



Success Stories on LinkedIn

Top Case Studies from 2021

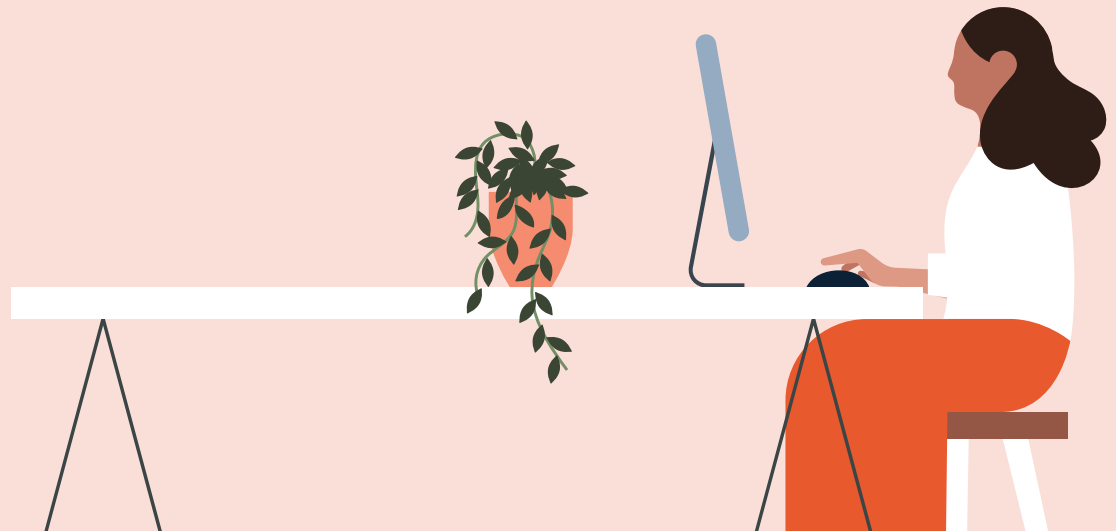
Top Case Studies from 2021

Looking for a little inspiration to propel your LinkedIn marketing efforts forward in 2022 and beyond? There's no better source than seeing the exemplary efforts from brands and marketers that are achieving extraordinary results on the platform.

In this guide, you'll find snapshots of 10 top success stories from LinkedIn marketers and advertisers in 2021. These savvy and creative campaigns put best practices into action, illustrating how to powerfully connect with a professional audience.

In a volatile and disruptive time for business and society at large, these LinkedIn marketing campaigns showed how to break through and deliver, using tools like video and advanced targeting to resonate.





The virtual event continued to be a staple of many industries throughout 2021, as the COVID-19 pandemic continued to complicate in-person events. Adobe decided to cancel their in-person annual Adobe Summit (expected to host more than 23,000 people) and take the event online instead — just a month before it was scheduled.

With help from LinkedIn solutions, they made the switch seamlessly and actually increased attendance.

700,000+

views for virtual event

40 million+

social impressions

2,000+

reactions and comments



Learn how [Adobe exceeded expectations for digital event registrations](#) with LinkedIn.



VMware also used video on LinkedIn for their marketing initiatives this year. Their focus, though, was not driving widespread engagement for an event, but on guiding targeted prospects through the sales funnel. The company developed a sophisticated blend of LinkedIn ad formats, including Single Image, Carousel, Video, and Retargeting.

3x

higher click-through rates

50%

lower cost-per-lead than industry benchmark

“Engaging with VMware customers and prospects across digital channels with relevant and personalized experiences is essential to our omni-channel marketing strategy.”



Cindy Phan
Senior Manager of Global Digital Strategy at VMware



Learn how [VMware started purposeful conversations on the future of work](#) on LinkedIn.



Johnson & Johnson developed a “Road to a Vaccine” video series to tell their brand story in a pivotal moment. They chose LinkedIn for promoting content to a B2B audience, because of the platform’s live-streaming and professional targeting capabilities, as well as the trust in the platform that already exists from users. The company used LinkedIn Live, Sponsored Content, and Message Ads to raise awareness and viewership throughout the series.

