



Cotton  
Incorporated

**LOCATION**

Cary, North Carolina, USA

**NO. OF EMPLOYEES**

51 - 200

**INDUSTRY**

Textiles

## Cotton Incorporated Embraces LinkedIn Carousel Ads, Drives Engagement

Cotton Incorporated is a not-for-profit that works with both consumers and brands, retailers, and the supply chain to increase the demand for cotton. Funded by United States cotton growers and importers, the organization focuses on research and marketing to help cotton businesses grow and thrive.

### Challenges

For their trade-focused campaign, Cotton Incorporated was looking for a way to build awareness about their services and connect with decision makers in multiple industries, including fashion and retail. They sought to:

- Showcase the various applications and advantages of using and sourcing cotton
- Build awareness by highlighting the lesser-known aspects of the cotton industry
- Drive traffic to industry-focused landing pages

*“For the trade-focused Cotton Incorporated campaign, we chose LinkedIn because it’s a professional network. Campaign setup is straightforward, and it’s easy to reach our target audience based on job title and industry.”*

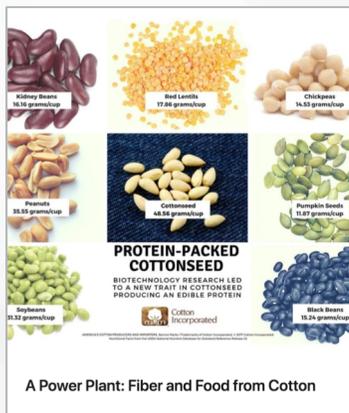


Jordan Sabella  
Associate Director for Search and Social,  
Mindshare World\*

# Solution

Having seen previous success advertising on LinkedIn, Cotton Incorporated was open to experimenting with the newly available carousel ads. Their trade-focused carousel for Sponsored Content campaign allowed Cotton Incorporated to:

- Reach decision makers by targeting LinkedIn users with specific job titles in defined industries
- Highlight multiple benefits of cotton within a single ad
- Drive users towards relevant content on industry-focused landing pages such as Cotton Today and Lifestyle Monitor
- Use metrics to gauge how each card within a carousel performed, allowing for adjustments based on results



A Power Plant: Fiber and Food from Cotton



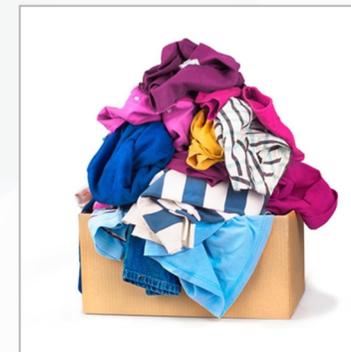
The Future with Autonomous Field Robots



From Footprint to Handprint



The Humble Tee, Elevated



Simply Science: Cotton's Decomposition

*“Carousel ads worked for us worked for us because we could provide several pieces of content in one post, and drive traffic to different landing pages - something we weren’t necessarily able to do with just a single post.”*



Emily Mason  
Associate, Search and Social  
Mindshare World

*“Our mission at Cotton Incorporated is to increase the demand for and profitability of cotton. LinkedIn helps us reach decision makers along the textile supply chain and gives us the opportunity to promote our unique suite of resources from research and development, to marketing promotions, in an effective way.”*



Kim Kitchings  
Senior Vice President, Consumer Marketing  
Mindshare World

## Results

Compared to static ads, Carousel ads drove better engagement, including an increased click-through rates (CTRs) and total clicks.

**>1%** Average CTR

**200+** Clicks per ad

**>1%** Average engagement rate  
(Some posts reached 2%)