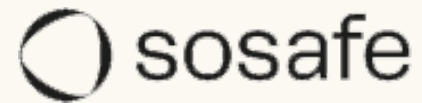


Measuring lead generation success on and beyond LinkedIn



Headquarters: Cologne, Germany | No. of Employees: 201 - 500 | Industry: Information Technology & Services

Challenge

- To prove the effectiveness of LinkedIn as a lead gen platform
- To raise product awareness among target audience and nurture them towards conversion as a Marketing Qualified Lead (MQL)
- To support inside sales in turning MQLs into Sales Qualified Leads (SQLs) and Sales Accepted Leads (SALs)

Solution

- Integrated Campaign Manager with marketing automation and CRM for seamless data flow
- Implemented a lead scoring methodology and lead nurture programme to track lead journey
- Ran full-funnel marketing campaigns on LinkedIn: top-funnel awareness/education campaigns and mid/bottom-funnel campaigns with actionable resources like cyber security audit to drive leads
- Ran account-based marketing (ABM) campaigns on LinkedIn for industry-specific audiences

“ Within nine months, we were able to show the business that we were reaching the right people, getting more leads, and maintaining a reasonable cost per lead on LinkedIn.”



Felix Jung
Performance Marketing Manager, SoSafe

“The traction we’re building on LinkedIn puts us in a strong position for next year, as we prepare to look beyond DACH and start marketing with LinkedIn internationally.”



Patrik Thies
Senior Online Marketing Manager, SoSafe

