# Going full-funnel with account-based marketing on LinkedIn

**Headquarters:** Linköping, Sweden | **No. of Employees:** 1,001 – 5,000 | **Industry:** Computer Software

## Challenges

- To prove digital marketing impact on the business given long sales cycles that can stretch well beyond 12 months
- To develop a more efficient way to drive high-quality leads for its industry-specific products within a handful of niche sectors while raising its brand profile

## Solution

- Introduced a lead scoring and attribution system
- Launched an ABM strategy on LinkedIn, bringing its target account lists onto the platform and adopting an always-on approach for maximum resonance and budget efficiency.
- Ran brand awareness campaigns to build top-of-mind recall among broad audiences and, concurrently, launched highly-targeted lead generation campaigns to drive bottom-funnel results.

> “Feedback from our sales team has been excellent. After launching our ABM campaign on LinkedIn and using Lead Gen Forms to capture interest, sales outreach has been much easier. We are reaching prospects of the right seniority in our target companies. We also find that these prospects are more open to having sales conversations after being nurtured on LinkedIn.”

**Danny Kuijpers**
Regional Digital Marketing, Western, Southern Europe & Latin America, IFS

**20%** of Marketing Qualified Leads in the Netherlands originate from LinkedIn

**-33%** Cost per lead