



How VMware unlocks value through innovation on LinkedIn

Examples of best-in-class
campaign activations, to
help inspire you in achieving
your marketing goals

vmware®

LinkedIn TRANSMISSION.

Introduction

At a time when businesses are urgently seeking support for digital transformation and remote working, VMware is exploring faster ways to connect relevant audiences to relevant content.

The Covid-19 pandemic has made transformation an urgent priority for businesses. More than ever, they need a digital foundation that enables them to keep adapting with confidence – and without adding to the disruption: building digital workspaces, strengthening security and preserving their ability to operate and innovate.

Changes to the tech buying journey are emphasising the fact that this digital foundation is now everybody's business. Expanded tech buying committees include new types of influencers and decision-makers who research their options and facilitate IT purchases in new ways. And all of this is happening faster than before.



EMEA marketers at VMware have been working with their agency, Transmission, to develop innovative solutions for this changing tech buying landscape. Together they have focused on putting valuable insights and relevant calls to action in front of the right people, and identifying the different types of influencers, facilitators and buyers involved in the new tech buying journey.

A growing proportion of this innovative approach to tech marketing is taking place on LinkedIn. VMware has a strong presence on the platform, thanks to always-on campaigns that reach IT decision-makers and influencers through a range of different touchpoints and ad formats. The company's LinkedIn Page has over 1.3 million followers and a team dedicated to fostering engagement with this growing community.

As a Content and Creative Marketing partner of LinkedIn, Transmission was perfectly positioned to help VMware build on this foundation. The agency's partnership with LinkedIn meant that it could recommend the latest LinkedIn formats and functionality and include VMware on beta programmes that leverage new marketing solutions and targeting capabilities. Transmission worked with LinkedIn to explore how these technologies can help deliver value to both VMware's audiences and the business itself.



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“We’re running pilots every quarter, testing something new on LinkedIn, there’s a lot of information out there on digital channels at the moment and we see real benefits from exploring new ways to promote our assets and get people talking.”



Shannon Cowley

Senior Social Media Manager
Transmission



VMware's LinkedIn partnership in action

The partnership between VMware, Transmission and LinkedIn deploys the latest marketing solutions to engage audiences at all stages of the funnel:



Global brand awareness campaigns



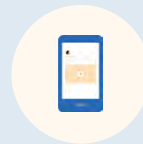
Sponsored Content, Carousel Ads and Video Ads in the feed



Message Ads and Conversation Ads delivered through LinkedIn Messaging



LinkedIn Events supporting the first 100% virtual edition of VMworld, CIO Forums, webinars and more



Event Ads and Event Registration Forms



Content creation via LinkedIn content partners



Bespoke CRM integration to track the impact of LinkedIn campaigns

Acting as an early adopter of Retargeting and Conversation Ads has helped VMware to generate powerful stand-out content, with engagement rates that double benchmarks and leads generated at a fraction of the expected cost. Across these innovative campaigns, a consistent formula for success has emerged: deploy data and technology to target with confidence and reduce the time it takes relevant audiences to find the value and information they need. Taking risks with new formats has enabled more direct, tailored messaging that delivers what tech buyers need, when they need it.

In the following pages, we explore some of the different ways that VMware marketers are working with Transmission and LinkedIn to push boundaries – driving a deeper understanding of the buyer journey and delivering relevant experiences when they matter most.

Starting purposeful conversations on the future of work



How are businesses approaching the task of designing a future-ready workforce? How are they balancing the needs of remote working, cyber security and business continuity? As organisations re-imagine the way that they connect and collaborate, which are the priorities that are influencing their plans?

Senior Digital Marketing Manager, Harminder Ramanay, knew that VMware's solutions had an important role to play in discussions on the future of work. She was determined to explore different options for using content to start conversations – and discover how IT decision-makers' plans were taking shape.

“We have a whole range of awareness and education assets that are relevant to the issues that are front-of-mind for businesses,” says Harminder. “We wanted to find ways to sync our activities together so that audiences were able to navigate the buyer journey with us – and show us which use-cases they were interested in.”


Harminder and Transmission identified LinkedIn Conversation Ads as the ideal opportunity for this type of interactive dialogue. They enabled VMware to target a similar audience to its existing, always-on Digital Workspace campaign.

This meant that it could build on brand awareness and engage decision-makers with more in-depth messaging in the LinkedIn Messaging environment. The Conversation Ads invited tech buyers to choose between different content assets, generating

valuable insight on their priorities. Adding LinkedIn Lead Gen Forms was another innovative move that shortened the path to valuable content – and helped to make VMware's Conversations Ads campaign one of the most effective uses of the format yet.

“Using LinkedIn Lead Gen Forms with Conversation Ads is definitely the best way to go – and one of our key learnings from this campaign,” says Shannon. “That combination means you're capturing details while still getting the benefits of more detailed messaging than you would typically share through ads in the feed.”

Sponsored Nov 16, 2020

 **Simon Andrews**
Hi Rachel,


My name is Simon and I lead EMEA Solution Marketing at VMware for Digital Workspace.


Workplace has evolved, more users are working from home than ever before. Is your organisation fully ready for this change today, and well into the future?

