



A guide to growing your **Brand** on LinkedIn

Recommendations to build a strategy for long-lasting growth

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Introduction

As we transition to a post-pandemic world, companies of all sizes will navigate uncharted waters to redefine plans for long-term growth. To thrive, you will need to **grow, reach, and establish trust with your community by connecting and resonating with your customers.** In this guide, we'll help you develop strategies to achieve your long-term goals and produce more immediate results.





01

How to grow a
healthy brand

About brand building

Marketers often think of brand building as a B2C activity. Yet time and again, B2B brands reap long-term benefits from reaching and connecting with their audiences in a way that makes their brands memorable when it comes time to purchase. **Brand equity, or the value of customer perception of the brand, builds over time.** Brand equity drives both short-term activation (performance marketing) and long-term growth.

The rise of intangible assets (intellectual property, goodwill, brand recognition) has been especially powerful in growing B2B organizations. Technological advances make it even easier to drive brand performance goals — like awareness, familiarity, and favorability — to new heights.



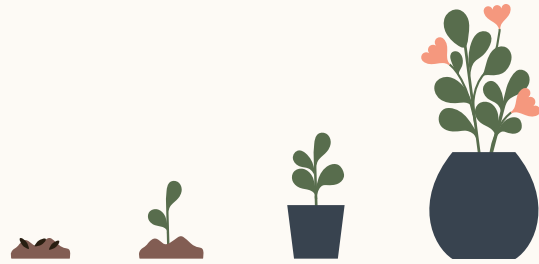
So why aren't all companies considered strong brands? It's easy to assume that improving your brand equity is as simple as exposing prospects to your organization. Rather, brand equity requires building mental availability, which is a challenge for many businesses.

Mental availability is the propensity of the brand to be thought of in buying situations.

With greater mental availability, prospects become more comfortable with your brand and can recall it when it comes time to purchase, or even refer your brand to another customer. In addition to driving short and long-term sales, **increased brand equity also improves pricing power, builds competitive advantage, and provides better category security and flexibility**⁴. For instance, customers are willing to pay more for premium brands; potential employees are more excited to work for well-known brands; partners and the media are more likely to work with strong brands. As a result, these brands have an overall greater share of market over their competitors who are not brand building effectively.

Why is brand a long-term play for your business?

While **brand building** does often show short-term effects (sales), it's even more powerful as a **growth strategy** because:



Results are longer-lasting

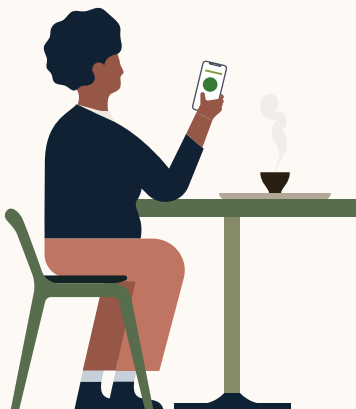


It drives profitability and margin growth

95%

of buyers are "out-of-market" future buyers

Brand strategies often result in both short and long-term profits because **they build mental availability with the 95% of buyers who are out-of-market (future) buyers¹**. Over time, those out-of-market buyers gradually come "in-market" when they need to make a purchase. If you've built up enough mental availability by that point, then they're more likely to consider—or even pre-select—your brand. Moreover, since strong brands can often charge more for their products, you'll see improved profitability and margins for your business.



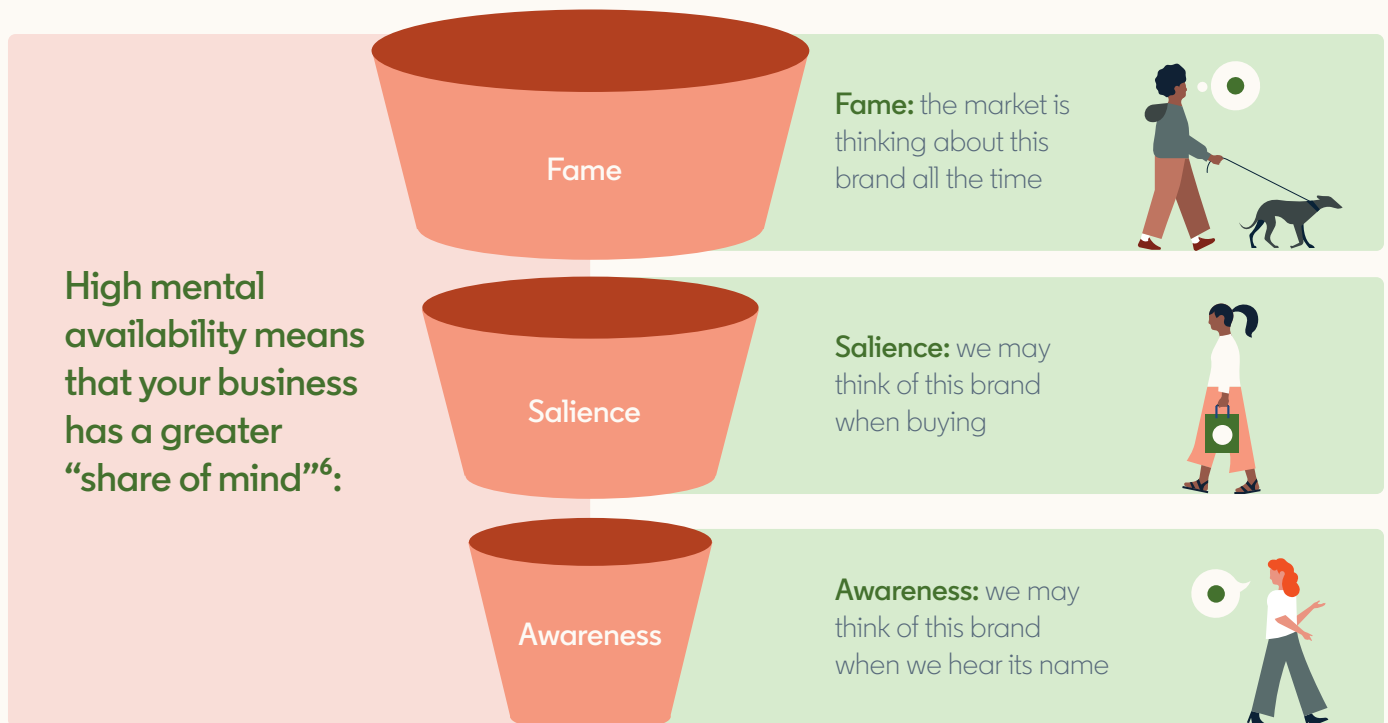
Getting your brand to stick

B2B brands that use emotional messaging build their brands for long-term growth.

