



REPLICON™

## Replicon reaches buyers at prime decision-making stage and builds quality lead pipeline

*“With open rates as high as 48 percent, LinkedIn’s Sponsored InMails knocked the socks off our own email campaigns—and Sponsored Content gave us the brand awareness we needed.”*



**Brett Chester**  
Vice President of Online Marketing  
Replicon

### Engaging in buyer discussions early

Now that customers make decisions about buying software solutions much earlier in the sales cycle, the marketing team at Replicon, a SaaS workforce management solutions provider, has to reach out to prospects sooner.

“We have to be engaged in buyer discussions from the beginning,” says Brett Chester, vice president of online marketing for Replicon. “Then we can help shape their decisions. If we don’t reach them early enough, they’ll be choosing products based on price sensitivity, not on the value we offer.” Early conversations with prospects would also help Replicon fill its lead funnel and maintain its 40 percent yearly growth rate.

### Challenge

- Reach prospects early in the buying cycle
- Increase quality leads
- Educate prospects on value of solution

### Solution

- Sponsored InMail
- Sponsored Content

### Results

- Achieved Sponsored InMail open rate of **48%**
- Sponsored InMail response rates **11X** better than other social channels
- Cost per lead **73%** lower than other social channels
- CTR on Sponsored Content **4X** LinkedIn benchmarks

## Delivering a one-two marketing punch

"Even though we have 7,800 customers, we don't have the brand presence that some other companies in our market do," Chester says. "We needed a combination of marketing tools that would let us expand our voice, with very little effort."

Replicon chose LinkedIn Sponsored Content to encourage engagement on topical issues surrounding human resources and employment laws. They added Sponsored InMail to the mix so they could share individual messages with LinkedIn members.

"This gave us a one-two punch," says Victor Lin, Replicon's digital marketing manager. "We can create a discussion on Sponsored Content about employment laws and vacation time, and while that's bouncing around in people's heads, we can send them an InMail with a highly personalized message about how we can solve these problems. It's more bang for the buck."

Sponsored Content also helped get attention by allowing Replicon to share thought leadership along with eye-catching infographics: "People are getting bombarded with information, and they can only consume so much in a short time," Chester says. "When you combine a highly informative picture with a catchy headline, you're talking to your audience in a way that they understand."

LinkedIn also offered the right setting for conversations about time and expense management. "It's the only avenue online where professionals can have conversations with their peers and see how they're solving problems," Chester says.

## Nearly every lead a quality lead

"We hit a 48 percent open rate on Sponsored InMail—we haven't seen open rates that high in a long time," says Lin. By using Sponsored InMails and Sponsored Content, Replicon's cost per lead was 73 percent lower than on other social channels. "Compared to buying keywords, the quality of leads is much higher. Almost every single lead that came in was from people we knew we wanted to talk to, like heads of HR, VPs of legal, and payroll managers."

*"We hit a 48 percent open rate on Sponsored InMail—we haven't seen open rates that high in a long time."*



**Victor Lin**  
Digital Marketing Manager  
Replicon

### Sponsored InMail

**Must-attend Free Lunch**  
Beverly Tempus  
April 17, 2015, 10:37 AM

Sponsored

Hi Afya,

When was the last time you thought about whether your company culture could become the source of a lawsuit?

Probably never.

Well, we've got a session for you: <http://bit.ly/1DFmAER>

Join us for one of 2 free lunch and learns on Thursday April 23 and Friday April 24. Expert employment law attorney, Bruce Millman, will discuss the 3 biggest mistakes New York companies face with the U.S. Department of Labor and what steps you can take to avoid getting sued.

**Dates and Locations -**

The Smith (Midtown)  
Thursday April 23, 11:30 AM - 1:30 PM  
956 2nd Ave, New York, NY 10022

Trinity Place (Financial District)  
Friday April 24, 11:30 AM - 1:30 PM  
115 Broadway (entrance on Cedar St), New York, NY 10006

Hope to see you there,  
Bev

**Get in quick while seats last!**

**REPLICON**

### Sponsored Content

**Replicon** Don't let your company culture get you in trouble. Join us w/ an expert lawyer to learn about labor law compliance at one of our free lunch & learns (Fri 2/27 - Wed 3/25, 11:30 AM - 1:30 PM). Seats limited - Save my seat now: <http://bit.ly/1zrm5Xv>

**Your Company Culture Might Get You Sued**  
bit.ly - Join us for lunch to learn about how you can protect yourself from time-related employment lawsuits. In this tasty session, you will learn about the 3 biggest mistakes that Bay Area tech companies face with the Department of Labor.

Visit [marketing.linkedin.com](http://marketing.linkedin.com) to learn how other marketers have successfully met their marketing objectives.