

SAMSUNG SDI

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Samsung SDI achieves 7x higher ROI with LinkedIn Targeted Display Ads and SlideShare

In today's gadget-powered world, the need for reliable energy solutions has been thrown into the spotlight.

Samsung SDI is the world's largest producer of lithium-ion batteries. With their industry growing by leaps and bounds, the company was looking to expand its sales. It wanted to target industry professionals, generating high-quality leads while also strengthening its leadership position.

Using LinkedIn Ad traffic drivers and SlideShare marketing content, Samsung SDI executed a highly targeted campaign on a global scale.

Challenge

Despite its outstanding product portfolio, Samsung SDI faced challenges in acquiring new business. The B2B company is based in Korea and has a low profile overseas. Expanding beyond existing clients meant casting a huge net, which required a big investment. "Finding new leads through global conferences resulted in large expenses, and the ROI was not as high as we hoped," said Kyung-Heon Kim, Head of Energy Solutions Marketing Team at Samsung SDI. "The process of pursuing a lead is also complex and time consuming, as it involves many different stakeholders and decision-makers."

Solution

Samsung SDI decided to cut down on time spent gathering new leads with a campaign that would combine exposure with content. To educate potential business partners on its technology, Samsung SDI created detailed yet eye-catching material to be presented via SlideShare. Then, the team used LinkedIn promotions to target an audience with the exact professional demographics they desired.

Objectives

- More sales leads overseas
- Product education via content
- Expanded brand awareness online

Why LinkedIn?

- Huge user base of senior-level influencers in energy solutions
- Highly targeted engagement tools

Results

- Reached nearly 300,000 LinkedIn members.
- Within two months, acquired an entire year's worth of sales leads.
- Seven times higher ROI on marketing budget.

"With targeted marketing campaign on LinkedIn, we received 7 times as many inbound inquiries from potential customers than we had using conventional methods"



Kyung-Heon Kim

Vice President, Head of Energy Solutions (ES) Marketing Team at Samsung SDI

Campaign Overview

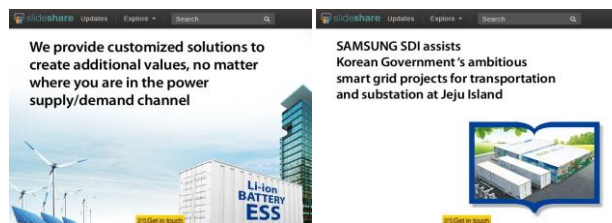
The campaign ran from November to December, 2013. The targets were energy solutions professionals in the USA and Puerto Rico.

The campaign kicked off with the launch of Samsung SDI's SlideShare channel. The channel served as a content hub, with presentations explaining Samsung SDI's technology and products in highly localized language. It was the first time the B2B company was able to explain its complex products to clients over a wide geography using only a small budget.

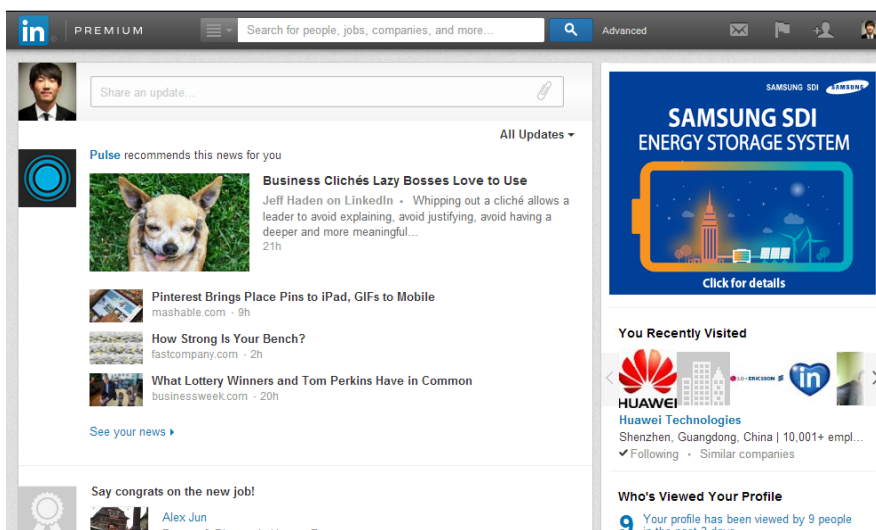
The next step of the campaign was amplification. The three tools used were LinkedIn Targeted Display Ads, and SlideShare Content Ads, LinkedIn Sponsored InMail. Ad recipients were targeted based on industry, region, and job title using LinkedIn's professional database. Display ads aimed for content engagement, while Sponsored Inmails ensured that the most important targets received personalized contact.



