



## Targeted InMail Almost Triples Webinar Audience

Sitecore® is a global leader in customer experience management, giving marketers the ability to own the experience they deliver to their customers and prospects. Sitecore initially focused on web content management, but has since become a customer experience platform - as Sitecore Marketing Director, Nicole Stirling, explains, “We help marketers automate their websites, personalise the customer journey, then use analytics to achieve better results”. Sitecore recently produced a series of webinars featuring thought leaders and Sitecore’s local partners. When the Directors at Sitecore were looking for channels to promote their webinars, Stirling remembered the performance of LinkedIn for one of their partners. She recalls, “We did a LinkedIn campaign with Microsoft and we saw a great response rate, and that was just with a white paper. At the time I thought, I would love to see how LinkedIn would work with something much more interactive”.

### Half the cost, twice the results

Sitecore approached LinkedIn looking to attract senior marketers and new customers to their webinar series, *Digital Survivor*. The series has a visionary and strategic focus, featuring thought leaders as well as Sitecore’s local partners and customers. Stirling says, “The strategy behind the campaign talks to the companies’ results, not so much to their sales”. To increase webinar viewership, Sitecore

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**Nicole Stirling**  
Marketing Director  
Sitecore

#### Objective

- Targeted content marketing delivery
- Measurable results with demonstrable ROI
- Enhanced and extended external campaign impact

#### Solution

- InMail

#### Why use LinkedIn?

- Efficiently target ANZ Marketing Managers
- Access a market-leading granular database
- Advance on success with previous campaign

#### Results

- Halved cost per lead while doubling the success rate
- Increased webinar registrations by approximately 300%
- Achieved a 10-12% InMail click-through rate

used a variety of avenues to promote the webinars. Marketing campaigns were run on Mumbrella, AdNews and B&T. Sitecore sent over 6,000 InMails via LinkedIn with one in three recipients opening the correspondence then almost 10% clicking through. Stirling says, "The numbers are awesome. LinkedIn is half the cost and we get twice the number that we get from the other campaigns".

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**Nicole Stirling**  
Marketing Director  
Sitecore

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## High quality granular information

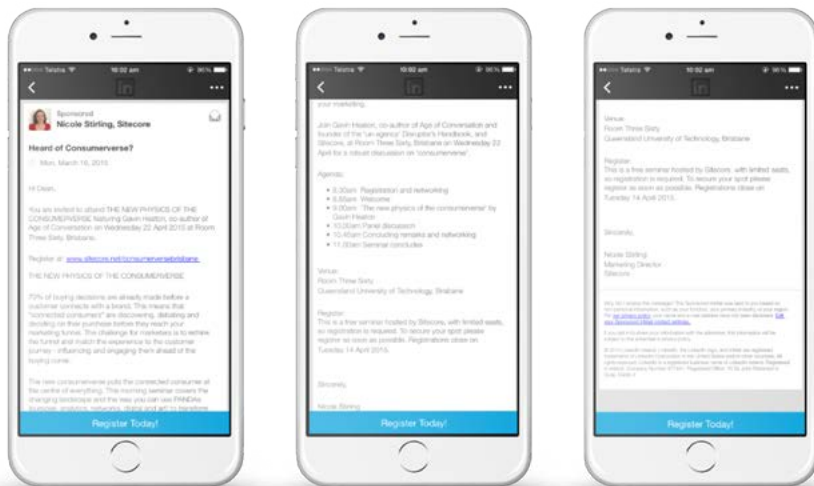
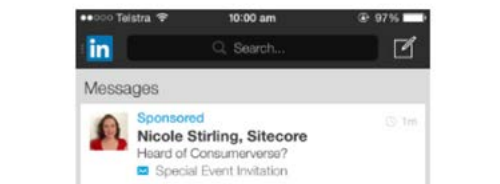
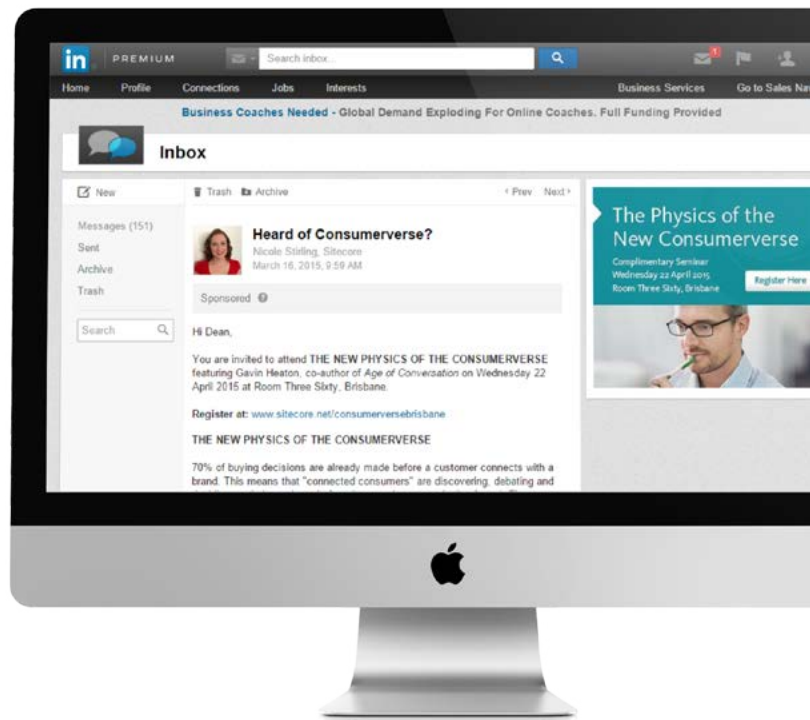
Sitecore found that other methods of contacting potential customers were unreliable. Stirling explains, "With the others, we can hit mass, but I have no idea who we are sending to and neither do they. LinkedIn has an understanding of digital and lets us use granular info to target very specific people. There is no competitor that can match the data and quality". With the upgraded InMail campaign, communications are only sent to members that have been on LinkedIn during the last six weeks. Stirling says, "I love the fact that we were on the latest version of the InMail product, as it only goes out to people who are regulars". Sitecore works closely with LinkedIn throughout their campaigns to maximise the return on investment. Stirling adds, "The team was brilliant at suggesting copy for the promotion. There is huge value in LinkedIn's advice".

## Then the webinar becomes a road show

The targeted campaign delivered great results, and the series' registrations that once averaged 300 for each webinar rose up to 800. When the list of generated leads is viewed each day at Sitecore's marketing department that Stirling supervises, she says, "It's really nice to see those awesome job titles come through". She adds, "There is no competitor who can provide the data and quality because no one knows their database as well". The success of the webinar series prompted a road show. Stirling says, "LinkedIn had been so successful that we continued to use it to find attendees and then promote the road show events". For Sitecore the LinkedIn campaign began as part of a trial strategy, and, as Stirling says, "It was initially just a 6-month plan but, since the great results, we already have our next 6-month plan".

# LinkedIn Activity Snapshot

Sitecore drove leads through the LinkedIn inbox with a personalised InMail from Nicole Stirling from Sitecore to target audience.



InMail is also available on Mobile with a clear CTA button.