



Microsoft Canada Enhances Local Relevance to Reach New Audiences with Video for LinkedIn Sponsored Content

Microsoft Canada, the Canadian subsidiary of Microsoft Corp, provides nationwide sales, marketing, consulting, and local support for Microsoft's software, services, and solutions. Headquartered in Mississauga, Microsoft Canada's nine regional offices are dedicated to empowering people through great software. They know that video is one of the best ways to capture voice of the customer and bring it to life, so Microsoft Canada creates customer story videos that are locally relevant to Canadian audiences.

With LinkedIn's video ad targeting precision, the Microsoft social media team realized maximum relevancy with a professional audience.

Challenge: Increase Brand and Product Awareness Throughout the Funnel

While Microsoft Canada knew that video was the best way to capture the voice of the customer, they needed to find the right platform to target the right content to the right person, at the right time. That's what led Microsoft Canada to LinkedIn video ads.

- Commercial customers are a top priority for Microsoft Canada, so they needed an advertising channel that would **resonate strongly with business professionals**.
- Microsoft Canada needed the **ability to target by function and reach the relevant senior decision-makers**.
- As a subsidiary, they also needed to make sure they're reaching their Canadian customers with **locally relevant content**.

"Video is an integral component of our content marketing mix. As part of designing our digital customer journey, we look to infuse video into as many major and micro-moments as we can."



Róisín Bonner
Social Media Lead, Microsoft

“Our cost-per-view has been very competitive across the board. It’s not only more cost-effective to run LinkedIn video ads, but we can also target the specific audiences dictated by the campaign’s content and strategy, rather than casting a wide net.”



Waleed Hafeez
Digital Community Manager, Commercial
Adecco, approved Microsoft vendor

Solution: Targeted LinkedIn Video Ads

Microsoft is no stranger to marketing on LinkedIn, so adding video ads was a natural fit for their marketing mix. “We have the amazing benefit of being able to leverage the best of the video content created at our headquarters,” says Social Media Lead Róisín Bonner, “so we can curate the most relevant Microsoft brand videos into our mix – but where we have real opportunity is to infuse that mix with locally relevant stories, from real Canadian businesses driving digital transformation.”

- Microsoft has seen excellent performance of video in other marketing streams, but with LinkedIn’s targeting precision, Microsoft’s social media team maximizes relevancy with a professional audience.
- This hyper-relevant content can be shown to business decision makers in the Canadian market, which moves customers further down the funnel into product consideration/demand generation.
- The targeted videos are paired with some top-of-funnel brand awareness videos. For those, Microsoft Canada can leverage the high production value videos from their corporate team.

28%
View Rate

\$0.16
eCPV

20%
Completion Rate

Results: LinkedIn Exceeds Expectations with Video KPIs

“The way our audience engages with the video ads changes with every campaign we launch,” says Waleed Hafeez, Digital Community Manager, Commercial. “A lot of it is dependent on the content, the audience, and the action we want them to take. Each campaign has had its own set of learnings and KPIs.”

Best Practices Tip: Testing, coupled with audience segmentation, has been a critical component to Microsoft Canada’s success. The team found that 15-second videos typically work best.

To get started on video advertising with LinkedIn, please visit business.linkedin.com