



OneNote strikes favorable chord with educators

Microsoft drives significant awareness, and engagement among key educator audience with LinkedIn Sponsored Content

Microsoft Corporation is an American multinational corporation headquartered in Redmond, Washington that develops, manufactures, licenses, supports, and sells computer software, consumer electronics, and personal computers and services.

Challenge: Boosting Microsoft OneNote awareness among educators

Microsoft OneNote is a software solution that offers many features beneficial to an educational setting, including the ability to organize all class materials into a single digital notebook, customize interactive lesson plans, and create a collaboration space for creative activities.

Yet, despite these productivity benefits, Microsoft OneNote had relatively low awareness among educators and administrators. It was challenging to reach this audience for two primary reasons:

1. They are not easily targeted via mainstream online channels.
2. Even when aware of OneNote, educators often don't know how to use it for lesson planning and classroom collaboration.

For help reaching this elusive audience, Microsoft turned to LinkedIn, which has more than 5 million U.S.-based educators on its platform who are actively consuming relevant content at high rates. In addition, the synergy between Microsoft and LinkedIn's shared missions—to focus on productivity and professional enablement—made for a powerful partnership.

“Seeing what teachers do with OneNote in the classroom to further the learning goals of students is incredible. At a recent conference I met a girl who hadn’t been able to learn the way she needed to because she is a visual learner. She showed me how she has different pen types and highlighters for different learning tasks on the platform. I could see the look in her eyes and how she’s actually learning better because of OneNote.”



Ari Schorr
Product Marketing Manager
Microsoft OneNote

Solution: Using LinkedIn Sponsored Content to engage key targets

LinkedIn's ability to target the niche educator audience presented an attractive solution for the Microsoft OneNote team. When educators spend time online, they usually have a specific professional need in mind, and LinkedIn is a platform dedicated to professional insights and development. Using LinkedIn is the ideal way to “meet teachers where they are” and reach educators from K-12 through higher education, so Microsoft decided to run a pilot to determine how effective marketing on the LinkedIn platform could be in engaging educators across the United States.

As part of this pilot, LinkedIn recommended a targeted campaign using Sponsored Content to reach specific educators with relevant information. In Q4 2014, Microsoft launched this campaign to drive understanding of OneNote among educators and underscore its value to teachers as a vital classroom tool.

Integral to gauging its success was a microsite Microsoft developed specifically for the campaign—OneNoteForTeachers.com—where educators could experience OneNote’s value firsthand.

The microsite was populated with relevant interactive training and step-by-step, click-through guides that demonstrated to educators how OneNote helps improve their organization, collaboration, and efficiency. Teachers were able to see how using OneNote could help improve classroom engagement, support improved student-teacher interaction, and help empower students to learn.

“In working with LinkedIn, I had a dedicated team that provided a consistent presence. They worked behind the scenes, helping to manage the campaign on a daily basis, looking at the numbers, optimizing ad units for the best result, and really providing an unparalleled level of analysis and insight.”



Susan Dodds
Digital Marketing Consultant
Microsoft

Results: Sponsored Content outperforms benchmarks

Microsoft found that LinkedIn Sponsored Content significantly outperformed site and educator audience benchmarks—which included impressions, traffic, click-through rates (CTRs), and engagement—and also markedly outperformed other Microsoft campaigns.

With an overall performance two times greater than the benchmark, due largely to personalized copy and images that spoke directly to the audience, specific metrics included:

- .46% CTR
- .54% engagement rate
- 22% additional earned media
- Primary/secondary target is highest performer with .66% CTR
- Top-performing post: 3X benchmark at .84% CTR



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Teachers, take OneNote into the classroom and create a digital experience for your students that encourages learning <http://lnkd.in/bdG-bAS>



OneNote for Teachers

onenoteforteachers.com • One powerful notebook for lessons, creative activities, student collaboration, and more.

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Not only did LinkedIn Sponsored Content help Microsoft accurately target the educator audience with information that drove awareness, engagement, and microsite traffic, in the end it helped Microsoft achieve its overall goal of increasing reach.

This campaign also helped Microsoft connect more deeply with its target audience. By creating a site devoted specifically to educators, Microsoft was able to demonstrate its commitment to supporting classroom engagement. This was underscored by the heartfelt feedback received from teachers. They thanked Microsoft for creating the OneNote product and microsite, and for essentially providing a tool designed just for them. By extension, Microsoft created a tool, OneNote Class Notebook, to foster a richer learning environment for students spanning a variety of needs and learning situations.



Vicki Davis
@coolcattteacher

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“As we looked at the telemetry for OneNoteForTeachers.com, of all our different methods for promoting the site, LinkedIn was #1 and our highest results producer. It blew our other benchmarks away. It was amazing to see that even our high-traffic press releases and product updates around the site were not driving as much traffic as LinkedIn Sponsored Content to reach teachers.”



Ari Schorr
Product Marketing Manager
Microsoft OneNote

Looking ahead: more on the horizon

Based on the success of this campaign, Microsoft plans to continue leveraging LinkedIn Sponsored Content as part of an “always-on” approach to continue driving awareness and ensure OneNote remains top of mind with educators. At the same time, Microsoft plans to take its marketing strategy to the next level by tracking and measuring all aspects of the marketing funnel from awareness to conversion. Microsoft also plans to leverage other LinkedIn products to drive deeper awareness, engagement, and conversion with this key audience in the coming months.

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