Emotional messaging is **key to capturing the 95% of buyers who are out of market** for when they are in-market. Even though people are rational by nature, they can be emotional when making decisions. After all, people are human in B2B buying scenarios, too.

As long as the advertising is engaging and targeted, people will pay attention and remember your brand. Before customers come to market, in a buying scenario, they should be primed with repeated, memorable exposure to your brand. Then, as those buyers come in-market, more rational messaging can help you capitalize on this underlying brand strength to achieve short-term results.¹¹

See more examples here [»](#)



Brand benefits are multifold



Category flexibility

Stronger brands can offer more products and services, and pivot when needed



Competitive moats

Stronger brands get a competitive advantage over others in their market, which protects long-term revenue and market share



Customer loyalty

Stronger brands have more loyal customers, even if a purchase is inconvenient or the price isn't the most competitive



Long-term sales

Stronger brands have the lasting mental availability that carries them through long B2B sales cycles



Pricing power

Stronger brands experience less sensitivity to their pricing, and they can improve margins over time



Talent branding

Stronger brands can attract the highest-quality workforce



Balancing the short and long term



Does this mean giving up your short-term activation strategies that fuel lower funnel conversions? Not exactly! Short and long-term strategies should work together. A study from the Institute of Practitioners in Advertising shows that the optimal balance of brand and demand in marketing is a **60/40 split: 60% branding, 40% direct response.**

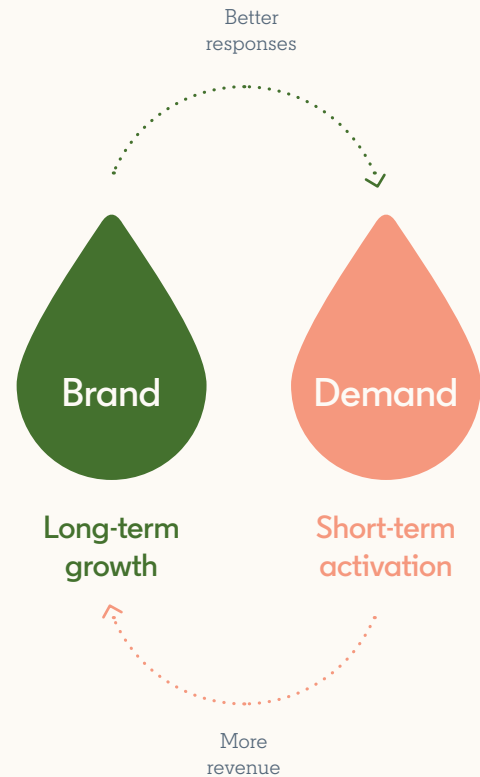


An activation focus (performance marketing) helps your business sell products and services immediately. Yet a shorter activation sales cycle also means that results are unlikely to last. Although this helps accomplish your business goals, customers also tend to forget the brand and move on quickly. Customers may even forget the purchase or conversion activity! This means marketers should consider investing in both brand and activation. And many do.

Brand building drives long-term factors, like brand equity and mental availability, that fuel strong short-term activation.

Activation and brand-building strategies work together in a virtuous loop: stronger brands drive better responses, and better responses drive more revenue. In turn, this enables more brand building⁶.

Let's share some ways you can begin [➤](#)





Three brand building recommendations

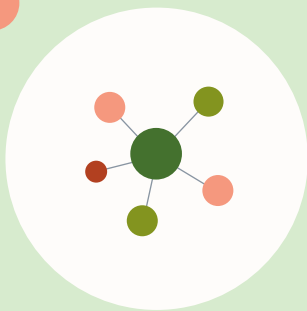
1



Invest in
share of voice



2



Grow your
customer base



3



Improve mental
availability



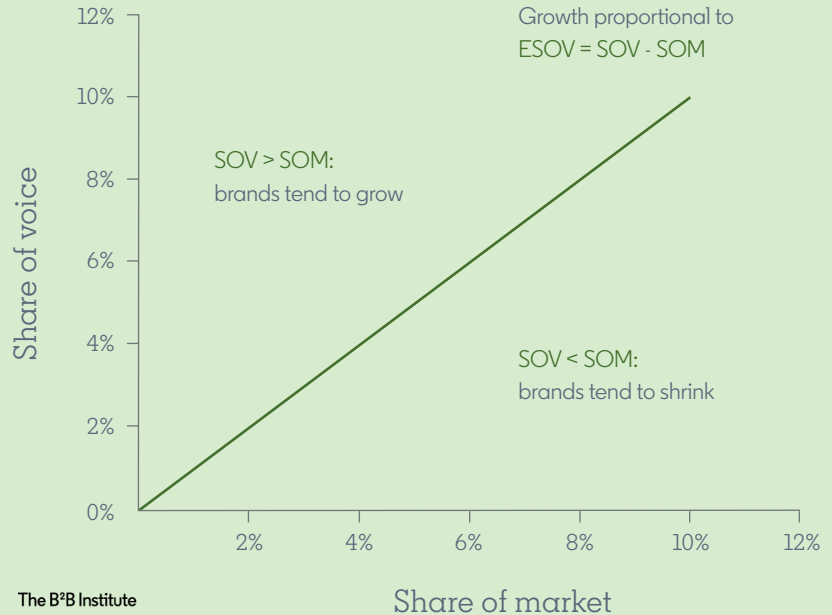
1

Invest in share of voice

The share of voice rule⁶

SOV > SOM

= Growth



Share of voice (SOV) is the ad spend that you're capturing in your business' category, divided by the total ad spend in that category. Share of market (SOM) is the percentage of total market share by revenue. **When SOV > SOM, businesses tend to grow⁶.**

Until you can measure SOV and SOM, our recommended strategy for your business is to increase your SOV by capturing greater reach and impressions from your target audiences.

