



CrossKnowledge brings the value of learning to life on LinkedIn

An innovative content-led campaign by the e-learning provider warned business leaders of the cost of losing talent, with a campaign called 'Bye Bye Boss'

The e-learning provider CrossKnowledge knew that engaging a broader range of senior business stakeholders with the value of talent development represented a major growth opportunity. To take advantage it needed content that could bring the risks of neglecting learning to life - and a distribution strategy to gain the attention of the C-suite.

The Challenge:

- Demonstrate the value of e-learning to a broader audience of business decision-makers, across international markets
- Target Enterprise-level businesses with 5,000 employees or more
- Establish awareness and thought-leadership around the cost of losing employees and e-learning's role in retaining them
- Generate qualified leads for CrossKnowledge's e-learning solutions

The Solution:

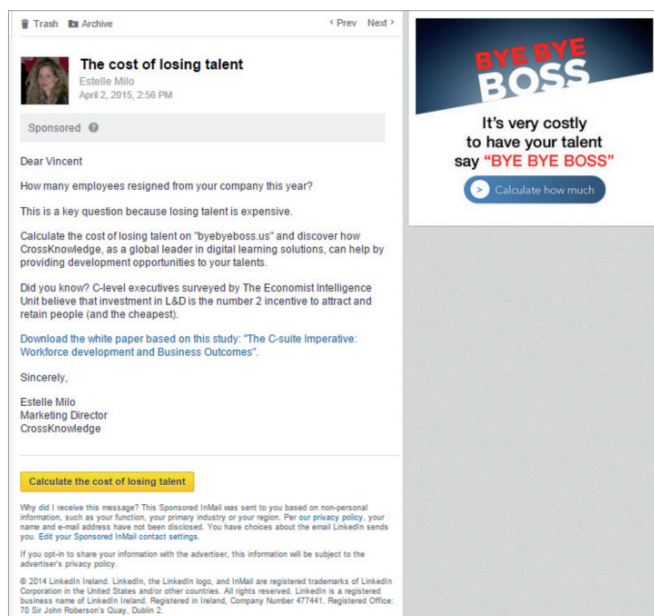
- Campaign microsite for prospects to calculate the cost of lost talent
- Proprietary insight drawn from across CrossKnowledge's parent group and Economist Intelligence Unit research
- "Bye Bye Boss" LinkedIn campaign featuring Display Ads, Sponsored Updates and Sponsored InMail

Why LinkedIn:

- Proven content distribution platform
- Professional context, ideal for capturing leads
- Ability to combine geographic targeting with targeting by business size

Results:

- Benchmark-beating click-through rates across Display Ads, Sponsored Updates and Sponsored InMail
- More than 50 leads generated through campaign microsite



Leveraging proprietary insight for compelling content

CrossKnowledge's marketing team knew that engaging a broader group of decision-makers with employee development could open up new growth opportunities. To put training on the agenda of HR directors and members of the C-Suite, they leveraged the proprietary knowledge available across their business, together with a bespoke survey conducted by The Economist Intelligence Unit. The result was a formula for calculating the cost of lost talent – and a "Bye Bye Boss" microsite enabling businesses to make the calculation for themselves. This provided CrossKnowledge's target audiences with a compelling reason to share contact details, whilst a white paper on the contribution that e-learning can make to employee retention established the business's thought leadership in the area.

Combining awareness and thought-leadership with calls to action

To get maximum value from its content assets, CrossKnowledge needed a credible, professional distribution channel that could put them in front of the right decision-makers across international markets. "We wanted to reach a broader audience – but we had to be sure that it was the right audience," explains Alexandre Muller, Digital marketing manager at CrossKnowledge. Targeting by company size enabled the campaign to focus on the right decision-makers, whilst language preference targeting ensured a seamless experience of the content for all audiences. Just as importantly, the integrated LinkedIn campaign allowed for different forms of engagement: Sponsored Updates promoting thought-leadership through the "Bye Bye Boss" microsite and a White Paper on talent retention; Display Ads to raise awareness of the microsite further, and Sponsored InMails with personalised calls to action inviting executives to explore the costs of losing talent. This combined approach helped to drive more than 800 visits to the "Bye Bye Boss" microsite, and generated more than 50 qualified leads.



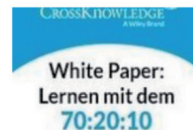
CrossKnowledge Combien coûte la perte des talents dans votre entreprise ? Calculez combien et imaginez les solutions sur byebyeboss.fr



Combien de talent ont fêté leur pot de départ cette année?

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Lernen mit dem 70:20:10 Modell

crossknowledge.com · Charles Jennings & Jérôme Wagnier setzen sich erneut mit der 70:20:10 Formel auseinander. Diesmal liegt der Schwerpunkt bei der Vorbereitung der L&D Teams auf die Umsetzung der Formel in Unternehmen unter dem Einbezug technologischer Tools.

CrossKnowledge Téléchargez gratuitement ce guide qui vous propose dix conseils pratiques pour renforcer l'engagement des apprenants.



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page.crossknowledge.com · Pour rédiger ce guide, nous nous sommes appuyés sur nos expériences concrètes, issue des milliers de parcours de formation à distance que nous avons conduits...

"LinkedIn was really a natural platform for this campaign. The great thing about it is the way that we can target by company size as well as geography and job functions. We're really a solutions provider for businesses of 5,000 people or more, so narrow targeting is very interesting to us."



Alexandre Muller
Digital marketing manager
CrossKnowledge