

Driving leads internationally



Headquarters: Tokyo, Japan

Industry: Appliances, Electrical, and Electronics Manufacturing

No. of Employees: 10,000+



Fuji Electric launched its LinkedIn presence in 2021, using the platform's global reach to effectively engage international markets for its Power Electronics, Semiconductor, Power Generation and F&B Distribution businesses. They use an integrated organic and paid media strategy to drive business results, leveraging research insights that have found that LinkedIn followers who are exposed to both organic and paid messages are 61% more likely to convert.

“Industry tradeshows used to be our main marketing channel. While we used to get more leads from tradeshows, LinkedIn leads are of much higher quality. The accurate targeting capabilities ensure that we reach the right decision makers in the right companies. From the leads generated on LinkedIn, we have been able to secure business meetings with companies on our target list.”



Marika Hashiguchi, Product Promotion, Fuji Electric

Awareness

Consideration

Conversion

Organic brand and product awareness posts on their LinkedIn Page

+21%

increase in business understanding among followers vs non-followers

Source: Fuji Electric internal brand study



Lead generation campaign

1.4x

Lead Gen Form completion rate

1.2x

Engagement rate

1.3x

Clickthrough rate vs LinkedIn platform average

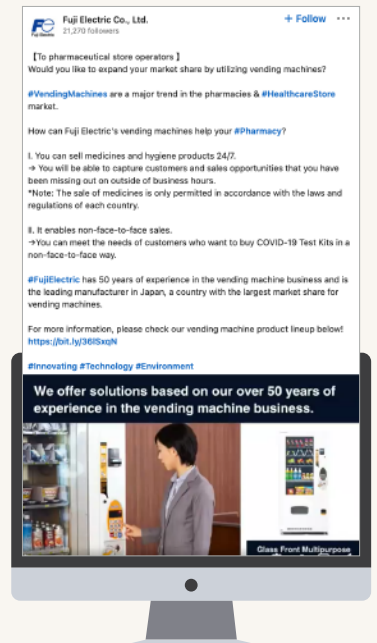
In one campaign, Fuji Electric sought to promote their vending machines to retailers globally. Positioning the product as a new contact-less sales channel, they adopted a full-funnel, integrated organic and paid media strategy on LinkedIn. This leverages the company's ongoing investment to build its community on LinkedIn by regularly engaging them with high-value content. Their internal brand study revealed that LinkedIn followers were 21% more familiar with their business, compared to non-followers, making their LinkedIn Page an important channel to support marketing efforts.

How they did it

Top- and mid-funnel marketing: Organic

For the vending machine campaign, Fuji Electric shared fun facts about the history of their vending machine business as top-funnel content to build brand awareness.

Building on the interest generated, Fuji Electric pushed out product-focused content on their LinkedIn Page. They generously shared how retail companies could use their vending machines in creative ways to grow their business. This content was posted in a variety of formats, including videos and easy-to-read multi-page documents.



Bottom-funnel marketing: Lead generation campaign

To turn interest and awareness into quality leads, Fuji Electric launched a paid media campaign to engage key companies globally.

Targeting

After defining their target audience by location, industry, job function and more, they used LinkedIn's Lookalike Audiences feature to quickly expand their reach to more audiences with similar profiles.

Ad formats

Fuji Electric used several creatives in rotation, all offering a whitepaper download via Lead Gen Forms. This allowed them to seamlessly capture lead information while offering a friction-less experience for prospects. They also used a retargeting strategy to nurture audiences who had previously interacted with their ads in order to nudge them towards conversion.

