

Writing a global growth story

Sweden-based Storykit enters the US with LinkedIn as its exclusive marketing partner



Storykit

Industry: Technology, Information and Internet

No. of Employees: 51-200

Headquarters: Stockholm, Sweden

Storykit is the complete video creation tool that transforms any text into compelling video content. The company makes it possible for everyone to make video and for everything to be video. Its unique text-to-video functionality removes the need for video editing skills. Instead of editing videos, customers can simply write them.

Based in Sweden and already present across key European markets like Germany and the United Kingdom, Storykit ventured into the US market in 2023.

As a new market entrant, Storykit's first order of business

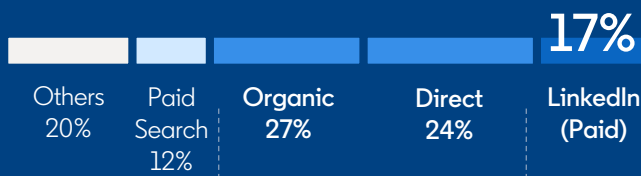
was to start driving revenue in the US quickly. Having experienced marketing success on LinkedIn both domestically and in other international markets, the company knew it could leverage the platform's professional reach and precise targeting capabilities to effectively create awareness, nurture consideration, and drive qualified leads among a cold audience.

Storykit chose to run localised paid marketing campaigns for the US exclusively on LinkedIn for almost a full year, establishing itself in the market and driving revenue along the way.

THE RESULTS

For the first 11 months, Storykit laid a strong foundation for business growth in the US by marketing exclusively on LinkedIn.

Website sessions generated in 2023:



51% of all website sessions were added value from LinkedIn paid activity

55% of all leads from LinkedIn Lead Gen Forms

11% lead-to-opportunity conversion rate

25% Sales Qualified Leads

THE CHALLENGE

Founded in Sweden in 2013, Storykit's international expansion journey has brought it across Europe. In 2023, fuelled by growth ambitions, the company turned its sights to the US market.

For Storykit to succeed in any new market, its marketing team must be able to effectively reach, engage and convert a cold audience, despite low brand awareness and product understanding.

The company chose to market exclusively on LinkedIn for almost a year, understanding that the platform's precise targeting capabilities would enable them to execute a highly localised, full-funnel marketing strategy tailored to the US market.

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LinkedIn plays a crucial role in our international marketing. Seeing great results with the strategy used for US, we plan to continue with video-view and lead generation campaigns in the local language for the Netherlands in 2024. Hopefully, we'll see the same ripples on the water from our campaign efforts on LinkedIn.



Jonna Ekman
Marketing Director
Storykit

THE SOLUTION

It was critical for Storykit's marketing team to accurately identify and reach their Ideal Customer Profile (ICP) in the US. Working closely with their sales team, they brought these audience insights onto LinkedIn to build a custom campaign audience.

As the US is a large and hyper-competitive market, they further refined their targeting strategy to zoom in on specific metropolitan areas within the US with higher concentrations of their target audience. This helped to improve budget efficiency.

Their target audience was then brought on a full-funnel journey that started with brand awareness videos. While driving impressive video view rates, the team began collecting campaign insights that enabled them to segment their audiences further. Audiences who had viewed their brand videos, for example, were retargeted with mid-funnel consideration content. In this manner, Storykit effectively nurtured audiences towards bottom-funnel conversion, where they used LinkedIn Lead Gen Forms to seamlessly collect accurate lead information.

Lead quality from LinkedIn has been validated with 25% of all leads deemed Sales Qualified Leads and Storykit recording a 11% lead-to-opportunity conversion rate.

“One of the biggest drivers that we look at is how our marketing campaigns impact pipeline and revenue. We have seen great quality from inbound leads from LinkedIn versus other platforms. While they are slightly more expensive, the quality is good and that's the most important thing,” said Sofia Eriksson, Performance Marketing Manager, Storykit.

THE FUTURE

Having achieved early success in the US, Storykit intends to replicate its international marketing strategy to yet another international market — the Netherlands — in 2024. As its growth journey continues, so will its partnership with LinkedIn.