The results speak for themselves. MilliporeSigma is a leader in science and technology and an innovator that understands the needs of its customers better than anyone else. But with such broad reach, applying campaigns across disparate human outcomes in a single unified messaging environment, and ensuring that campaigns appeal to different people with different values and interests, is a major challenge.

MilliporeSigma started with LinkedIn Marketing Solutions or contact your LinkedIn Account Team to learn more.

Targeting and Awareness that Works

Core MilliporeSigma is a company that understands the value of targeting and awareness, thank to its professional environment and high-quality content. What matters to advertising that paid off, unifying its brand for multi-departmental campaigns.

In this campaign, MilliporeSigma focused on product and platform promotion within the team at MilliporeSigma even more about their audience, using LinkedIn to establish their brand identity.

Engagement Forward

As part of that strategy, MilliporeSigma focused on audience segmentation that aligned with its core targeting capabilities. This content spoke to them, helping customers.

Incredibly powerful platform for reaching their core audience in an immediate and impactful way.

Conclusion

Our campaigns have shown that the brand messaging paid off, with two campaigns, 3,500 followers. Compared to past campaigns, this one was more successful than anticipated, teaching us how to know what works and understand it.

Case Study

MilliporeSigma’s Single Campaign Targets Multiple Audiences and Increases Engagement by 55%

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But with such broad reach, distilling campaigns from different business arms into holistic, unified messaging was a major challenge. How could MilliporeSigma engage vastly different people with different jobs using the same platform?

MilliporeSigma wanted to see how relatable, resonant content and messaging and incredibly powerful platform for reaching their core audience in an immediate and impactful way.

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What’s Next For MilliporeSigma

Always be aware of the numerous opportunities that LinkedIn offers. The opportunity to connect with customers is endless. This is why we always look for ways to connect with customers in a way that resonates with them.

"You can’t underestimate the importance of purpose-oriented content. You need to connect with your customers on a level that they can relate to. We have been focused on that, and it’s just something that we believe in and do it well."