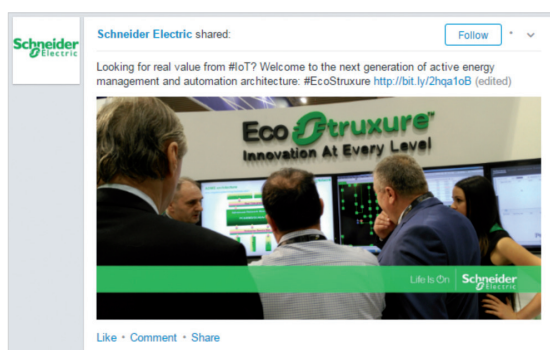




Schneider Electric connects the Internet of Things with the C-suite – at scale

Building awareness of the business advantages of the Internet of Things (IoT) required the energy management and automation business to reach the most senior decision-makers in enterprise-level businesses.

EcoStruxure from Schneider Electric is the backbone architecture of IoT-enabled applications that can transform energy efficiency for businesses and drive cost savings. It also surfaces the insights that can enable innovation and competitive advantage. Such enterprise-wide benefits are best understood at C-suite level – and so it was a C-suite audience that Schneider Electric most needed to engage in one-to-one conversations. On LinkedIn, the business found a way to do so.



The Challenge:

- Target C-suite decision-makers in enterprise-level businesses in the highly contested US market
- Raise awareness of EcoStruxure, Schneider Electric's sole, open IoT-enabled system
- Initiate discussions around the key business benefits
- Communicate how EcoStruxure enables innovation at every level

The Solution:

- Top-down content marketing strategy, aimed at engaging senior decision-makers and influencers around the EcoStruxure concept
- Sponsored Content and Sponsored InMail targeting C-suite members at enterprise-level businesses

Why LinkedIn:

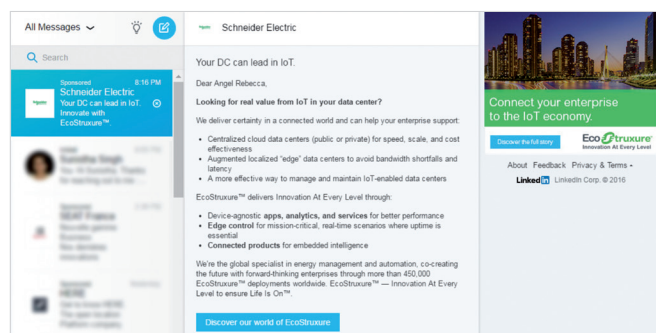
- Ability to target enterprise-level C-suites with minimum wastage compared to traditional business titles
- Opportunity to drive one-to-one conversations around EcoStruxure and IoT

Results:

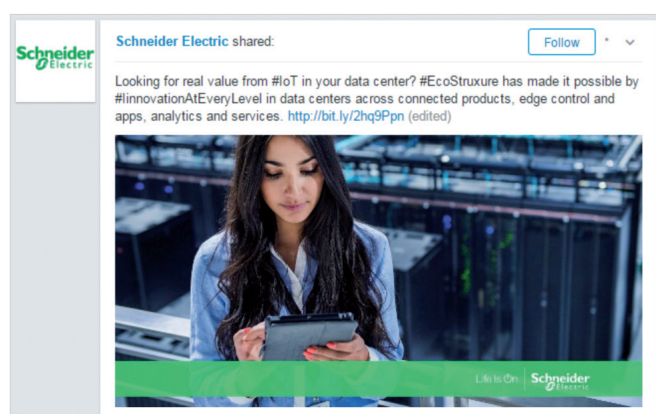
- The campaign reached more than 14,000 C-suite members
- Benchmark-beating average click-through rate of 0.3% for Sponsored Content
- Clear improvement in click-through rate throughout the campaign, as a result of strong optimization strategy
- Benchmark-beating open rate of 31% for Sponsored InMail

Selling the concept of EcoStruxure at C-suite level

EcoStruxure is an architecture and platform that delivers benefits at many different levels of organisations. As explained by Henrik Schulte, Schneider Electric's Media Strategy Manager, Global Operations, this made it essential to engage a senior audience with the role that the system could play in business strategy. "The benefits apply from the top floor to the shop floor," says Henrik. "However, we needed to create a platform for talking about our specific applications by first engaging the C-suite with the full benefits that the architecture could deliver. We needed to start from the top and work down."

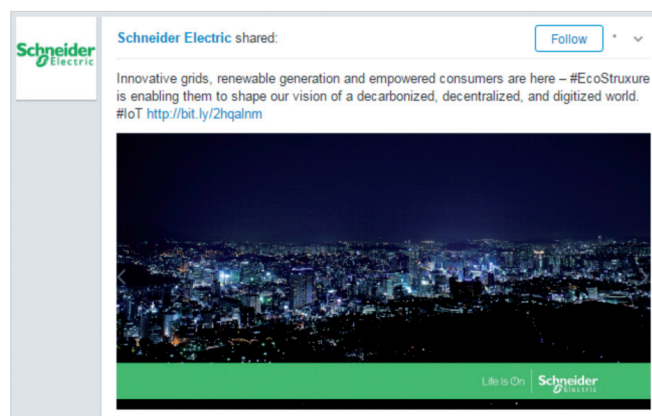


Doing so efficiently was the key challenge for Henrik and his team – and this involved moving beyond traditional means of targeting a business audience. "In the past, our media strategy has involved using publishers like the Wall Street Journal and New York Times. This reaches the C-Suite, but you pay to reach a lot of less relevant audiences as well. On LinkedIn, we're able to separate out these very specific segments and we also have the opportunity to engage them in an on-going dialogue rather than just broadcasting a message one-way."



Applying key learnings to drive engagement

Schneider Electric used targeted Sponsored Content and Sponsored InMails to engage senior decision-makers with the broad business benefits of active energy management and automation. Integrating these different LinkedIn touchpoints maximised exposure to the target audience, ensuring the campaign reached more than 14,000 CXOs. Purposeful headlines addressing key business benefits helped to maximise engagement. The 31% average open rate for Sponsored InMail and 0.3% click-through rate for Sponsored Content both beat LinkedIn benchmarks for this audience segment.



Schneider Electric was able to build on initial success and optimise their approach as the campaign evolved, focusing on headlines, images and copy styles that drove the greatest engagement. By the end of the month-long campaign, Sponsored Content for EcoStruxure was achieving click-through rates of close to 0.5%.

"LinkedIn's targeting made it possible to reach our very specific audience with minimal wastage – and it gives us a great platform of awareness for EcoStruxure. We were able to reach more than 14,000 members of the C-suite, with an open rate of 31% for our Sponsored InMails and a click-through rate of 0.3% for our Sponsored Content. We can now apply the learnings from the campaign to help drive more leads through LinkedIn."



Henrik Schulte
Media Strategy Manager, Global Operations
Schneider Electric