



Scaling Globally

Scaleup Finance turns LinkedIn into a robust inbound marketing growth engine in Denmark and the United Kingdom



Scaleup finance 

Industry: Technology, Information and Internet

No. of Employees: 51-200

Headquarters: Copenhagen, Denmark

Scaleup Finance helps founders, CEOs and finance teams drive their business forward by providing accurate financial data, strategic insight, and expert advice. As a finance management platform that automates dull, time-consuming and repetitive tasks, Scaleup Finance makes planning and budgeting straightforward, and generates actionable management reports instantly.

Founded in Denmark in 2021, the company relied heavily on referrals for customer acquisition. To fuel its growth ambitions, however, Scaleup Finance knew it had to transition to a scalable growth model.

In 2022, Scaleup Finance turned to LinkedIn as the ideal B2B marketing platform to help it cement its brand position in its home market of Denmark and break into its

first international market of the United Kingdom (UK).

Leveraging LinkedIn's first-party data and precise targeting capabilities, Scaleup Finance adopted a localised, full-funnel marketing strategy tailored to its Ideal Customer Profiles in each market. By controlling who interacts with its ads, the company was able to ensure that its messages were effectively moving the right people and companies through its marketing funnel. This resulted in LinkedIn producing higher quality leads compared to other platforms.

Today, LinkedIn remains at the core of Scaleup Finance's marketing mix and is the primary marketing channel powering its international growth ambitions.

THE RESULTS

LinkedIn Ads campaigns in Denmark and the United Kingdom helped Scaleup Finance achieve 1,000% growth within a year. Today, with a marketing mix anchored on LinkedIn, over 50% of Scaleup Finance's qualified leads are attributed to its digital marketing efforts.

 **+2,561%**

increase in Annual Recurring Revenue (ARR), Jan 2024 vs Jan 2023

 **+200%**

increase in Sales Qualified Leads, 2023 vs 2022

 **+86%**

increase in website traffic, 2023 vs 2022

THE CHALLENGE

Scaleup Finance needed to build a scalable growth model to drive new customer acquisition in Denmark and the UK.

THE SOLUTION

Scaleup Finance launched a localised, full-funnel marketing strategy on LinkedIn to create brand awareness, drive valuable website traffic, and generate marketing qualified leads in each market.

Globalised branding

To establish a consistent brand identity across markets, Scaleup Finance ran evergreen, global brand campaigns with its key tagline: Don't hire a CFO, subscribe to one. Doing so laid the foundation for localised, follow-up campaigns that spoke directly to audiences in each market.

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On LinkedIn, we're able to tailor our full-funnel marketing strategy directly to our Ideal Customer Profile in each market. Our results suggest that we have successfully built the scalable growth model that we need to continue expanding internationally.



Alexander Wulff
CEO & Co-founder
Scaleup Finance



Scaleup Finance's evergreen brand ads were served globally to establish its brand identity across markets.

Scaleup Finance
4,465 followers
Promoted

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Localised messaging

Scaleup Finance delivered bespoke brand messages in each market. In Denmark, it emphasised its heritage as a homegrown brand, using 'Danglish' in its ads to relate to local audiences; as a new entrant to the UK, it leveraged iconic assets like Stonehenge to position itself as a brand that is embedded in the local context. The company's investment in brand building comes from its conviction that a recognisable brand could generate more inbound leads in the long run.

Localised audience insights

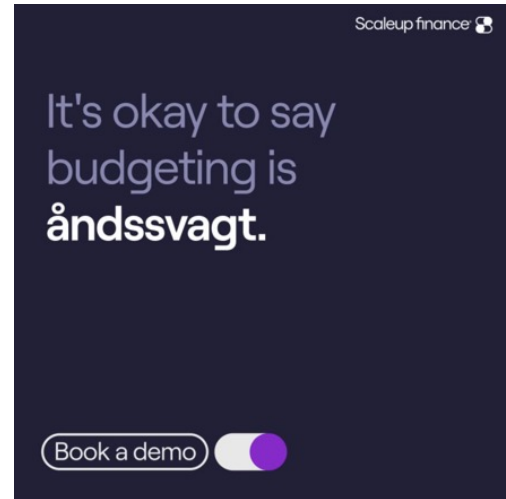
Scaleup Finance leverages demographic insights from its LinkedIn Ads campaigns to continuously deepen its understanding of audiences in each market. By integrating HubSpot and LinkedIn Campaign Manager, Scaleup Finance is able to accurately attribute lead source and assess lead quality. When LinkedIn-sourced leads convert into sales opportunities, for example, this data is sent back to LinkedIn Campaign Manager so that future campaigns are optimised towards audiences of similar profiles.

THE FUTURE

Within a year of launching on LinkedIn, Scaleup Finance recorded 1,000% business growth. Its inbound marketing engine, which is largely centred on LinkedIn, now accounts for over 50% of all new sales. This gives Scaleup Finance the confidence to continue on its international expansion journey with LinkedIn as its trusted marketing partner.



Scaleup Finance ran localised marketing campaigns featuring, for example, 'Danglish' ads in Denmark and Stonehenge ads in the UK.



Book a check-in with Scaleup Finance
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Læs mere



Check out Scaleup Finance here

Læs mere

"We didn't succeed overnight but gradually built our success over time by establishing Scaleup Finance's brand on LinkedIn. By continuously refining our creatives to align with our audience's interests and address their pain points, we managed to increase relevancy and thereby the number of clicks and leads from our target audience."



Matias Kristensen

Paid & Performance Specialist
Sunrise A/S

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