



## Knowing the right skills helps Philips build healthy content communities

### Targeted content focused on starting conversations is raising relevant awareness of the brand's healthcare expertise

When it came to building awareness of its heritage in healthcare, Philips needed a solution that could deliver sustained engagement on an expert level. A targeted approach to content based on skills analysis is generating benchmark-beating engagement and putting the brand at the heart of new thinking for the sector.

**Philips Cardiology** Cardiologists, what are the main barriers for implementing connected technology into the treatment of CVD?  
<http://philips.to/2eL5sHB>

Organic Targeted to: All Followers

8,657	50	99	1.72%
impressions	clicks	interactions	engagement

### The Challenge:

- Change perceptions of Philips from a consumer electronics brand to a health technology company
- Build awareness amongst both healthcare practitioners and the healthcare business professionals that influence decisions
- Drive sustained engagement with these core audience groups

### The Solution:

- Four LinkedIn Showcase Pages, designed for healthcare specialists in Cardiology, Respiratory, Oncology and Pregnancy and Parenting
- Sponsored Content using skills-based targeting to reach relevant healthcare practitioners
- Additional seniority-based targeting to reach relevant business professionals
- Follow Company ads to build awareness for the Philips Cardiology page

### Why LinkedIn:

- Opportunity to build on Philips' existing presence on the platform
- Precision targeting focusing spend on engaging the most relevant audience
- Capacity for A/B testing and optimisation
- Social platform enabling on-going discussion and engagement

### Results:

- Average click-through rate of 0.57% for Sponsored Content, more than double industry benchmarks
- Engagement rate of over 1% for Respiratory and Cardiology content, close to 4x industry benchmarks
- Earned media ratio of 150% through sharing of content by the target audience
- Strong ratio of comments to shares, generating discussions through Showcase Pages
- Over 3,400 followers added in the campaign's first month

## Using skills data to deliver relevance at scale

Philips' strategy for building awareness of its health expertise was focused on relevance. Broad medical content would be too general to add value for the practitioners the brand needed to target - and so it developed four separate Showcase Pages tailored around the specialisms of Cardiology, Respiratory, Oncology and Pregnancy and Parenting. Philips' social media team worked with LinkedIn to develop skills-based targeting that could unlock the value of content tailored to these areas.

"Our content was very specific to particular medical areas, so we needed to be relevant but we also needed to reach those audiences at scale," explains Annisa Arishti, Global Social Manager for Philips. "Take pregnancy for example - there are dozens of specialisms relevant to this area, which aren't necessarily reflected in people's job titles. Integrating skills into our targeting enabled us to reach all relevant people - and LinkedIn's Campaign Manager was very effective at suggesting matching skills that could also deliver the audience we were after."



## Optimising specialist content to maximise engagement

Skills-based targeting put Philips' specialist content in front of relevant healthcare audiences; a testing-led approach then enabled the team to optimise its content and maximise engagement. "For each content stream, we developed five or six posts with a mix of thought-leadership, expert views and trends," says Annisa. "We tested different elements such as image size to settle on the right approach."

Such optimisation helped to drive engagement for areas such as Respiratory and Cardiology to almost four times industry benchmarks. It also helped to generate sustained sharing and comments around the discussions that Philips started. "Engagement is really the most important metric for us, partly because of the amplification and peer-to-peer interaction that it brings with it," says Annisa. "The fact that engagement was two to three times our industry benchmarks - and that our earned media ratio was so high - are particularly encouraging."

*"We had already worked with LinkedIn for a couple of years and we knew that the platform would deliver strong organic engagement for us. This was an opportunity to use that engagement to build awareness of our expertise in health, and shift perceptions. We've not only been able to achieve sustained engagement, but we're now able to feed the conversations we have with our audience into the content generation process. We've shown the potential of our Showcase Pages and set a great base for moving forward."*



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