



LOCATION
San Francisco, CA

NO. OF EMPLOYEES
110

INDUSTRY
Computer Software

Gong.io Skyrockets its LinkedIn Page Following with a Three-Pronged Approach

Challenge:

Gong.io markets its solution to an audience of sales leaders and professionals. With analysis making it apparent that LinkedIn is the social channel where Gong’s potential buyers and customers are most active, the company has made this platform a focal point for building brand awareness and driving engagement.

After finding some success using individual employees and executives as conduits for the brand’s messaging and content, the marketing team turned its attention toward leveling up the organic impact of its LinkedIn Page. “We set a goal of growing our followers to have more people more easily exposed to our content week after week,” explains **Udi Ledergor**, Vice President of Marketing.

“We’re not selling on social media. We’re providing value, and education, and creating our authoritative figure in the industry. And LinkedIn is super-valuable for that.”



Udi Ledergor
Vice President of Marketing, Gong.io

Solution:

Ledergor and his team conducted research — consulting LinkedIn’s **Our Journey to 100K** post among others — to find out what was working for others, and then formulated their own approach. They noticed that video seemed to be performing well on the platform, so they placed this format at the center of their Page growth strategy.

Gong framed this campaign around three principles:

- 1) Keep the video content very short and casual (while maintaining high production quality)
- 2) Ensure that every post adds value for the audience
- 3) Integrate contests and giveaways

“We try to always provide value with whatever we’re presenting to the world, whether it’s an article, or a cheat sheet, or a webinar, or a video on LinkedIn,” says Ledergor. With that mindset, Gong started posting focused content under this framework, encouraging people to comment on updates with a simple prompt (e.g., “If you agree with this, comment ‘Me!’”).

Their holiday campaign involved giving away books with acute relevance to their audience of sales pros. These quick videos (such as **this one** featuring Persuasion by Robert Cialdini, **this one** featuring Trish Bertuzzi’s Sales Development Playbook, and **this one** featuring The Score Takes Care of Itself by Bill Walsh) include conversations with members of the Gong team, who explain why they enjoyed the works being offered up as prizes. This approach has the added benefit of highlighting real faces within the company.

“With today’s rising cost of paid acquisition and paid exposure to content, I think maximizing the number of organic followers is probably more important than ever.”



Udi Ledergor
Vice President of Marketing, Gong.io

Results:

6,893%
increase in comments

194%
increase in likes

108%
increase in shares

With a focused formula in place, Gong saw an immediate spike in engagement. The first video in the new series drove more than 17,000 views and 250 comments. While following this blueprint consistently for a month, the company saw its LinkedIn Page following grow by 85% over the previous 30 days, with a 194% increase in likes, a 108% increase in shares, and a 6,893% (not a typo) increase in comments. They’ve grown their built-in audience on LinkedIn drastically — “the biggest increase in the shortest time ever,” per Ledergor — thus expanding their base for future organic campaigns.

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