

# Rethink

THE CUSTOMER JOURNEY:  
BUSINESS TO BUSINESS



**JOURNEY STAGE:**  
Engagement



**AUDIENCE:**  
Small Business  
Owners



**SECTOR:**  
Business to Business

## WORKING TOGETHER TO INSPIRE SMALL BUSINESS GROWTH

*Insight from financial services firms can be key to the success of small and medium businesses. Chase for Business is making a big difference in today's small business community.*

**CHASE** 

**LinkedIn**  Marketing Solutions

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## THE CHALLENGE

Small and medium businesses are at the core of any established global economy, with their role in local communities proving vital. Insight and inspiration, alongside financial support, can be key to enabling growth, but how do financial services providers engage effectively when:

- Businesses are at various stages of the growth cycle?
- Business content has to be insightful and inspirational?
- There are issues with brand awareness?
- Competitors are targeting the same audience with similar messaging?

In 2015, Chase partnered with LinkedIn Marketing Solutions: Financial Services to support its Mission Main Street Grants program and take it to a new level. Together, Chase and LinkedIn have both achieved measurable success and made an invaluable impact on today's small businesses.

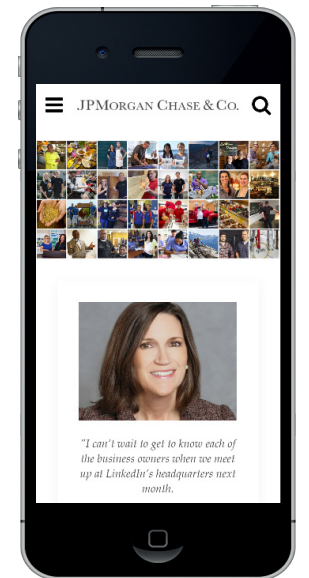
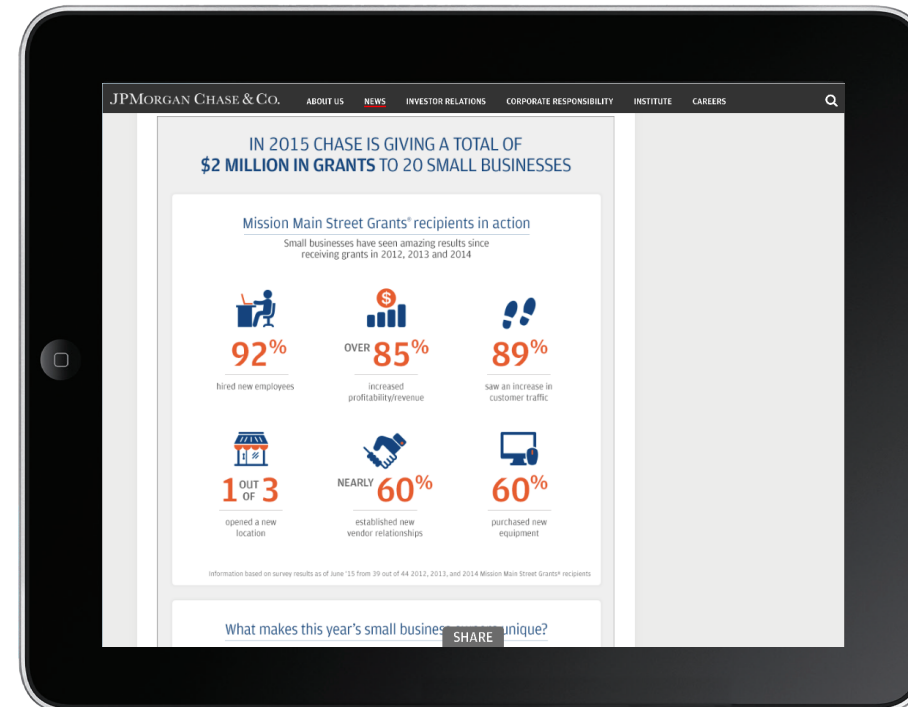
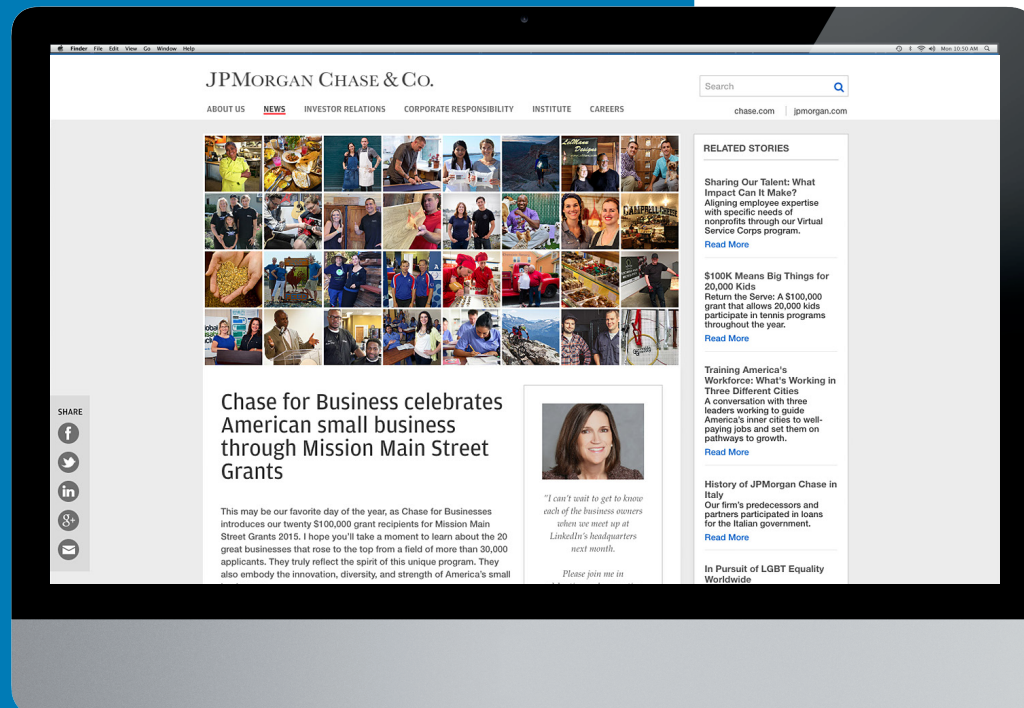
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# CLIENT PROFILE AND CAMPAIGN OBJECTIVE

