

Nissan Motor India Case Study

LinkedIn InMail campaign with 4x open rates drives leads for Nissan



"We at Nissan believe in Innovation and Excitement for Everyone and this campaign with LinkedIn was an apt reflection of our philosophy. This proved to be an innovative platform to reach out specifically to professionals who had just taken a leap in their careers and were looking to upgrade their cars as well. Although this was a trial campaign, we are overwhelmed by the response we received in terms of open and click rates, and would continue to do similar campaigns in the future."

Hideyuki Kuwayama
GM – Marketing, Nissan Motor India

Company Profile

Nissan Motor India, the Indian subsidiary of Japanese automotive company Nissan Motor Company, offers half a dozen cars across various car segments including hatchback, SUV and sedan models. In the Indian market since 2005, the company has a local manufacturing unit in South India where it produces four of the cars it offers in the Indian market, including the highly popular Nissan Sunny. The company has dealerships all across the country selling its vehicles.

Objectives:

Nissan Motor wanted to create a targeted campaign to pitch its most popular car in India, the Nissan Sunny, to 'Career Changers', a custom audience segment on LinkedIn.

Professionals on an upward trajectory, who have been promoted recently or have made a career change constitute this group on LinkedIn.

The objective of this marketing campaign was to sustain the appeal and promote Nissan Sunny. The success of the campaign was measured by the **number of leads and requests for test drives** generated from the target audience.

Results in numbers:

- InMail open rate: 88.9%
- CTR: 5.6%

CONGRATULATIONS!
YOUR CAREER PROGRESSION
DESERVES A BRAND NEW
NISSAN SUNNY.

**SIGN UP NOW TO GET THE FOLLOWING
AT NO EXTRA COST:**

- A. NISSAN GENUINE ACCESSORIES WORTH MORE THAN RS 22,000
- B. NISSAN MOTOR INSURANCE*
- C. EXTENDED WARRANTY*

*PREMIUM FOR 1ST YEAR
*FOR 2 YEARS OR 30,000 KMS (WHICHEVER IS EARLIER)

KNOW MORE

Solutions

Nissan Motor came to LinkedIn for this campaign, to leverage LinkedIn's targeting expertise and experience in reaching a specific audience segments. After understanding what Nissan's goals from the campaign were, LinkedIn suggested the use of the InMail product, as it would allow Nissan to reach the desired target group and get immediate responses.

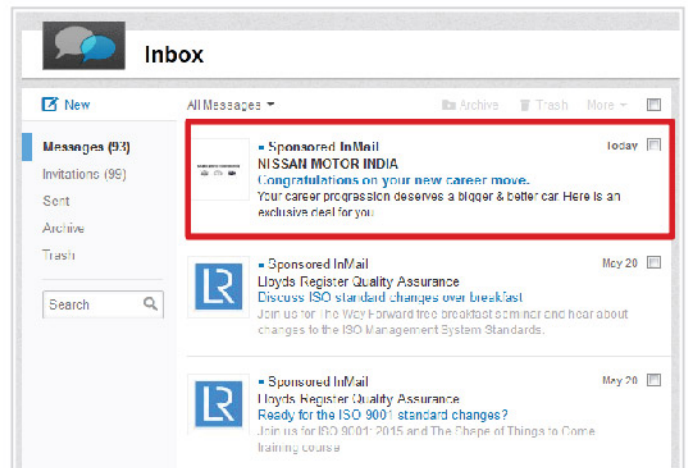
InMails, when positioned as a product, is a one-time mailer that is sent to the mailbox of the target customers. What makes it unique and effective is that a branding InMail can only be sent to the same person once in 60 days, so for the two months after the InMail from Nissan, no other brand could reach out to the audience. This meant that Nissan was able to convey its messaging and position its branding in a clutter-free environment, without dealing with competing messages for its audience's attention. The creative had a clear message and call to action for the target audience to respond to.

The InMails were customized with a congratulatory note to the Career Changers, lauding their career progression, and sending the message "Your Career Progression Deserves a Sunny," creating the impression that the Sunny would be a step up and a reward for their success. The call to action button in the mailer led readers to Nissan Motor India website. As a next step, interested drivers could ask for a test drive to check out the car.

Results:

The InMail campaign provided Nissan Motor with a campaign tailored both in terms of relevance and context, to their brand. LinkedIn's targeting meant that the automobile manufacturer could define its target audience through a meaningful set of parameters like job function, seniority, industry, and geography or company size, along with certain relevant custom segments.

Nissan Motor was very happy with the success of the InMail campaign, which achieved **an open rate of 88.9%, well above expectations and 4x industry benchmarks**, for such an endeavor. Once people had opened and read the message, there was a call to action button that led them to the Nissan Motor website. As a result of the campaign, **Nissan Motor received 45 test drive leads from prospective buyers. The click through rate of 5.6% was very high** as per industry and Nissan was very well satisfied with the number of prospects who signed up for test drives, which was the primary purpose for the campaign.



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