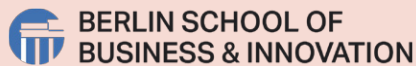


Inspiring expat entrepreneurs to plan a future in Berlin



Promoting the benefits of studying and working in Berlin drove a 30% improvement in the conversion rate of leads to course places, as the School engaged entrepreneurial-minded expats with the opportunity to build a future in Germany. The ability to identify and target those motivated by the city's start-up culture generated ROI of 3.6x for the LinkedIn campaign.

Challenge

- Target the prospects most likely to convert to paying students
- Communicate a compelling USP for the School
- Reduce cost per lead (CPL)
- Fill course places more cost-effectively

Why LinkedIn?

- Quality of LinkedIn data for targeting the most likely students
- Ability to segment and target by location
- Impact of Message Ads for delivering a unique proposition

Solution

- Message Ads focusing on the opportunity for expats to move to Germany, and study courses in English while learning German
- Emphasis on the benefits of relocating to Berlin, including vibrant nightlife and dynamic start-up culture
- LinkedIn data enables targeting of expats from France, Italy, the UK and Ireland

Results

30%

Conversion rate of leads to course places increased by 30%

3.6X

The campaign generated a Return on Investment (ROI) of 3.6x

- LinkedIn is now the main lead generation channel for Berlin School of Business and Innovation

The Berlin School of Business and Innovation secured spectacular Return on Investment by optimising around content stressing the city's vibrant start-up culture.

Marketing with a sense of place

The Berlin School of Business and Innovation (BSBI) had previously run lead generation campaigns focused on the benefits of specific undergraduate and postgraduate courses. However, the school's parent network, Global University Systems (GUS) saw an opportunity to target higher value prospects more efficiently. "We found our target market among expat students in Germany who had started learning the language but weren't yet fluent enough to study at a German university," says Naveen Balla, Paid Social Specialist at GUS. "LinkedIn worked with us to set up a targeting segment reaching expats from France, Italy, the UK and Ireland. It worked because there are a lot of people studying in the city and interested in building a career there."

The School developed Message Ads that focused on the unique proposition that it offers such students: the opportunity to study in English while learning German at the same time. "The content of our ads changed," says Sandra Moreno Acero, Marketing Manager at BSBI. "We started promoting the USPs of the city itself before going into more detail about courses. Our landing pages provided a lot of rich content about the school environment and the experience of being a student that gave them a sense of the BSBI experience."



Berlin School of Business & Innovation (BSBI)
3,254 followers
Promoted

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Targeting the right motivation transforms ROI

This shift in strategy had a dramatic impact on the Return on Investment (ROI) generated by the campaign. Over its first six months, it increased the conversion rate of leads to paying course places by 30%, delivering an ROI of 3.6x.

"One of the amazing things about this campaign is that we have identified around 110 students who had never heard of BSBI when they received our Message Ads in June 2019, and these students have since updated their profiles to confirm they've completed a BSBI course," says Iffath Unisa, Deputy Head Of Department at GUS. "This translates to some fabulous ROI for us but also speaks volumes about the quality of LinkedIn leads"

GUS and BSBI have responded by switching more budget to LinkedIn as the school's primary lead generation channel – and exploring other creative options on the platform. "We're changing the content of our Message Ads every month and optimising around what works," says Sandra. "We're developing Sponsored Content campaigns and looking to test LinkedIn Stories as well."

“ From a management perspective, it makes so much sense to continue investing in LinkedIn. The platform comes with a bucket full of benefits for us in terms of the reliability of the audience, the quality of the data and the innovative ways in which we can segment and target.”

Graeme Simpson
Chief Marketing Officer at GUS

