



NBC Congress Centre reaches 1.2 million LinkedIn users

The NBC Congress Centre in Utrecht wanted to take the initiative and communicate with decision-makers and increase its share of the highly competitive events market. Sponsored Content on LinkedIn enables the events venue to reach out to all those involved in event management decisions, at both junior and senior level, generating significant awareness and engagement.

Challenge & Goal

- Brand awareness: attracting the attention of potential clients to balance NBC Congress Centre's reliance on a small group of long-term loyal customers
- Stand-out proposition: communicating the distinctive capacity of NBC Congress Centre
- Engagement: Building a professional and relevant community
- Lead generation: supporting new business and leads through site traffic, phone calls, emails and requests for information

Why LinkedIn

- The ability to target the right potential audience in a professional environment and deliver highly relevant messaging in the right context
- The opportunity to build a professional community that NBC Congress Centre can use to develop valuable long-term relationships
- Ease of use of the LinkedIn platform and available data; useful campaign statistics and insights to optimise campaigns

Solution & Approach

- LinkedIn Sponsored Content to maximise reach and engagement for content, delivered in the LinkedIn feed across desktop, mobile, tablet
- Precision targeting of buying committees for events management
- Carefully designed balance of content between 70% thought leadership/brand awareness and 30% lead generation
- Continuous optimisation based on real-time results

“What strikes us most about our collaboration is the high level of interaction with our LinkedIn Sponsored Content. The professional market is not inferior to the private market when it comes to the level of engagement. It is striking that both at the lower level (management support) and the higher level (CEOs) people react to and interact with NBC Congress Centre’s Sponsored Content.”



Mirjam Lampe
Marketing Manager
NBC Congress Centre

Results

- 10-fold increase in Follower numbers, from 71 to 695
- LinkedIn was the third biggest source of traffic to the NBC Congress Centre website during this period (after direct and search traffic)
- Relevant reach across 1.2 million LinkedIn users, including event managers, event services businesses and CEOs of small businesses
- Organic reach through sharing and recommendation represents 36% of total reach, extending the value of the Sponsored Content investment
- 130 Sponsored Content received 14,057 clicks and 1055 likes and comments

Campaign Screenshots

NBC Congresscentrum Wat draagt u op kantoor tijdens een zomerse dag? <http://linkd.in/djhm-7x>



Slippers naar je werk, kan dat?
nbccongrescentrum.nl - Een hittegolf? Als je moet werken, is je strandoutfit helaas geen optie. Hoe kleed je je zomers en toch zakelijk? Ontwerpster en styliste Roos van der Kamp helpt je uit de brand.

Gained from Sponsoring
2 campaigns

+98,752 impressions	+1,590 clicks	+124 interactions	+14 followers acquired	+1.75% engagement
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Chantal Geertruida- Padam-sing, Angelique Beernink +67

NBC Congresscentrum Wat gaat de nieuwe generatie eventprofessionals anders doen? <http://linkd.in/d2N4QZb>



'De nieuwe generatie eventprofessionals wil gaan'
nbccongrescentrum.nl - De nieuwe generatie eventprofessionals is in aantocht: Generatie Y is de opdrachtgever van de toekomst. Deze ambitieuze mensen van tussen de 20 en 35 zijn opgegroeid met internet en verknocht aan hun smartphone.

Gained from Sponsoring
2 campaigns

+25,828 impressions	+247 clicks	+42 interactions	+23 followers acquired	+1.21% engagement
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Ronald van der Donk, Kaley Seraja Vernijs +40

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