

Objectives

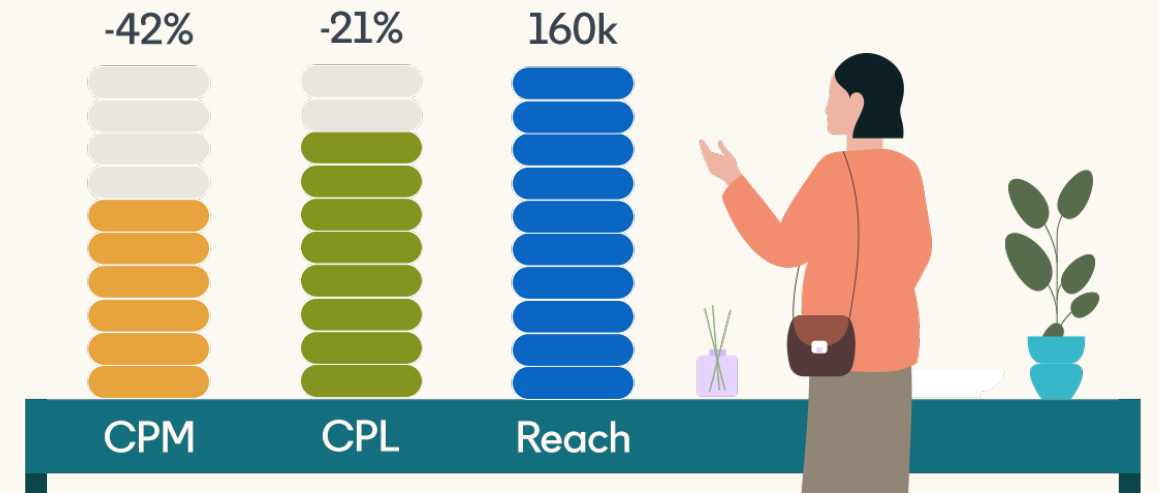
- To introduce the first-ever BMW 330Li M Sport to Malaysia
- To translate a precise ideal customer profile into a marketing campaign audience and drive conversions in the form of test drive bookings

Solution

- Used LinkedIn's precise targeting capabilities to define its audience in numerous ways — by seniority, job function, interests, etc
- Ran multiple targeting permutations, using the audience exclusion feature to avoid duplications and understand audience behaviour
- Deployed a mix of Sponsored Content, Lead Gen Forms and Sponsored InMail to engage and encourage audiences to book a test drive

Results

BMW Malaysia's lead generation campaign on LinkedIn produced results over its own performance benchmarks:



“ The first-ever BMW 330Li M Sport is an elegant composition of comfort and sportiness that we believe will appeal to the discerning professional. Such audiences tend to be active on LinkedIn, so it was natural that we engaged them there. ”



Ju-Leen Tan | Head of Marketing, BMW Group Malaysia