



LinkedIn Elevate Helps DLA Piper Expand Its Reach and Engagement

“This is the kind of program that shifts a company culture to be a more digital and social one. Elevate enabled that shift because it’s so easy to use, and the data we receive from it allows us to create a best in class content strategy.”



Barbara Taylor
CMO
DLA Piper

Educating - and Engaging - Employees to Share Content

DLA Piper, a law firm representing a wide range of geographies and disciplines, has always prided themselves on being an innovative and entrepreneurial organization. As a content-driven company, they wanted a systematic approach to extend the global reach of and engagement with their content. Because of the nature of DLA Piper’s regulated industry, they also needed a safe way to do so.

DLA Piper chose LinkedIn Elevate to enable them to empower their employees to share content with their social networks. One of the reasons they chose Elevate was because of its intuitive and easy to use platform, as well as built-in motivators that demonstrated how sharing impacts an employee’s professional brand. DLA Piper also put in place a formal training program that educated employees on the value of social to ensure engagement.

Challenge

- Help employees easily discover and share content
- Favorably position the company brand both within and outside the legal industry
- Extend the reach of social media activities

Solution

- Empower employees to share content to both build their own brand and that of DLA Piper

Results

- Employees are sharing **6x more frequently** than before, resulting in:
 - **4x more** Company Page Views
 - **3x more** Company Page Followers
 - **8x faster** employee network growth

This program has created a culture shift at DLA Piper. People who previously were not active on social media began to participate because they not only saw how easy it was to share but also saw the payoff in building their own personal brands.

Insights into Data that Matters

Another reason why DLA Piper chose Elevate was the access to robust insights and data that only LinkedIn could provide. With the power of the LinkedIn platform, DLA Piper could see which content was driving engagement with their employees' networks and even the demographics of the people they were engaging.

Elevate provides DLA Piper with data that helps them understand what content resonates the most with their audiences. With this information, DLA Piper is able to optimize their content strategy, and it helps them to know which companies and industries are engaging most with their content.

DLA Piper has been so successful with their content strategy that they placed 2nd in the Legal Marketing Association Awards Social Media category for their LinkedIn Elevate campaign. DLA Piper was awarded this honor because of its success in moving beyond their own channels to those of their employees and in doing so, extending their reach across different networks.

Strong Partnership that Ensures Success

From the beginning, Elevate's dedicated customer success consultant ensured that DLA Piper was getting the most out of their program. From taking feedback that helped shape the product roadmap to providing additional data in an easily digestible format, the collaboration between Elevate and DLA Piper really stood out.

DLA Piper says that "one of the best things about working with the Elevate team was the thoughtfulness and speed in which they were able to react. They have a great infrastructure in place that has fostered a terrific partnership."

With the efforts put into educating employees, access to data that allows for program optimization, and a strategic partnership with customer success, DLA Piper has seen incredible results. Their employees are sharing 6x more frequently than before, and as a result have influenced 4x more Company Page views and 3x more Company Page Followers. Employees have also grown their networks 8x faster than before using Elevate.

"Our advice for companies is simply to do it. It's an incredibly effective and authentic way to get your message out there, and should be another piece of your marketing funnel."

Visit business.linkedin.com/elevate to discover how LinkedIn Elevate can drive results for your business.