I would like to share two new VMWare assets that can help your long-term plans for helping your business become Future Ready!

[The Case for VDI and DaaS](#)

[Customer Case Studies](#)

 **Rachel Middleton** • 12:59 PM
Customer Case Studies

 **Simon Andrews** • 12:59PM
Learn how 8 organizations improved access to apps and data, endpoint security and management, and network edge optimization.

[Download eBook](#)

VMWare,
Conversation Ad

How VMware took control of the digital workspace conversation:



Conversation Ads targeted IT influencers and decision-makers using skills and job function



The ads enabled regional sales leads to introduce themselves and offer users a choice of relevant case studies and eBook guides



Integrated LinkedIn Lead Gen Forms gave easy access to resources without the need to leave the LinkedIn environment



The campaign delivered an open rate of over 65%, more than double benchmark



The click-to-open rate of 6.79% also doubled benchmark and kept prospects moving through the funnel



A 50% completion rate for Lead Gen Forms helped the campaign drive leads at a cost per lead (CPL) of just \$92, far lower than expected



A huge proportion of our target audience actually opened the Conversation Ads – almost double what we would expect for a Message Ad campaign – and we were really quite surprised by how low our CPL turned out to be. We’re already planning to use Conversation Ads across other solution areas for the business. They’ve proved that they can capture attention through deeper messaging and support a more structured journey though the funnel – and they’ve been really valuable in helping us figure out our messaging and identify what audiences are looking for.”



Harminder Ramanay

Senior Digital Marketing Manager
VMware

Equipping active advocates with the arguments they need

The more confidence a campaign has in the level of intent among its audience, the more specific and relevant it can make its messaging – and the more dramatic the impact it can have. Senior Digital Marketing Consultant for EMEA, Kristina Durantet put this principle to spectacular use to build the case for investing in VMware’s Virtual Cloud Network (VCN) solutions.

Transmission used LinkedIn’s integration with Adobe Audience Segments to build a relevant audience of network specialists for Kristina’s campaign. LinkedIn retargeting then enabled the team to identify and respond to the audience members who engaged with VMware content around network security. The campaign nurtured these potential advocates with bold Sponsored Content messages about how to make a business case for VCN investment. Retargeting based on intent transformed click-through rate (CTR), halved the expected cost per lead (CPL) and helped address a key barrier to purchase.

“Network security represents a pretty intense investment for most businesses and it’s one of the main pain points in this space,” explains Kristina. “We had created an eBook called The Economics of Virtual Networking, which explained how virtual networks represent a smarter investment over the long-term. Being able to target people showing a level of intent meant that we could use really purposeful messaging to sell the value of the eBook as an asset – and that helped to make it one of the best-performing we’ve ever promoted.”



How VMware hit the sweet spot of reach and relevance:



LinkedIn's integration with Adobe Audience Segments helped to build an audience of relevant network specialists



The campaign retargeted those engaging with a LinkedIn Video Ad on networking and security, and LinkedIn Lead Gen Forms for related assets



Retargeting Sponsored Content featured bold visuals and specific calls to action such as "Get the Boss' buy in" and "Get management on-board"



The campaign drove close to 2,000 clicks and a click-through rate (CTR) almost 3x industry benchmarks



The campaign generated 215 leads at a cost per lead (CPL) close to half that expected

“

Knowing who we were targeting and what signs of interest they had shown made a huge difference. These are some of the lowest CPLs we've achieved – and it's definitely a tactic that we'll be adopting more widely going forward.”



Kristina Durantet

Senior Digital Marketing Consultant EMEA
VMware



When innovation and optimisation go hand in hand



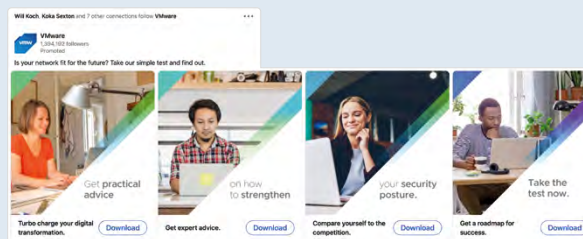
Innovation doesn't stand still. When new tactics are combined with LinkedIn insights, they point the way to further improvements. The campaigns developed for VMware by Transmission and LinkedIn have enabled Harminder and Kristina to identify the experiences that resonate most strongly with their audiences – and the techniques and tactics that can help deliver them.

The impetus for tech buying comes instead from teams such as sales and marketing, as well as senior leaders. B2B tech marketers need the ability to engage both facilitators and buyers with the specific content their roles require. The detailed personas that VMware and Transmission are building with LinkedIn data play a key role in making this possible.

Harminder quickly found that making it easier to share details and get to content faster had a dramatic impact on conversion rate. When retargeting based on intent, LinkedIn data confirmed that VMware was reaching the audience profile that it needed to: both IT facilitators in traditional specialist roles and senior decision-makers like owners, CEOs, founders and managing directors, who play the role of IT buyers. This enabled Kristina and Transmission to switch more budget to the retargeting component and increase that campaign's conversion rate.



