



# The Blue Book Network® and LinkedIn: Reaching Commercial Construction Professionals on LinkedIn

*“We started out as a print directory of construction professionals in 1913. Even though we’d made the transition to digital advertising, we really began to see significant results when we started using LinkedIn.”*



**Brian Funicelli**  
Social Media Manager  
The Blue Book Network®

## Making the Move to Digital

The Blue Book Building & Construction Network® was founded in 1913 as a print directory for construction professionals, primarily subcontractors. Today, The Blue Book Network® is the largest, most active network in the commercial construction industry. Historically, the company has used traditional advertising—mailers, trade shows, phone calls—to attract and retain members. But over the past few years, as the use of digital marketing channels has become more widespread, The Blue Book Network® has invested more and more in platforms like LinkedIn.

Working with both The Blue Book Network® marketing team and LinkedIn Marketing Solutions, Social Media Manager Brian Funicelli is responsible for creating cohesive and comprehensive campaigns across The Blue Book Network®’s entire digital marketing landscape. Funicelli quickly made it a point to investigate where the company could stretch its digital efforts beyond email and search advertising. “There were a lot of people we weren’t reaching,” says Funicelli. “And before I came on board, we had never really delved into social. LinkedIn presented a real opportunity to dive in head first.”

## Challenge

- Making the switch to digital marketing
- Creating an effective social advertising strategy
- Driving registrations to regional events

## Solution

- Sponsored Content
- Sponsored InMail
- On-site Display Ads

## Results

- 5.3x above benchmark for On-site Display CTRs
- Maximized conversion rates for regional showcases
- 218% more showcase registrations at a 149% higher conversion rate via LinkedIn Sponsored Content campaigns compared to Twitter campaigns
- 86% lower cost per lead at a 17% higher clickthrough rate via LinkedIn Sponsored Content campaigns compared to Facebook campaigns, leading to nearly 40% more revenue generated
- 42% lower cost per lead at a 250% higher clickthrough rate via LinkedIn Sponsored Content campaigns compared to AdWords remarketing initiatives

## Building High-Performance Campaigns

Working with the LinkedIn Marketing Solutions team, Funicelli began testing a mix of LinkedIn Sponsored Content, InMail, and Display Ads, which quickly revealed their value. Other digital platforms could offer only the ability to target specific interests and keywords, like “construction.” LinkedIn gave The Blue Book Network® the ability to target specific segments within the commercial construction vertical—and reach them while they’re in a professional networking mindset.

“We began to run campaigns that would target architects or subcontractors with specific pieces of content,” says Funicelli. “We weren’t just throwing a net over anyone who had ever mentioned the word ‘construction.’ For instance, we ran a Sponsored Content campaign that drove to a blog post titled ‘Five Easy Ways to Increase Bid Responses’; it was incredibly successful with subcontractors because that specific content really resonated with them.”

## Results That Really Stand Up

The Blue Book Network® still emphasizes the value of traditional marketing; it holds showcase events all over the country where thousands of construction professionals come together to learn, network, and connect. The difference is that now it leverages digital channels to drive registrations and attendance for these events. And using LinkedIn as one of these channels, its results were nothing short of amazing.

Compared to Facebook, its LinkedIn Sponsored Content campaigns garnered an 86% lower cost per lead, a 17% higher clickthrough rate, and nearly 40% more revenue. Compared to AdWords remarketing efforts, LinkedIn Sponsored Content campaigns generated a 42% lower cost per lead at a 250% higher clickthrough rate. “For our 2016 showcases, LinkedIn Sponsored Content drove 218% more registrations than our Twitter campaigns,” says Funicelli, “at a 149% higher conversion rate.”

Today, a mix of email marketing, paid search, and social drives traffic to The Blue Book Network®’s increasingly digital operation. But while other traditional businesses may shy away from online advertising, Funicelli and his team have proven beyond a doubt that even a business in an old-school industry like construction can effectively reach and engage with customers using digital marketing. When it comes to reaching construction professionals, LinkedIn is a highly valuable tool that’s instrumental to business development and marketing success.

Display Ad

The Blue Book Building & C...  
shared this

DALLAS: Want to make new contacts and build your business? Register now for The Who's Who Showcase on May 5th! <https://lnkd.in/dDxZEYr>

Join us for the industry's premier education & networking event!

**THE Who's Who**  
IN BUILDING & CONSTRUCTION  
**Showcase**  
Powered by **BLUE BOOK**  
Building & Construction  
NETWORK

**The Who's Who Showcase - Dallas, TX**  
[www.eventbrite.com](http://www.eventbrite.com)

Sponsored by The Blue Book Building & Construction Network®  
6 Likes • 1 Comment

Sponsored Content

The Blue Book Building & Construction Network® shared.  
Sponsored

NEW JERSEY: Want to make new contacts and build your business? Register now for The Who's Who in Building & Construction Showcase on May 11th! <https://lnkd.in/dTNRJb8>

**THE Who's Who**  
IN BUILDING & CONSTRUCTION  
**Showcase**  
Powered by **BLUE BOOK**  
Building & Construction  
NETWORK

**The Who's Who Showcase - New Jersey**  
[www.eventbrite.com](http://www.eventbrite.com) • Join us in the Garden State and experience New Jersey's premier construction industry education and networking even...

Like • Comment • Share • 3 • 2

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