



Headquarters: Taipei, Taiwan  
No. of Employees: 51 – 200  
Industry: Education Administration Programs

“We are impressed by how effectively we are able to nurture the right audiences on LinkedIn. Engaged audiences are more likely to convert, which lowers our cost per lead without compromising lead quality. With a significant number of quality leads in Taiwan coming from LinkedIn, we are now exploring the possibility of bringing our international marketing efforts onto the platform as well.”



Chris Chou  
Chief Operating Officer  
Hahow for Business

# Hahow for Business reduces sales cycle by 30% with a full-funnel nurture programme on LinkedIn

## THE CHALLENGE

- Reach, engage and convert new audiences to sustain leads pipeline.
- Acquire audience insights to customise content suitable for customers in different buying cycles, without visibility into the lead journey due to siloed operations.

## THE SOLUTION

- Implemented multiple [LinkedIn Insight Tags](#) on their website and lead gen forms to unlock powerful demographic insights on website visitors, and retarget the audiences for further nurture. They were then able to customise marketing strategies at different stages of the marketing funnel. For instance, they saw that nurturing audiences in the consideration phase with product specific information helped to decrease the sales cycle effectively.
- Leveraged [LinkedIn Audience Network](#) to reach new audiences through LinkedIn’s network of trusted third party apps and sites.
- Used [Maximum Delivery Bidding](#) to deliver their full budget while getting the best results possible.

## THE RESULTS

150%  
increase in lead volume

46%  
lower Cost Per Lead vs benchmarks

30%  
shorter sales cycle