

MANCHESTER  
1824

The University of Manchester  
Alliance Manchester Business School

LOCATION  
Manchester, UK

NO. OF EMPLOYEES  
500+

INDUSTRY  
Education

## Alliance Manchester Business School Increases Lead Gen Success with Sponsored Content and InMail

### Challenge:

In a competitive market, Alliance Manchester Business School (Alliance MBS) seeks out a certain type of candidate for its MBA and executive education programmes: the accomplished professional who has reached senior management or beyond, and wants to take his or her career to the next level. Identifying and reaching these individuals has been challenging with unreliable email lists and broader forms of display advertising, so the School turned to LinkedIn for a better window to the right prospects in the right mindset.

*“LinkedIn campaigns continue to generate some of the highest quality leads when compared to our other paid activity. We can target precisely and optimise campaigns in real time to drive maximum return on investment and strengthen engagement with our audiences.”*



**Martin Starkey**

Marketing Officer, Alliance Manchester Business School

## Solution:

LinkedIn's marketing tools have been tremendously influential in helping Alliance MBS connect with its target audience for MBA and executive education programs. Using a combination of Sponsored Content and InMail, the Business School directs interested members toward its website for news stories, course landing pages, alongside student and alumni testimonials. The ability to filter by location, industry, and job seniority has been crucial. "With LinkedIn it's much easier to narrow down our audience and actually get to the people that we want to get our messages to," says Martin Starkey, Marketing Officer for Alliance Manchester Business School.

*"With LinkedIn, you're contacting the individual. So if they change roles, you're still contacting that individual rather than a specific role at a specific organisation. That's where LinkedIn has real benefits for us."*



**Martin Starkey**

Marketing Officer, Alliance Manchester Business School

## Results:

**58%**  
open rates

**6%**  
click-through rate

Engaging prospects directly and generating leads via InMail has been a primary focus for Alliance MBS, and Starkey reports outstanding results on this front. With open rates checking in around 58% and click-through rates approaching 6%, he says the School's campaigns are performing well above benchmarks, and he credits complementary Sponsored Content campaigns for helping raise awareness around the programs. As advice for other marketers on the platform, Starkey suggests running multiple variations of ads and always A/B testing. You can't rely on things that worked in the past working again in the future, and you never know what types of insights this practice might yield. "One thing we have found in the last 12 months is since we have changed from softer calls to action, such as 'Discover More' or 'Find Out More' to stronger ones such as 'Watch,' 'Read,' 'Download,' and 'Register' — that has really improved our engagement and click-through rates."

We are seeing the quality and volume of our MBA applications increase year-over-year and our LinkedIn campaigns play a key role in achieving this ongoing success.

Visit [marketing.linkedin.com](https://marketing.linkedin.com) to get started with LinkedIn Marketing Solutions.