

Testing, learning and succeeding on LinkedIn

Challenges

- To support ambitious business growth plans by generating a pipeline of high-quality and high-intent leads and demo requests
- To create effective, localised marketing campaigns in a growing number of new, international markets where regulatory requirements, work culture and attitudes can vary significantly

Solution

- Having seen limited success with lead generation campaigns on LinkedIn, WorkMotion’s marketing team began working closely with LinkedIn Marketing Solutions to develop a structured, full-funnel approach.
- They started tracking engagement metrics at every stage of the funnel, instead of looking only at bottom-of-funnel results like cost-per-lead. This helped them understand where prospects are in the customer journey and determine what content would help nurture these engaged prospects towards conversion.

“ Because we market internationally, we recognise that our audience of HR professionals deal with country-specific talent regulations and work cultures. To create localised content that is valuable to them, we listen closely to what our sales team and prospects tell us. We bring this onto LinkedIn, using the platform’s targeting capabilities and suite of ad formats to nurture our audiences from awareness to consideration and finally, conversion. We find that this strategy works much better than our previous approach of focusing purely on lead generation. ”



Jimena Mondragon
Head of Marketing
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