

An employee-driven organic impact

For its brand relaunch, Eka Software drives 233% increase in traffic to its new website in a single day with an integrated organic and paid campaign on LinkedIn



Location: Norwalk, Connecticut | No. of Employees: 201-500 | Industry: Computer Software

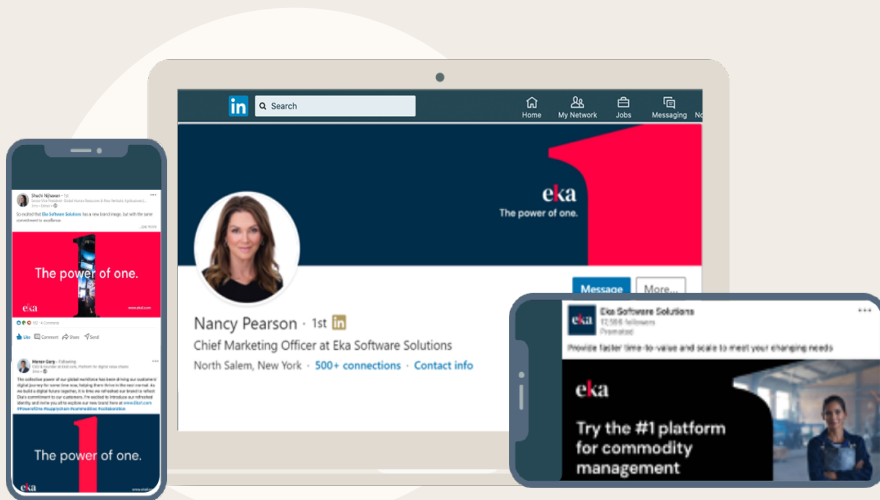
Unlocking the power of one

Many organisations recognise that employees are their most valuable asset but few are effectively leveraging the strength of employee advocacy in marketing. Eka Software, a global leader in digital commodity management solutions driven by cloud, blockchain, machine learning and analytics technology, has demonstrated how this can be done with a highly successful brand relaunch campaign on LinkedIn.

In the past few years, Eka, along with its markets and customers, has evolved. To reflect its vision of providing one platform with one data model, one security model, one version of truth and multiple solutions to enable digital transformation, the company prepared to relaunch its brand as 'Eka1: The Power of One' along with a new website.

Eka Chief Marketing Officer Nancy Pearson, who led the brand transformation, wanted an innovative approach to the relaunch. The marketing team landed on the idea of engaging its own employee base to truly showcase 'the Power of One' in announcing the new brand and driving traffic to its new website (www.eka1.com) while maintaining the momentum of its always-on brand awareness and demand generation marketing efforts on LinkedIn.

The company significantly accelerated its digital outreach with a seamlessly executed plan that involved organic efforts by over 400 of its employees, along with a targeted paid media campaign.



Eka's brand relaunch campaign produced:

800,000+

impressions from organic and paid efforts in one week

+233%
surge in website traffic in one day

+10%
increase in LinkedIn Page followers

An integrated approach to organic and paid media

Eka's plan was to have its employees simultaneously update the cover image of their personal LinkedIn profiles, share a post about what the brand change means to them, and invite people in their network to visit the new Eka1 website.

As part of the build-up, the marketing team shared the plan with all employees, including its C-suite executives. This created a lot of buzz internally as employees were excited by the opportunity to showcase their contributions towards the company's progress, while the company was looking forward to highlighting the individuals that deliver its brand value to clients on a daily basis.

When launch day arrived, at a pre-determined time, over 400 Eka employees logged into LinkedIn and started posting. Together with Eka's concurrent paid media campaign, this earned the company more than 800,000 impressions over a week. Eka employees essentially helped drive a 233% increase in website traffic and contributed to a 10% increase in LinkedIn Page followers.

To amplify results, Eka concurrently ran two paid media campaigns to build greater brand awareness and drive stronger demand generation. Eka's existing campaign-related assets were repurposed from its arsenal of always-on campaigns, updated to reflect its new brand, and precisely served to its key audience of CTOs and CFOs in specific industries. This approach ensured that its marketing traction on LinkedIn was maintained.

Eka started actively marketing on LinkedIn in 2019 and now attributes about 48.6% of its overall prospect count, 7% of its lead count, and 5% of its Annual Recurring Revenue (ARR) to its marketing investment on the platform.

"No other digital marketing platform is as responsive to the changing needs of marketers. In the past year alone, I've seen LinkedIn continuously improve its features, functionalities and services to better empower marketers to drive the business results that we want," said Vanitha Poojary, Eka's Director of Digital Marketing.

Even with the COVID-19 pandemic rocking the global economy and B2B sales becoming increasingly challenging, Eka's partnership with LinkedIn ensures that it's able to continue reaching, engaging and nurturing the audiences that matter most to its business.



"We adopt an always-on marketing strategy on LinkedIn. It gives us access to high-intent professionals and equips us to accurately target and retarget our niche audiences, using a rich media mix to nurture them through the funnel for better ROI. Naturally, LinkedIn was also the top choice for our brand relaunch."

Vanitha Poojary

Director, Digital Marketing, Eka Software Solutions