



HEC Paris finds the graduate candidates that count on LinkedIn



The real objective for a business school marketing a Masters degree isn't leads – it's successful applicants from quality candidates who will convert into paying students, revenue and ROI. With the Covid-19 pandemic threatening to disrupt demand for on-location courses, it was more important than ever for

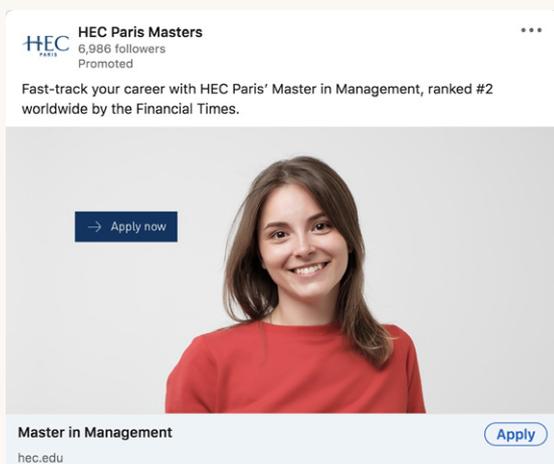
HEC Paris to secure a quality pipeline of graduates for its Masters in Finance and Masters in Management courses. Targeting LinkedIn Sponsored Content campaigns by the characteristics of successful applicants delivered more applications than any other social platform, with a cost per acquired candidate cheaper than other channels and an ROI from successful applications of 300%.

The Challenge

- Generate high-quality leads that match the characteristics of successful candidates
- Target candidates in regions with a high propensity to convert
- Provide a broader selection of quality candidates to fill courses

Why LinkedIn?

- Unique capability to target by university, experience and field of study
- High quality of leads



The Solution

- LinkedIn targeting by university of study, degree course and location
- Sponsored Content focusing on the career benefits of flagship Masters in Finance and Masters in Management degrees
- Carousel Ads promoting a wider range of Masters courses
- LinkedIn conversion tracking to assess ROI and provide insight for further campaigns

Results

1,460 conversions to leads in six months

480 completed applications, 2x the contribution of other social channels

ROI of 300% generated from successful applications

- Cost per acquired candidate cheaper than other channels

With LinkedIn offering unique capabilities for targeting graduates, the business school was able to transform the quality of its leads, double the conversion rate to filled course places, and deliver an ROI of 300%

Targeting for quality applications

LinkedIn was already a key platform for marketing HEC Paris's executive education programmes, targeting professionals already in the workforce. However, the school had yet to use the platform to market to students considering Masters degrees. "We wanted to look beyond leads for our Masters courses and focus on increasing applications," says Collette Brown, Associate Director of Marketing for Masters programmes. "We wanted to increase the number of applications and increase our selectivity options by reaching more students from a wider variety of backgrounds."

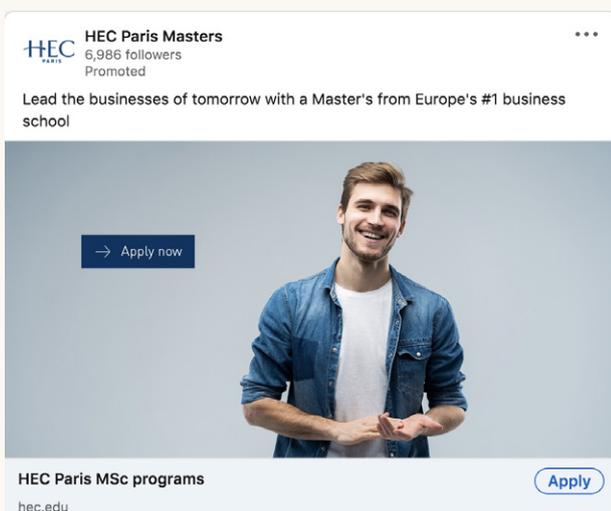
The unique capacity of LinkedIn to target by university of study, degree course and location meant that HEC Paris could invest in engaging the candidates that were most likely to apply successfully and take up places.

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Luc Schaetzel

Digital marketing manager,
HEC Paris Masters Programs



Excelling on the metrics that matter

HEC Paris combined this focus on targeting quality leads and applications with Sponsored Content campaigns emphasising the career benefits of its top-ranking, Masters in Management and Masters in Finance. A supporting campaign used Carousel Ads to introduce graduates to specialist Masters courses in areas like Marketing, Data Science for Business and Sustainability and Social Innovation. This combination of clear messaging and targeting for applications delivered spectacular results. "We recorded 1,460 conversions to leads using the LinkedIn Insight tag, of which 480 went on to open an application," says Luc Schaetzel. "That meant LinkedIn generated twice as many applications as other social media channels. Our cost per acquisition was cheaper and the ROI in terms of completed applications was 300%."

The ability to focus marketing investment on driving successful applications helped to transform an uncertain year for HEC Paris. "The success of this campaign helped to de-risk our future pipeline and meant that we actually ended up with an amazing year in terms of applications and places," says Collette Brown. "We're now building on this by adopting other ad formats, including video ads. This is a really exciting foundation for us going forward."



This campaign proved that it's equally successful for targeting recent graduates who haven't yet entered the workplace. Other platforms might generate leads, but no other platform will generate as many admitted candidates as LinkedIn. The quality of leads comes through in the number of seats we fill."

Collette Brown

Associate Director of Marketing,
HEC Paris Masters Programs