To begin taking advantage of this, we recommend that you **increase share of voice by capturing more reach and frequency with your target audiences.**

SOV =

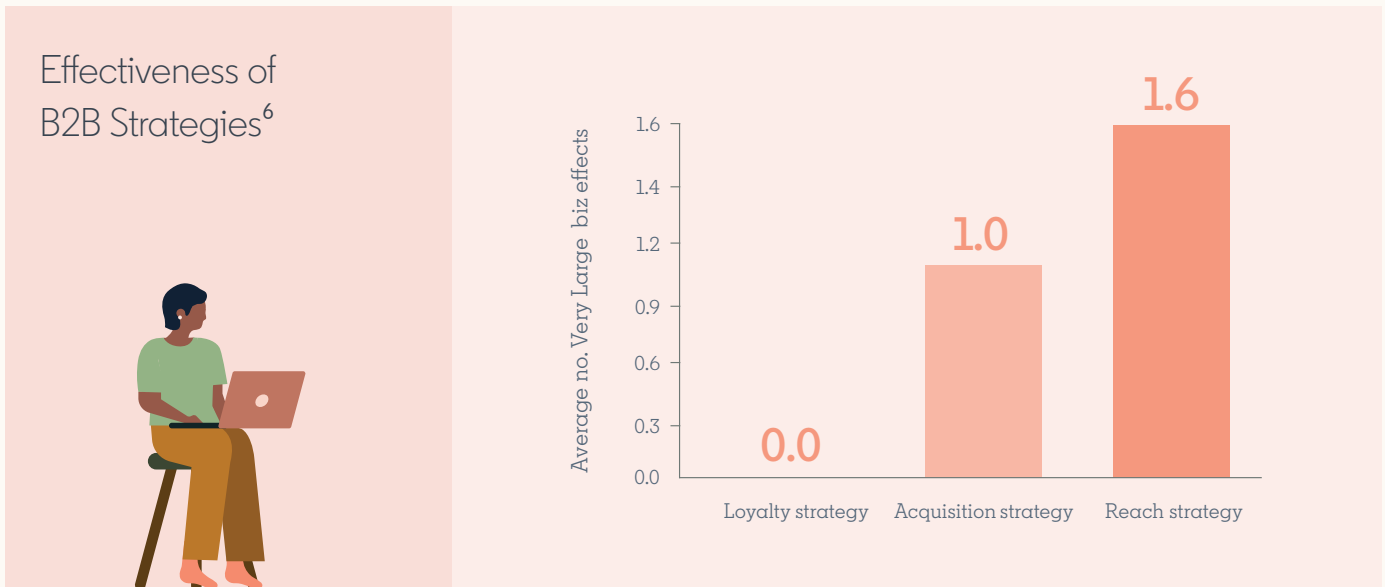
**Ad spend that you're capturing
in your business' category**

÷

**Total ad spend in that
category**

2

Grow your customer base



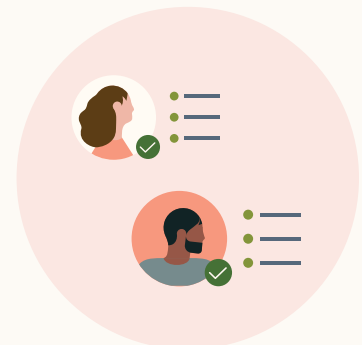
Prioritize reach to grow your customer base

Based on research from LinkedIn's [B2B Institute](#), reach drives customer acquisition and conversion. **A strategy that reaches everyone in your buyer category is stronger than one that hyper-targets specific segments.** Though loyalty and retention programs spur some profit, their percentage of total revenue, compared to growing a customer base, is smaller than the impact of reach. This is because reach accesses prospects and also reassures existing customers, instilling and reinforcing positive sentiment over time. "Loyalty is largely a predictable function of market share... it is not possible to sustainably grow by focusing on loyalty alone."⁹



Understand your buyers and potential buyers

Buyers and buying committees are fluid, changing frequently and unpredictably. **Strive to be current with the makeup of current and future buying committees to make your brand efforts the most effective.** Even targeting those who may influence the buying committee will further make your brand efforts successful.



Information on how to put this into practice is below

3 Improve mental availability

Mental availability is the likelihood that a customer will think of your brand in a buying scenario. If your brand elicits positive sentiment and is memorable after repeat brand exposure, your brand is more likely to come to mind more easily. This concept comes from the **availability heuristic**.

Availability heuristic: the tendency to use information that comes to mind quickly and easily when making decisions. The decisions are based on familiar facts, emotions, and images that leave an easily recalled impression in the mind. Brand is great at driving this⁶.

Ultimately, share of mind amplifies the business' share of voice by creating associations between the brand, the buying occasion, and a relevant set of emotions and feelings. These associations prime buyers to want to choose the brand when they do enter the market.



Top drivers of mental availability



Maximizing reach



Using effective branding that resonates: clear messaging and distinctive assets (e.g., logos, slogans, colors, shapes, typefaces or fonts, characters, celebrities, sounds)⁵



Increasing the number of ad creatives to improve frequency (of brand exposure)



Using high-attention formats (e.g., Video Ads, Stories)



Using broad targeting and placement that reaches not only current but also future buyers (e.g., Audience Expansion, LinkedIn Audience Network)



Measuring brand impact over the long term, in addition to the short term



Driving engagement with your community through organic content



02

Take advantage of your LinkedIn toolkit

Let's jump into the strategies and tactics you can harness on LinkedIn to grow your brand over time.

Why build a brand on LinkedIn?

1

Efficiently reach high quality audiences

LinkedIn audiences are unique because **our members are purposeful** when they visit the platform. They invest time to be more productive and successful, to learn and grow. As a result, they're more interested in learning about brands on LinkedIn compared to other platforms. And with over **774M** active members, and **58M** registered companies, your brand campaigns have broad B2B audiences to reach. LinkedIn is a great place to **efficiently reach** everyone in a B2B category—and even in B2B buyer groups.



774M+
active members



58M
registered companies

2

Grow community through organic and paid

LinkedIn's combination of high-quality data, and organic and paid products, offers the ability to **connect brand spend to business outcomes** in a way that helps you reach your customers across their workflows and buying cycles.



3

Proven success

In recent testing, advertisers using the brand awareness objective saw an average **+22%** improvement in reach and **+13%** improvement in CTR after they adopted Reach Optimization (compared to optimizing for impressions).



