# technologies

**LOCATION** Santa Clara, CA

NO. OF EMPLOYEES

INDUSTRY Computer Software

## CA Technologies Executes Exemplary Content Strategy on LinkedIn

## Challenge:

As a provider of business management software for a wide range of industries, CA Technologies faces stiff competition. Innumerable B2B companies are contending for the attention of influential decision makers, so it takes a creative and distinctive approach to stand out — not to mention an acute understanding of the best channels for reaching your specific audience.

"It's about having the right strategy, coupled with the right ad tactic, and asset. We understand influence and are motivated to sponsor a lot of our campaigns optimizing LinkedIn ad products. However, our go-to-market strategy and the compelling uniqueness of these specific campaign-series resonated with our LinkedIn audiences. The result stimulated engagements in such a phenomenal way that our sponsorships were minimal."



Leslie Murdock Digital Marketing Manager for CA Technologies

### Solution:

CA Technologies counts LinkedIn as a primary cornerstone of its marketing strategy. The company has developed an enormous following on the platform — nearly 308,000 followers to date — and taps into many different options for paid and organic engagement to promote products, events, thought leadership, corporate philanthropy efforts, and wins in the marketplace. Amongst these options, the team considers their LinkedIn Page, a free tool, to be the most important. Their Page has been a central hub for engaging with professional audiences, and they frequently publish diverse, quality content to showcase the best of their company. Additionally, CA Technologies has created an employee advocacy program with more than 3,000 participants to further amplify the reach and impact of its content.

CA Technologies uses a hub and spoke system, with the digital marketing team providing social strategy and enablement for all other marketing teams such as content, event, product, and field marketing. The team relies on Hootsuite to ensure their numerous teams across the globe maintain a consistent brand voice on LinkedIn. They also use Hootsuite to track the downstream activities from their campaigns and further optimize the performance of their content.

"The LinkedIn environment is conducive to business relationships and learning, and that's very aligned with our content strategy. Our sales reps are very active on LinkedIn, so being able to point to our LinkedIn Page or being able to share approved content with their connections is important."



Andrew Spoeth Director of Digital Marketing at CA Technologies

#### **Results:**

By frequently posting informed, quality content on LinkedIn, CA Technologies has been able to establish true connections with members and grow their professional community over time.

A great example of their unique content is a campaign designed to differentiate the company's "Modern Software Factory" slogan. It saw:

## 0.59% Average CTR 0.75% Engagement Rate

Another series titled "STEM 10" highlighted young entrepreneurs pursuing activities with a social cause, and helped establish a powerful connection with audiences. It saw:

## 0.8% Average CTR 1.1% Engagement Rate

For both campaigns, fewer than 5% of posts were sponsored, but results still surpassed LinkedIn's success benchmarks of 0.35% CTR and 0.4% engagement. Key to the team's success was leveraging audience insights from the CA Technologies LinkedIn Page and additional data from Hootsuite to gain a deep understanding of their target demographic and the professional traits of their visitors, as well as what types of content triggered the most engagement.

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