



# From Italy to the world: Marketing internationally on LinkedIn

## Objective

- An effort by Italian Trade Agency (ITA) and Ministry of Foreign Affairs and International Cooperation (MAECI) to promote Made in Italy via the Be IT Campaign and position the country as the go-to choice for investors and buyers across 26 priority international markets
- To solidify the country's brand positioning, raise awareness, and generate quality leads among their target audience

## Solution

- An always-on strategy with monthly campaigns rotated by industry
- Narratives and creatives tailored for each campaign, with Custom Segment targeting to ensure relevant reach
- Sponsored Content for top- and mid-funnel awareness and consideration, followed by retargeting warm audiences with Message Ads and Lead Gen Forms to nurture conversions

## Results

72%

Peak Message Ad  
Open Rate

2,300+

high quality leads

“ LinkedIn was one of our top choices for promoting #MadeInItaly worldwide. We know LinkedIn audiences are high quality but, more than that, the platform's innovative ad formats, such as Message Ads and Lead Gen Forms, fit perfectly with our narrative and marketing strategy. The LinkedIn Marketing Solutions team has also been very supportive helping us understand the platform deeper and utilise it to deliver outstanding results.



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