Expensya  Balancing short- and long-term lead generation on LinkedIn

Objective

• To generate high-quality leads in the short term to fill its sales pipeline while nurturing future prospects for the long term

Solution

A two-pronged approach:

• To create demand for the future, they nurture a wide audience using premium content such as e-books and infographics. This produces a large volume of cold leads for long-term nurturing.
• To capture demand at present, they target high-intent senior decision-makers with acquisition messages. Because this is more targeted, Lead Gen Form completion rates tend to be 2X higher compared to cold leads.

“LinkedIn is the only acquisition channel where we can be certain that we are targeting the right companies and decision-makers.”

Olivier Gallet Raffaely
Paid Acquisition Team Leader, Expensya

Visit marketing.linkedin.com to get started with LinkedIn Marketing Solutions.