



A proven roadmap

Innodisk Corporation's full-funnel strategy on LinkedIn drives 88% new visitor traffic

innodisk

Location: Taipei, Taiwan
No. of Employees: 501-1,000
Industry: Computer Hardware



“Because we market globally to a niche audience, LinkedIn’s greatest value as a marketing platform is its precise targeting capabilities. We’re able to direct our resources to the right audiences and nurture them through the entire marketing funnel for better business results.”

Erica Chang

Senior Digital Marketing Specialist, Innodisk Corporation

Starting at the top of the funnel

Innodisk is a service-driven provider of industrial embedded flash and DRAM storage products and technologies, with a focus on the enterprise, industrial and aerospace industries. Its hardware solutions are used in advanced applications like Artificial Intelligence of Things (AIoT) systems and edge computing, and are marketed to a niche audience on a global level. With this comes the challenge of ensuring that it is targeting and engaging the right segments.

According to Erica Chang, Innodisk’s Senior Digital Marketing Specialist, LinkedIn has outperformed all other digital marketing channels in this regard.

When Innodisk started advertising on LinkedIn in 2019, it mainly ran campaigns designed for different stages of the marketing funnel. In early 2020, it changed tack and adopted a full-funnel strategy, giving full play to LinkedIn’s precise targeting capabilities, rich ad formats and deep campaign insights.

Its first full-funnel campaign performed so well that the company has decided to replicate success by running two such campaigns every year moving forward.



Results

Innodisk’s first full-funnel campaign on LinkedIn produced:

+143%

increase in website traffic

+88%

new visitor traffic

When brand drives demand

Innodisk's full-funnel strategy on LinkedIn uses brand and demand marketing as complementary forces to achieve its desired results more efficiently and effectively.

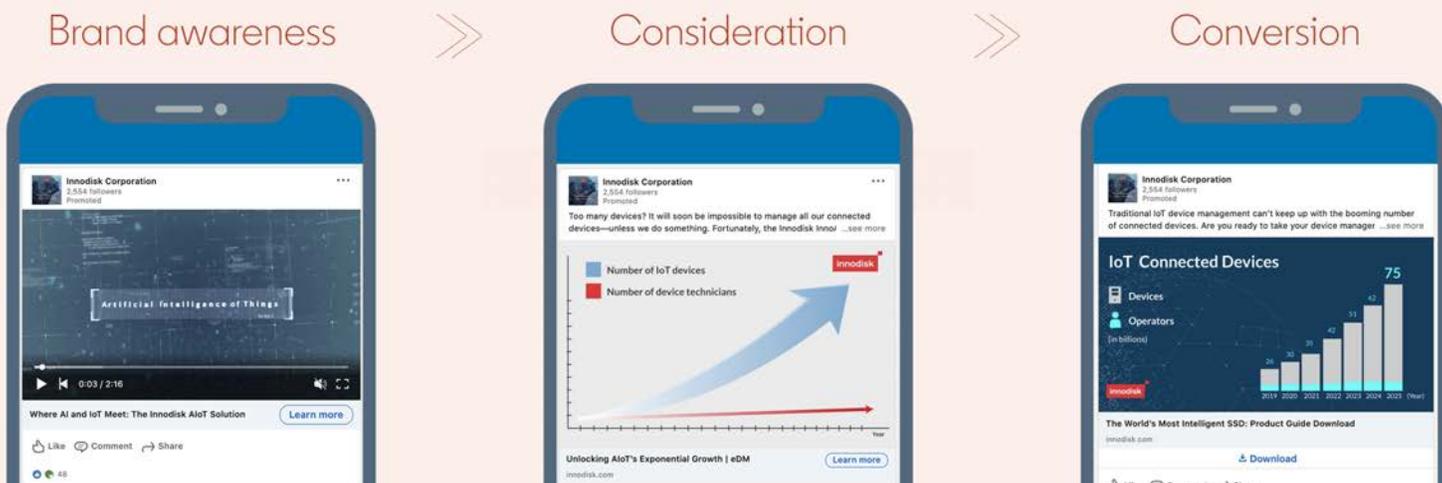
For its first full-funnel campaign, it focused on AIoT as a subject matter. Even though its ultimate objective was bottom-of-funnel lead generation, it started at the top of the funnel with brand awareness. Targeting was purposefully kept broad at this stage, using the job function, seniority and industry options to create sizeable audience segments within APAC, EMEA and North America. The company then served a variety of Sponsored Content including Video Ads that showcased its thought leadership in the AIoT space. The video, which was also promoted on other digital marketing channels, recorded 20% more views on LinkedIn.

Drawing insights from LinkedIn's Campaign Demographics, Innodisk honed in on the audience segments that responded best to its brand awareness ads. These audiences were targeted in the consideration and engagement stage using mid-funnel content that showcased Innodisk's technical expertise and highlighted customer benefits.

The LinkedIn Insight Tag, a lightweight snippet of code installed on the Innodisk website, provided additional behavioural and demographic insights about website visitors that the company leveraged for retargeting on LinkedIn.

Finally, the audience segments that showed the greatest conversion intent were served bottom-of-funnel ads. Lead Gen Forms played an important role at this point as the ability to seamlessly collect leads using pre-filled forms made conversion more efficient for both Innodisk and its audiences.

"With LinkedIn and Lead Gen Forms, we are able to sidestep the language barrier, which we believe has been a cause of some dropouts. When we advertise with display media, we can only drive interested audiences to our website but our website content is not available in all the languages of our target markets. Comparatively, on LinkedIn, we know that audiences are comfortable in English and, by using Lead Gen Forms, we can capture leads directly in the feed," said Erica.



Building on success

Delighted by the results of its first full-funnel campaign, Innodisk wasted no time in launching its second campaign of the year. It refined its approach by applying key learnings from the first campaign to optimise segmentation, bids and budgets for greater resource efficiency. Right from the start, Innodisk is seeing stronger results with its second campaign already recording 60% more impressions at the brand awareness stage.

"We are eager to see what our second campaign will deliver

in terms of business results. Industry tradeshow used to be a huge source of leads for us, so we are definitely feeling the impact of COVID-19. To mitigate this, we're doubling down on digital marketing, especially on LinkedIn, to maintain momentum," shared Erica.

Innodisk's decision to invest in both short-term sales activation and long-term brand building through a full-funnel strategy on LinkedIn is already paying off, with even greater returns expected in the future.