



PwC's Academy

LinkedIn's marketing tools fit perfectly with PwC's Academy goal: to develop a community of like-minded professionals.



About PwC's Academy

PwC's Academy, the talent and skills development business of PwC, supports the sustainable growth of talent across the region through upskilling solutions across all levels and industries, both for the public and the private sector.



The challenge

Launching a prestigious finance qualification, Chartered Financial Analyst (CFA) in KSA to upskill the finance community, building on their legacy as premium upskilling providers in UAE.



The solution

LinkedIn offered a combination of visual, informational and conversational messaging for a holistic approach to the target audience.



LinkedIn MKT Solutions

PwC's Academy utilized different ad formats, events and organic content to meet the needs of its audience in the Saudi market.



Benefits Achieved

Thanks to assertive messages and the construction of a relevant target audience, the LinkedIn solution generated brand awareness and enabled lead acquisition and, consequently, future conversions and an ROI.

Results

38%

conversions for the first CFA public training program.

24%

lead form completion.

1000%

ROI from this campaign.

60k+ followers

contributed to the expansion of our LinkedIn community.



Amanda Line
PwC Partner and PwC's Academy Leader

“LinkedIn is a critical platform in our 360-degree marketing strategy. It is the right space for us to position our brand as a thought leader in upskilling.”