

ADP Case Study

Highlighting thought leadership with LinkedIn Company Pages



Surfacing thought leadership

ADP is known to many for its long history of providing payroll solutions to organizations around the world. But ADP is increasingly viewed as a leading provider of Human Capital management services too. ADP's digital team was among the first to articulate this evolution by highlighting the Company's deep knowledge and expertise in human resources, employee benefits, talent management, business processing outsourcing, time management, and of course, payroll.

"We wanted to drive genuine thought leadership beyond 'oh yeah, that's the payroll company,'" says Chelsea Marti, ADP's social media director. With minimal presence on social networks, the Company focused first on expanding its online profile. "We saw a natural fit with LinkedIn, and the opportunity to drive value for ADP," Marti adds. "We're a business that sells to other businesses, so the intersection for us and our audience is obviously LinkedIn."

Gathering content and enlisting third-party voices

A year ago, ADP had a LinkedIn Company Page, but the page had scant content and was updated infrequently. ADP also discovered that there were several other Company Pages for various ADP business units and regions, but there was no concerted effort to connect the pages and post consistent content.

Challenge

- Raise the profile of the ADP brand
- Highlight company expertise beyond payroll and benefits administration
- Increase engagement and viral reach

Solution

- LinkedIn Company Page
- Targeted Sponsored Content

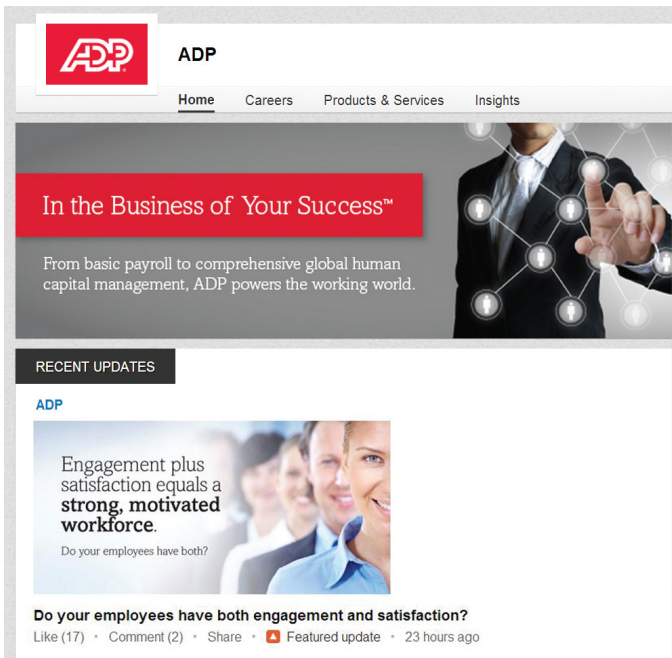
Why LinkedIn?

- B2B focus and audience
- Social tools promote content sharing
- Customization of Company Pages helps build brand image

Results

- In one year, ADP Company Page followers double to 85,000
- Company Page impressions increase from 300/month to 1.3 million/month
- Non-employee followers of ADP LinkedIn Company Page are now 70 percent of audience
- LinkedIn is the number-one social reference back to ADP.com

ADP's first step was to gain control of the various pages, and conduct some much-needed maintenance of the corporate ADP Company Page. "We added new images that did a better job of showcasing what ADP stands for, and significantly bolstered the Products and Services tab—a critical area for followers to learn more about what we offer," says Marti.



ADP Company Page on LinkedIn

Next step: Gathering interesting content from existing company sources. "We connected with our PR and research teams to assess what was readily available," Marti explains. "For instance, we discovered case studies, videos, research and news that we could begin posting to the Company Page." Marti also found content from related industry blogs, such as the one for the Society for Human Resources Management, to round out her content sources.

A turning point for social media at ADP occurred in June of 2012, when ADP Research Institute® was launched to highlight the unique expertise and insights within ADP's walls. Leveraging the content created by the ADP Research Institute, ADP began posting Sponsored Content to well-defined groups of followers. These updates put relevant content in front of relevant audiences—a tremendous benefit, as ADP's client set ranges from small businesses to global, multinational corporations.

"The content on our LinkedIn Company page is shared frequently by our followers, and their own connections are increasingly sharing and reading our updates. It's exactly the kind of engagement and viral reach we envisioned for ADP—instead of an inside-out, 'let's shout it from the mountain top' approach, we're creating genuine and authentic conversations with the audiences that matter."



Chelsea Marti
Social Media Director
ADP

Engagement and viral reach rise dramatically

One year after the ADP Company Page relaunch, followers have more than doubled—from 40,000 to 85,000. The makeup of ADP's follower audience has also changed significantly, Marti explains: "When we initially relaunched the page, 70 percent of our followers were ADP employees. A year later, 70 percent of our followers are actually non-employees. We flipped the ratio in less than a year."

Engagement metrics also show that the ADP Company Page is extending its reach beyond just followers and employees. In September 2012, the page featured 37 updates. Fifty-eight percent of likes came from non-followers of the ADP Company Page, and 74 percent of clicks came from non-followers. In addition, LinkedIn has become the number-one social reference back to the ADP.com website.

"The content on our LinkedIn Company Page is shared frequently by our followers, and their own connections are increasingly sharing and reading our updates," says Marti. "It's exactly the kind of engagement and viral reach we envisioned for ADP—instead of an inside-out, 'let's shout it from the mountain top' approach, we're creating genuine and authentic conversations with the audiences that matter. And now the stage is set for us to share the unique data-driven insights that ADP subject matter experts at the ADP Research Institute will be providing regularly."

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.