

IPOS triples its conversion target on LinkedIn



Location: Singapore | **No. of Employees:** 201-500

Industry: Government Administration



“LinkedIn provides an ideal platform that brings together professionals across different industries where intellectual property (IP), such as brands, designs, content and technology, are part of their everyday work. This has allowed us to effectively reach out to them, build, and strengthen the network and innovation ecosystem that recognises IP and intangible assets as the future drivers of enterprise growth.”

Benjamin Tan

Deputy Director, Media & Communications, Intellectual Property Office of Singapore (IPOS)



“LinkedIn is a high-value marketing channel that is equally effective for broad-based awareness and targeted conversions. Its unique targeting capabilities and rich behavioural insights enabled us to engage an audience of commercial value.”

Jason Cheang

Head of Digital, Asia Pacific & Japan, Metia Group (digital marketing agency for IPOS)

From ideas to assets

As an innovation agency, IPOS drives Singapore’s future economy with its IP expertise and networks and fosters a conducive innovation ecosystem through constant review of regulatory frameworks and enterprise-centric schemes.

Every year, it hosts IP Week @ SG, the world’s premier Intellectual Property event for IP thought leaders, legal experts and innovative businesses.

For its 2019 edition, IPOS added a digital push to its event marketing efforts with Metia Group, its digital marketing agency, and LinkedIn, its preferred marketing platform, leading the charge.

Results

The campaign delivered healthy results across IPOS’ full-funnel objectives.

Building awareness

115,700+

impressions

2,800+

clicks

Driving conversions

3.5x

more conversions than target

70:1

marketing ROI on LinkedIn

The campaign blueprint

IP is an essential tool that is fundamental to business and economic growth given its impact on technologies, brands, design and protection. This means that IPOS serves an extremely diverse audience, from individual creators to organisations of all sizes, across all industries.

This audience is not only demographically different but are also at different stages of IP development and harnessing IP for growth. Smaller companies may not be aware of the intangible assets they own while larger enterprises may regard IP as a legal or technical issue, rather than a driver of business growth that can fortify its competitive advantage.

For this reason, IPOS decided to adopt a full-funnel event marketing strategy on LinkedIn.

For top-of-funnel audiences, it focused on building awareness around the event, its value propositions and the relevance of IP for future growth; for bottom-of-funnel prospects, it doubled down on driving conversions in the form of event registrations. Clearly, the success of this strategy hinged on the team's ability to tailor—and accurately serve—compelling content to specific audience segments.

“Our creative idea was to use many small but smartly-placed stories to speak directly to each of our audience segments. LinkedIn Marketing Solutions matched our needs perfectly, enabling us to reach our desired audience with no wastage at all,” said Jason Cheang, Metia Group's Head of Digital, Asia Pacific & Japan, who was tasked to lead the campaign for IPOS from March to August 2019.

Target, track, optimise

In a data-driven approach to audience definition and segmentation, Metia used its **proprietary advanced micro-profiling techniques** to study the psychographics and pain points of its audience. These insights were then brought to life with LinkedIn's precise targeting capabilities and robust first-party data in order to create custom audience segments for the campaign.

Content was then served using a mix of single image, carousel and video ads. These carried a strong call-to-action to learn more at the IP Week @ SG 2019 website. There, the LinkedIn Insight Tag had been installed to unlock greater insights into visitor behaviour while tracking conversions. This enabled the team to identify warm leads from website visitors and retarget them on LinkedIn for further nurturing. LinkedIn's lookalike audience feature was also deployed at this stage to expand the campaign's reach to similar new prospects.

Metia was also constantly testing and optimising the campaign using the wealth of performance insights that

LinkedIn provides. This ensured that resources were directed to better-performing ad streams.

The team ran different combinations of audience segments, creatives and copy using small daily budgets and a frequency cap to maintain cost effectiveness and prevent campaign fatigue.

By the end of this well-engineered campaign, the team had exceeded its target KPIs on LinkedIn, yielding IPOS an impressive 70:1 marketing ROI.