



Wojo keeps the shared workspace funnel flowing on LinkedIn



How do you maintain engagement and lead generation for shared office spaces when a global pandemic forces your key markets into lockdown? Wojo, the largest coworking and offices network in France, trusted its leading lead generation platform to maintain engagement with its community of client businesses – and LinkedIn didn't let it down. Promoting webinars through Sponsored Content delivered a conversion rate of 20%, with attendances far exceeding Wojo's previous in-person gatherings. And when the company was ready to re-introduce lead generation campaigns, precision targeting and tailored messaging ensured a continuing flow of quality leads.

The Challenge

- Maintain engagement with Wojo's community of businesses and shared workers during lockdown
- Continue to generate high-quality leads with a strong conversion rate to contracts

Why LinkedIn?

- Ability to target decision-makers accurately, through seniority, function and company size
- Integration with Salesforce CRM

The Solution

- Sponsored Content with integrated LinkedIn Lead Gen Forms for lead capture
- Messaging adapted to new business challenges, emphasising contract flexibility and new ways to organise work
- Sponsored Content promoting topical webinars to maintain community engagement

Results

- Promoting webinars on LinkedIn delivered a

20% conversion rate to registrations

16% conversion rate to attendees

- Sponsored Content with Lead Gen Forms generated **85 high-quality leads in just two months.**



Varying its tactics during lockdown helped the coworking company increase community engagement – and maintain its flow of quality leads.

Maintaining engagement in the moment to drive leads later

The lockdown that descended across its key markets of France and Spain meant that Wojo's focus had to switch from generating leads and signing new deals to keeping its community of clients and shared workers engaged in difficult times. LinkedIn was already established as the business's most effective lead generation platform.

Community Manager Victoire Berdrin knew that it would be just as effective promoting virtual events. "Wojo is both a physical and digital community and we normally host a lot of in-person events to bring people together," she says. "We knew all about the quality of engagement on LinkedIn, and so we made the decision to start using the platform to promote our webinars. It proved really positive, and we ended up with more participants than we would normally have attending our events."

Wojo used Sponsored Content highlighting intriguing webinar titles like "Remote Work: More Than a Plan B" and "Do You Need to Launch your Business in your Kitchen?" This delivered a 20% conversion rate to registrations and a 16% conversion rate to webinar attendees. "We were really impressed by the percentage of registrations who went on to attend the webinars," says Victoire.



The image shows a LinkedIn sponsored content post from the company 'WOJO', which has 10,329 followers. The post is titled '[WEBINAR] Héberger son entreprise : en quoi le choix d'un espace de travail peut-il tout changer ?'. The main content area features a blue background with the text 'START-UP : FAUT-IL VRAIMENT COMMENCER DANS SA CUISINE ?' and 'Retrouvez nous le 7 septembre à 11h00 avec'. Three speakers are listed: Rachel Delacour (Co-fondatrice @ Sweep.net), Clémence Durieux (Fondatrice et Dirigeante @ Le Bon Gustave), and Loïc Dosseur (Directeur Général @ Paris&Co). At the bottom, there is a 'Sign Up' button and the URL 'app.livestorm.co'.

Generating demand through tailored messaging and LinkedIn targeting

Following lockdown, Wojo was able to re-introduce its LinkedIn lead generation campaigns, targeting decision-makers with a clear message around reducing fixed costs and increasing flexibility.

"LinkedIn gives you the ability to target by function and seniority – so we were able to target the senior roles who are really responsive to messaging around this major new challenge," says Victoire. "The really impressive thing was that, following lockdown, we didn't see any change in the volume, quality or cost of leads. Our sales team consistently tell us that the quality of leads on LinkedIn is far higher than those from other social platforms."

"Ever since we started running lead generation campaigns on LinkedIn, we've known it's our most effective platform. Even though sales cycles were lengthened due to the health crisis, sales teams confirmed to us that the interest in leads continued and that we had to continue campaigns. The ability to keep our community engaged during lockdown was really important to us – and the really positive thing is that, when we switched lead gen activity back on, we saw no drop in the flow of leads that LinkedIn delivered."

Victoire Berdrin
Community Manager
Wojo

