



Company profile:

A multinational professional services network operating in 157 countries, PwC's purpose is to build trust in society and solve important problems. With offices in 156 countries and more than 295,000 people, it is among the leading professional services networks in the world. It helps organisations and individuals create the value they are looking for, by delivering quality in Assurance, Tax and Advisory services.

Industry-focused customer transformation campaign results in **skyrocketing engagement** for PwC Switzerland

The challenge: How to build brand awareness outside your organisation's perceived area of expertise

Think PwC and what's the first thing that comes to mind? Professional services perhaps? Or accounting?

Chances are customer transformation won't be top of the list – but that's something PwC Switzerland is keen to change.

As a global organisation spanning a whole spectrum of services, the company wants to build awareness of its capabilities and expertise beyond its perceived remit.

Having identified customer transformation as a strategic priority for its clients – alongside other key topics such as cybersecurity, sustainability, finance transformation and workforce transformation – it hopes to position itself as a partner with the experience and credentials in this realm to offer real value across all customer-facing parts of a business.

The solution: Industry-focused targeting and content to create personalised customer touch points

While the targeting of the first phase of PwC Switzerland's LinkedIn campaign was deliberately broad, filtered by company size, language and job roles to reach all potentially relevant audiences and build brand awareness, the second phase went into more granular detail.

Five target industries were identified through a combination of close collaboration with client teams to identify potential *and* competitor, account and persona

analysis, all of which helped to ground the campaign strategy and objectives with PwC's business strategy.

With these industries identified, specific messaging and case studies were then created with each of these audiences in mind. By showcasing the success stories of previous clients and their challenges and results – from transforming marketing and sales teams to creating growth strategies – PwC Switzerland has built credibility around its offering.

As the company's work on customer transformation is still not as widely-known as some of its other services, garnering the same level of trust that audiences associate with the wider PwC brand is crucial, which is why leveraging these customer case studies and testimonials is so important to the campaign.

Credibility is further achieved by the range of formats used – from high-performing thought leadership articles that provide audiences with proof of concept, to ads that help build further awareness and demand – to keep audiences engaged. Not only has this led to an increase in click through rates between the first and second phases of the campaign, but by updating its website to include industry specific landing pages, PwC Switzerland has created a streamlined user experience between platforms – and higher engagement rates in the process.

In addition, the relevance of the content generated across the campaign has seen PwC ranking highly on Google for customer transformation and placed in the 'what people asked for' section, further bolstering the company's content as highly credible.

Why use LinkedIn?

The second wave of the campaign is where the power of LinkedIn targeting really comes into its own, with audience segmentation key to reaching the five target industries identified by PwC Switzerland. LinkedIn's suite of tools and products – including messaging ads – enables it to really focus on these segments and add an element of personalisation in its communication.

Visibility and segmentation are also key at defining which audiences interact with what content, allowing PwC Switzerland to adopt a test and learn approach that ensures its messaging is as relevant as possible. Having generated awareness through this tailored approach, the ability to retarget audiences also plays an important role in the success of the campaign.

LinkedIn products used:

- Messaging Ads
- Sponsored content (video and image based)
- Retargeting

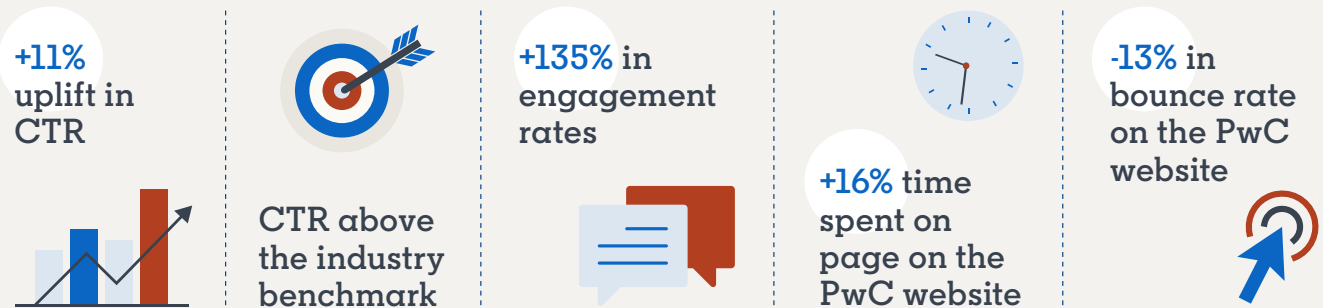
[Customer transformation website](#) 

The results: Engaging with tailored, industry-specific content leads to greater brand awareness

Taking a long lens view of the campaign, the company recognises that perceptions don't change overnight, which is why it's also focusing attention on its organic traffic alongside paid LinkedIn campaigns. In doing so, it has helped upskill its employees to become brand ambassadors meaning they can engage with audiences and share content in a more meaningful way.

The combination of industry targeting and relevant content has led to increases in both engagement and click-through rates between the first and second phases of the campaign, as well as an impact downstream, with the quality of leads interacting on the PwC Switzerland website also showing positive signals due to this targeted approach.

Between the first and second phases of the campaign, PwC Switzerland has experienced:



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We knew that establishing ourselves in a new area would require time. And so, we knew we had to get the right balance of brand awareness and demand generation activities. LinkedIn's targeting capabilities allowed us to get the broad reach we needed at the start, and then to also drill down to deliver our industry-specific content to the right people, and even reach out to our key audiences 1:1.”

Vishal Moriani Account Based Marketing & Sales Enablement Lead, PwC Switzerland