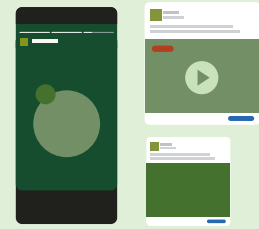
+22%
reach

How to grow your community on LinkedIn

1

Grow community organically and with boosting

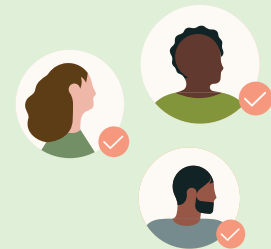
Use Stories, Pages, LinkedIn Live, and Events to start and join the conversations that matter, share playful moments and stay connected. And when you're ready, LinkedIn can help boost your business' best content through paid ads. [Learn more here.](#)



2

Bolster your ads' performance with Reach Optimization

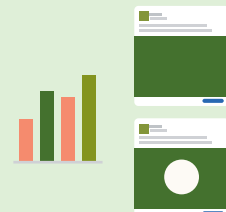
Select Reach Optimization under the brand awareness campaign objective when setting up your campaigns. With LinkedIn's efficient category reach capabilities, your businesses will have a high penetration of your specific B2B target audience and get the conversions you need.



3

Measure and iterate

Use A/B Testing, Brand Lift Testing, Forecasting, and optimization tools to find your business' sweet spot.







Winning combinations to try by marketing objective

When setting up a campaign in Campaign Manager, you must choose your campaign's marketing objective. **Brand Awareness, Video Views, Engagements, or Website Visits objectives can all help you build your brand on LinkedIn.**

While Video Views, Engagements, and Website Visits are further down the buying funnel, they're often still far removed from a sale in a long B2B buying journey.

Tear a page from the playbook of successful LinkedIn customers to optimize your campaigns

Campaign Objective	Formats and Placements		Targeting
	Organic	Ads	
 Brand Awareness	Multi-image posts, LinkedIn Live	Video Ads, Single Image Ads, Spotlight Ads, LinkedIn Audience Network	Job function + Seniority, Skills or Job Titles, Interest Targeting, Lookalike audiences, Audience Expansion
 Video views	Video posts, LinkedIn Live, LinkedIn Stories	Single Image Ads, Carousel Ads, Spotlight Ads, Follower Ads, LinkedIn Audience Network	Job function + Seniority, Skills or Job Titles, Interest Targeting, Lookalike audiences, Audience Expansion
 Engagement	LinkedIn Live, LinkedIn Events, LinkedIn Articles, Document Uploads, Kudos	Single Image Ads, Carousel Ads, Spotlight Ads, Follower Ads, Text Ads, LinkedIn Audience Network	Job titles + Member Traits, Uploaded Lists, Website Retargeting, Retargeting by Engagement, Audience Expansion
 Website visits	Page posts, LinkedIn Articles, LinkedIn Stories (swipe up function)	Single Image Ads, Carousel Ads, Spotlight Ads, Follower Ads, Text Ads, LinkedIn Audience Network	Uploaded Lists, Website Retargeting, Retargeting by Engagement, Audience Expansion

How to measure success and iterate

To optimize your campaigns over time we suggest using the following:



Reach Optimization

Growing your customer base on LinkedIn has never been easier with our Reach Optimization product. Reach Optimization is available under the Brand Awareness campaign objective, and optimizes towards the number of unique member accounts that are shown your ads. Reach will help optimize brand strength and thus long-term activation by increasing your brand's exposure to prospects and customers.

Reach & frequency forecasting

View predicted reach and frequency for your Reach Optimization campaigns easily with the Forecasting Tool in Campaign Manager.

Brand Lift Testing

A self-serve tool that can be used to measure impact of LinkedIn ads on your brand by taking a baseline of your brand's perception (via a control group), and then testing the brand impact of your ads against key brand metrics. For instance, Absolute Brand Lift can help you understand the impact of your ads by showing the difference in desired response rates between members who saw your ads and members who didn't.

Reach & frequency reporting

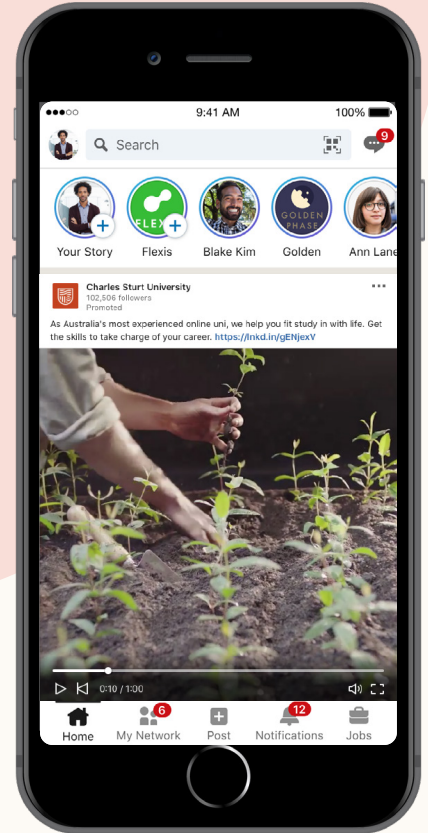
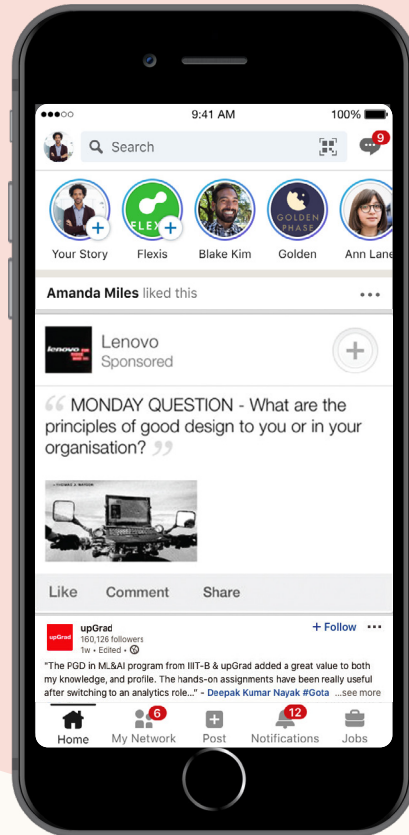
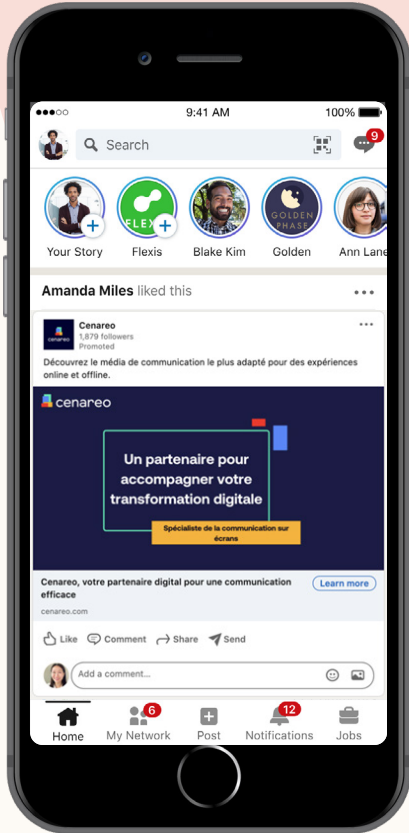
View your campaign's reach and frequency via Campaign Manager reporting.

