



Statoil

“LinkedIn has helped us raise our profile as an industry thought leader.”

Erik Haaland, Statoil

Statoil Case Study

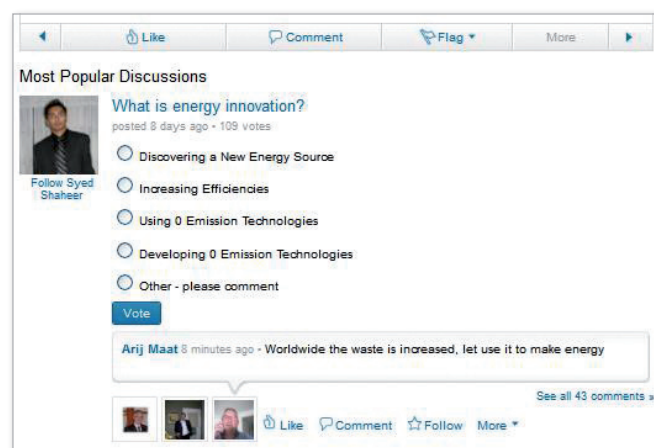
When Statoil wanted to position themselves as an innovator in oil and energy, they chose LinkedIn as their social media partner. One year on and the phenomenal success of their Energy Innovation Group is proof that our quality professional audience, precise targeting capabilities and innovative platform really do deliver results.

Company Profile

Statoil (NYSE:STO, OSE:STL) is an international energy company with operations in 36 countries and 40 years' experience in oil and gas production. The company has approximately 21,000 employees worldwide and is headquartered in Norway.

Objectives

- Position the company as an innovator and thought leader
- Increase brand awareness to support expansion into new territories
- Reach oil and energy professionals and influencers
- Engage them in an open discussion about issues affecting the industry



“LinkedIn has helped us raise our profile as an industry thought leader. We’re opening doors to new business opportunities and supporting our expansion into new territories”.

Erik Haaland, Senior Consultant Communications, Statoil

Solution

LinkedIn helped Statoil devise a strategy that would reach, attract and engage a global audience of oil and energy professionals.

The result is the Statoil LinkedIn Energy Innovation Custom Group. It already has more than 18,500 members from the energy industry including academics, consultants and influencers and has established itself as a valuable forum for industry debate.

The company used InMails (targeted email messages delivered via LinkedIn) to attract the initial members based on their job title, location and company. The group continues to grow organically as members share insights with their own professional network, attracting new members.

The Energy Innovation Group itself is an open forum with lively, insightful debate. Members are able to engage with relevant and respected editorial specifically posted by Statoil's other partners, such as *The Economist* and *New Scientist*.

Why LinkedIn?

- The world's largest professional network with 175M+ members
- A large percentage of Statoil's target audience are already members
- Precision targeting capabilities
- Social marketing solutions to stimulate debate and generate earned media
- Powerful analytics yield actionable data on member demographics and engagement
- Detailed metrics provide proof of impact
- Experienced, proactive account team who provide weekly updates and practical advice

Results

- 18,500 members from the global energy sector
- 40 new discussions and 71 new comments a week (many more members read rather than write, typical of all social media)
- Early exposure to hot topics and interesting discussions – a long-term benefit to the company
- The group has contributed to increased traffic to Statoil's corporate website
- Statoil is increasingly seen as a trusted advisor and a thought leader and the group has played a key part in this.

“[With LinkedIn] we can reach more of the right people with less effort and budget wastage”

Erik Haaland, Senior Consultant Communications, Statoil



Our LinkedIn group is a good example of what happens when you bring great minds together in a great format. This campaign is definitely more than the sum of its parts and LinkedIn is the thing that glues it all together.”

Erik Haaland, Senior Consultant Communications, Statoil