



Skillsoft uses Sponsored Content to boost prospects' knowledge of learning solutions and improve conversions

“By delivering thoughtful, authoritative content, we teach potential customers about the value of our learning solutions. LinkedIn Sponsored Content is one of the best tools we’ve found for reaching our target audience, and creating informed prospects who become high-quality leads.”



Pam Boiros
Vice President, Corporate Marketing
Skillsoft

Reaching decision-makers with relevant content

Skillsoft provides cloud-based learning solutions for enterprise, government, and education. While course content tends to be industry-agnostic, the company needs to reach specific audiences, such as chief learning officers and human resources executives. As active content marketers, one of Skillsoft's biggest challenges is making sure their content gets in front of the right audiences.

“We’re trying to fish with a spear versus a net when it comes to targeting the right audience for our products and services—and delivering the content that resonates with this audience,” says Pam Boiros, Skillsoft’s vice president of corporate marketing. “Our charter is to bring new names to our lead pipeline, preferably from the Fortune 500.”

Challenge

- Generate leads among senior-level decision-makers in HR and learning officer roles in Fortune 500 companies
- Develop content that resonates with the right audience

Solution

- Sponsored Content targeting senior-level decision-makers
- Drive target audience to relevant whitepapers, webinars, and analyst reports

Results

- **30%** conversion rate
- **32%** of leads are from manager level and above
- **225%** increase in Company Page followers

Engaging prospects in a professional context

Skillssoft chose Sponsored Content to deliver whitepapers, webinars, analyst reports, and other valuable content to its desired audience. The professional mindset and the sheer volume of their target audience on LinkedIn proved to be a great fit.

"The LinkedIn news feed is the perfect place to offer content—members like to scan news feeds several times a day, and they don't view Sponsored Content as an intrusion on their networking," Boiros says. "LinkedIn is where our targets are, and their job titles are easily available and accurate. We're reaching training professionals who want to know how to save money or make their companies better, so essentially we're arming advocates with our content."

Converting senior-level executives and expanding their follower base

Since beginning its campaign, Skillssoft has seen a 30 percent conversion from leads gathered via Sponsored Content, with 32 percent of all leads coming from members at the manager level and higher, and 17 percent coming from members at the director level and higher. Sponsored Content also helped boost Skillssoft's Company Page followers by 225 percent.

"We try to stay ahead of the curve in our marketing and use provocative messages to capture attention, and we can see daily and even hourly how our Sponsored Content is performing," says Candy Osborne, senior marketing manager for Skillssoft. "We can make adjustments on the fly to improve engagement—such as adding a picture, or changing the targeting."

Promoting innovative content that resonates

Skillssoft uses Sponsored Content to promote valuable webinars and reports that increase engagement and generate leads.

For example, Skillssoft offered an exciting new product—the Welch Way Management Training Program—which features Jack Welch's business insights through exclusive videos and interactive learning.

Skillssoft targeted certain types of leadership development professionals to promote this innovative new approach to online training.

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Don't miss Jack Welch's webinar *Conversations in Leadership: Lessons on Winning* next Thurs May 15 at 12pm EDT. Learn how to hire great people, build winning teams & motivate people from one of the top business leaders of all time. Register now - <http://bit.ly/CILWinning>

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Jack Welch's Webinar: Lessons on Winning - Thursday May 15 at 12pm EDT

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Conversations in Leadership

Jack Welch: Lessons on Winning

Thursday, May 15 | Noon-12:30 p.m. EDT | 5-5:30 p.m. BST

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About the speaker

Jack Welch is one of the greatest CEOs of our time, known for his unmatched track record of success, fierce passion for winning, and desire to change the world for the better using his unique management practices. During his 21 year tenure as CEO, Jack transformed GE into the world's most successful and admired company, growing its market capitalization 30-fold, more than \$400 billion. As a result, thousands of companies have adapted his approach to management.

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