Jive Software Case Study

Jive Software leverages LinkedIn’s multiproduct approach to generate unprecedented engagement rates

“LinkedIn helps us engage with prospects at every stage of the buy cycle.”

Jaslyn Law
Integrated Marketing Manager
Jive Software

Staying top of mind with prospects

Jive Software is the leading provider of modern communication and collaboration solutions for business, helping employees, partners, and customers work better together. Jive’s marketing team strives to communicate the value of their products to prospective customers. “With a B2B product, sales cycles can be long, so it’s necessary to stay top of mind with prospects – especially if they’re at the consideration phase,” says Jaslyn Law, Jive’s integrated marketing manager. The challenge was identifying and maintaining engagement with people at the top of the funnel.

“Historically, we’ve been good at the point of lead acquisition,” Law says. “But we wanted to develop a strategy that would deliver appropriate content for people at every stage: from awareness to conversion.” Jive uses a variety of gated and ungated content, such as blog posts and infographics, to boost awareness of Jive’s solutions and foster engagement.

Challenge

- Reach prospects at every stage of the sales cycle
- Achieve high engagement rates

Solution

- Sponsored InMail
- Sponsored Content

Results

- Multiproduct strategy generated a 44% engagement rate
- Sponsored Content engagement 1.5X LinkedIn benchmarks
- Sponsored InMail open rates 110% higher than traditional email; conversion rates 75% higher
Multiproduct strategy drives record engagement

Jive uses both LinkedIn Sponsored InMail and Sponsored Content to reach prospects at all points in the sales cycle.

Sponsored InMail has played a key role in fostering engagement. One of the company’s top-performing messages (shown right) came from Jive VP of customer support Kevin Williams, offering a Forrester Wave report that analyzed enterprise social platforms, including Jive. “We didn’t need to do a traditional hard sell,” Law says. “We positioned this as something inherently useful for people in our industry, from one professional to another.”

Jive also leveraged Sponsored Content to share both gated and ungated content to drive awareness of their market expertise. An analysis of these campaigns revealed that prospects exposed to both Sponsored Content and Sponsored InMail were more likely to engage. In fact, Jive achieved a 44 percent engagement rate—higher than Jive had experienced running either product alone.

By using several LinkedIn solutions, Jive’s marketers now have greater visibility into the content and campaigns that bring prospects closer to conversion. “LinkedIn has helped us accelerate how we track marketing success,” Law says. “We can place content in front of prospects that is appropriate to where they are in the sales process, so that we engage prospects with the most effective content possible.”

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