



Mirae Asset Global Investments Takes Advantage of LinkedIn to Expand Their Global Footprint

Mirae Asset Global Investments (“Mirae Asset”) is an Asian-based asset manager established in 1997 that currently operates internationally across a global network of 12 offices, with assets under management of nearly US\$80 billion. After commencing overseas expansion in 2003, Mirae Asset now offers a fully diversified investment offering, distributing its products in over 30 countries.

With flagship funds maturing and becoming increasingly recognized as highly competitive, the firm was entering an asset-raising window of opportunity. With this occasion presenting itself, it was time to strengthen the company’s global online presence and digital platform in order to build brand awareness and ensure accurate perception of Mirae Asset’s core capabilities and value proposition.

Seeking to precisely target specific audiences such as institutional investors, private banks and other various distribution channels digitally, the decision was made to leverage LinkedIn across first-tier markets. Mirae Asset has now realized a best-in-class presence on LinkedIn with thought leadership at the heart of an agile, data-driven digital strategy.

Driving Top of Funnel Activity with Sponsored Content

While converging local offices into a consolidated entity on LinkedIn to secure “one global voice,” Mirae Asset

enhanced and streamlined resources around content production for effective dissemination across multiple traditional and digital mediums. This not only permitted significant expansion of potential audience scope on LinkedIn, but also facilitated acquisition of an enduring, distinct follower pool that could be nurtured along organic touch points.

“Our followers have increased more than 8-fold, widening our quality captured audience reach.”



Blair Abbott
Head of Global Strategic Marketing and Business Development Team
Mirae Asset

Objectives

- Raise brand awareness in newly developed markets
- Increase website traffic and nurture leads to conversion

Solutions

- Direct Sponsored Content
- LinkedIn Lead Accelerator

Results

- 8-fold increase in followers in less than 2 years
- Nearly 25% of Mirae Asset’s Contact Us queries were highly actionable leads
- LinkedIn has above benchmark conversions and is Mirae Asset’s most effective platform for lead generation

The implementation of Sponsored Content, coupled with appealing content and granular targeting, allows Mirae Asset to focus an affluent and sophisticated readership - constituting a sought-after client base that is challenging to reach without LinkedIn. This approach is empowered by Mirae Asset's pipeline of sponsored content, which drives engagement 15% to 30% higher than industry peers among influential finance professionals.

"Over the last two years, our followers have increased more than 8-fold, widening our quality captured audience reach. We will continue to emphasize quality, not quantity, in building on our audience numbers by utilizing LinkedIn's targeting capabilities in combination with our in-house thought leadership," explained Blair Abbott, Head of Global Strategic Marketing and Business Development Team.

Nurturing Engagement to Convert Qualified Leads

Mirae Asset was an early adopter of LinkedIn Lead Accelerator (LLA) since June 2015. Leveraging LLA to nurture the high-quality website traffic driven by organic and sponsored content, Mirae Asset was able to capture better leads by prioritizing the most valuable audience layers. Mirae Asset is presently able to identify exactly where leads originate from with multi-channel source segmentation, including specific channels and nurture streams to thus define which content moves the needle in driving conversion.

"We've nurtured fruitful prospect relationships by deploying LLA as we determined that LinkedIn is exceptionally efficient in generating leads and driving prominent, relevant decision-makers to digital destinations through geography, industry, and seniority levers. This tool enables an advertiser to segment and dial down with an extraordinary degree of accuracy to target clients. Over a 5-month period, nearly a quarter of Mirae Asset's inbound inquiries were comprised of actionable marketing qualified leads from world-class financial institutions," expressed Matthew Morgan, Global Strategic Marketing and Business Development Assistant Manager.

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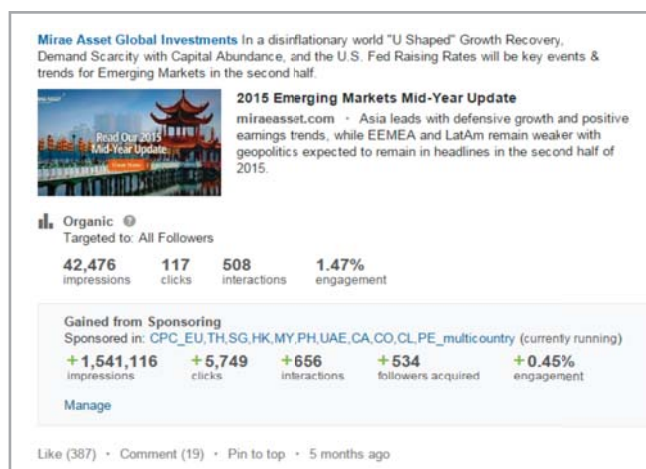
Matthew Morgan
Global Strategic Marketing and
Business Development Assistant Manager
Mirae Asset

A Content Strategy Backed by Data

Mirae Asset invested in their content manufacturing capacity, producing high-caliber, stimulating thought leadership pieces. Their engaging content was created through successful cross-country collaboration across teams to activate the intellectual capital that resided within the company.

"Our content strategy, backed up by LinkedIn's excellent data and targeting, has maintained key reader interest. We are able to validate our assumptions to ensure our content resonates and is relevant, by regularly identifying trends and adjusting accordingly," said Blair Abbott.

With a foundation of quality and topical thought leadership, establishing clear tracking at each step of the customer journey was crucial in monitoring and achieving desired campaign results. In particular, providing insights around user interaction was instrumental for Mirae Asset to continuously plan, experiment, measure, analyze, and reiterate throughout the campaign to exceed key performance indicators (KPIs) and deliver concrete business outcomes to the bottom line.



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