

Bynder generates high-quality leads faster with Lead Gen Forms

Adding LinkedIn Lead Gen Forms to its strongly performing Sponsored Content has taken lead generation to the next level for the Digital Asset Management (DAM) business

Bynder, which launched its award-winning DAM portals and services in 2013, initially faced the challenge of competing with brands that had been established for longer. This meant doing more with a smaller budget: educating prospects and driving leads as efficiently as possible. Launching demand generation activity on LinkedIn has transformed its ability to do both, with mobile-optimised Lead Gen Forms driving a 500% increase in leads.

The Challenge:

- Generate high-quality sales leads amongst fast-growing and enterprise-level businesses
- Drive awareness of the benefits of Digital Asset Management (DAM)
- Build interest and engagement around Bynder's DAM solutions

The Solution:

- Original content assets tailored to different phases of the buyer journey
- DAM for Dummies guide created in partnership with the publisher, Wiley
- Sponsored Content tailored to needs of different-sized businesses
- LinkedIn Lead Gen Forms auto-filled with LinkedIn profile data

Why LinkedIn?

- Targeting capabilities, able to reach relevant decision-makers in marketing and IT
- Ability to tailor content to businesses of different sizes
- Access to key audiences while they occupy a professional mindset

Results:

- The first five months of Bynder's LinkedIn campaign delivered a conversion rate to leads of close to 2% and beat all cost per lead (CPL) targets
- After Bynder added LinkedIn Lead Gen Forms to the campaign, results skyrocketed
- The completion rate for lead generation forms jumped to 20%
- The rate at which leads were generated increased by 500%

A content strategy tailored to buyers' needs

For David Mirshahi, Bynder's PPC specialist, LinkedIn was an essential addition to the business's demand generation strategy. "The big advantages of marketing on LinkedIn are the targeting and the professional context," he says. "You can reach the specific businesses and departments you are interested in and tailor content to them, reaching them in a professional environment when they are actively thinking about these needs and challenges."

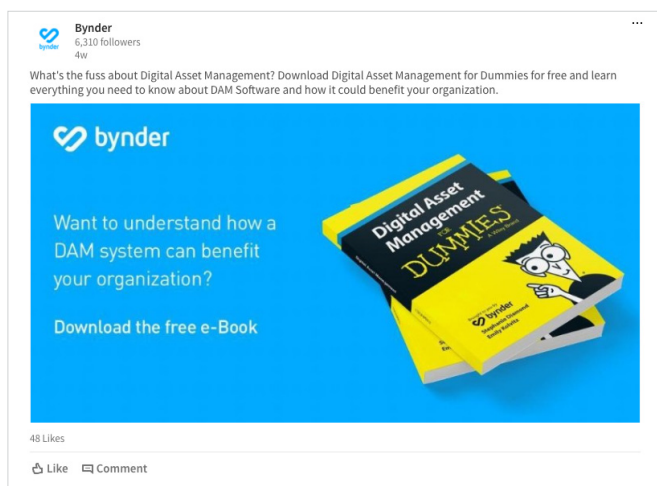
David and his team had identified fast-growing and enterprise-level businesses as key targets for Bynder. The Sponsored Content strategy that they developed on LinkedIn was designed to address the needs of these buyers at different stages of their journey. "On social media, just offering people a free trial isn't such an effective strategy," says David. "We first needed to introduce people to the problems we were solving and we developed different content assets to do that. Our DAM comparison guides were a great piece of lower-funnel content, and we also ran a webinar on the benefits of using AI as part of digital asset management."

Gating these assets with data capture forms generated contact details for follow-up, with David and the team tailoring Sponsored Content to reflect the different challenges faced by large and fast-growing businesses. The approach drove a strong pipeline of leads from the start. However, with the launch of LinkedIn Lead Gen Forms, David saw an opportunity to take performance to the next level.

The Lead Gen Form multiplier

Lead Gen Forms transform the process of prospects entering their contact details in order to access a piece of content. Mobile-optimized and pre-populated with LinkedIn profile data, they avoid people having to type in their details, meaning they can click quickly through to content while leaving accurate contact information. David instantly recognised them as a game-changer for lead generation. "We started using Lead Gen Forms as soon as they were available," he says. "They work faster, they are easier to set up, and they totally opened up mobile for us. Having a form right there within LinkedIn drove our conversion rate through the roof. Our form completion rate jumped up to 20% and our conversion rate from leads to opportunities has gone up as well. We were literally jumping up and down in the office when we saw these results."

Besides increasing the rate at which leads are generated, Lead Gen Forms also give Bynder the confidence to gate high-value content without undermining engagement. When the business launched a DAM for Dummies guide, in association with the publisher, Wiley, Lead Gen Forms played a key role in driving ROI. "This was great middle-funnel content," says David. "And when we combined it with Lead Gen Forms it just took off. Our cost per conversion, which had always been good with LinkedIn, got even better. We spent less and were still able to increase leads by 500%."



"LinkedIn is definitely the best option for B2B marketing. I'm a huge fan of the targeting and we've seen how Lead Gen Forms can be a real game-changer for lead generation."



David Mirshahi
PPC Specialist
Bynder