Case Study

How Alma achieved a 6:1 ROI on LinkedIn

Alma

Alma aims to simplify access to high-quality, affordable mental health care at a time when four in ten Americans report dealing with anxiety or depression. By promoting their comprehensive mental health programs, they break down barriers and create opportunities for providers and patients alike.

But it’s not all of this—promoting mental health services. Through their work, Alma (and it’s mental health care providers) also promote new tools and services. Alma uses a full-funnel approach on LinkedIn, from high-level brand awareness of the ways to convert mental health care providers. Along the way, they make a point to keep that tone, which has led to improved retention among the team.

Alma’s aims align with mental health care professionals. Alma’s mission is not an easy one. Reaching mental health care providers is a challenge. Alma wanted to promote their new tools and services. Alma is not alone in this hyper-competitive mental health space. To stand out, they needed an edge—something that LinkedIn has in abundance. Through their work with Alma (and it’s mental health care providers), they’ve created friendly, no pressure, personalized conversations.

Alma’s aim is to continue their mission to help mental health providers by providing new tools and resources.

Why it Worked: A Human Strategy

Catering to lead types can be seen on LinkedIn—deeply personal ads to content downloads for thought leadership and conversation ads. Alma leveraged a campaign for advocacy and touched at multiple points along the journey to catch any straggler.

Alma’s wins across the end-to-end funnel

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<thead>
<tr>
<th>Strategy</th>
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*Conversion rate: Ad spend on those that clicked (vs. ad spend on those that didn’t).
*Brand recall: 30% of audience was able to recall Alma’s brand after the campaign.

What’s Next For Alma

The goal was to use LinkedIn in a more methodical way. One challenge was mental health sale professionals. Alma leveraged an audience targeting strategy to get the right message to the right person. Alma plans to use them to help expand their campaign.

Alma’s wins across the end-to-end funnel

The LinkedIn Edge

Alma

LinkedIn provided a data-driven way to target the right audience. Alma leveraged an audience targeting strategy to get the right message to the right person. Alma plans to use them to help expand their campaign.

Conclusion

LinkedIn provided Alma with a way to promote their new tools and resources. As such, the average CTR for six months was 4.42%. Industry average is 25%. These wins are due to the unique audience targeting strategy on LinkedIn, which allowed Alma to focus on empathetic messaging targeting the real wants and needs of decision-makers with conversational ads.

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