

Invesco drives executive thought leadership with exceptional LinkedIn Live event



 Location: Atlanta, GA | No. of Employees: 8,500 | Industry: Finance



“The activity on the message board, between job-seekers and hiring managers, was such a great outcome from the event. Seeing those connections being built really highlighted what LinkedIn is all about.”

Jodi Phillips

Director of Editorial and Social Media Content at Invesco



Challenge

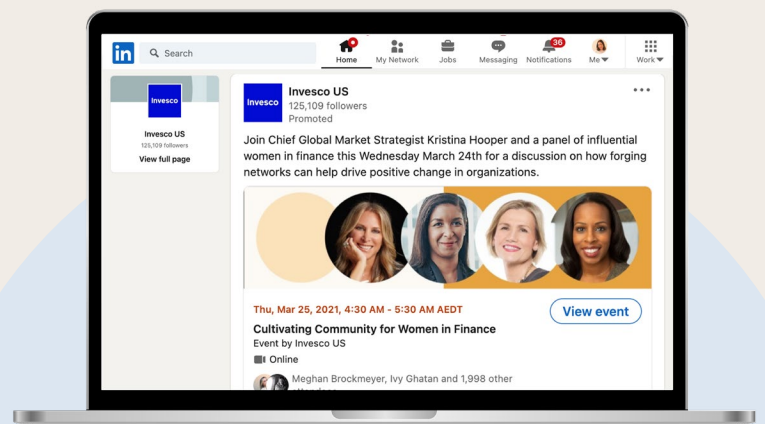
Invesco Chief Global Market Strategist [Kristina Hooper](#) was participating in the LinkedIn Live event Cultivating Community for Women in Finance as a voice of authority among women leaders in finance.

“Our objective for this event was to bring together a community of people to discuss this topic of driving positive change in their organization. Kristina was able to share her experience and insights - and it was great exposure for Invesco as well.”

explains Jodi Phillips, Invesco’s Director of Editorial and Social Media Content

Participation in fully-online events is still a relatively new undertaking across all industries, and there is uncertainty around the mechanics of creating interest and driving registration in the digital space.

Invesco’s agency, the communications firm Edelman, helped spearhead and guide this initiative.





