

Learn how L&T Technology Services leveraged LinkedIn campaigns to generate a \$35 million sales funnel

L&T Technology Services (LTTS) is a leading pure-play Engineering, Research & Development services company offering technology solutions to enable Smart Products, Smart Manufacturing and Smart Services in the global market, with the aim of disrupting traditional ways of doing business. To enable awareness and brand recall in a niche online audience, LTTS activated its digital presence with LinkedIn in a similar manner.



Why LinkedIn

Advanced targeting and filtering capabilities enabling content dissemination to relevant job functions, across specific industries

Full-funnel solutions that paved the way for insight-driven approach that impacts the target group at each stage of the funnel

THE LTTS LINKEDIN JOURNEY

LTTS began a two-step journey of exploration. According to Akshay Chandra, the Head - Vertical Marketing & Strategic Initiatives at L&T Technology, two key requirements needed addressing:

- Create brand awareness
- Engage with diverse users and industries using multi-format thought-leadership content.

LTTS adopted a constantly evolving digital strategy, where insights from each step helped build the next. LinkedIn Banner Ads and Sponsored Updates were incorporated for effective amplification.

LTTS set up a relevant campaign website, hosting carefully curated and updated information to keep the target group engaged and excited. Highly specialised ROI-targeted content was hosted on this website, with separate campaigns designed for Europe and North America.



The Challenge

- To create **effective mindshare** in a traditional market segment in North America and Europe
- To nurture high-quality **business leads** by reaching and engaging with a niche audience belonging to Director (and above) job functions across different industries (Engineering, R&D, Procurement and Product Management)



Solution

- **Phase 1:** Create awareness through a layered approach, by disseminating insight-driven, industry-specific content through ABM targeting.
- **Phase 2:** Run multiple campaigns on Sponsored Updates and use LinkedIn Lead Gen forms for better engagement and ROI.



Results

- **0.8% Engagement rate**, higher than the industry benchmark
- Accurate targeting lead at a modest **CPL of \$39.93**
- Average **lead completion rate of 28%**, peaking at a **40%** where the digital efforts created a sales funnel of **\$35m approx** through campaigns
- **157,000 key accounts** of business decision makers in different industries
- Over **2500 focused leads** across four industries
- Lead to a key learning that digital audiences are no longer looking at 'one-size-fits-all' content but are willing to engage in intelligent, concise, clear and constantly updated messaging.



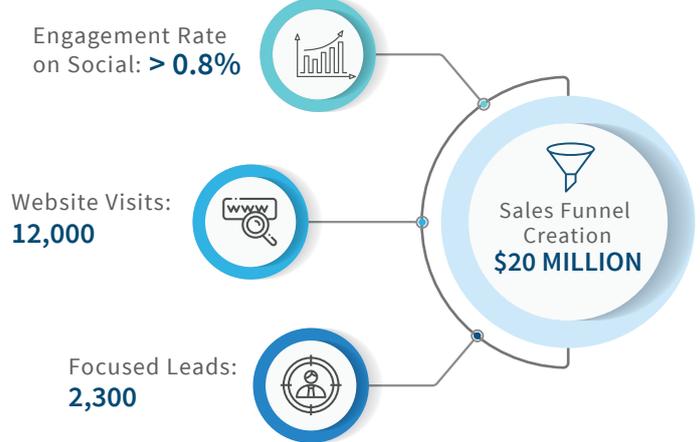
CAMPAIGN #1

Objective: Awareness and brand recall on LinkedIn



CAMPAIGN #2

Objective: Focused Outreach and Lead Generation through redirection to a dedicated landing page



Combined Sales Funnel of \$35 MILLION

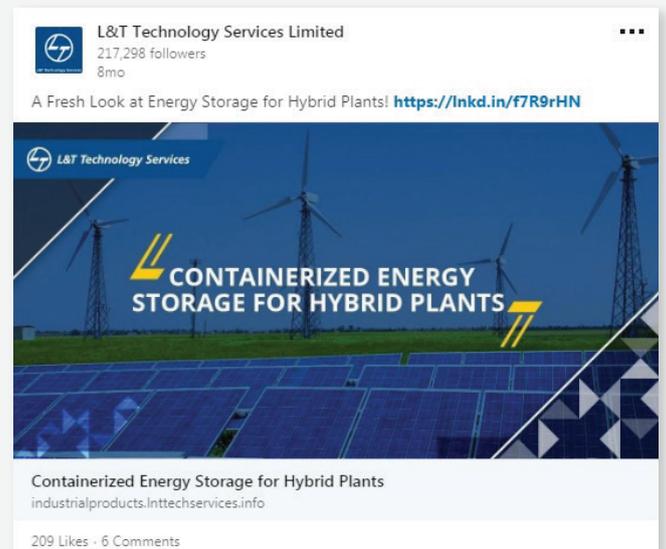


CAMPAIGN #3

Objective: Lead Generation on LinkedIn as a platform

Leads: 264 Average cost per lead: \$53.37 Sales Funnel Creation: \$15 MILLION

Top Performing Post



Engagement Rate: 2.4% Lead Completion Rate: 28% Cost Per Lead: \$39.93



LinkedIn campaigns helped build focused communities within the target audience by pushing relevant content to key accounts and initiating personalized conversations. That's the jigsaw piece that generated weighty leads and enabled tangible business growth.



Samir Bagga,
CMO of LTTS

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