

Lenovo Case Study

Igniting new conversations with Sponsored Content



Lenovo is a \$34 billion personal technology company with over 35,000 employees and customers in more than 160 countries. Serving the majority of countries worldwide, Lenovo was recently named the number one PC company in the world and is an emerging PC+ leader with its smartphone and tablet innovations. Rod Strother, director of digital and social center of excellence at Lenovo, is responsible for Lenovo's social media around the globe and is always on the lookout for new opportunities to further engage their audience.

Content is the key

Lenovo's social media presence continues to expand worldwide and, according to Strother, content is key to the Company's social media strategy. "Content is the glue between us and our target audience and no matter how much content we generate, it never seems to be enough," he says. Lenovo is looking to ignite conversations with a number of different audiences and Strother says its presence on LinkedIn has made a significant contribution. "LinkedIn is a key platform for us in being able to reach quality consumer or business professionals." He continues, "This is really part of a longer term effort to establish ourselves as industry leaders in engagement marketing."

Sponsored Content hits the target

Over the course of two months, Lenovo incorporated LinkedIn Sponsored Content to further engage their audience across four different themes: brand, thought leadership, products, and external trends.

"With LinkedIn, we're seeing a lift of 17 percent in brand favorability."



Rod Strother
Director, Digital and Social Center of Excellence
Lenovo

Objectives

- Drive brand and product awareness
- Amplify current content and engage a larger audience base
- Build the follower base on the Lenovo LinkedIn Company Page
- Serve as a test for defining future B2B social media initiatives

Solution

- Use Sponsored Content to share insights with target audience
- Optimize content based on real-time data for target segments

Why LinkedIn?

- To reach quality business professionals
- Opportunity to expand social media presence

Results

- 17% increase in brand favorability
- Achieved four times the post-level engagement rates when compared with display averages

Based on each particular target audience and their associated responses, Strother says Lenovo was able to tailor the content to enhance the engagement, "As you would do with traditional media, we optimized the content based on the reaction we were getting from the audience. This strategy is already proving successful," says Strother. "LinkedIn is not only helping us diversify our community beyond technology enthusiasts, it is increasing our engagement with existing and future customers for our Think branded business and corporate products."

"We're already looking at how we can extend this into other markets and we're having conversations with colleagues globally."



Rod Strother
Director, Digital and Social Center of Excellence
Lenovo

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MONDAY DISCUSSION - What are some of the qualities that a leader should have? What do you think differentiates a manager from a leader?



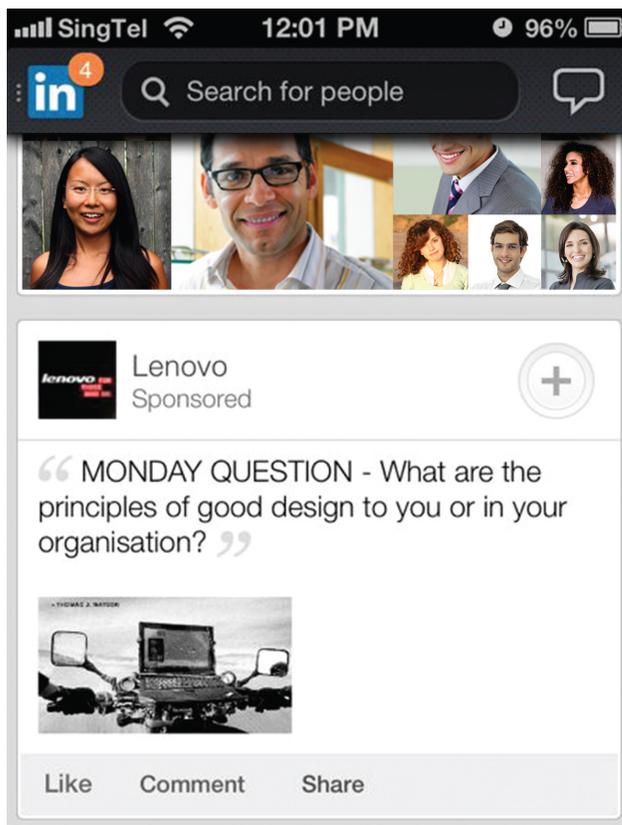
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A clearer future

Following the LinkedIn Sponsored Content program, Lenovo analyzed the results from a quantity point of view and primarily focused on the engagement rate. Strother remarks, "The results have really been very encouraging so far. We're getting post-level engagement rates of about four times compared to display averages, which is great for us." Strother continues, "In terms of the brand impact study that was carried out with LinkedIn, we're seeing a lift of 17 percent in brand favorability." Lenovo is emerging as a leader in PC Plus, which incorporates smartphones, tablets, and emerging technology—and its LinkedIn audience is giving Lenovo important insights. "We're going to be able to use a lot of the comments in research we're conducting into the future of touch products" says Strother.

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