

Turning to digital with a community-first approach to global brand outreach

Objectives

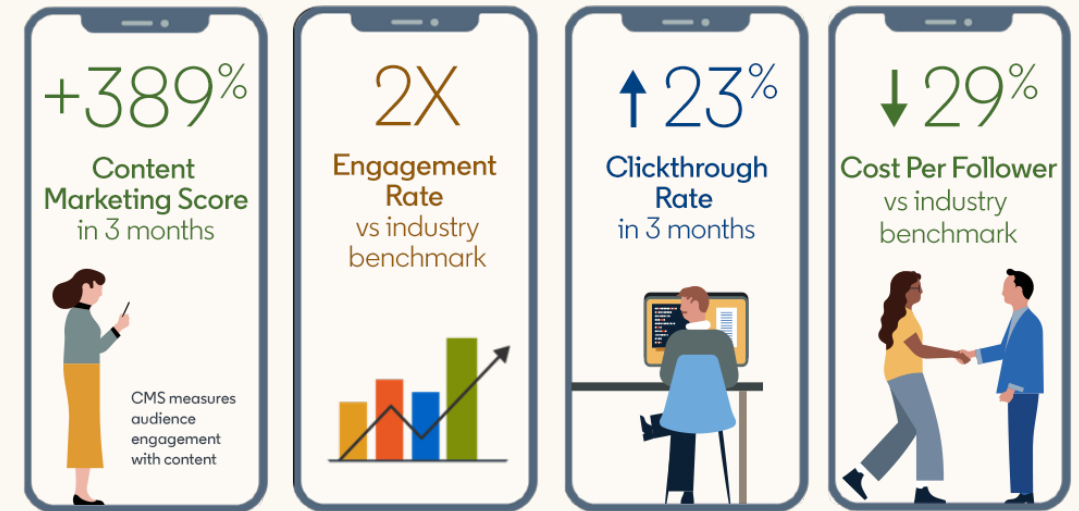
- To increase brand awareness in international markets
- To drive engagement with key audience segments
- To grow a professional community by acquiring more LinkedIn Page followers

Approach

- Designed a top-of-funnel Sponsored Content campaign to showcase its thought leadership in specific domains
- Used LinkedIn's precise targeting filters to define its audience by location, industry, job title, etc, and serve relevant content to each segment
- Invested in continuous campaign monitoring, A/B testing and creative refresh to optimise performance

Results

In the first 3 months of the campaign, ASE Group recorded impressive early results across all its objectives:



“ Digital marketing was a natural next step for us. LinkedIn enables us to speak directly to our industry audiences around the world, reinforce our brand awareness, and engage our professional community authentically. This will positively impact our worldwide business in the long run. ”



Jennifer Yuen | Senior Director, Worldwide Marketing & Communications, ASE Group