



UNIT4
In business for people.

Connecting relevant content and the right audience puts people first at Unit4

Targeting the audience in the right context through Sponsored Content is transforming lead quality and ROI for the Netherlands-based enterprise software business.

As a provider of enterprise software for service industries, Unit4 is in business for people. It therefore needed a systematic approach to raising awareness amongst the right types of decision makers. By distributing targeted thought-leadership material through Sponsored Content, it was able to reach those with a real ambition to make a difference, and support sales in nurturing prospects through to conversion.

The Challenge:

- Reach business decision-makers across service sectors such as higher education, not-for-profit, professional services and public administration
- Build awareness and interest amongst targeted audiences in finance, HR and project management departments
- Deliver qualified leads to sales
- Support sales in nurturing prospects throughout the funnel

The Solution:

- Emphasis on thought leadership to demonstrate the relevance of brand and solutions to different service-industry challenges
- Focus on always-on programs
- Increase organic reach with Sponsored Content, targeted at likely influencers of different seniority levels
- Integration with Sales Navigator for closer working relationship between Marketing and Sales
- Conversion Tracking to measure content's contribution to closed business, and optimise efforts around the most effective tactics

Why LinkedIn:

- Unparalleled reach amongst professional audiences
- Analytical insights to measure relevance and optimize execution
- Precise segmentation able to leverage Unit4's audience personas
- Proven thought-leadership platform
- Suite of products for more effective integration between marketing and sales
- Integration with Salesforce.com and marketing automation solution

Results:

- 4,500 decision-makers engaged in three weeks
- 20% of prospects converted to engaged leads
- Click-through rates and audience engagement rates beating benchmarks by over 50%
- Click-through rates of up to 1.8% for top-performing posts

Reaching the right influencer personas

From the start, Unit4 wanted to do more than simply raise awareness of its brand and solutions. "It's relatively easy to get in front of lots of people – but for us it was important to get in front of the right people and with the right message," explains Christian Weichelt, SVP Global Marketing. And the people that Unit4 wanted to engage weren't just the most senior decision-makers in a given department. "We are looking for ambitious people who want to make an impact for their business," says Christian. "Sponsored Content is an ideal way to propose interesting materials without screaming for attention."

Bringing sales and marketing together

Aligning the efforts of sales and marketing is a key priority for Unit4 – and an area in which LinkedIn's metrics and analytics, and the visibility provided by Conversion Tracking, have made important contributions. "Conversion tracking is a great help for us to measure the impact of our ads from within campaign manager," says Christian. "We can make sure that we don't only drive traffic from LinkedIn, but real business." Not only did Unit4's Sponsored Content succeed in engaging 4,500 finance and HR decision-makers in just three weeks, it went on to convert 20% of those prospects into engaged leads.

"Sponsored Content has enabled us to have quality conversations with our audience from the start – and to demonstrate as much through the analytics that we have. That's helped to align sales and marketing, not just to drive lots of leads but to drive lots of high-quality leads."



Christian Weichelt
SVP Global Marketing
Unit4

Meet the digital expectations of students in higher education <http://info.unit4.co...>



Keeping Up With The Times
info.unit4.com

Engaging higher-ed students to boost performance <http://info.unit4.co...>



New technology is here to engage students to self-direct their education - and help you keep them on track
info.unit4.com

The 7 roadblocks to student success <http://info.unit4.co...>



Face these 7 challenges and retain more students, help them graduate, and find better jobs.
info.unit4.com