Solution

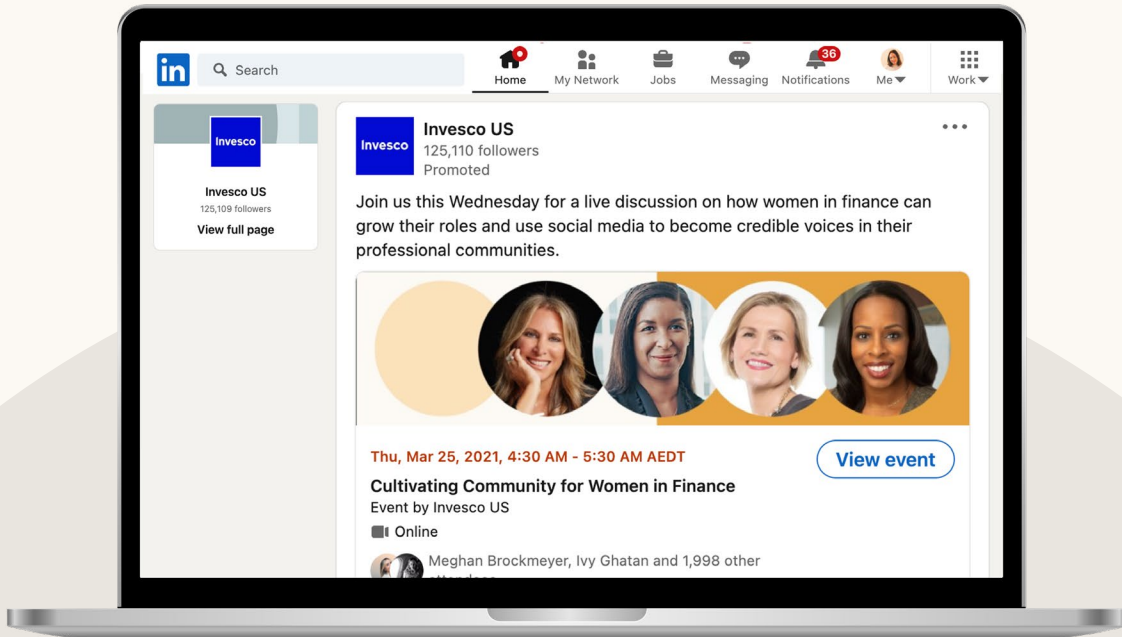
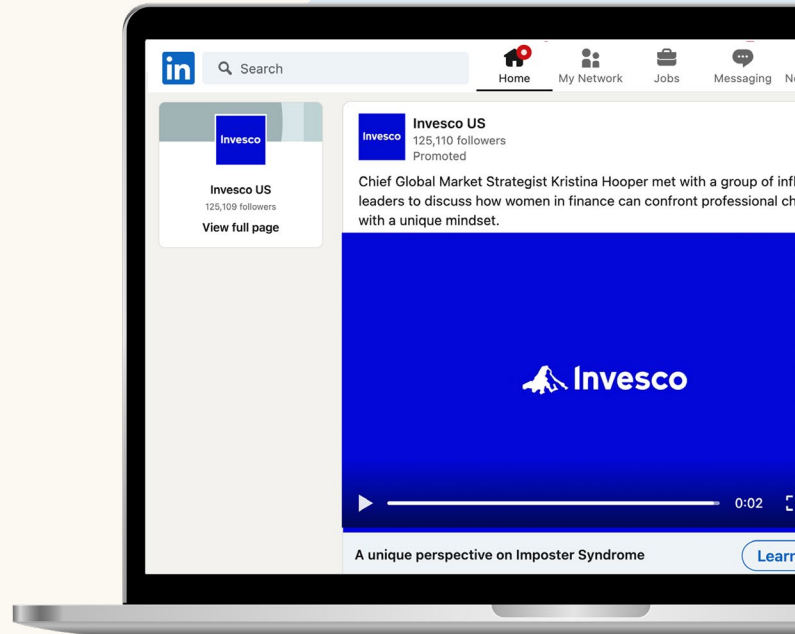
Invesco used [LinkedIn Events Ads](#) to create buzz around the event and drive registrations through both organic reach and paid promotions.

The organization targeted attendees based on their existing LinkedIn social circles.

“We were able to target by group membership, and created an audience of those segments with group membership in mind,”

says Elba Leo, Senior Account Supervisor at Edelman.

The powerful targeting capabilities within LinkedIn Event Ads allowed Invesco to bring in a strategically targeted audience, while the virtual format meant attracting more attendees than they likely would have for an in-person conference.





Results

Invesco was able to deliver expertly targeted ads to members who would most benefit from participation in the LinkedIn Live event.

Using her position as a LinkedIn Influencer, Hooper was able to share her authentic and valuable insights on a larger stage.

“LinkedIn is a critical component to our strategy because it’s a key medium for our thought leadership and executive visibility program in particular. And that’s really why this LinkedIn Live event was so successful for us,”

says Phillips.

Through its participation in the LinkedIn Events Ads beta, Invesco attracted more than 2,000 members to register. Engagement with the event itself was excellent, with more than 400 viewers attending at peak and most attendees staying tuned for the entire hour-long stream.

After the event, Invesco drove additional traffic to the LinkedIn Live recording by sharing and promoting video clips featuring Hooper speaking at the event, touching on topics relevant to Women’s History Month and gender equity at the workplace.