Engagement metrics reporting

Select Engagement metrics as a column view from the reporting dashboard in Campaign Manager, or when exporting a report to see details about how different social actions have added to the performance of the campaign. This is for Sponsored Content ads only. View Average CTR, Reactions, Comments, Follows and more.

Viral engagement metrics reporting

Viral metrics are also available if you export a Campaign performance or Ad performance report. Viral metrics result from users sharing a Sponsored Content ad to their own network of connections. View viral clicks, reactions, shares and more.



03

Case studies

Model your campaigns after these winning examples

Ingram Micro

The biggest tech company that you've never heard of...

Challenge

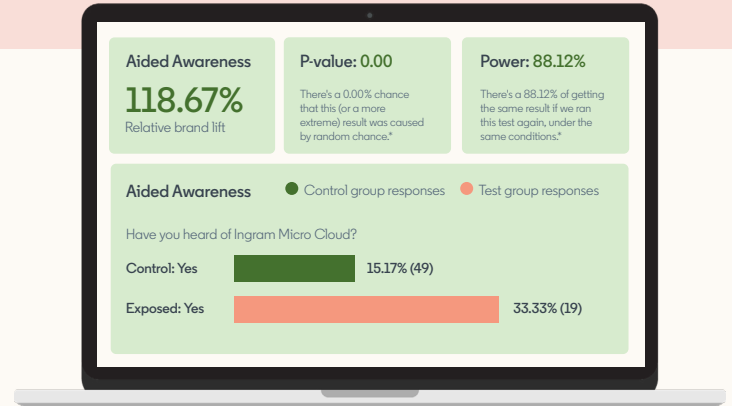
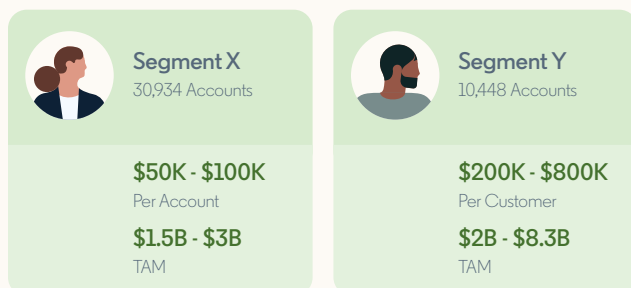
"We're a multi-billion dollar IT business and that lack of awareness was really starting to limit our growth."

– **Alyson Rosaler**, Director, Global Marketing @ Ingram Micro

Solution

Ingram Micro and LinkedIn joined forces for a new partnership program called B2B Edge. The B2B Edge program uses cutting edge research and leverages data from LinkedIn to approach brand building in more effective, strategic ways. For Ingram Micro, insights from LinkedIn's platform fueled key segmentation and budget decisions.

"LinkedIn's B2B Edge Program helped us re-think our brand strategy. We used data to assess the value of different segments. We quantified the benefits of broader targeting and the impact of bigger investments in brand marketing."



Ingram Micro also adjusted their creative to be in line with branding best practices. *"We used an innovative pre-testing solution to optimize our brand creative and demonstrate the effectiveness of more emotional and distinctive messaging. Now we know how to identify the best ads."*

Then they reached their most valuable customers at scale, *"We sell to an extremely niche audience, but we were able to reach almost every buyer in the category on LinkedIn. We significantly increased our share-of-voice, a key driver of marketing effectiveness."*

Ingram Micro then tracked and measured their branding success using **LinkedIn's Brand Lift Testing**.

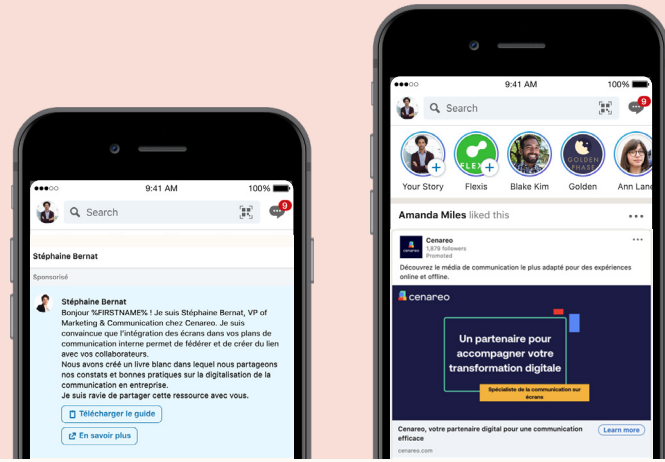
Results

"We increased awareness of our brand by 127% and grew our average deal size by 6X. We tied brand metrics to financial metrics, which helped us explain the value of brand to cross-functional stakeholders."

↑127% brand awareness **6X** average deal size

Cenareo

Striking the right balance of short-term demand and brand building



Cenareo provides a digital signage solution designed to communicate with an unlimited number of screens in real-time.

Challenge

With many stores closed during the pandemic, Cenareo shifted their strategy to helping Corporate Comms & HR departments use their solutions to keep their employees protected and informed. With this shift, Cenareo had to **generate brand awareness with a new audience**, educate and nurture them, and ultimately generate leads.

