



LinkedIn answers the call for Samsung Mobile

Connecting with affluent technology influencers through a Company Page, Sponsored Content and innovative API solutions, is helping Samsung Mobile set the agenda in the global smartphone and tablet markets.

Samsung Mobile's goal to become the global brand of choice for smartphones and tablets required connecting with an affluent and highly influential audience – those with the disposable income to try leading-edge products first, and the connections and influence to drive awareness and consideration amongst others. Through a LinkedIn Company Page, the brand was rapidly able to engage a follower base that precisely matched its target audience; an innovative API-driven microsite then activated these followers and other LinkedIn members to spread global awareness for the launch of the Samsung Galaxy Note II.

Challenge

- Deliver on-going engagement with early adopters and influencers
- Raise Samsung Mobile's profile to become the leading global brand for smartphones and tablets
- Leverage LinkedIn's targeting and cross-platform API capabilities to build awareness, excitement and word-of-mouth around new product launches

Solution

- New-look Company Page sitting at the heart of a LinkedIn Follower Ecosystem
- Content-led strategy, informed by follower preferences
- Sponsored Content responding to demand for new launch previews and advice on getting the most from existing products
- API-powered campaign microsite driving awareness and recommendation for the Samsung Galaxy Note II

Why LinkedIn

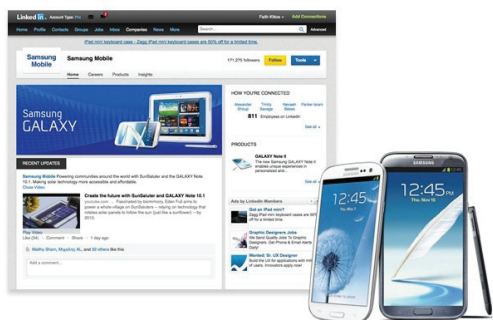
- Wealth of tools and channels for building the brand's following
- Reach amongst affluent senior professionals with a passion for technology
- Sponsored Content for sharing content with key audiences
- Flexible approach to driving awareness through LinkedIn APIs

Results:

- In just one year, the Samsung Mobile Company Page attracted 165,000 followers
- Powered by a partner microsite and LinkedIn API, the Galaxy Note II launch targeted 20 million LinkedIn members across seven countries
- 55% of Samsung Mobile's followers only engage with the brand through LinkedIn
- 37% say they are more likely to recommend Samsung Mobile after connecting with the brand through LinkedIn
- 33% say they are more likely to purchase from Samsung Mobile after following the company on LinkedIn

Engaging the influential

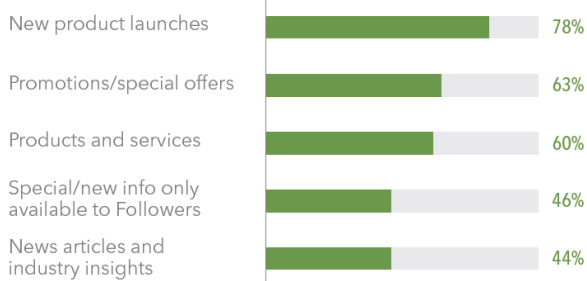
Samsung Mobile leveraged the new-look Company Page format to create a highly impactful presence on LinkedIn, attracting 165,000 followers in just one year. These followers provide a precision fit with the brand's target audience: 76% are technology decision-makers, 88% are looking to buy a new smartphone in the next 12 months and 44% have household incomes of more than \$100,000. They are also natural brand advocates, three times more likely than average to consider buying from Samsung Mobile, and twice as likely to recommend the brand to a friend. However, more than half of these advocates had never previously engaged with Samsung Mobile on social media: 55% connect with the brand only through LinkedIn.



Activating advocates

In order to drive engagement amongst this influential audience, Samsung Mobile and LinkedIn surveyed followers about the content they would most like to see from the brand. The survey results were then used as the basis of Sponsored Content focused around the favoured subject areas of new launches, special offers, and advice on existing products. Followers' responses and recommendations were shared across their LinkedIn networks, driving further awareness for Samsung Mobile.

What information would you like to see from Samsung Mobile?



LinkedIn and Samsung then activated awareness amongst the LinkedIn membership for the launch of the Samsung Galaxy Note II, a key product breaking new ground in the smartphone market. A LinkedIn API encouraged visitors to a campaign microsite to share their recommendations for the Galaxy Note II across their LinkedIn networks.

Boosting recommendation and consideration

Building a content strategy around followers' declared interests delivered major uplifts in consideration and likelihood-to-recommend amongst this highly influential audience: 47% said their awareness of Samsung Mobile had increased after connecting with the brand on LinkedIn, 37% said they were more likely to recommend the company's products and 33% said they were more likely to buy from it themselves. For the Galaxy Note II launch, this network of advocates shared recommendations across a global audience of 20 million.

"LinkedIn delivered the precise target audience that we were seeking to engage and provided a great platform for driving word-of-mouth and shifting perceptions amongst consumers worldwide. The success of the campaign microsite for the Samsung Galaxy Note II shows how powerful a vehicle LinkedIn networks can be for new product launches."



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