



Info-Tech Research Group and LinkedIn: An Education in Lead Optimization

“LinkedIn’s targeting is second to none. It’s the main reason that 90% of the leads we generate through LinkedIn become marketing-qualified.”



Liam Grue
Digital Marketing Manager
Info-Tech Research Group

On the hunt for less costly CPL

One of the fastest-growing firms in Canada, Info-Tech Research Group provides more than 30,000 IT leaders around the globe with tactical, practical tools to optimize their departments. Info-Tech offers its core audience of C-level executives and department heads consulting, on-site workshops, and best-practice white papers.

After several years of fluctuating spending through Google AdWords, with mixed results, Info-Tech’s search engine marketing (SEM) spend had dwindled to a fraction of what it once was. “When I joined the team, SEM had been nearly shelved,” says Liam Grue, Info-Tech’s Digital Marketing Manager. “The cost-per-lead [CPL] was very high, so I needed to come up with a new approach to SEM that would achieve more viable CPLs.”

Delivering the highest-quality leads

Because Info-Tech offers a premium product to an executive audience, Grue opted to generate leads by using a content-for-contact strategy. “The approach we’ve taken is very content-driven,” says Grue. “Our business model relies heavily on our best-practice

Challenge

- Establish SEM channel-strategy
- Drive qualified leads from SEM

Solution

- LinkedIn Sponsored Content

Results

- Two-thirds of SEM leads (with 50/50 split in spend with AdWords)
- 42% click-to-conversion rate
- 90% qualified leads (for specific titles)

white papers, so we provided executive summaries of our papers through several channels to generate leads.”

To see which channel delivered the best ROI, Grue started by focusing his SEM budget on AdWords, the Google Display Network, LinkedIn Sponsored Content, and LinkedIn Display Advertising. After a period of testing, it was clear that AdWords and LinkedIn Sponsored Content provided the best fit, so Grue split Info-Tech’s SEM budget 50/50.

Like most service-oriented businesses, the flow of leads from marketing to sales is critical to the health of Info-Tech’s business. But it’s more than just quantity of leads: If its marketing efforts deliver low-quality leads, not only is it money poorly spent—it also devalues the efforts of the marketing department. “One of my biggest concerns is maintaining marketing’s reputation,” says Grue. “You can’t be passing ‘junk’ leads to busy salespeople. When you’re generating the kind of volume where you can’t manually scrub each lead, you need to make sure you’re not letting low-quality leads seep into the top of your sales funnel.”

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Uncovering the path to what’s truly effective

After several months of reviewing performance results, Grue discovered that LinkedIn not only drove more leads—it also drove significantly higher-quality leads. “The leads that come in through AdWords are a total mixed bag,” says Grue, “students, professors, jobseekers, and so on. However, 90% of the leads coming from LinkedIn—where we’re targeting specific titles like CIO—are high-quality, qualified leads.” And even with spending split 50/50 between AdWords and LinkedIn, LinkedIn was generating more than two-thirds of SEM lead revenue.

Today, the Info-Tech marketing team continues to optimize for conversion by testing copy, design, and landing pages to get more out of each campaign. “We do heavy A/B testing at every stage,” says Grue. “I want every dollar we spend to have a measurable return.” The efforts are paying off: Traffic from Google converts on Info-Tech’s landing pages at 20%, traffic from LinkedIn converts at 42%, and Grue’s team recently broke through 200% ROI on SEM spend.

Info-Tech’s mission is to educate IT and HR executives, giving them a rich set of resources to improve their work, their teams, and their trajectories. With a renewed SEM strategy and a ton of testing under their belt, the Info-Tech marketing team is focused on filling the sales pipeline with high-quality leads. They’ll continue to optimize for conversions. And LinkedIn will be there to connect them to the right people.

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.