Solution

Cenareo used **LinkedIn's audience insights** to provide a **personalized experience** for each of their prospective customers. They continued to tailor their ad creative and brand building content, like case studies, solution guides and product demos, based on these insights. Then they used LinkedIn's video ads to continue engaging their target audience and building brand awareness.

"We decided to use a multi-product approach, activating awareness and conversion campaigns to help customers accelerate the customer's journey. This created a great experience for our target audience, and helped us spread the right message to the right person at the right time."

– **Lucie Victor**, Lead Gen and CRM Manager, Cenareo

Results

With this full-funnel approach, Cenareo beat all of LinkedIn's benchmarks, generating over **500 leads in just one month**. These leads also proved to be high-quality as they drove an **estimated pipeline around 180K EUR**.

500+
leads in 1 month

180K
EUR pipeline



EquityBee



How using both brand awareness and conversion campaigns led us to our best month on LinkedIn

EquityBee helps startup employees exercise their stock options before they expire, by connecting them to investors who provide them with the capital to do so. The company is in an exciting hyper-growth phase, prioritizing increasing its customer base. Fortunately, LinkedIn is uniquely positioned to be able to offer a platform that is conducive to both brand and conversion strategies.

Challenge

When it comes to growth, EquityBee faces a few challenges:

- **Awareness** of the value of their offering
- Reaching and acquiring customers during the relatively **short, unpredictable window of switching jobs** or when in consideration of a job change

Solution

By testing campaign variations of target audiences, ad creatives, and ad formats, EquityBee has achieved a successful, **always-on brand and demand strategy on LinkedIn**. LinkedIn presents an exclusive environment that allows EquityBee to target their 'Quality' company lists. These Matched Audiences, combined with LinkedIn's Custom Segments (Members Open to Jobs) and Member Traits (Job Seekers), enable EquityBee to **reach potential customers at the exact right time** – when they may be considering a job switch and thus needing to exercise their stock options.

EquityBee also bolstered their strategy by adding brand awareness campaigns to their existing set of website conversion campaigns, incorporating both brand and demand together. They successfully increased touchpoints with their audiences by using video ads from the website conversions campaign in the new brand awareness campaigns (optimized for impressions). Once Reach Optimization was available it was enabled on all brand awareness campaigns.



Results

By enabling reach optimization on their brand awareness video campaign, EquityBee was pleased to see **CPC decreased -27.7%** M/M in addition to a significant double-digit lift in conversion rate - performing markedly better than website conversion campaigns. After seeing the impact of the initial brand awareness video campaign, they've launched more brand awareness campaigns with varying ad formats.

This new strategy, combining both brand and demand campaigns, led to a noticeable improvement in results, encouraging an increase in budget spent on the platform and a forecast of continued growth. EquityBee adopted similar brand and demand strategies to their other verticals. Through testing campaign variations and leveraging reach optimization in brand awareness campaigns, **now supporting their acquisition strategy, the quality leads have been worthwhile**- and thus LinkedIn has become a significant channel in EquityBee's strategy.

↓27.7%
CPC decrease

upGrad

upGrad combines brand and demand efforts to drive ROI on LinkedIn

Challenge

Recognizing the increased demand for online learning, upGrad launched a host of online programs in new areas to attract a broader audience. As they furthered their proposition of 'lifelong learning,' they identified a valuable opportunity with LinkedIn to **build awareness about their new program offerings** and establish trust among working professionals.

Solution

- Implemented a **sophisticated targeting approach** with their lead gen campaigns to reach specific job titles, roles, behaviours, and interests
- Created a healthy balance between their **organic content and sponsored posts** to reach and nurture net-new prospective learners
- Embraced an **always-on content marketing** approach, tailoring content for every stage of the learner's decision-making journey
- Consistently **monitored campaign KPIs and optimized** messaging, creatives and targeting to find their sweet-spot.

Results

↑56%

increase in unique visitors to upGrad's LinkedIn page

↑87%

increase in organic following in just 60 days

2.3X

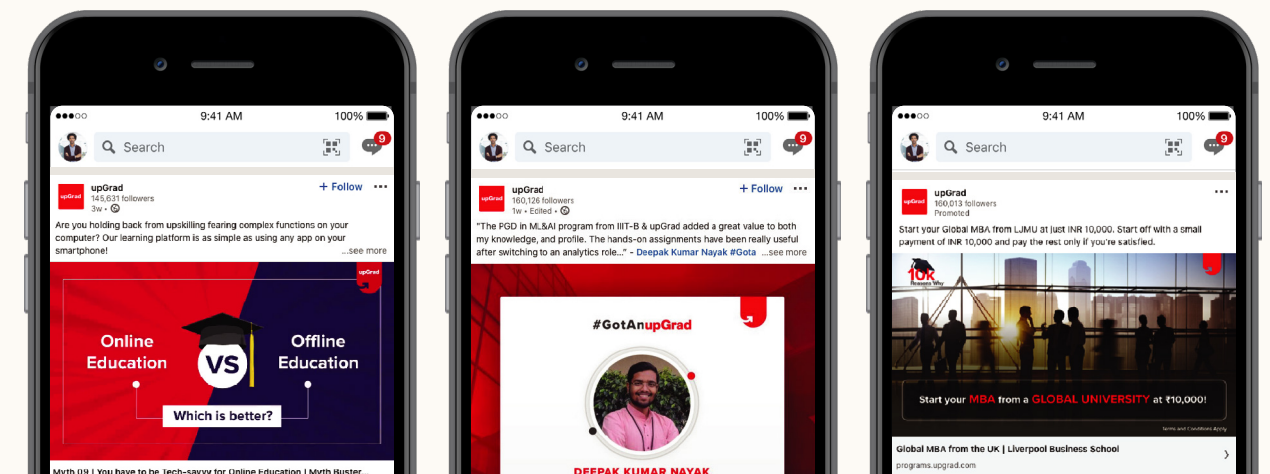
lift in brand mentions on LinkedIn

↓20%

decrease in cost-per-lead

2X

improvement in the lead-to-enrolment numbers





Charles Sturt University

Earned a 56% reduction in cost-per-start of application with an always-on, full-funnel strategy on LinkedIn

Charles Sturt University is Australia's largest regional university with campuses in six regional centres across New South Wales. It is ranked the country's most experienced and largest online university by the Australia Government Department of Education and is #1 in Australia for graduate employment (The Good Universities Guide 2019/2020).

