

“The reason why I prefer LinkedIn over other paid social channels is the insights it provides — not just the extent of the insights, but the way it's viewed. I can analyze that data and find out what converts best for us because of the interface.”



Thomas Metcalfe

Senior Lead Generation
Executive, In Touch Networks

I N T O U C H
N E T W O R K S

Location
Manchester

No. of Employees
51 - 200

Industry
Internet

In Touch Networks Matches Up with the Perfect Candidates via Dynamic Ads

CHALLENGES

In Touch Networks offers an exclusive networking platform that hosts exclusive roles and opportunities for elite professionals seeking non-executive careers. The solution cuts out the recruitment middleman by connecting interested individuals with board member, consulting, and senior freelancing roles. Naturally, there is a very specific and select audience for this service, and In Touch wanted to reach them directly while also building brand awareness.

Solution

The company's lead generation team had already experienced success with Sponsored Content and Lead Gen Forms, but saw Dynamic Ads as an excellent fit for their personalized, one-to-one marketing campaigns. Situating the member next to the In Touch Network's brand, along with a message that lines them up with customized opportunities (e.g., "Hi Tom, we have non-exec roles tailored to your expertise"), presented an ideal way to frame their value proposition. "I think it works from a lead gen perspective as well as bringing brand awareness to the business," says Thomas Metcalfe, Senior Lead Generation Executive.

“The reason LinkedIn works so well for us and converts higher than other channels really is because of the high-end audience .”



Thomas Metcalfe
Senior Lead Generation
Executive, In Touch Networks



A/B Test

Results

Once they began running Dynamic Ads campaigns, In Touch Networks saw immediate dividends. “Within the first month of using Dynamic Ads, it provided us a positive return on investment,” notes Metcalfe, adding that this is unique because it often takes a few months for ads to develop strong conversion rates. He says the target-specific orientation of the ads, and the ability to engage hard-to-reach, high-end professionals, works extremely well for In Touch’s model. Metcalfe's recommendation to other marketers who use the product is simple: “Experiment and A/B test,” he implores. “It's costing us much less to run these Dynamic Ads, and some campaigns convert higher than others, so we're running A/B tests constantly for different job titles and different demographics.”