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LATEST INFORMATION FOR BUSINESS AND IT



Lenovo

Giving content the lead transforms pipeline value for Lenovo

In a crowded B2B technology space, Lenovo knew that it had to move beyond price-based messaging to compete for a share of IT buyers' attention. Enlisting LinkedIn as its content distribution network, and King Content as its content marketing partner, enabled Lenovo to transform its pipeline value.

Lenovo knew that content was the key to engaging IT buyers in small and medium-sized businesses early in the buying cycle. In driving deeper engagement by informing, entertaining and inspiring, it could raise awareness, build credibility and nurture prospects to deliver warmer leads to sales. However, it needed a content distribution platform that would ensure the attention of IT decision-makers – and could target them precisely across 13 European countries.

The Challenge:

- Move beyond product and price-based messaging and drive deeper connections with B2B prospects
- Strengthen brand awareness and increase interest in Lenovo products from the earliest stages of the buying journey
- Deliver targeted content across 13 European markets and drive engagement with Lenovo's Think Progress content strategy
- Generate a pipeline of warm, qualified leads for sales follow-up
- Increase the quality of the lead pipeline and the value of sales

The Solution:

- LinkedIn Company Page publishing geo-targeted updates in seven languages
- Updates link through to localised, Think Progress content sites for each of 13 markets
- Sponsored Content used to boost the reach of the best performing organic posts, and increase reach amongst IT decision-makers
- Real-time monitoring and optimisation, including A/B testing of images, headlines and Calls to Action

Why LinkedIn?

- The platform where senior IT decision-makers actively consume content, seek out information and connect with vendors
- Precision geo-targeting and language preference options deliver the right content to the right audiences, across markets

Results:

- Generate a pipeline of warm, qualified leads for sales follow-up
- Increase the quality of the lead pipeline and the value of sales
- 70% of Sponsored Content exceeded industry benchmarks in terms for click-through and engagement rates
- Average click-through rates of 1.13% were more than triple industry benchmarks (CTR reached 2.7% in some markets)
- The engagement rate of 1.29% almost trebled industry benchmarks
- Organic sharing of Lenovo content on LinkedIn generated earned media value of 24%

Taking control of the purchase journey from the start

The decision to move to a content-led strategy sprang from Lenovo's awareness of the changing buying cycle in IT. "Over 50% of IT purchase decisions are made before picking up the phone and talking to one of our re-sellers," explains Lenovo's EMEA Commercial Marketing Director, Alexandre Blumenthal. "Hence we needed a way to influence our potential clients in advance and deliver the right content at the right time during their purchasing journey."

Lenovo's Think Progress campaign involved creating content hubs for each of 13 European markets – and in LinkedIn it had the ideal partner for ensuring the right content reached the right decision-makers at the right time. Lenovo's content was published as updates on its LinkedIn Company Page, with location and language-preference targeting ensuring a smooth, seamless experience for all members of the target audience.

Sponsoring and optimising to maximise performance

Lenovo's agency King Content monitored the performance of the Company Page updates in real-time, using Sponsored Content to extend the reach of those generating the greatest engagement. The versatility of sponsored content on LinkedIn also enabled regular testing of different creative approaches, including images, headlines and Calls to Action, to drive engagement further. As a result, Lenovo was able to treble industry benchmarks for click-throughs and engagement, with organic sharing delivering an earned media value of 24%. Conversion rates increased by 20% whilst the value of leads in Lenovo's pipeline grew by 63%.

"The program has delivered fully against its KPIs and we are now in a stage of optimisation. This has been a paradigm shift in our marketing efforts and helped us evolve to a new level of engagement with our customers."



Alexandre Blumenthal
EMEA Commercial marketing director
Lenovo