Invesco participated in the LinkedIn Events Ads beta and successfully drove

2K+

members to register – 50% from paid media

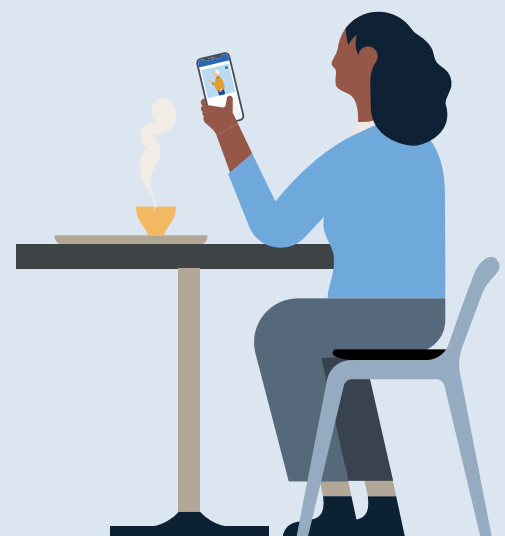
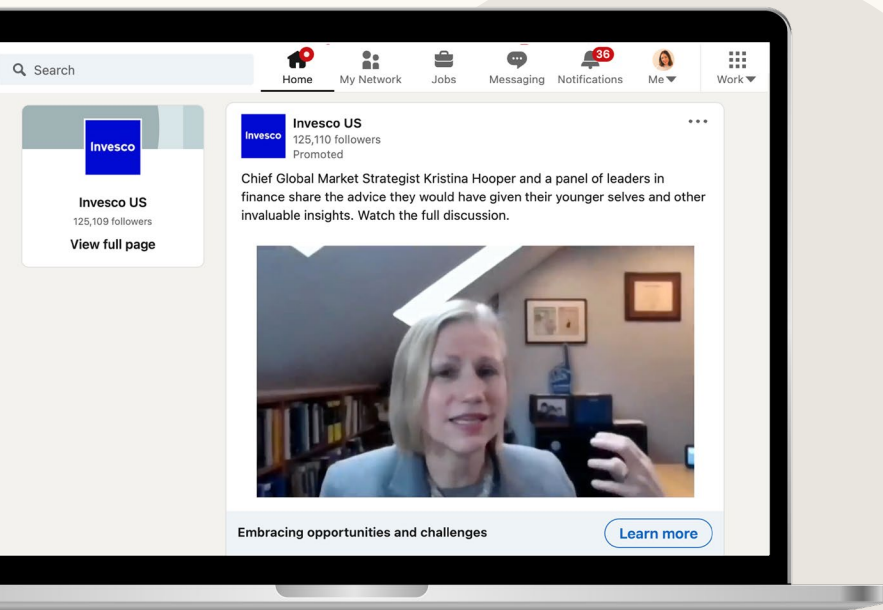
444

live viewers were in attendance at peak and stayed tuned in for the duration of the 60-minute stream with no drastic viewership drop-off.

We see

356%

more companies adopting scheduled live events in Mar 2022 vs. Mar 2021



Expert targeting drives relevant registrations

Invesco was able to target their core audience and use LinkedIn Event Ads to discover non-traditional parties who still had an interest in the event topic.

Ads were delivered to decision makers and influencers who had the potential to bring in even more registrations. According to Leo: “We targeted LinkedIn users who indexed high for desire and equal opportunity for all, as well as those who have a focus on continuing education.”

Invesco and Edelman also launched a retargeting campaign. “We drove engagement with those who had visited Invesco blog pages, visited the company page on LinkedIn, and those who have engaged with our video campaigns,” says Leo.

Better results with a dedicated ad format

Invesco’s CTR was higher than the estimated benchmark, suggesting they were hitting the mark in connecting their topic and audience.



40%

of LinkedIn Event Ads Beta customers have seen their cost per registration decrease when using the Event Ad versus similar Sponsored Content Single Image event campaigns.

Metrics to measure impact

LinkedIn Event Ads metrics show how many members view, click, and register, allowing for real-time campaign adjustments. Leo shares,

“Of 1,104 registrations, 817 of those were from the women in finance target audience. So obviously very successful!”



“We wanted to get Kristina plugged into these industry-wide, timely, and relevant conversations around gender equity and inclusion, expanding her voice beyond her focus area of global market commentary into another area of importance for her and other women in finance.”

Alexandra Schepsis

Vice President, Financial Communications & Capital Markets at Edelman