In 2012, Chase developed the Mission Main Street Grants program to showcase its commitment to small business owners and help small businesses grow. In 2015, the program awarded 20 grants to some of America's most promising small businesses. Chase has awarded 64 businesses Mission Main Street Grants based on their growth potential and impact in their communities for a total of \$11m.

The key objectives of Chase's Mission Main Street Grants program were:

- To increase awareness of its brand and the Mission Main Street Grants program.
- To make a greater impact in the small business community by reaching more small business owners and deepening engagement with clients.



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## THE TARGET AUDIENCE

“These business owners represent the best of American small business with their passion and drive. Partnering with LinkedIn to celebrate and support them is one of the most rewarding things we did all year.”

**Jennifer Piepszak, CEO, Chase Business Banking**

The number of ‘start-ups’ within the United States is rapidly growing as the rate of small business failure is on the decline. The number of small businesses in the United States has increased by 49% since 1982 with over 28 million small businesses accounting for 54% of all United States sales.

In line with Chase’s strong commitment to the small business community, it looked to collaborate with another leading brand that shared the same passion. In 2015, LinkedIn was proud to support that role, providing valuable access to small business owners. LinkedIn’s rich content and suite of marketing products made it possible for Mission Main Street Grants to engage, connect and educate its target demographic.

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### BUSINESS TO BUSINESS

"Working with Chase and LinkedIn at the Small Business Bootcamp it was great to learn from the experiences of the diverse set of small business owners first hand. To hear that my struggles are not really mine alone... and neither are my wins. Success comes in all different shapes, sizes and perspectives and this Bootcamp helped me to appreciate this."

Aaron K. Saunders, CEO, Clearly Innovative Inc.

# THE CREATIVE SOLUTIONS

The collaboration between LinkedIn and Chase for Mission Main Street Grants was broken into phases: **registration**, **application** and **voting**, followed by the **announcement** of the grant recipients.

## Registration

LinkedIn's tremendous reach throughout the small business community played a key role in raising awareness about Mission Main Street Grants. LinkedIn was able to open up its network and communicate with nearly 10 million small business owners.

## Application

The first step in the registration process required setting up a profile (username and password) on the Mission Main Street Grants microsite. LinkedIn simplified this step with an application program interface (API) allowing small business owners to use their LinkedIn profiles to complete the registration with just one simple click.

## Voting

Next, after the business registered for the program, each applicant was required to generate at least 250 votes from fans, customers, community members and friends to qualify for the judging phase of the program. To support applicants in garnering their votes, LinkedIn provided content for a toolkit full of educational content to help them enhance their digital marketing efforts and improve their content strategies on LinkedIn. LinkedIn also presented

a live webcast exclusively for Mission Main Street Grant applicants to help them leverage LinkedIn for their small businesses. This webcast provided actionable information that the small business owners could use not only immediately to generate votes for their grant applications, but also long-term to generate customers.