1,000

viewers within first
minute of livestream

1 million+

total views

983,000

avg. total minutes
watched per episode

“It’s important for us to be able to hone in and target global advocacy, and target politicians and doctors and nurses. We’re able to bring together global voices on one platform and do it in our living rooms.”



Lauren Ruotolo
Director of Creative Partnerships at Johnson & Johnson



Learn how [Johnson & Johnson garnered 1 million+ views](#) for its LinkedIn Live series.



Using LinkedIn’s custom targeting criteria to target a specific audience, the Institute of Management Accountants (IMA) applied various combinations of these criteria (job titles, related fields of study, accounting-related titles, etc.) to target people who would be likely to be interested in its Certified Management Accountant (CMA) certification.

Using these tools, IMA created an email list with more finely targeted prospects.

513%

increase in email signups
year over year

41%

of email signups from IMA’s
most recent campaign
attributed to LinkedIn



Learn how [IMA optimized its targeting efforts on LinkedIn.](#)



ThoughtWorks embarked on a campaign to raise awareness, capture search intent and generate leads through thought leadership content. LinkedIn's Audience Targeting functionality played a major role in the success of the campaign. The company used the feature to attract audiences based on job roles and company titles, analyzed search intent to find its prospects' areas of interest, and used LinkedIn Lead Gen Forms to generate new leads.

20x

more leads on LinkedIn
(than all other
platforms combined)

90%

of Marketing
Qualified Leads
sourced to LinkedIn

\$42.45

cost-per-lead
(about half of
market average)



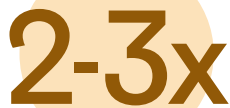
See how [ThoughtWorks built a highly coveted readership amongst senior executives](#) — using a LinkedIn-first approach.



Jabra GN



Jabra needed to build a B2B pipeline of companies looking for headsets and other equipment that makes remote work possible. Using LinkedIn's Retargeting and Company Targeting features, Jabra was able to connect with key accounts while targeting prospects based on job functions, website activity, and member interests. The campaign also blended in other marketing functionality from LinkedIn, including Video Ads, Single Image Ads, Lead Gen Forms, Sponsored Content, and Message Ads.



2-3x

higher click-through rates



increased conversion rates

“We run 300-400 campaigns on LinkedIn each year. There’s simply no way to hit an audience so precisely anywhere else.”



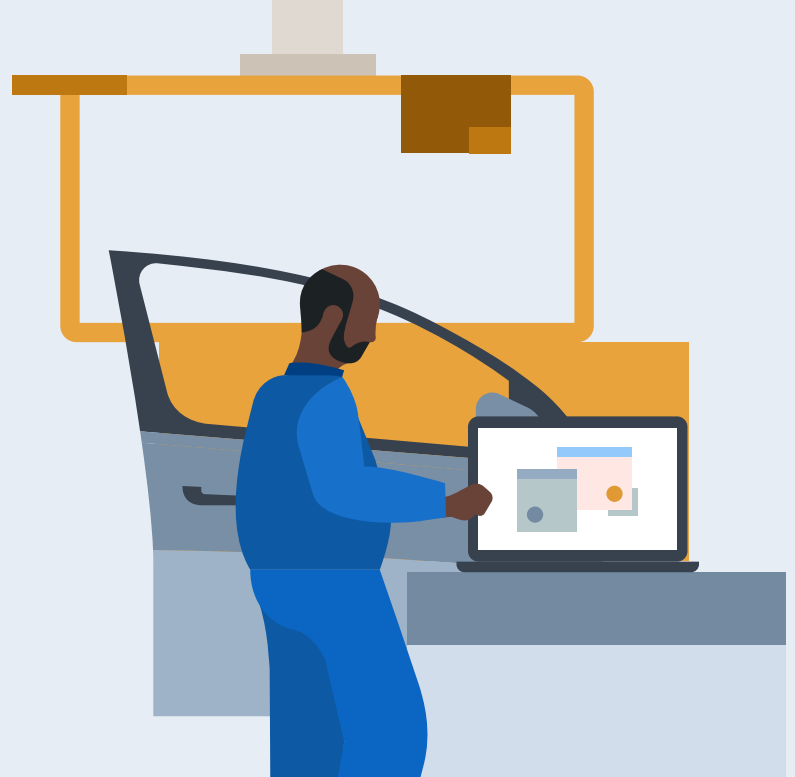
Morten Friberg Jensen
Senior Marketing Manager at Jabra



See how [Jabra tuned LinkedIn employees into headphone discounts](#) on LinkedIn.



