

LinkedIn on LinkedIn: How we build our base of LinkedIn Premium subscribers

“We’ve seen a 75 percent increase in open rates and more than an 800 percent increase in conversion rates over traditional email campaigns using Sponsored InMail.”

Jennifer Lin
Senior Product Marketing Manager
LinkedIn Premium

Using Sponsored InMail to reach loyal members when they’re most engaged

As the world’s largest professional networking site, LinkedIn has more than 400 million members worldwide. Many of these members use LinkedIn’s free offerings, but have not taken advantage of its two monthly subscription services: LinkedIn Premium Business Plus and LinkedIn Premium Job Seeker.

Business Plus offers members the ability to:

- Contact potential clients and customers with InMail messages
- See an expanded list of who’s visited their profile
- View an unlimited number of profiles, up to third-degree connections.
- It’s ideal for business professionals looking to grow and nurture their network.

Challenge

- Raise awareness of LinkedIn Premium solutions
- Generate trial of LinkedIn Premium Job Seeker and Business Plus offerings
- Increase LinkedIn Premium subscriber base

Solution

- Sponsored InMail
- Focused targeting for Job Seeker audience
- Broad targeting for Business Plus audience

Results

- Reach 2M+ prospects each week
- 75 percent increase in open rates
- 800+ percent increase in conversion rates

Job Seeker enables members looking for new career opportunities to:

- Connect to hiring managers
- Follow up on job applications
- Get informational interviews
- See how they stack up against other applicants

Targeting the right members

The target audience for the LinkedIn Premium Job Seeker subscription is very specific. “We focus our outreach on job searchers, people who are currently unemployed, career changers, and company changers,” says Jennifer Lin, senior product marketing manager at LinkedIn Premium. “We seek out individuals who have a need for that product.”

The audience for the Business Plus solution is much broader. “With this offering, we’re looking for anyone who’s seeking to grow their network,” says Lin. “We’ve essentially opened up our marketing efforts for that product to the majority of the general LinkedIn member base.”

In both cases, the team distributes personalized Sponsored InMail messages that clearly and concisely explain the value of the Premium subscription and offer a month-long free trial.

Real-time messaging boosts conversion rates

The team has seen a significant lift in conversion rates since moving to the next-generation version of Sponsored InMail. The latest upgrade is mobile-optimized and delivers messages in real time—that means messages only get delivered when members are actively engaged on the LinkedIn site and therefore most receptive. Since making the switch to the new Sponsored InMail platform, the team has seen a 6 percent lift in conversion rates.

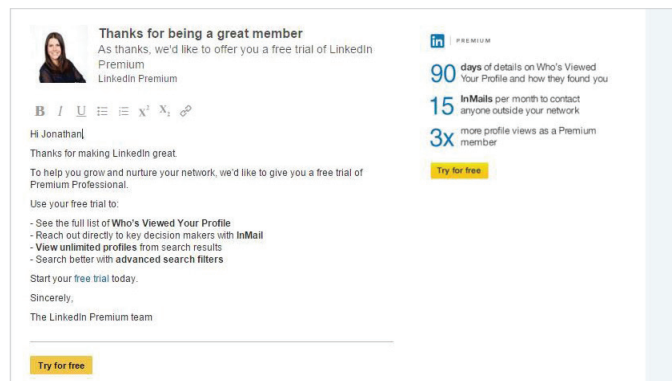
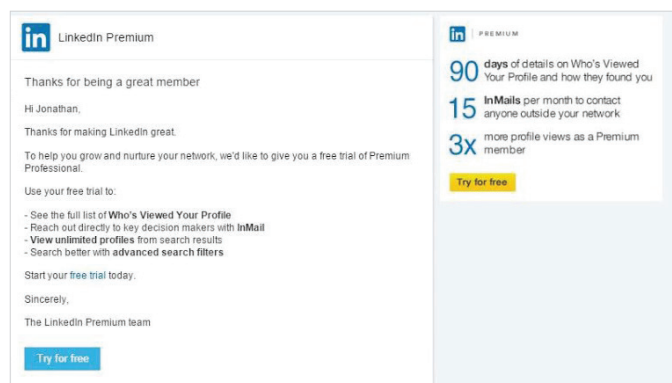
Using A/B testing to optimize and drive more conversions

The Premium team regularly A/B tests their creative and targeting and then scales the most successful variations for their two primary campaigns. Here are just some examples of how the team was able to optimize for success:

- **Using targeted language** that spoke directly to the benefits for particular member segments (engineers, consultants, researchers, etc.) increased conversion rates by 11 percent.
- **Incorporating success metrics** into the messaging also proved to be powerful. Simply leveraging the fact that Premium members receive an average of 6x more profile views lifted conversion rates by 7 percent.
- **Sending the Sponsored InMail from a team member’s account** also improved opens, clickthroughs, and conversions. This personalized experience boosted conversion rates by 4 percent.

According to Jonathan Chia, campaign manager at LinkedIn, a big factor in a campaign’s success is building on the existing relationship that prospects already have with the LinkedIn community. “When we reach out, we thank members for helping us grow LinkedIn. It helps that they already feel connected to us,” Chia says.

Sponsored InMail



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