

## FOLEON

## Company profile:

Foleon is a content creation platform that makes it easy for anyone to create engaging, interactive content that is 100% on brand, at scale.

## Humour (and an always-on approach) is helping Foleon boost engagement

The challenge: Cutting through the digital noise to communicate the benefits of Foleon's content creation platform.

If there's one thing B2B marketers are fans of it's a good old fashioned PDF. It might be a familiar format, but that doesn't mean it's the most effective – or the easiest to create at scale, as content creation platform Foleon is keen to point out.

Foleon empowers customers to create content experiences that are engaging, measurable and – importantly – scalable, but it needed to find a way to both reach its audience and convey this message to them more effectively.

The solution: Raise brand awareness with a humorous show-don't-tell approach.

To stand out from the crowd, Foleon wanted to create a campaign that its audience could both relate to and smile at. By injecting an element of fun – including a series of animated ads that show side-by-side comparisons between Foleon documents and PDFs – it can talk to its audience on a more personable level and get them to consider other formats that could really benefit them.

Why use LinkedIn? LinkedIn targeting capabilities enable Foleon to reach the right audience – and segment this audience by industry, company size and persona. The range of formats offered also allows Foleon to craft stories that amplify brand awareness across the marketing funnel, to generate high-quality traffic.

By taking an always-on approach, Foleon can test and learn what works and trial different copy and design "LinkedIn allows us to reach our ideal customer profile better than every other channel out there."

- Ritesh Sheombar Director of Inbound Marketing

variables as well as ad frequency to see which results in the highest number of conversions and website visits. Collaborating closely with LinkedIn's sales and marketing team also helps Foleon convert any data collected into actionable insights to further boost engagement and leads.

LinkedIn products used: - Image ads - Video ads - Text ads



## **Results:** Seeing the funny side is helping Foleon drive engagement and leads

Humour can be a tricky tightrope to walk in any B2B campaign, but by communicating on a more human level, LinkedIn enables Foleon to create a buzz, convey the benefits of its offering more effectively and get results. The campaign is also helping to improve sales and marketing alignment, by arming the sales team with the talking points to have better conversions and generate more leads.

40% increase in

follower base



5x increase in marketing qualified leads to sales qualified leads



Increased engagement, with people commenting and liking ads