Mercedes-Benz



Mercedes-Benz may be one of the most recognizable names in luxury vehicles. That reputation can work against the brand, however, as many young families never even consider its vehicles as practical or affordable. When launching the brand-new GLB SUV, at an affordable price for young families, the company was ready to stake its claim to a new demographic. They used LinkedIn to target their messaging to professionals on the rise, reaching their audience where they were most likely to be found.

54%

higher click-through rates than benchmark

2x

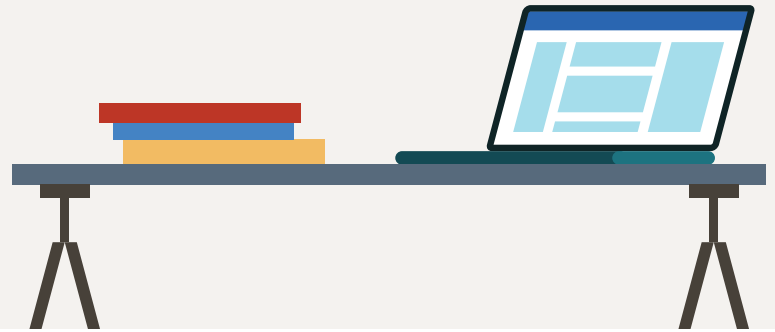
the engagement rates of other luxury automobile benchmarks

3x

lower cost-per-conversion rates



See how [Mercedes-Benz GLB's LinkedIn campaign drove impactful full-funnel results.](#)



Cenareo was one of many businesses that had to change its operations when the COVID-19 pandemic hit. Their focus shifted to helping companies' corporate communications and HR departments keep employees protected and well-informed. To succeed in this pivot, Cenareo had to create awareness with a new audience, giving them the education and nurturing they needed while still generating leads. The company used LinkedIn's Conversation Ads to connect personally with the new audience and learn more about their behaviors and intentions.



surpassed all
LinkedIn benchmarks

500+

new leads in a
single month

180,000€

estimated
pipeline size

“We decided to use a multi-product approach, activating awareness conversion campaigns to help accelerate the customer’s journey. This created a great experience for our target audience, and helped us spread the right message to the right person at the right time.”



Lucie Victor
Lead Gen & CRM Manager at Cenareo



Learn how [Cenareo generated over 500 leads in just one month](#) with a brand to demand strategy.



To create greater awareness for its HR software, BambooHR used LinkedIn's Matched Audiences and built a list of target companies. From there, the company developed a targeting strategy based on website activity, job title, seniority, and member interests related to HR. After compiling the lists, the BambooHR team went to work on creating thought leadership content based on key topics of interest, such as remote work and culture. They blended in the use of Single-Image Ads and Message Ads to encourage engagement and send out calls to action.



higher engagement from
key audiences



higher conversion rates
from key audiences

40%

higher cost-per-lead
efficiency

53%

higher submission rates
(vs. website forms)

15%

higher conversions



See how [BambooHR increased cost-per-lead efficiency by 40%](#).



Business schools have a significant advantage in attracting students for graduate management education, as they've already been with prospective students throughout their journey. London Business School wanted to take advantage of this market edge and create high-quality leads for its Masters in Financial Analysis program. The school used Text Ads to invite prospects to "Fuel your future" or "Kick-start your career." They added Sponsored Content to give prospects a look at the course experience and to showcase successful alumni, and Message Ads to encourage prospective students to take action.

10x

increase in ad exposure frequency

17%

higher Lead Gen Form completion rates

9%

drop in cost-per-lead (60% below benchmark)

"Combining Text Ads, Sponsored Content Activity, and Message Ads within a single integrated campaign significantly increased our frequency and joined the dots between brand and direct response messaging in our audience members' minds. The results have been incredibly positive and it's an approach that we'll be continuing as we look at new opportunities on LinkedIn."



Stuart Aplin
Head of Acquisition Marketing at the London Business School



See how [London Business School fuels the funnel](#) with multiple ad formats.

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