



Population Health Management Company builds brand awareness with Sponsored Updates

“LinkedIn brought our brand to a wider audience of healthcare professionals.”

Director of Marketing and Social Media
Healthcare Company

Establishing brand identity

Launched in 2013 as an umbrella brand for population health businesses, including several in the health management and technology markets, this healthcare company works with organizations to build a healthier system of care. To raise awareness of the new brand, the company needed to reach healthcare executives and prove the value of its solutions as compared to industry competitors.

“Our goal was around getting people to realize what our company’s about. For us, building awareness is about providing content that we believe is relevant to our industry,” says the company’s marketing and social media director.

Challenge

- Raise awareness of brand
- Highlight innovative approach to population health management
- Create a follower base

Solution

- Sponsored Updates

Results

- Sponsored Updates CTR and engagement was 2X LinkedIn benchmarks
- Likes and shares showed high engagement among target audience
- 4X growth in Company Page followers

Starting a dialogue with key audience

Sponsored Updates from LinkedIn allowed the company to heighten the profile of the brand in a way that showcased its thought leadership. For example, the company posts news and research about interoperability and cost of care – hot-button subjects for healthcare executives – as well as blog posts and white papers from its own stable of experts. “We wanted people to engage with us and start a dialogue,” says the marketing director.

To ensure Sponsored Updates reached the right audience, the company targeted healthcare senior executives as well as members of LinkedIn Groups focused on relevant associations, such as the Healthcare Information and Management Systems Society.

While many Sponsored Updates focus on healthcare trends, the company also devotes posts to inspirational quotes about health and caregiving. “We want people to feel good about what they do for a living,” says the marketing director. “We don’t want to always be selling something – we want to make our followers think.”

High engagement helps build community

In less than one year, the company quadrupled its Company Page followers. Its Sponsored Updates attracted click-throughs and engagement at twice the LinkedIn benchmarks. “Now that we’ve seen the payoff of sharing content with the right audience, we’re coming up with more ideas for reaching out with useful content,” says the marketing director. For example, the company plans to use Sponsored Updates to engage with LinkedIn members who will be attending their largest conference of the year.

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