



## Human connection brings Zurich's expertise to life

Inviting decision makers to connect with a recognisable thought leader has created a new channel for Zurich to reach its target audience and build the business pipeline.

As one of the world's leading insurance providers, the Zurich Insurance Group is focused on raising awareness of its expertise and enhancing its reputation as the brand of choice for financial institutions in the US. By focusing on an individual thought leader, LinkedIn's strategy for Zurich has delivered strong growth in awareness, engagement and sales leads.

### Challenge

- Raise profile of Zurich as an expert insurance provider for financial institutions
- Increase awareness of Zurich's range of solutions, products and expertise
- Drive sales leads and increase prospects

### Solution

- Thought leader campaign centred on Zurich's Head of Financial Institutions, Commercial Markets, Chris Taylor
- Sponsored InMail delivered direct to inboxes with invitation to connect
- Targeted display ads featuring Chris Taylor with "Connect" call to action
- Upgrade to a LinkedIn Premium Account to enable management of leads pipeline

### Why LinkedIn

- Unique fit with target audience of senior decision makers in insurance companies, banks, credit unions and other financial institutions or "money handler" business segments
- Familiar channel for target audience to engage with thought leaders
- Range of options for raising thought leaders' professional profiles
- Precision targeting capabilities and analytics

### Results

- During the three-month campaign period, Chris Taylor's LinkedIn connections increased by more than 400
- The display ad campaign delivered more than 900,000 impressions, with a click-through rate 3x the LinkedIn average
- Significant shift in perceptions towards Zurich's leadership in the financial institutions sector
- Prospects making serious quote enquiries through LinkedIn are redirected through Zurich's Select Broker network
- Zurich and LinkedIn are collaborating to develop the thought leader approach for other key sectors such as Healthcare and Real Estate

## Expertise with a human face

Zurich and LinkedIn adopted a simple but unique approach to establishing expertise, working with the company's Head of Financial Institutions, Chris Taylor to build on Chris's current LinkedIn activity, promote him as the face of Zurich's offering for financial institutions, and invite senior decision makers within the sector to connect with him directly. Sponsored InMails targeted C-Suites, VPs, Owners, and Partners within the banking, insurance, and financial services industries, with an introductory letter from Chris, a topline overview of Zurich's offering and an invitation to connect through LinkedIn. Targeted display advertising then reinforced the "Connect" message for this audience, with creative using Chris's LinkedIn Profile picture and an additional option to access further information through the Zurich website.



**ZURICH**

**Christopher A. Taylor**  
Head of Financial Institutions

[in Connect >](#)

[Learn More >](#)

## Leveraging the LinkedIn dynamic

Focusing the campaign on a high-profile individual within the financial institutions sector helped to reinforce Zurich's credibility within this area of insurance, while channelling potential sales leads through the executive best suited to converting them. Chris was able to use new connections as a starting point for dialogue both within LinkedIn and via phone and email. And LinkedIn has also proved a natural channel for following up on sales meetings. Upgrading Chris to a LinkedIn Premium account as part of the campaign will enable him to manage the full length of the leads pipeline, including those who view his profile without completing a connection.

## Targeting and analytics for a long-term strategy

Precision targeting has been central to the effectiveness of the campaign, combining with the personalised approach to help deliver click-through rates 3x the average for both display advertising and Sponsored InMail campaigns. In the three months following the campaign launch, Chris's number of LinkedIn connections increased by more than 400 in four months. And these enquiries often represent a sales lead with a clear initial understanding of Zurich's offer for financial institutions. The highly targeted approach is scalable and will enable Zurich to extend the connection strategy to sectors such as Real Estate and Healthcare. The benefit of this approach is that it makes connections without overloading its target audience, and allows detailed analytics to track the different engagement levels delivered in each sector.

*"This has been a great channel for building human connections, while simultaneously building business connections more quickly. And it's definitely something that I could see working across different specializations at Zurich. LinkedIn has provided us with an efficient and effective way to reach a target audience with a message and an offering that's seen as valuable."*



**Christopher A. Taylor**  
Head of Financial Institutions,  
Zurich North America

*"This campaign delivered over and above our expectations and it's been really effective at drawing new people to the Zurich brand and establishing how we are plugged into a specialist sector."*



**Jeff Casale**  
Media and Public Relations Specialist,  
Zurich North America

Visit [emea.marketing.linkedin.com](http://emea.marketing.linkedin.com) to learn how other marketers have successfully met their marketing objectives.