

upGrad combines brand and demand efforts to drive ROI on LinkedIn



upGrad

Headquarters: Mumbai, India
No. of Employees: 1,095 | Industry: E-Learning



“ We adopted a two-fold approach on LinkedIn - building the upGrad brand in the market and targeting the right audience in the right mindset. The strategy paid off and we saw a remarkable improvement in the quality of leads, resulting in cost optimization and better ROI for the business. ”

Rahul Karthikeyan
Head - Digital Marketing



Challenge

upGrad saw a surge in demand for online learning and launched a host of additional programs in new areas to attract a broader audience. However, to get good quality enrollments, they recognized the need to build brand awareness while furthering their key proposition of 'lifelong learning.'

Thus, it was important for upGrad to drive top of mind recall and establish trust amongst relevant audiences.



Solution

- First and foremost, the team opted for a sophisticated targeting approach and oriented their lead gen campaigns towards specific job titles, roles, behaviors and interests. Latest skills data and workforce insights provided by the LinkedIn team helped further tighten targeting and avoided competition between their own programs.
- They regularly shared organic content, closely monitored engagement and then sponsored high-performing posts. The balance between organic and paid strategies helped them reach and nurture net-new prospective learners.
- The LinkedIn team closely tracked their campaign KPIs and constantly optimized messaging, creative and targeting to find the sweet spot.



Results

A healthy organic presence coupled with engaging and relevant content boosted upGrad's visibility on the platform. They witnessed an **87% increase in organic following in just 60 days.**

Aware that CPL efficiencies cannot be delivered overnight, upGrad exercised patience, consistently optimized campaigns and **pivoted to measuring long- term pipeline generation goals.**

2.3X

lift in brand mentions
on LinkedIn

20%

decrease in
cost-per-lead

56%

increase in unique visitors
to upGrad LinkedIn page

2X

improvement in the lead
to enrollment numbers

Why did LinkedIn work better than other platforms?

On LinkedIn, members are often seeking opportunities to grow their careers and become more successful. This created the perfect setting for upGrad's 'lifelong learning' proposition.

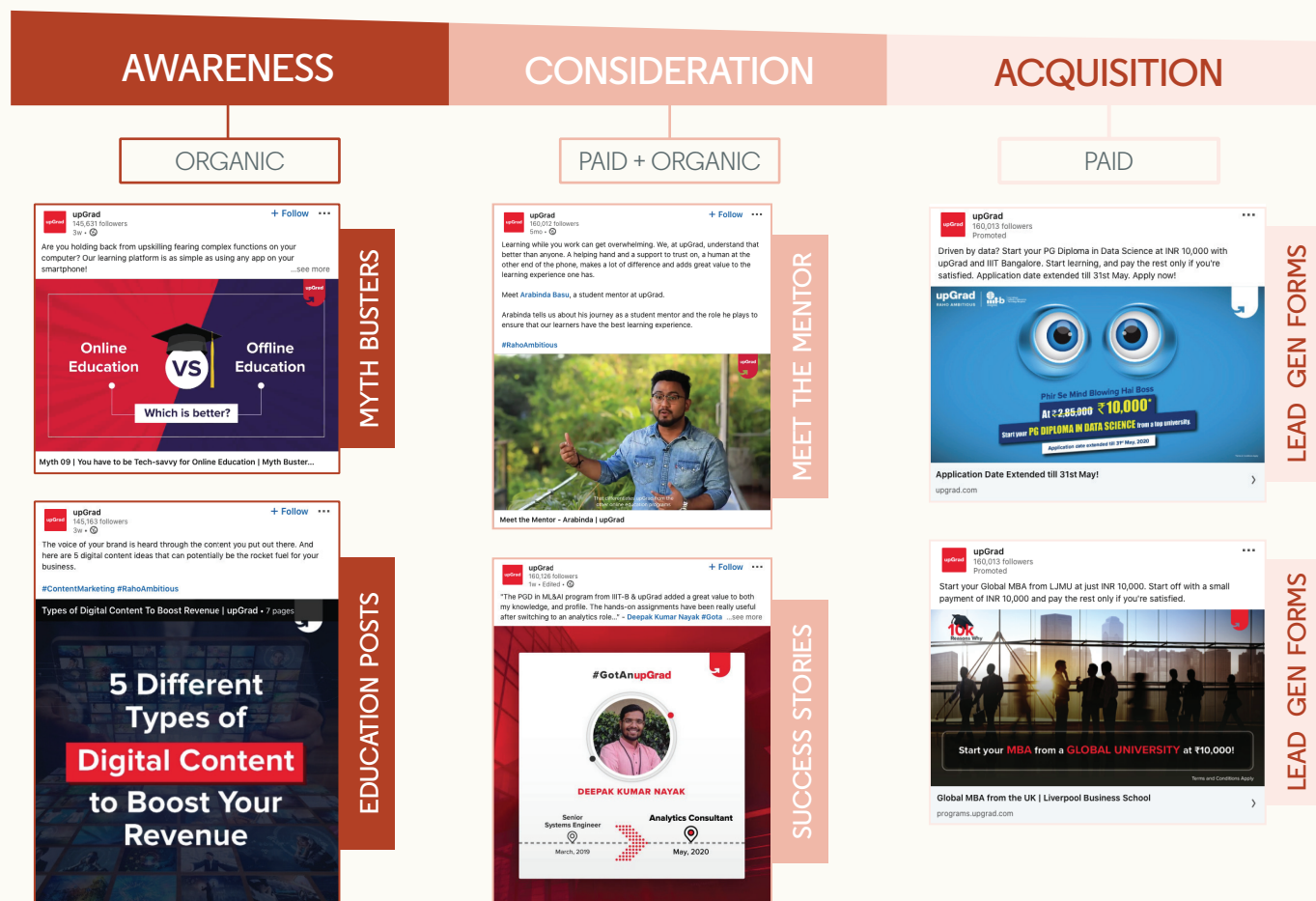
Since LinkedIn members are 2x more intent-driven and 1.7x more receptive to ads, upGrad achieved better engagement with their aspirational content.

A plethora of targeting options provided upGrad an efficient and effective way to reach non-traditional students, move them along their decision-making journey and therefore, power their lead-gen engine.



“Always-on” content marketing approach

upGrad delivered personalized content at every step of the learner's decision-making journey. At the awareness stage, the focus was on sharing relevant information. At the consideration stage, sharing transition stories of other learners instilled confidence in current prospects. Lead gen forms at the end of the journey delivered quality leads from a nurtured audience.



“When promoting tailored content on LinkedIn, context and relevance matter. Content around learners talking about their career transition using upGrad, helped us engage key job aspirants. By also featuring academic and industry experts as thought leaders, we not only facilitated the student's decision journey but also pushed upGrad's message within their networks.”

Anshuman Agrahari
Content Marketing Manager