specialist market data and price assessments service.

By investing in a Showcase Page and content distribution on LinkedIn, Platts Petrochemicals Showcase page, has opened up a new pipeline of sales leads for their specialist market data and price assessments products. Within 6 months, the business generated more than 700 leads on the back of benchmark-beating click-through and social engagement rates.



The Challenge:

- Drive awareness for Platts Petrochemicals' financial information offering
- Demonstrate the quality of the business's content and analysis
- Generate a strong pipeline of quality leads

The Solution:

- LinkedIn Showcase Page, giving Platts Petrochemicals a distinct identity and home for thought leadership
- Targeted Follower Ads to build a community regularly consuming Platts financial content
- Content-led **Sponsored Updates** mixing infographics and weekly reports with in-depth white papers
- A mixture of freely available content to drive awareness, and gated content to capture leads

Why LinkedIn:

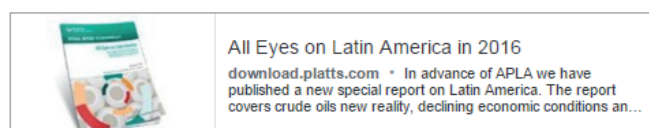
- World's leading professional content distribution platform
- Ability to target key industry audiences precisely, through both member profile data and membership of relevant discussion groups
- Credible professional context suitable for building connections and generating leads

Results:

- Click-through rate of 1.12% for Platts Petrochemicals **Sponsored Updates**, more than 4x industry benchmarks
- Click-through rate of 1.22% for Follower Ads
- Social actions (follows, comments, shares and likes) 3x industry benchmarks, with engagement rate of 1.46%
- In a single quarter, the campaign generated 745 new followers
- Generated more than 700 leads via data capture forms

Building awareness and demonstrating value through content

The decision to establish a LinkedIn Showcase Page opened up a wealth of new content distribution opportunities for Platts Petrochemicals. Giving the petrochemicals business a clear identity within Platts and its McGraw Hill Financial parent group, provided a natural home for specialist thought-leadership content. "In the past, we've just tended to put offers out there to trial our products, which doesn't necessarily work that well," says Matthew Tainton, Product Marketing Manager for Platts Petrochemicals. "We came to realise that content is key when it comes to social media, and at Platts Petrochemicals we have lots of content to leverage. Information is what we sell, so we switched our approach away from direct product promotion to focused on nurturing people by using content. In doing this, we started to see much high engagement levels."



From sample to trial to conversion

Platts Petrochemicals' LinkedIn strategy targeted key audiences in the energy industry and petrochemicals buyers such as FMCG companies. Whilst Follower Ads drove on-going engagement with the brand's Showcase Page, **Sponsored Updates** enabled the distribution of sample petrochemicals content to a broad range of relevant audiences. Matthew and the team were careful to mix freely available content such as industry news, blog posts and infographics with gated white papers and market summary reports, to capture leads. "It's important not to put everything behind a form," he says. "It was a question of picking the right content to get people interested in us - and then the right content for maximising that engagement and capturing leads. Once we have the lead information, we move them into a relevant marketing program for further nurturing, before offering them a trial to one of our subscriptions. This staggered approach has delivered benchmark-beating engagement rates and a strong flow of leads. In just one quarter, Platts Petrochemicals doubled the number of followers and generated almost 400 leads from data capture forms."



"The unique value of LinkedIn is that it's more than just an awareness building channel. We're not just sharing content freely; we're able to translate it into lead generation. And the targeted audience for our content means that we're seeing a much stronger Return on Investment than we ever received from pay-per-click search advertising."



Matthew Tainton
Product Marketing Manager
Platts Petrochemicals