LinkedIn Ads

Clever Zebo Case Study

Precise targeting of influential audiences with LinkedIn Ads

"LinkedIn Ads allow us to target exactly the people we need to reach, in an environment where they are focused on business and their careers. This combination of a professional, active community, and the ability to precisely target our messages, delivered unparalleled ROI at scale."

Igor Belogolovsky
Co-founder, Clever Zebo

Marketing corporate training to an executive audience

Clever Zebo (www.cleverzebo.com) is a San Francisco-based marketing agency helping small and medium-sized businesses build and execute world-class online marketing strategies. Founders Josh Krafchin and Igor Belogolovsky bill their firm as a "rent-a-CMO," equipping companies with a smart, high-octane marketing team that's all about building revenues fast.

For a corporate training client, Clever Zebo was charged with reaching a very small but highly influential audience of executives who would be interested in learning about in-depth training curriculums for business leaders. "The marketing strategy was built around targeting senior leaders – with the full knowledge that reaching these people and converting their interest into a sale would be a very long cycle," explains Belogolovsky. "We needed them to respond to our message and indicate interest in the educational programs right away, so that the sales cycle could begin as quickly as possible."

Challenge

- Reach a very small but highly influential audience
- Connect with targets in a professional environment
- Generate high-quality leads at scale

Solution

- Launch self-service LinkedIn Ads campaigns
- Target ads by job function, seniority level, and company size
- Test ad creative to continually improve CTR

Why LinkedIn?

- Precise targeting options
- An audience of professionals focused on business and careers
- Easy ability to test and optimize ad creative

Results

- CTR of .033%
- 2.3 million impressions
- 15% conversion rate

The target audience presented a challenge for Clever Zebo. "This type of customer can be hard to reach – Chief Learning Officers and top Human Resource Executives within Fortune 500 companies who control training budgets for executives," says Krafchin. "These contacts aren't necessarily searching or actively looking for training programs when they go online."

The first problem to solve was creating a "hand-raising vehicle" that would encourage targets to find out more about the executive learning program. Belogolovsky and Krafchin suggested their client create a free 45-minute participatory webinar offering a portion of one of its executive courses as the topic for discussion.

Targeting ads by job function, seniority, and company size

To promote the webinar and encourage registrations, Belogolovsky and Krafchin marketed via the client's own email list and with traditional online acquisition channels such as search. However, the search ads and email campaigns did not generate sufficient webinar registrations. "We realized that we couldn't target our desired audience with search marketing – these Chief Learning Officers and Human Resource Executives aren't searching online for webinars," Belogolovsky explains. "We knew we had a targeting problem that we needed to solve."

Belogolovsky and Krafchin decided to try LinkedIn Ads, LinkedIn's targeted self-service advertising solution that allows marketers to reach specific audiences and pay by clicks or impressions. "We were initially concerned that LinkedIn's CPC rate seemed high, but we realized that the ability to target *exactly* who we wanted would vastly improve the quality of leads we were receiving," Krafchin says.

Krafchin and Belogolovsky targeted the ads by job function, seniority level, and company size – for instance, HR, training directors, and VPs at companies with over 1,000 employees.

In addition, Clever Zebo tested multiple ad creatives in order to optimize clickthrough rates. "The photo of the webinar leader performed much better than the ad with the logo," says Krafchin. "And specifically calling out the viewer's job title also performed better than the webinar offer."

VP of Learning?
Train Your Team to Speak to Senior-Level Decision Makers. Free Webinar.

Clever Zebo ad uses LinkedIn member job titles in headlines

Multi-level targeting improves conversions and ROI

Clever Zebo's best-performing ad generated a clickthrough rate of .033%, a CPC of $3.74, and 2.3 million impressions. "The return on our investment was fantastic. We were able to reach the exact right professionals and saw a very healthy rate of conversion," Krafchin says. In fact, the Clever Zebo campaign achieved a conversion rate of 15%, generating quality leads for the company's executive learning programs.

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Clever Zebo's Tips for LinkedIn Ads Success

- Use your target audience's job title in the headline of your ad creative (e.g., sales executive) – this may improve your clickthrough rates and decrease irrelevant clicks.
- Add a large photo of a person's face – in most cases, you'll get a better clickthrough rate. Your company's logo is not as effective as a live human being.
- In the body copy, use short and natural-sounding phrases. Speak to your audience and clearly lay out your product or service offering.
- Create a free offer that's targeted and compelling – for instance, written content, promotional items, or a seat in a webinar. You'll see a healthier response.
- Introduce new ads often, at least once a month. New ads get a boost in terms of impressions and have a chance of scoring a higher CTR than previous ads.

See more LinkedIn Ads tips from Clever Zebo at http://www.cleverzebo.com/linkedin-advertising-advanced-strategies-and-smart-tips.html

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