

# Rethink

THE CUSTOMER JOURNEY:  
SMALL TO MEDIUM SIZE  
BUSINESS OWNERS

AMERICAN  
EXPRESS



**JOURNEY STAGE:**  
Preference &  
Acquisition



**AUDIENCE:**  
Small To Medium  
Size Business  
Owners



**SECTOR:**  
Business to Business

## GO THE EXTRA MILE

*Driving acquisition through  
well targeted content.*

LinkedIn Marketing Solutions



## *Rethink*

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OWNERS**



## THE CHALLENGE

Small to medium size business owners (SMBs) are at the heart of any established global community and financial support is critical to enable their growth.

So how can financial services providers engage effectively with SMBs when:

- Identifying the right targets can be difficult?
- Decision-makers are time-poor?
- Competition is fierce in the marketplace?
- There is a lack of trust in the sector?
- A wealth of similar messaging exists?
- Content has to stand out and deliver value?

In 2015 and 2016, American Express, in Australia, partnered with LinkedIn Marketing Solutions: Financial Services, in Australia, to target SMB prospects with an ambitious acquisition strategy that would lead to success.

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### THE CUSTOMER JOURNEY: SMALL TO MEDIUM SIZE BUSINESS OWNERS

# CLIENT PROFILE AND CAMPAIGN OBJECTIVE

American Express provides funding solutions for small businesses, giving them the buying power to pay for large business purchases in an easy and convenient way.

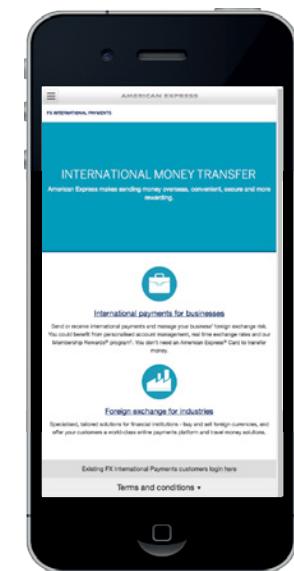
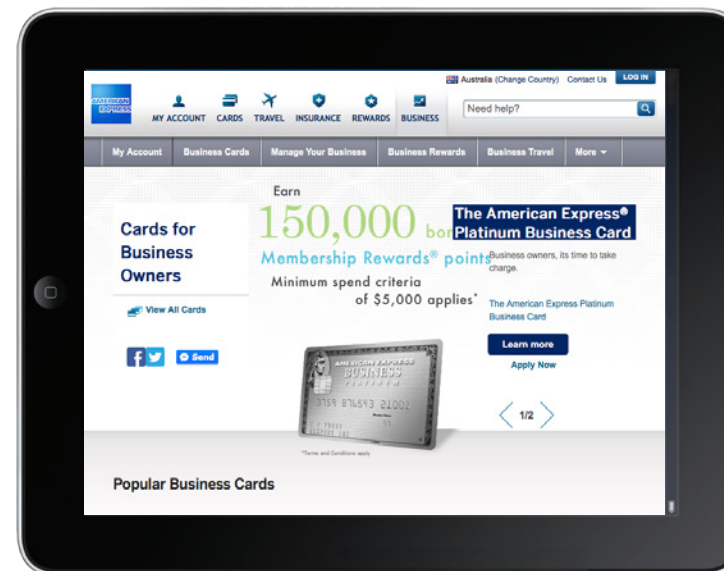
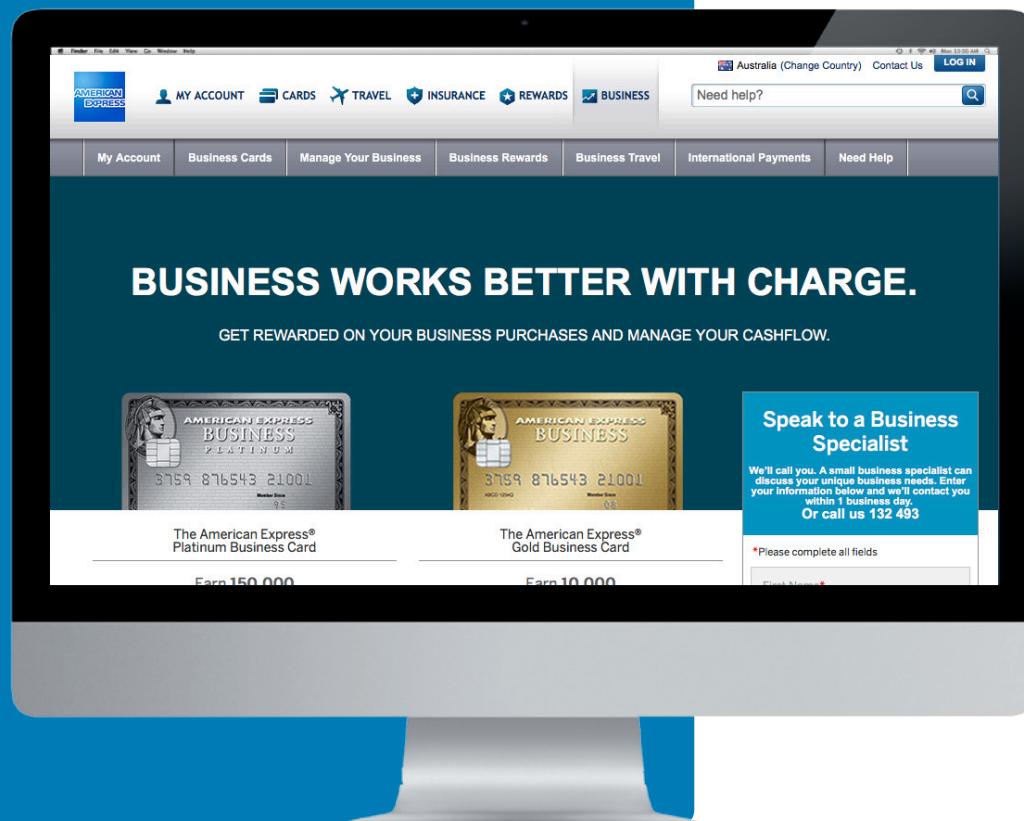
Its products and services are designed to help small businesses manage their finances, also providing access to various reward programs.

