



Acting on LinkedIn Events delivers impact for BNP Paribas



BNP PARIBAS

BNP Paribas launched its Act for Impact initiative to connect to a growing audience of social entrepreneurs, and help grow their influence through its expertise. A LinkedIn Live Event on financing growth for social start-ups helped the bank to reach a relevant audience at scale, connect to influencers in the space, and generate ongoing conversations to help take social start-ups to the next level.

The Challenge

- Grow awareness of Act for Impact and BNP Paribas' support for social entrepreneurs
- Connect to an audience of social start-ups and relevant influencers
- Build an active community around the Act for Impact LinkedIn Page
- Start conversations with social entrepreneurs and start-ups around BNP Paribas' role in scaling businesses

Why LinkedIn?

- LinkedIn Live Events ideally suited to building engagement around a focused topic and community
- Ability to target social entrepreneurs effectively using signals of interest
- LinkedIn data helps to identify and connect with relevant influencers
- Act for Impact LinkedIn Page provides ongoing engagement for attendees

Engaging LinkedIn Influencers and social entrepreneurs raised awareness of the bank's Act for Impact initiative – and showed the value of its expertise for start-ups looking to scale.

The Solution

- LinkedIn Live Roundtable bringing together social entrepreneurs, investment funds and BNP Paribas experts
- Moderated by Inès Leonarduzzi, Founder and President of Digital for the Planet and LinkedIn Influencer on social entrepreneurship
- LinkedIn Event format with Event Ads reaching members of groups on social entrepreneurship female entrepreneurship, and those engaging with social-minded incubator funds
- Active event moderation, prompting attendees to engage and comment
- Follow-up Carousel Ads sharing quotes from the roundtable participants

Results

514 registrations delivered by LinkedIn Event Ads for the event at a conversion rate of 18% and a cost per registration of €15

This represented **87% of all event registrations**

264 unique participants attended the event live, a 51% participation rate

180 social actions with attendees engaged for an average of 29 minutes each

700 views of the event in a single day drove by LinkedIn Carousel Ads

The ideal platform for engaging social entrepreneurs

BNP Paribas is committed to social entrepreneurship – and to moving it to the centre of society and the economy. “We have an ambition and a vision around this,” explains Raphaelae Leroy, Head of Company Engagement of BNP Paribas Retail Banking. “We don’t believe that social entrepreneurship is meant to be a niche area. We want to help put it at the core of society – and our objective is therefore to position BNP Paribas as the bank for social entrepreneurs.”

The annual month for social entrepreneurship that takes place in France every November provided the perfect opportunity to build awareness of what the bank has to offer. And Gabrielle Moreau, Social Media Manager, knew the ideal platform for taking advantage of it. “With LinkedIn Live and LinkedIn Events, we could create a focused event for a specific audience around a specific topic – and maximise engagement with that group,” she says. “The big issue that social start-ups face is scaling up – and so we created a LinkedIn Live roundtable about how financing can help.”

Throughout November, BNP Paribas ran LinkedIn Event Ads that reached relevant entrepreneurs by targeting those who engaged with groups on social entrepreneurship and female entrepreneurship, and those engaging with social-minded incubator funds. LinkedIn data didn’t just enable the campaign to reach its target audience effectively.

It also helped to shape the event itself. “We used LinkedIn’s Top Voices list to find the key influencers on social entrepreneurship so that we could aim to drive organic word of mouth by engaging them,” says Gabrielle. “We were able to reach out to Inès Leonarduzzi, the founder and president of Digital for the Planet, who agreed to host the roundtable.”

Turning event attendance into ongoing conversations

BNP Paribas’ commitment to engaging social entrepreneurs extended far beyond the pre-event campaign. “We kept posting during the event to help encourage our attendees to engage,” explains Gabrielle. “Then after the event, we used Carousel Ads to share quotes from our panelists and keep raising awareness of Act for Impact.”

This ongoing campaign succeeded in generating ongoing conversations. LinkedIn Event Ads helped to drive 514 registrations at a conversion rate of 18% and a cost per registration of just €15. Over 50% of those registering went on to attend the event, with the 264 unique participants watching for an average 29 minutes each and generating more than 180 social actions between them. Carousel Ads helped to drive a further 700 views in a single day.

“Our approach to driving conversations during the event and beyond worked really well for us,” says Gabrielle. “It’s been a great opportunity to interact with this community, and form commercial contacts and move conversations forward.”



“ LinkedIn Live and LinkedIn Events were the perfect platform for us. The engagement rate that we generated was awesome. We’ve made commercial contacts and we’re having great ongoing conversations. This is definitely something we’ll repeat as we look to build an active community around social entrepreneurship.”

Gabrielle Moreau
Social Media Manager, BNP Paribas

