



# Jabra tunes LinkedIn employees into headphone discounts – on LinkedIn



Over the last three years, the headset manufacturer Jabra has built an Account-Based Marketing (ABM) strategy using LinkedIn, to target IT decision-makers at +100 top global accounts through Sponsored Content and Message Ads. A key supporting role is played by Jabra's discount purchase programmes for employees of these accounts, which raise awareness, drive sales of the brand's state-of-the-art consumer headphones, and influence organisation-wide choices of which corporate headsets to buy. A click-through rate (CTR) of 1.58% for personalised Sponsored Content proved there's no better platform for targeting LinkedIn employees than LinkedIn itself.

## The Challenge

- Promote the Jabra employee purchase programme to LinkedIn employees
- Drive excitement around Jabra's Elite range of premium, wireless, consumer headphones
- Build enthusiasm for the Jabra brand within LinkedIn, as part of the global ABM strategy

## Why LinkedIn?

- Mainstay of Jabra's three-year ABM strategy
- Ability to target top global accounts with either employee-wide campaigns or specific messages for IT decision-makers
- Opportunity to target LinkedIn employees on their own platform – adding an extra twist to ABM campaigns

## The Solution

- Sponsored Content targeting LinkedIn employees in the LinkedIn feed
- High-impact imagery of the Elite range
- Clear call to action to register for employee discounts
- Personalised content, addressing LinkedIn employees directly in Sponsored Content copy and landing pages

## Results

- Click-through rate of 1.58% to employee programme registration pages
- Targeting 15,000 LinkedIn employees generated 53,200 impressions through engagement and organic sharing
- Positive word of mouth through extensive comments on posts: "you're the talk of the town!"

**A high-impact ABM campaign proved there's no better platform for targeting LinkedIn employees than LinkedIn itself.**

## An ABM campaign with a twist

As Jabra's ABM Manager for EMEA, Andreas Villumsen explains, the opportunity to target LinkedIn employees through their own platform was one that the brand's marketing team relished. "We thought they would see the irony and respond positively – and that's exactly what happened," he says.

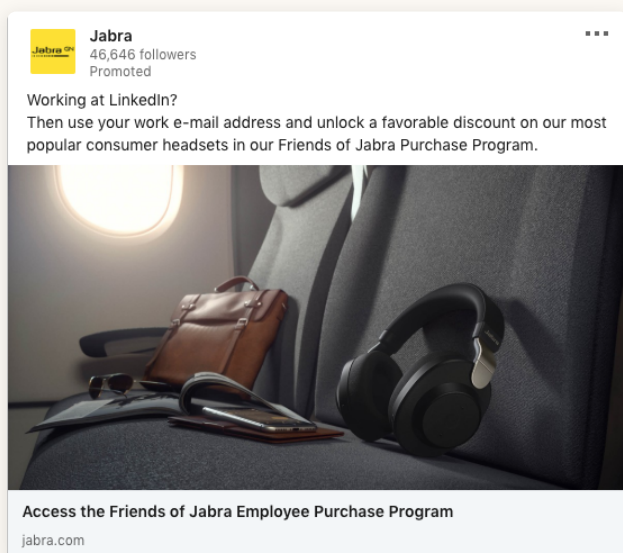
Jabra's campaign achieved additional resonance by calling out LinkedIn employees directly in Sponsored Content copy. This helped to drive an impressive CTR of 1.58% to the programme's registration pages. Engagement delivered additional brand benefits for Jabra as well. The campaign targeted 15,000 employees. However, the comments that LinkedIn employees posted, and the organic sharing that this drove, helped to generate a total of 53,200 impressions.

15,000

Targeted employees

1.58%

Click-through rate



## The engine for sophisticated ABM strategies

The LinkedIn employee campaign was no one-off for Jabra. The business has built its ABM strategy over the last three years, with LinkedIn's account targeting capabilities acting as the engine. "We run between 300 and 400 campaigns on LinkedIn each year," explains Jabra's Senior Marketing Manager, Morten Friberg Jensen. "There's simply no way to hit an audience so precisely anywhere else."

Jabra uses that precision to engage its audience at different levels, from lead generation campaigns targeted specifically at IT decision-makers to broader ABM that aims to engage all employees at a company. "What we're seeing is that more and more of our target accounts have a list of headsets that are available to employees – and it's those employees who get to choose which are bought and which they use," says Morten. "That's why there's so much value in building awareness and engagement for our brand through ABM campaigns like this one."

**"Sponsored Content and Message Ads are a vital part of our ABM strategy and they deliver consistently for us. We often use them to target IT decision-makers specifically. However, as this campaign showed, there's real value in driving awareness and engagement among employees as a whole. It generates sales and also influences an organisation's choices of which headset brand to buy."**

**Andreas Villumsen**

Account Based Marketing Manager, EMEA  
Jabra

