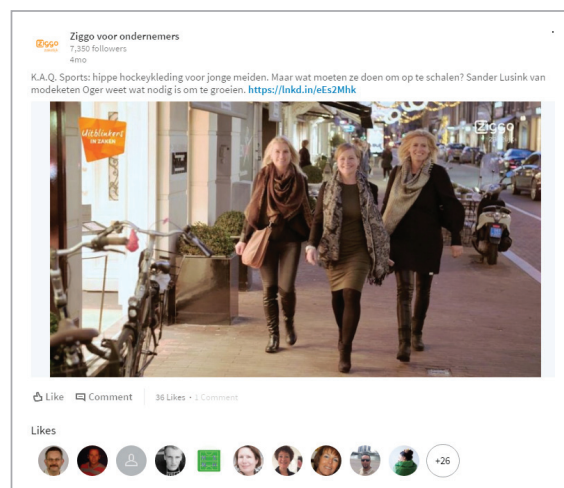




## Ziggo's engaging stories drive inspiring results on LinkedIn

The Dutch cable and mobile operator focused its marketing efforts on entertaining and inspiring its audiences – and proved how becoming a B2B publisher translates into increased reach, awareness, engagement and conversions via social.

With relatively low awareness for its B2B solutions, Ziggo was ready to reshape perceptions through innovative, value-adding video content for entrepreneurs and SMBs. How could the brand deliver meaningful digital experiences for its different audiences? LinkedIn had the answer.



### The Challenge:

- Increase brand awareness and preference for Ziggo's B2B solutions
- Shift perceptions of a brand mainly associated with entertainment and B2C
- Drive high-quality traffic to the website
- Demonstrate the impact of content on new business

### The Solution:

- Always-on content strategy
- Video content telling the stories of entrepreneurs who excel in business
- Focus on thought leadership, without branded promotion of Ziggo solutions and products
- Close monitoring of LinkedIn Conversion Tracking, to optimize the quality of traffic and content
- Narrow targeting of Sponsored Content to increase relevancy and engagement

### Why LinkedIn:

- Ability to identify target and reach key business audiences for Ziggo
- Track record of strong engagement via Ziggo Showcase Pages
- Conversion Tracking to demonstrate and optimize around business outcomes

### Results:

- Audiences exposed on LinkedIn visited more product pages and converted at twice the rate of other social media platforms
- LinkedIn drove 20% more new sessions on the Ziggo site than other social platforms
- Sponsored Content on LinkedIn outperformed industry benchmarks by 75% with a virality rate that was 79% higher
- High-quality traffic via social resulted in an average time on site of 4 minutes 22 seconds

## Video content doesn't need a product focus to sell

Ziggo designed its video content with a clear focus on entertaining and inspiring its target audiences. There was no overt branding – and no linking of the stories to the company's solutions. The objective was to establish the brand's B2B expertise and publisher credentials through interesting stories told in an original, lively and energetic style.

"Our stories are rooted in the idea that people who start businesses and excel do so because they are so passionate," explains Lobke Castelijns, Content Marketing Strategist B2B. "These are real stories about people solving problems that engage on an emotive level – and can trigger audiences to engage with us and tell their own story."

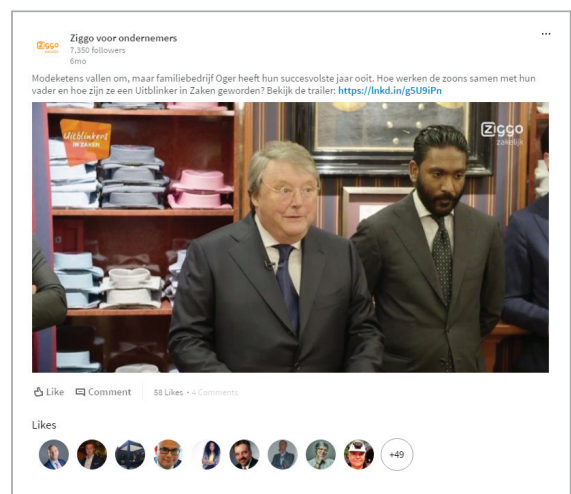
The business had already seen success on LinkedIn with sales campaigns targeted at the lower stages of the purchase funnel. Lobke and Rozalinde Kriens, Manager Social Media & Experience for Ziggo, were convinced that LinkedIn would transform the potential of upper-funnel content as well. "We had created a mix of video interviews and in-depth documentaries, available via YouTube and our on-site content hub," says Rozalinde. "We were driving views, but we knew that we wanted more than just views – we needed relevant and engaged traffic to our B2B site as well. Distributing our content via a mix of social media tailored for specific audiences was the key to driving deeper engagement, preference and drawing people back to our hub."

## Tracking conversions doesn't just demonstrate value – it enhances it

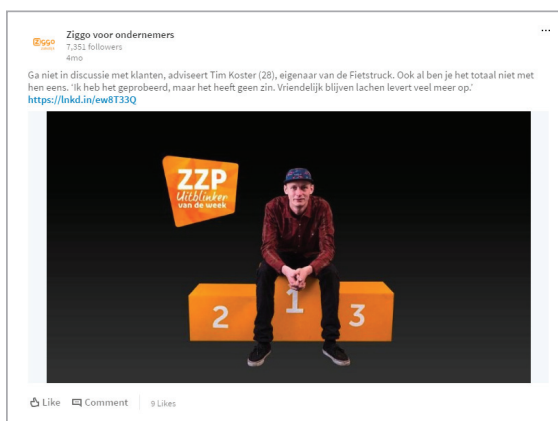
On LinkedIn, Ziggo used Conversion Tracking to measure the interest that those exposed to content then showed in specific solutions – and whether they went on to place an order. Besides proving effectiveness, this enabled Rozalinde and the team to optimize the campaign based on these outcomes. "In the past, we've tended to target our audience based just on business size," she says. "But now we created

content that we can tailor to different industries – and LinkedIn data and targeting enables us to do that in a really informed way."

The team found that content focused on detailed aspects of entrepreneurs' lives (the pros and cons of being a freelance photographer, for example) performed very well on LinkedIn – and that engagement for stories about travel and retail was highest amongst those working in those particular industries. "As we developed the campaign, we were able to tailor content to the industries that show most propensity to convert," says Rozalinde. "The content marketing strategy showed stability and lift in brand awareness and preference," says Lobke. "On top of that, traffic from our content campaign on social showed higher quality in terms of behaviour and readiness to buy when compared to display ads."



Conversion tracking confirmed that exceptional engagement on LinkedIn translated strongly into order-related behaviour and leads for Ziggo. LinkedIn delivered 20% more new visitors to the brand's B2B site than other social channels; those visitors spent two to three times longer on the website with a 10% lower bounce rate, and were more than twice as likely to call Ziggo, visit product-related pages or place an order than those from other social platforms or display.



*"In the omnichannel marketing landscape, it's a real challenge to measure impact and prove ROI throughout the digital journey. Distributing content on LinkedIn delivered more new visitors to our website that showed better quality in terms of on-site behaviour and were twice as likely to engage as those from other platforms. It provided us with advanced insight on leads to prove content's value – and optimize it as well."*



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Ziggo