



U.S. Chamber of Commerce uses LinkedIn to bring sellout crowd to aviation conference

“LinkedIn didn’t just help us fill seats—we attracted quality attendees from our targeted industries.”



Margaret Shepard
Executive Director, Communications and Strategy
U.S. Chamber of Commerce

Broadening an event marketing campaign

Industry-specific conferences sponsored by the U.S. Chamber of Commerce are known for their networking opportunities and thought leadership discussions. “Our events are intended to engage our membership and complement our policy work,” says Margaret Shepard, the Chamber’s executive director of communications and strategy. “They showcase our ability to convene thought leaders, executives, and policy makers.”

When the Annual Aviation Summit was moved from the Chamber’s headquarters to a nearby hotel, potential capacity doubled from 350 to 700 attendees—driving the need to market the summit to a wider audience yet also attract aviation industry leaders.

Challenge

- Attract high-level attendees in targeted industries to aviation-focused event
- Promote the Chamber’s work in aviation to new audiences in non-traditional, associated industries
- Increase attendee count to fill larger venue

Solution

- Sponsored InMails
- Dynamic Ads

Results

- Sellout event attracts **700+** attendees
- **42%** open rate for Sponsored InMail, **9%** CTR
- Dynamic Ad CTR was **83%** higher than North American LinkedIn benchmarks for display ads
- Executive-level audience gives high ratings to summit

Targeting helps deliver messages to precise audiences

"We wanted to build a high-quality audience including aviation decision-makers and c-suite executives—not just get bodies in seats," says Laura Bonavita, the Chamber's director of communications and strategy. LinkedIn Sponsored InMails and Dynamic Ads, combined with targeting based on LinkedIn's accurate and up-to-date audience data, helped the Chamber market the event to aviation professionals in more cities, as well as people in associated industries such as agriculture and aerospace.

"Sponsored InMails allowed us to introduce people to the Summit in a more substantive way," Shepard says. "We had a robust conference agenda to share, and text is limited in ads—but with Sponsored InMail messages, we could clearly sell the event's advantages. That told us that Sponsored InMails are a key marketing tool for our events." The Sponsored InMail included the strong opening sentence, "Do you believe that a strong aviation system is critical to global economic growth?" and a bulleted list of top speakers and their companies. "We kept the Sponsored InMail message short, succinct and compelling, so recipients would want to open the message, keep reading, and visit the summit website to learn more or register," Bonavita says.

Dynamic Ads also helped the Chamber gain more visibility for the summit, since they included LinkedIn member photos to create a personalized pitch. "The Dynamic Ads are very attention-getting, which you need when your message is competing for mindshare," Bonavita says.

Drawing a sell-out crowd

The sold-out summit drew more than 700 attendees. The Sponsored InMail's open rate was 42 percent; Dynamic Ads showed a clickthrough rate 83 percent higher than North American LinkedIn benchmarks for display ads.

"We had to turn people away," Bonavita says. "Attendees told us how great the networking was, and that they wanted the day to go longer. That's a big endorsement for our event—people wanted more of our content and more time to connect with each other."

Sponsored InMail

The image shows two examples of LinkedIn advertising. On the left is a screenshot of a Sponsored InMail. The header includes the USCC logo and the title "The Future of Space and Aviation" from the U.S. Chamber of Commerce Foundation, dated February 12, 2015, 9:50 AM. The body text asks, "Do you believe that a strong aviation system is critical to global economic growth?" and lists guest speakers including Carsten Spohr (Lufthansa Group), James Hogan (Etihad Airways), Jeff Smisek (United Airlines), Doug Parker (American Airlines Group), and George Whitesides (Virgin Galactic). A yellow "REGISTER NOW" button is at the bottom. On the right is a screenshot of a Dynamic Ad for the "14TH ANNUAL AVIATION SUMMIT" on March 17, 2015, in Washington, D.C., featuring a Boeing logo and a "Click Here to Register" button. Below these is a smartphone displaying the same InMail content, showing how it appears on a mobile device.

Dynamic Ad

The image shows a screenshot of a LinkedIn Dynamic Ad. It features a personalized pitch with a photo of a woman labeled "You" and the USCC logo. The text reads "14TH ANNUAL AVIATION SUMMIT" and "March 17, 2015, Washington, D.C." with a blue "Click Here To Register" button.

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