



Nissan raises global brand awareness with an influential audience using LinkedIn Sponsored Content

"LinkedIn Sponsored Content has widened our audience interest for all of the Nissan brands. We use this content to encourage people to dig deeper into our business, engage with Nissan, and share content of interest with their professional network. Through native advertising — LinkedIn Sponsored Content — we reached senior-level professionals, driving brand equity with an important and influential audience."



DeLu JacksonGM and Chief Digital Officer

Challenge

To expand the reach of its marketing efforts and build brand equity globally, Nissan required new ways to deliver engaging, shareable content across a broad, yet high-quality audience. When Sponsored Content debuted, Nissan saw the chance to deepen awareness of its brand with LinkedIn members, while also taking advantage of a first-to-market opportunity.

Solution

LinkedIn Sponsored Content helped Nissan reach a high-value audience in an environment where they are receptive to engaging with brand messages. Sponsored Content delivered Nissan's content to members' news feeds alongside organic content, creating broad, worldwide impact and building brand equity.

As part of its Sponsored Content campaign, Nissan:

- Reached a senior-level audience across the globe
- Gained instant feedback on which content drove the most engagement
- Created broad global impact for brand messages

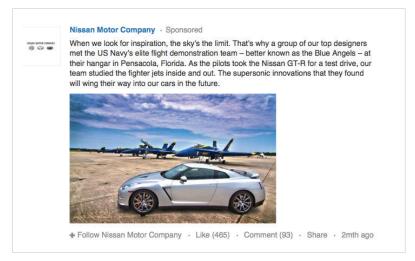
Results

LinkedIn Sponsored Content successfully drove engagement with a senior executive audience composed of Vice Presidents, C-Suite, and Business Owners. Nissan received up to 1% engagement rate with this influential audience globally, but more importantly, it allowed them to build relationships with a key audience in a meaningful context.

Campaign Screenshots



Nissan's Sponsored Content drive high engagement among senior-level professionals with content about global expansion and innovation



Nissan's Sponsored Content used compelling images to encourage sharing and clickthroughs

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