## Announcing and Celebrating Recipients

From a pool of thousands of applicants that submitted an application and successfully generated at least 250 votes for their small business, a panel of judges selected 20 grant recipients. To announce the recipients, LinkedIn published a blog post linked to a SlideShare with information about each grant recipient. Sponsored Content, Network Display and Onsite Display were leveraged to celebrate the 2015 Mission Main Street Grant recipients.

As part of the recipient package, two representatives from each business was invited to LinkedIn's Mountain View campus for a two-day Small Business Bootcamp event. This event honored the recipients and delivered tangible insights from notable speakers, including LinkedIn CEO, Jeff Weiner and Jennifer Piepszak, CEO of Chase Business Banking. LinkedIn produced an informative event that taught recipients how to use social media to grow their businesses and leverage the grants to achieve even greater success.

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# THE CUSTOMER JOURNEY

Tactical content helped to raise awareness of the program and promote it among a well defined segment of small business owners. LinkedIn leveraged both technology and educational content to convert the visitors to the Mission Main Street Grants website to apply or vote.

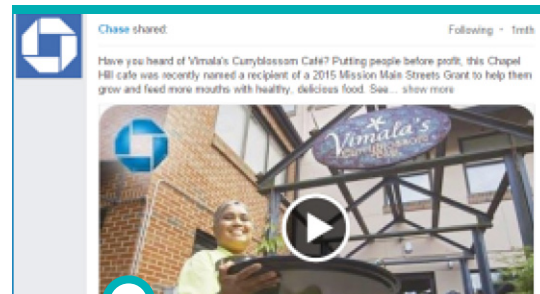
LinkedIn promoted the program through a range of touchpoints, including:

- Sponsored Content targeting small business owners.
- Onsite Display and Network Display advertising to reach a highly defined demographic both inside and outside the platform.
- A blog post published on LinkedIn.
- An email to nearly one million small business owners within LinkedIn's network.
- Social media activity on LinkedIn, Twitter and Google+.

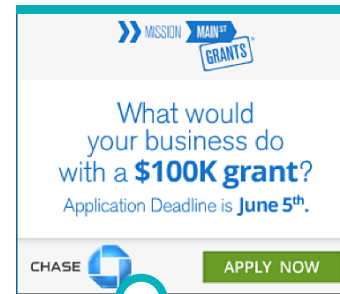


Chase needed to raise awareness of the Mission Main Street Grants program and promote it to a defined target audience of small business owners.

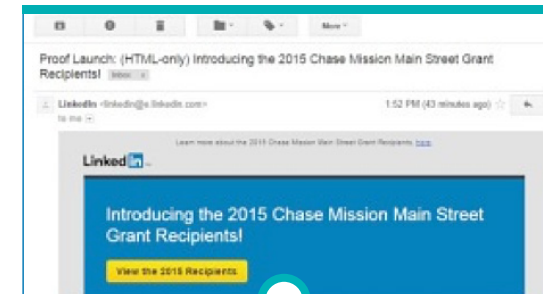
### Sponsored Content



### Display Ads

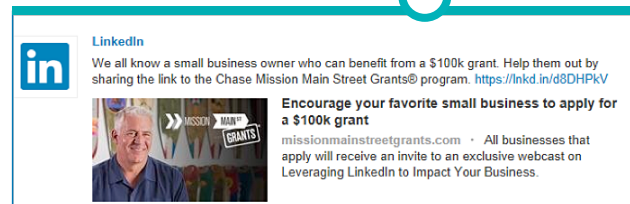


### Email

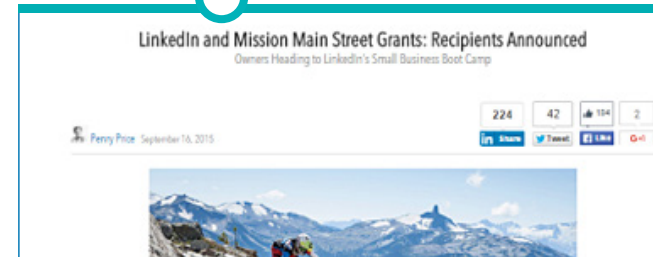


LinkedIn's bespoke solutions allowed Chase to drive a distinct and niche audience to the Mission Main Street Grants program website to apply or vote.

