



A new concept in networking, built through the power of Sponsored InMail

Global Business Owners is an international business network that delivers value for company owners through the exclusive calibre of its membership. Its spectacular growth has been driven entirely through the targeting capabilities and unique response rates of Sponsored InMail.



“The quality of our membership is absolutely vital for Global Business Owners, and one of the most impressive things about Sponsored InMail is the way it keeps delivering the exact profile of guests we are looking for. We’ve been able to generate so many quality leads on LinkedIn that we have grown our headcount faster than initially planned, in order to take advantage of the opportunity



Peter Redrin
President, Global Business Owners

Global Business Owners organises exclusive monthly social events for company leaders, presidents and founders in major European cities.

It uses LinkedIn data to identify potential new members – and then reaches out through personalised Sponsored InMail messages.



Prospective members are invited to try a Global Business Owners event in their city, before deciding whether to take up membership.

The network’s always-on Sponsored InMail campaign delivers an **open rate of 78%**.

Sponsored InMail campaign generates around **800 leads and 400 new booked guests every month.**

150

The campaign is growing Global Business Owners’ membership at a rate of **150 new members per month**, far exceeding initial expectations.