



Telstra is developing and maintaining a thriving community of Alumni using LinkedIn

To increase awareness, drive memberships and create an online alumni community, Telstra uses LinkedIn to find and contact former and current employees.

Challenge

The Telstra Alumni was created with the aim of uniting former and current Telstra employees to share the company's history and be a part of its future, creating a community of brand advocates. The challenge for Telstra was to find and communicate with the estimated 200,000 potential members, ranging from graduates through to retirees.

Solution

Once the Telstra Alumni was formed, it grew organically to 2000 members in 3 months. Telstra Alumni Manager, Kelly Asimus, says: "We wanted to attract as many members as possible. LinkedIn was the best platform to reach unofficial alumni groups as many people were engaged with the technology. LinkedIn was also a good way to find former employees because their profiles stated that they'd worked for Telstra in the past". A personal InMail from Telstra CEO, David Thodey, was sent out to mostly former employees using LinkedIn. The InMail encouraged recipients to join the Telstra Alumni through their [website](#) and to pass the message on to other former employees. Asimus explains: "We wanted our alumni to reach out to their network to help recruit and build awareness of the program."

"LinkedIn has helped us grow the Telstra Alumni Program at a phenomenal rate to date and we look forward to growing it even further next year."



Kelly Asimus
Telstra Alumni Manager

Many people then sent the InMail on to their networks, creating a lot of organic traffic". To further direct traffic to the Alumni website, Display Ads were also created on LinkedIn, targeting potential members.

Results

The Telstra Alumni had an initial target of achieving 5,000 members in its first year with a stretch target of 7,500 members. 7,813 InMails were sent out and the open rate was 76% compared to the general LinkedIn email open rate of 10-30%. The click-through rate was 67% with a final conversion rate of 51%. The alumni leveraged LinkedIn's direct communication and viral amplification to grow to 8,000 members in their first 6 months and they continue to passively recruit members through LinkedIn each month. Telstra works with Conenza, an online alumni platform provider, which recognised their program as one of the fastest growing alumni programs in the world. Telstra Alumni is planning to use LinkedIn to expand their membership to 20,000 next year.