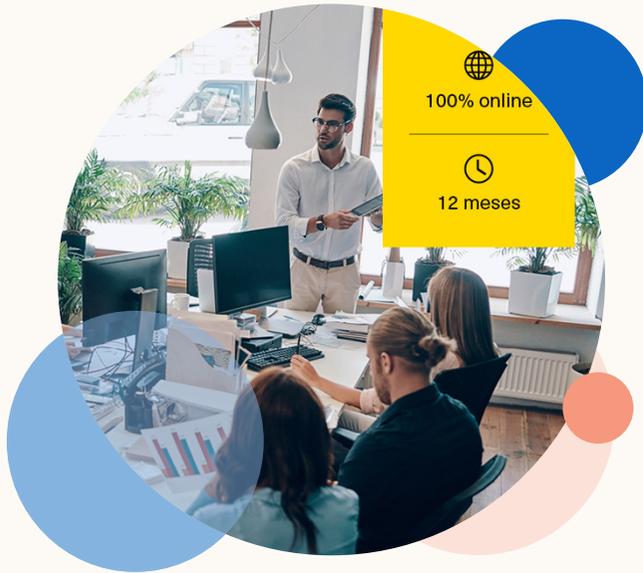


Leading Spanish-speaking online business school partners with LinkedIn to enrol more students



OBS Business School

Company profile:

OBS Business School was formed in 2006 as the first business school worldwide to teach 100% online in Spanish, offering MBAs and Master's degrees to future business leaders.

OBS has trained more than 33,000 students from 80 different countries. It's also the first online business school to receive the 'outstanding' QS Stars rating in the QS Stars University Ratings. OBS has also been accredited by the EFMD online course certification system, the international quality benchmark for on-line courses. The business school also features in The Financial Times's MBA rankings.

OBS Business School partners with the University of Barcelona, an institution with more than 560 years' history, and the main public university in Spain.

The challenge:

OBS needed to build a channel to capture quality leads to improve course enrolment conversions. In partnership with Adsmurai, a Spanish digital marketing platform, it developed a strategy to achieve this.

The solution:

LinkedIn sponsored content and InMail campaigns for the Latin American market were used because of their quality and simplicity. These options allowed OBS to maximise the quality of leads.

LinkedIn products used:

- Sponsored content
- InMail

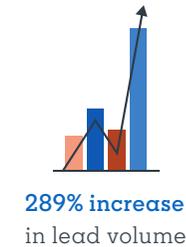


How did LinkedIn help?

LinkedIn helped generate better quality leads thanks to its potential for segmentation and ability to reach users interested in the product. LinkedIn, OBS and Adsmurai managed to connect the school's offering with a quality audience, ready to convert.

Target students for each programme were identified as the audience most in tune with the school was defined. This was followed-up with communications (creative and messaging) according to platform best practice. OBS opted for LinkedIn because it has a much higher quality audience than other channels.

The results:



Conversion to enrolment averaging 4% during 2022

CTR increasing to an average of 1.96% in 2022 as OBS enjoyed greater presence on LinkedIn



“At OBS we are very pleased and hope that LinkedIn will become a business partner. LinkedIn is accompanying us during a process of growth, qualification and improvement of results, which is why we will continue to open up more markets with LinkedIn.”

Elías Misael Donoso Head of Digital Marketing, Grupo Planeta