Challenge

The higher education industry is a **highly competitive and increasingly crowded industry**. That's a fact that Charles Sturt University, Australia's largest regional university is fully aware of. Understanding that a prospective postgraduate student can take over 250 days to make an enrollment decision, Charles Sturt needs to ensure that it is standing out from the crowd, engaging the right audiences, and providing relevant information at every stage.

Solution

How Charles Sturt University succeeded using a **full brand strategy**:

Create a stand-out brand

- Charles Sturt tailored its brand message for **two audience personas on LinkedIn**: audiences who want to achieve a specific career goal, and audiences who need their studies to fit with their lifestyle
- Its **brand messages are clearly and consistently delivered** in all its ads
- Leverages the **video ad format**

Reach efficiently & target with accuracy

- Charles Sturt **creates audience segments** based on profession, time in the industry and specific areas of interest
- It leverages **LinkedIn's first-party data** to stay close to its alumni community
- It drives interested audiences to its website, where the **LinkedIn Insight Tag** helps unlock insights into visitor behavior
- Enabled the brand awareness objective, **optimizing towards reach**

Turn intent into action

- Charles Sturt uses campaign insights and website demographics to **identify high-intent audiences**
- These audiences are **retargeted** on LinkedIn with ads designed to encourage them to start the application process
- About **72% of all applications** started and completed now come from this segment

Results

Within 18 months of adopting an always-on, full-funnel strategy on LinkedIn, Charles Sturt has seen a dramatic improvement in marketing results.

Brand awareness

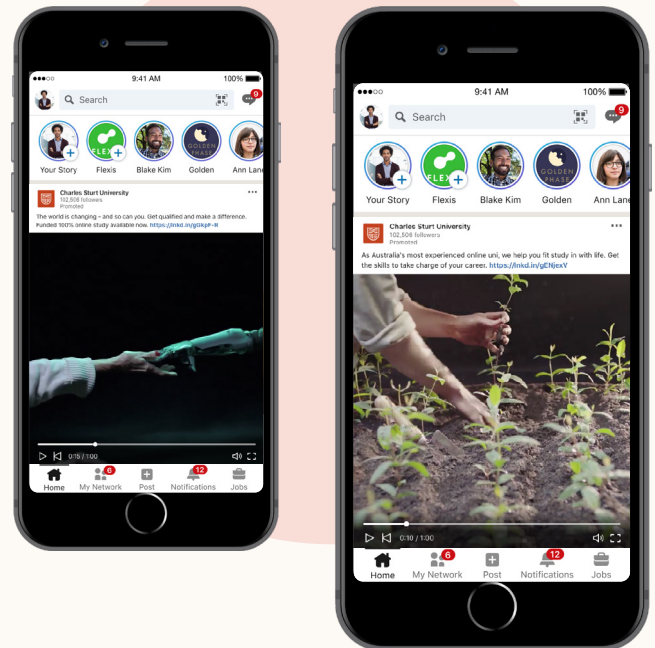
↓42% average cost per thousand impressions

Consideration

↑273% engagement rate

Conversion

↓56% average cost-per-start of application



SMEC

How tailored messaging and some brand building can go a long way



SMEC is a global engineering, management and development consultancy delivering technical excellence and sustainable solutions to our clients, partners and communities.

Challenge

SMEC wanted to **establish themselves as a world-class, specialist infrastructure brand and an employer of choice in the industry**. LinkedIn became their ideal platform to generate awareness and quality engagement amongst their key audiences of Australia-based clients and prospects.

SMEC's primary objective was to **increase interaction and awareness of their brand among the primary audiences**, laying a solid foundation for future strategies that would contribute to further stages of the buyer journey. The team tailored specific objectives for each of their audiences. However, SMEC has a small marketing team in Australia, thus, limited resources in executing a global campaign as well as a limited budget.

Solution

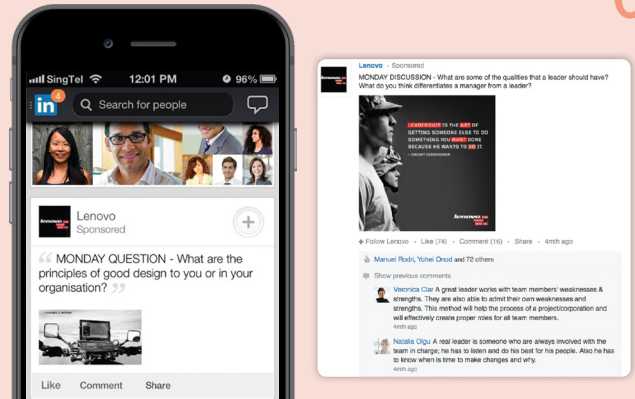
SMEC opted for Sponsored Content using the brand awareness campaign objective. Using LinkedIn's precision targeting capabilities, **SMEC refined the audience segment, which in turn amplified their global reach**. With multiple avenues to deploy a rich range of content, SMEC leveraged video and single image ads to effectively craft and communicate the brand story and captivate the key audience. SMEC also employed both organic and paid methods with proper guidance and technical support from LinkedIn, which helped them build high quality engagement. This turned out to be an excellent opportunity for SMEC to profile their specialists and circulate thought leadership into the market.

Results

- **Strong organic engagement** on the 70 Years of Impact campaign both internally and externally
- Employee shares during the campaign increased by **90%**
- The campaign gathered over **2 million impressions** and **reached over 756,000** members on LinkedIn
- Achieved a high LinkedIn **engagement rate of 5%** compared to the industry benchmark of 1%
- According to the demographic data, LinkedIn members interacting with the content included just the **profile SMEC was targeting** – Managing Directors/ Owners; the most common industries were engineering and project management

Lenovo

How focusing on reach and engagement led to a **17% lift in brand favorability**



Lenovo is a \$34 billion personal technology company with over 35,000 employees and customers in more than 160 countries. Serving the majority of countries worldwide, Lenovo was recently named the number one PC company in the world and is an emerging PC+ leader with its smartphone and tablet innovations. Rod Strother, Director of Digital and Social Center of Excellence at Lenovo, is responsible for Lenovo's social media around the globe and is always on the lookout for new opportunities to further engage their audience.