### Sponsored Content



### Blog Post



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Question & Answer Session  
BUSINESS TO BUSINESS



Jeff Weiner  
CEO  
LinkedIn  
(@jeffweiner)



Jennifer Piepszak  
CEO  
Business Banking  
Chase



# THE RESULTS

By partnering with LinkedIn Marketing Solutions: Financial Services, 2015 saw a record of 30,000 registrants for the Mission Main Street Grants program; an 18% increase from 2014. Highly targeted campaigns with relevant, insightful content will remain an integral tool for Chase in the years to come.

“It’s exceptional that two major brands could come together for the sake of the small business community. Collaborating with LinkedIn has made Mission Main Street Grants stronger. All of the metrics we measure as part of this program have gone up. These are obviously great indicators of success, but something you can’t measure is the quality of the relationship we have with LinkedIn.”

Ivy Zuckerman, Executive Director, J.P. Morgan Chase

35%



of applications received via the LinkedIn API

1.7m



individuals voted

70%



lower average cost-per-visitor than industry benchmarks

200%



greater than industry benchmarks for Sponsored Content click through and engagement rates

150%



greater than industry benchmarks for Onsite Display and Network Display advertising click through rates

2x



greater than platform benchmarks for Sponsored Content announcements of the Mission Main Street Grant recipients

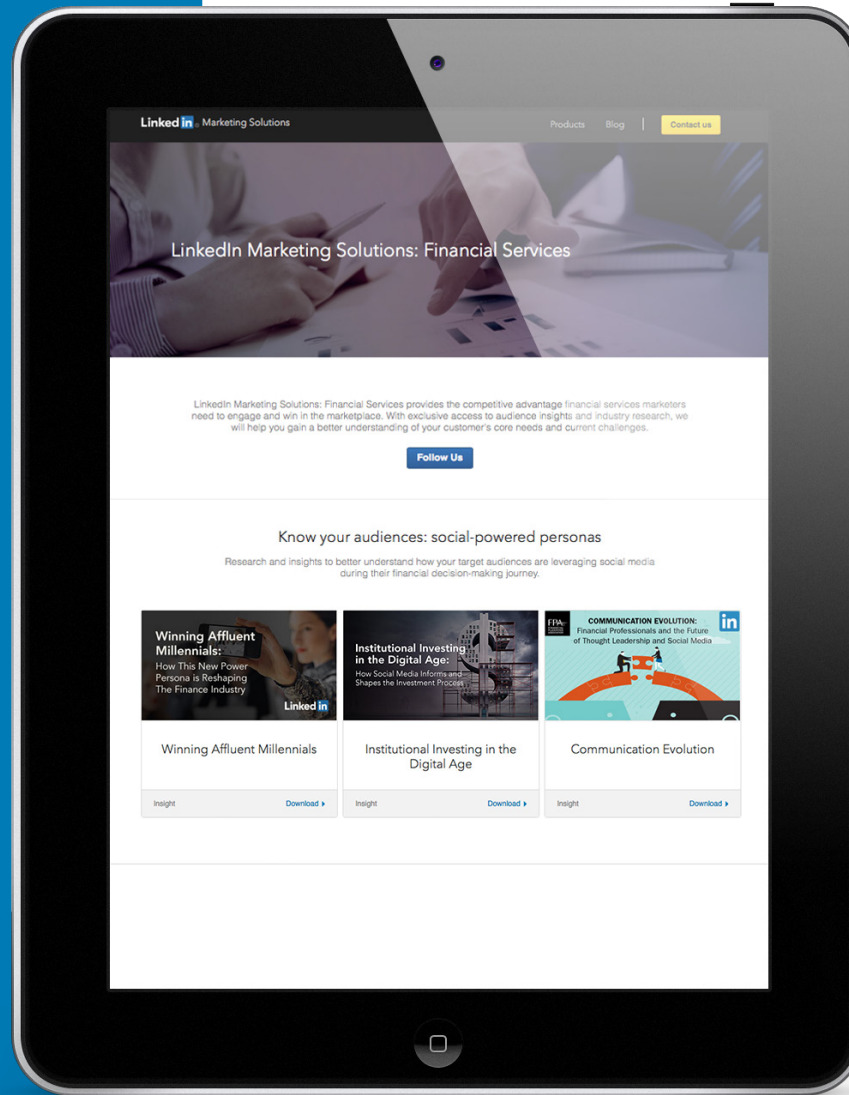
70%



of all engagements with the Sponsored Content announcements came from entrepreneurial small business owners

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# HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

### We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customer's journey.

Get in touch through the contact details overleaf to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.



## CONTACT US

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## VISIT US AT

<https://business.linkedin.com/marketing-solutions/financial-services?u=0>

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**ABOUT LINKEDIN** | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 433 million members and has offices in 30 cities around the world.

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