Samsung SDI SlideShare channel



Samsung SDI content on SlideShare channel



LinkedIn Ad Unit driving traffic to the Samsung SDI SlideShare channel

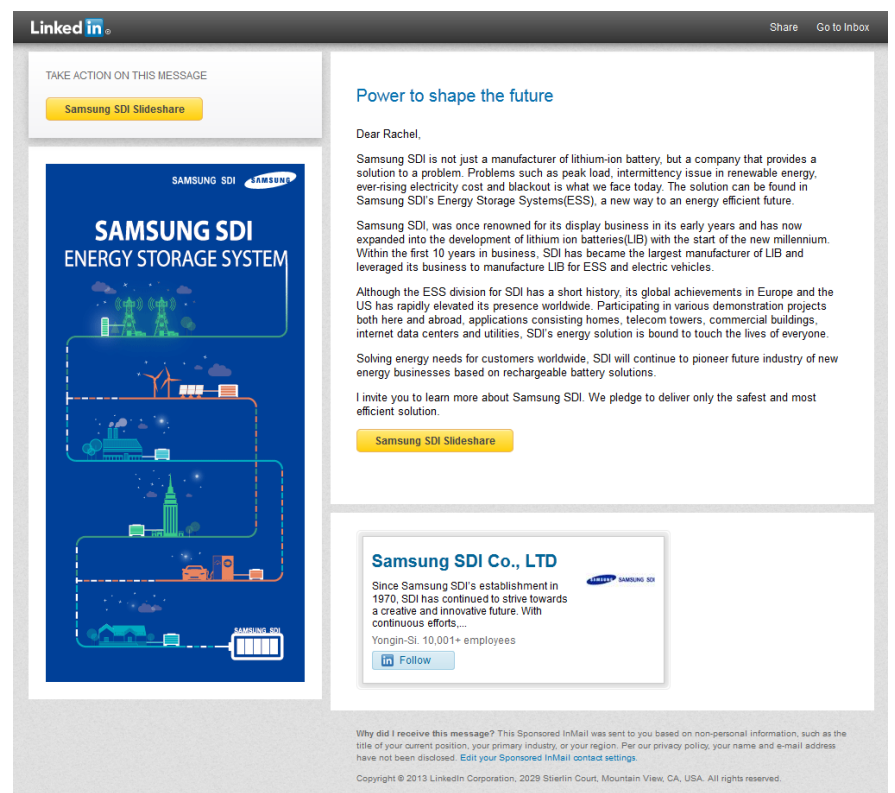
“LinkedIn is a ‘must-use’ marketing tool for any B2B company that is trying to reach a particular expert audience in the overseas market.”



Kyung-Heon Kim
Vice President, Head of Energy Solutions (ES)
Marketing Team at Samsung SDI

Using these tools, Samsung SDI was able to collect more meaningful and significant leads than ever before.

“Having discovered a sustainable social network that can help me find a whole new way of creating marketing opportunities – that was also a significant achievement from this campaign for me as a marketing manager,” said Kyung-Heon Kim.



LinkedIn InMail driving members to the Samsung SDI SlideShare channel

Big Plans Ahead

For Samsung SDI, one round wasn't enough. The company is currently planning a follow-up campaign with LinkedIn as it sets its marketing goals for 2014. Kim stated, “The role of Energy Storage Systems will become even bigger in the future. Therefore, we plan to implement a LinkedIn campaign on an even larger scale. We're eager to see what other features we can use to ensure the success of our future marketing activities.”

For more information on Samsung SDI, visit:

- LinkedIn www.linkedin.com/company/samsung-sdi
- SlideShare www.slideshare.net/samsungsdi

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives

