



## Lincoln Electric brings in quality leads after brand awareness campaign on LinkedIn

*“Our target customers now know much more about our brand and our products, thanks to LinkedIn.”*



**Craig Coffey**  
U.S. Marketing Communications Manager  
Lincoln Electric

### Debunking myths about automation

Founded in 1895, Cleveland, Ohio-based Lincoln Electric has built a solid reputation as a provider of traditional welding equipment and solutions. However, the company’s welding automation solutions had lower visibility among manufacturing prospects—and many small- and medium-sized manufacturers—didn’t realize that they could afford or benefit from automating some or all of their welding operations.

“We had to not only focus on the people who’d be most interested in welding automation, we had to debunk myths about welding too,” says Craig Coffey, U.S. marketing communications manager for Lincoln Electric. “That meant bringing in new leads and educating them on the value of our products.”

### Challenge

- Raise awareness of automated welding solutions
- Educate prospects on solution value
- Fill lead pipeline

### Solution

- Display Ads
- Sponsored Content
- Sponsored InMail

### Results

- Achieved **167%** of goal for marketing qualified leads (MQLs)
- **73%** of all Sponsored Content clicks from manager-level and above
- **77%** lift on spend with \$7,000+ in earned media, such as social interactions

## Full-funnel approach to nurturing leads

Lincoln Electric enlisted digital marketing agency BusinessOnline to develop a strategy for lead generation. A performance-driven digital marketing agency, BusinessOnline uses data-driven insights to help its clients drive qualified traffic that converts to leads.

LinkedIn's multi-product approach to nurturing leads—using Display Ads for brand awareness, Sponsored Content for deeper engagement, and Sponsored InMail for offers—and its ability to target audiences by job title, industry, location, and groups met Lincoln Electric's marketing needs.

"We raised awareness of the brand with the Display Ads, then started the education process with Sponsored Content and Sponsored InMail," explains Howard Chen, senior integrated marketing analyst for BusinessOnline. Clickthroughs on ads, Sponsored Content, and Sponsored InMail all led to a landing page where LinkedIn members could download an eBook, "The Definitive Guide to Welding Automation." LinkedIn was the Company's full-funnel marketing solution from top to bottom.

When combined with LinkedIn's targeting, Lincoln Electric's mythbusting eBook helped increase engagement. "We considered our targets—executives and plant managers in welding and manufacturing—and created content that was focused on their needs," Coffey says. "We made the eBook very user friendly, with checklists and conversations on why welding might be right for their businesses.

### Sponsored Content

**Lincoln Electric** Did you know welding automation can cut weld costs 35%? Discover the truth on how automation is perfect for your growing business.



**Bust the Myths About Welding Automation**  
lincolnweldingautomation.com • The definitive guide to welding automation from Lincoln Electric equips you with the tools you need to make the best decisions for your business.

### Display Ad

Let the skilled workers drive value while the robots get dirty.  
» DOWNLOAD OUR EBOOK HERE

THINK AGAIN ABOUT WELDING AUTOMATION

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## Exceeding MQL goals

The targeted, content-friendly approach appealed to Lincoln Electric's audience. The Company reached 167 percent of its goal for marketing qualified leads, and also reached its desired audience: 73 percent of clickthroughs for Sponsored Content came from managers and above. Lincoln Electric also saw a 77 percent lift on spend, with more than \$7,000 in earned media, such as social interactions.

"Now that more manufacturing professionals and plant managers understand the value of automation, our full-funnel approach has even more impact," says Coffey. "That extra awareness has piqued prospects' interest, which will help us improve conversions."

### Sponsored InMail

Robots & Welding: Is it time?  
Lincoln Electric  
August 28, 2015, 1:17 PM

Sponsored

Hiya,

Is it time to consider whether automating your welding operation is a fit for your business? From increasing productivity and quality to reducing manufacturing costs, there are several advantages to incorporating robotic welding into your production line, and it may be less costly than you think. However, making a major change to your welding operation is not a snap decision. It makes good business sense to fully understand welding automation and the impact it can have on your business.

Luckily, our free eBook is here to guide you through that decision-making process by equipping you with the tools needed to find the ideal solution for your business.

[Download our new eBook: The Definitive Guide to Welding Automation](#)

Here are a few of the important things you will learn:

- Discover where you are in your automation journey with a helpful quiz
- Find answers to your questions in our FAQs
- Debunk commonly held automation myths

It's time to think again about welding automation.

[Get the Free eBook](#)

Let the skilled workers drive value while the robots get dirty.  
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