Challenge

Lenovo's social media presence continues to expand worldwide and, according to Rod Strother, content is key to the Company's social media strategy. *"Content is the glue between us and our target audience and no matter how much content we generate, it never seems to be enough,"* he says. Lenovo is looking to **ignite conversations with a number of different audiences** and Strother says its presence on LinkedIn has made a significant contribution. *"LinkedIn is a key platform for us in being able to reach quality consumer or business professionals."* He continues, *"This is really part of a longer term effort to establish ourselves as industry leaders in engagement marketing."*

Solution

Over the course of two months, Lenovo incorporated **LinkedIn Sponsored Content to further engage their audience across four different themes:** brand, thought leadership, products, and external trends.

Based on each particular target audience and their associated responses, Strother says Lenovo was able to **tailor the content to enhance the engagement**, *"As you would do with traditional media, we optimized the content based on the reaction we were getting from the audience. This strategy is already proving successful,"* says Strother. *"LinkedIn is not only helping us diversify our community beyond technology enthusiasts, it is increasing our engagement with existing and future customers for our Think branded business and corporate products."*

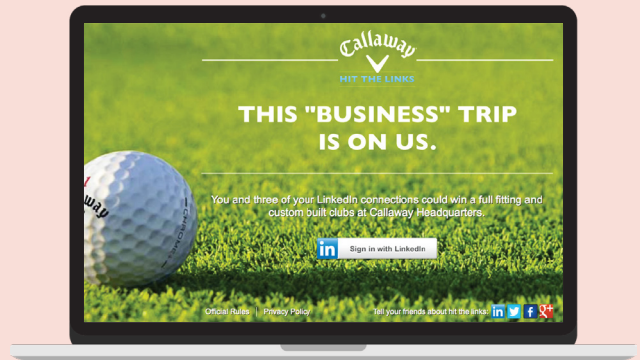
Results

Following the LinkedIn Sponsored Content program, Lenovo analyzed the results from a quantity point of view and primarily focused on the engagement rate. Strother remarks, *"The results have really been very encouraging so far. We're getting post-level engagement rates of about four times compared to display averages, which is great for us."* Strother continues, *"In terms of the brand impact study that was carried out with LinkedIn, we're seeing **a lift of 17% in brand favorability.** We're already looking at how we can extend this into other markets and we're having conversations with colleagues globally."*

↑17% lift in brand favorability

Callaway

Callaway Golf **raises brand awareness** with “Hit the Links” campaign on LinkedIn



The natural connection between golf and business networking inspired Callaway Golf to partner with LinkedIn, the world’s largest professional network. Using LinkedIn’s customizable API and targeted Display Ads, the Company raised awareness of its brand among professionals with an innovative and interactive campaign that disrupted traditional marketing models and drove significant engagement and excitement for Callaway.

Challenge

In advance of the 2013 U.S. Open, Callaway Golf saw an opportunity to re-energize its brand presence among digitally connected professionals who golf, and to **take advantage of the sport’s value for networking** to build deeper relationships with its customers.

Solution

LinkedIn is home to Callaway’s target demographic—professionals who are passionate about playing golf. So, Callaway and Fanscape, its social media marketing agency, developed **“Hit the Links,” an interactive app that let LinkedIn members create their “ultimate foursome” using their own network connections.** The application used the LinkedIn API to tap into information in member profiles—for example, if they’re golf fans or work in the player’s company—to round out the foursome. Members playing “Hit the Links” could then share their foursome on LinkedIn and submit it to Callaway for the chance to win custom golf clubs or a set of the Company’s new HEX Chrome+™ golf balls.

Results

Scott Goryl, senior manager of global communications for Callaway Golf, said it best: *“When such high percentages of professionals take the time to not only engage with an interactive campaign, but invite other people to take part, you know the brand is having a powerful impact. Their enthusiasm tells us they believe that with ‘Hit the Links,’ they’ve had an authentic experience with Callaway.”*

8,270
foursomes created

32%
open rate for
Sponsored InMails

139
likes, 79 comments on
“Hit the Links” status updates

1,500
new followers for Callaway
Golf Company Page

83%
lift in positive sentiment
on social networks



We hope this playbook
provided inspiration for
building your brand.

For more resources to
help you get started today visit:

- › [The LinkedIn Marketing Success Hub](#)
- › [Learning Center](#)
- › [Help Center](#)

To keep up with the latest LinkedIn product updates, tips
and examples, subscribe to the [LinkedIn Marketing blog](#)

LinkedIn Marketing Solutions

Glossary

Activation - marketing activity that moves customers to the next stage; in performance marketing, growth marketing, demand generation and sales, this typically means a short-term sales cycle

Availability Heuristic - a mental shortcut where there is a tendency to use information that comes to mind quickly and easily when making decisions.

Brand Lift Testing - measures impact of ads on your brand by taking a baseline of your brand's perception (via a control group), and then testing the brand impact of your ads against key brand metrics

Campaign Objectives - marketing objective for your campaign, selected within LinkedIn's Campaign Manager Tool

Competitive Moats - competitive advantages over a brand's competition that help to protect its long-term revenue and market share

eCPR - effective cost per 1,000 member accounts reached

eCPC - effective cost per click

Fame - how well known a brand is, within its own category

Frequency - average frequency is the average number of times each member account is shown an ad during the campaign's duration. Members typically require multiple exposure opportunities to an advertiser's content before they convert.

Intangible Assets - a business asset that lacks physical attributes (ex. intellectual property, goodwill, brand recognition)

Mental Availability - the propensity of the brand to be thought of in buying situations

Pricing Power - a brand's ability to raise prices as their customers' sensitivity to price decreases

Reach - number of unique member accounts that are shown an ad at least once during the campaign's duration

Salience - how much is your brand thought of

Share of Voice (SOV) - is the ad spend that you're capturing in your business' category, divided by the total ad spend in that category

Share of Market (SOM) - percentage of total market share by revenue

Share of Mind - the degree to which there is mental availability associated to your brand

Citations

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5. Brandfolder. [Your brand isn't unique - but is it distinct? by Jenay Sellers](#)
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