

Headquarters: Milan, Italy | No. of Employees: 201 - 500 | Industry: Higher Education

Objective

- To understand LinkedIn's ability, as a marketing channel
- To drive enrolments for its two of its Masters and executive Programs, which were pitched specifically to niche audiences that have traditionally been hard-to-reach segments for the Business School

Solution

- SDA Bocconi, its media agency and LinkedIn Marketing Solutions worked closely together to define and refine its targeting strategy.
- Committed to ongoing campaign optimization and a test-and-learn mindset. For example, it tested driving audiences to a form on its website vs Lead Gen Forms and found the latter more effective
- Kept a close watch on campaign performance data, drawing insights about ad performance, audience demographics and behaviour to continuously refine its strategy.

“ LinkedIn is a data-driven platform and the level of insights we can derive from it is very interesting. While the lead-to-enrolment rate is still being assessed, just knowing that we are adding good quality contacts of the right demographic profile into our CRM system is a win in itself.”



Marco La Torre

Senior Channel Marketing Manager,
SDA Bocconi School of Management

Results

In 2 months, SDA Bocconi drove a good volume of high-quality leads at cost-per-lead 40% lower than its target, which was benchmarked against other channels. Lead quality was also validated by its sales team.