VMWare, Single Image Ads

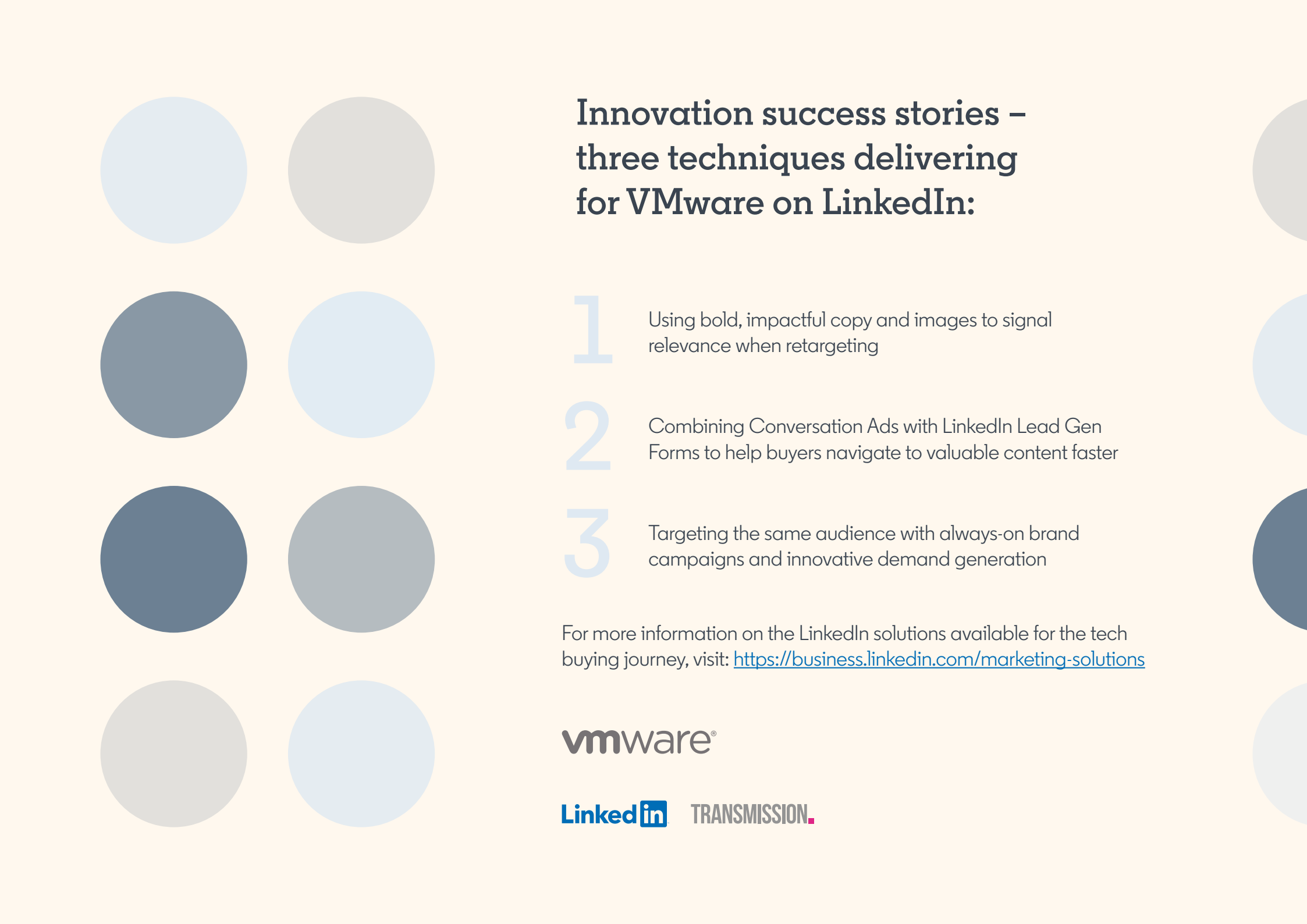


VMWare, Carousel Ad

This is particularly crucial at a time when the nature of IT buyers themselves is changing. Single IT decision-makers are increasingly rare and the functions they were traditionally found in, like IT, procurement and finance, are more likely to play the role of IT facilitators.

For the Conversation Ads Digital Workspace campaign, a breakthrough insight came from the game-changing impact of LinkedIn Lead Gen Forms. VMware was one of the first businesses to use these mobile-optimised forms in combination with the Conversation Ad format.

Visibility into the impact of innovation will continue to drive the business's use of LinkedIn going forward. As Harminder puts it, "a big part of our role is analysing the journeys that people take with us and the calls to action that they most engage with. As we move forward, that's going to help us identify more ways to connect with what buyers need."



Innovation success stories – three techniques delivering for VMware on LinkedIn:

1

Using bold, impactful copy and images to signal relevance when retargeting

2

Combining Conversation Ads with LinkedIn Lead Gen Forms to help buyers navigate to valuable content faster

3

Targeting the same audience with always-on brand campaigns and innovative demand generation

For more information on the LinkedIn solutions available for the tech buying journey, visit: <https://business.linkedin.com/marketing-solutions>

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