



Marketing nationwide with regionalised messages

Headquarters: Nijmegen, Amsterdam | No. of Employees: 51 – 200 | Industry: Staffing and Recruiting

NRG-Office launched a regionalised marketing strategy on LinkedIn in 2021. In one year, they have recorded:

+700%

Increase in job applicants (leads)

+300%

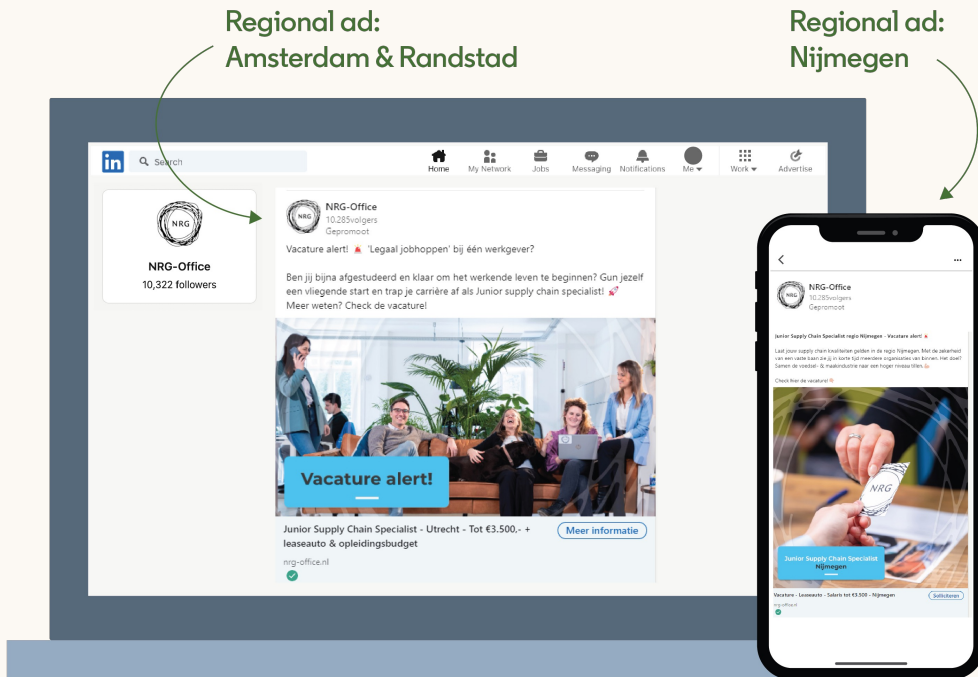
Increase in successful hires (closed deals)

+220%

Increase in Clickthrough Rate to website

Here's how they did it:

- **Brand marketing on a national level:** To nurture sustainable brand relationships, top-funnel marketing activity is targeted nationwide to maintain brand awareness and differentiate NRG-Office from the competition.
- **Regionalised lead generation:** Recognising that professionals in different parts of the country have different priorities, NRG-Office runs regionalised lead generation campaigns with tailored messages.
- **CRM integration for deeper audience insights:** By integrating LinkedIn Campaign Manager with HubSpot (marketing automation) and Salesforce (CRM) for seamless data flow, lead nurture and candidate tracking provide their marketing team with further insights on the effectiveness of their regionalised messages. They are also able to profile their best-performing segments by using CRM data to build Lookalike Audiences for their LinkedIn campaigns.



“ It is so important to know your audiences. The Netherlands may be a small country, but our conversations on the ground have revealed that a candidate in Amsterdam is very different from one in Zwolle. In response to that, we developed a full-funnel strategy on LinkedIn that combines nation-wide brand building and region-specific lead generation campaigns. This has performed strongly for us with a 700% increase in qualified applicants over the past year.”



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