

Sage shows that understanding size matters

The enterprise software brand drove open rates of over 50% and click-to-lead conversion rates of 39% by talking directly to the needs of SMBs

Size isn't everything in business - but understanding the needs of different-sized businesses has a huge contribution to make to B2B lead generation. Investing in content to address the growth challenges of Small and Medium-sized Businesses (SMBs) generated quality leads at an exceptional rate for Sage.



The Challenge:

- Target key software decision-makers at Spain-based SMBs
- Generate quality leads at scale for Sage Live, the cloud-based business management solution
- Raise awareness amongst the target audience to ensure a strong conversion rate and low cost per lead (CPL)

The Solution:

- Campaigns targeted by company size
- eBook on the workflow changes that enable growth for SMBs
- Sponsored InMail providing a direct call-to-action to download
- Sponsored Content to raise awareness of Sage and Sage Live

Why LinkedIn:

- Building on previously successful lead generation campaigns
- Targeting capabilities to reach likely decision-makers at SMBs
- World's leading professional content platform - and a natural environment for exchanging premium content for leads

Results:

- Open rate of over 50% for Sponsored InMail
- 4.79% of those receiving InMails clicked through to Sage's business growth eBook
- Clicks converted to leads at a rate of 39%

Quality lead generation through tailored content and targeting

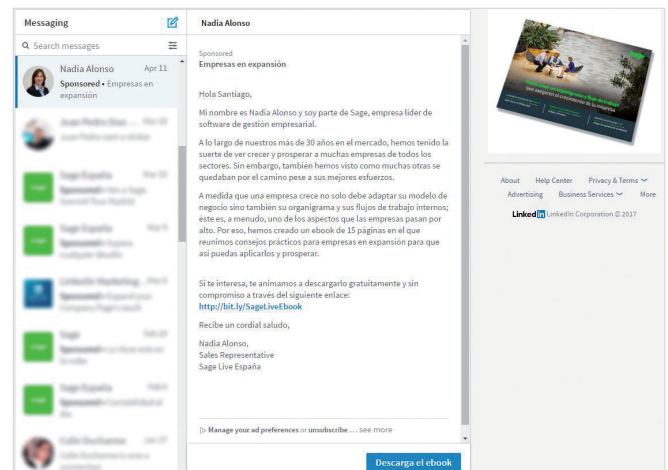
Sage Live is a cloud-based, real-time business management solution that simplifies the task of running SMBs. The task of generating quality leads for the solution starts with identifying the most relevant decision-makers at those businesses. "Our business challenge is generating more leads and more quality leads," explains Juan Guerrero, the Senior Manager for Digital Marketing in Sage's Marketing and Business Development Department. "Our business has many different types of potential customer - and so segmenting our campaigns is very important to us. For Sage Live, our focus was very much around entrepreneurs and SMBs. We used company size to reach those businesses on LinkedIn. We could also target the job titles of the most likely decision-makers for SMBs in different industry sectors."

Confident in their ability to reach the right prospects efficiently, Juan and the team at Sage's media agency Neo Ogilvy invested in a premium content asset designed to address their very specific needs. Gathering stories from successful SMBs, they developed an eBook demonstrating how evolving a business's organisation and workflow processes could play a key role in driving growth.

Building awareness boosts conversion rates

Sage's strategy of exchanging premium content for relevant contact details had already proven effective on LinkedIn - but for the Sage Live campaign, Sage's paid media team wanted to explore options for generating leads at an even higher rate. Working with LinkedIn's account team, Sage targeted the same SMB decision-makers that it was reaching through Sponsored InMail with Sponsored Content in the LinkedIn feed. "Our goal is leads and Sponsored InMail is most effective at driving those," says Juan. "However, we found that InMail is even more effective when it's balanced with Sponsored Content to build awareness."

Combining the two LinkedIn solutions delivered extremely strong results for the Sage Live campaign. Just over half of all the people receiving the Sponsored InMail promoting Sage's eBook opened it. Of those, 9% clicked through to the landing page, meaning that 4.79% of all those receiving the InMail responded in this way. Priming a relevant audience with awareness of Sage's offer also helped to ensure an extremely strong flow through to leads: 39% of those clicking through to the landing pages are now in the Sage Live leads database.



"We're excited about integrating more of our customer data and segmentation into our LinkedIn targeting. We need to be able to speak to many different types of businesses, through different decision-makers, about different solutions. LinkedIn is the ideal platform for doing this."



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