The partnership with LinkedIn Marketing Solutions: Financial Services set out to activate a cost effective digital media strategy, positioning

American Express as a market leader and raising awareness of its small business funding solution.

The key objectives for American Express were:

- To target SMB prospects that would meet risk-profiling requirements and be more likely to result in conversion.
- To place content that would drive a direct response and provide quality leads based on performance.





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## THE TARGET AUDIENCE

**“The current state of SMB sales and marketing is getting increasingly complex.”**

**Street Fight Magazine, August 2016**

SMBs represent around 97% of all businesses in Australia. They operate across a wide range of industries including manufacturing, business services, retail and transport.

They are extremely busy with their own customers and many other tasks involved in running a business, so it is crucial that marketers not only target the right people but earn their time with them via messaging that resonates and cuts through the noise.

American Express looked to LinkedIn Marketing Solutions: Financial Services to provide a platform that would allow it to apply its audience segmentation strategy and target the ultimate decision makers.

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# THE CUSTOMER JOURNEY

The delivery of targeted Sponsored Content, Sponsored InMail and Dynamic Ads allowed American Express to maximise engagement with the right people at the right time.

An 'always on' digital media strategy ensured engagement at every key touchpoint on the customer journey.

By utilising different placements across the LinkedIn platform,

alongside regular measurement, American Express was able to sustain consistent levels of engagement and high conversion rates.

Through the partnership, American Express continues to focus on long-term business goals. The transparent relationship with LinkedIn has enabled greater efficiencies to help American Express meet its ambitious acquisition targets.

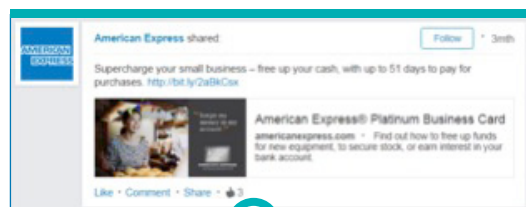
"Our media plan is now 100% digital. The flexibility of placements on the LinkedIn platform enables us to be nimble and highly responsive."

**Bree Marr, Manager, Digital Centre of Excellence, American Express**

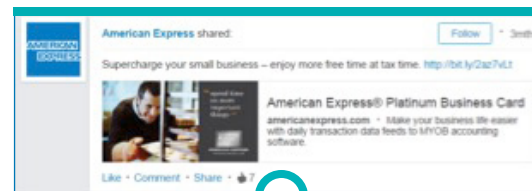


**American Express needed to drive a direct response and provide quality leads**

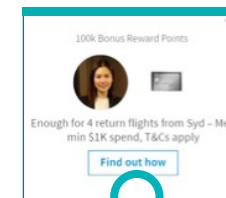
#### Sponsored Content



#### Sponsored Content

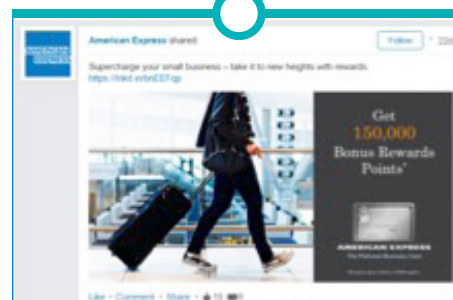


#### Dynamic Ads

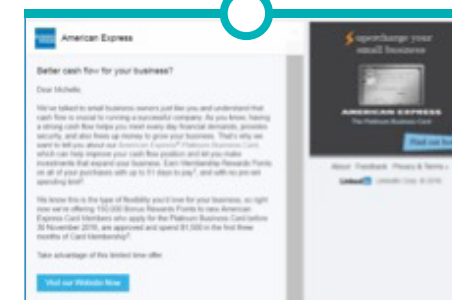


**LinkedIn's bespoke solutions allowed American Express to target SMB prospects with tailored content**

#### Sponsored Content



#### Sponsored InMail





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## THE RESULTS

The blend of different targeting techniques and placements utilised across the LinkedIn platform was highly effective for American Express.

Over the coming months the partnership with LinkedIn Marketing Solutions: Financial Services will continue to drive results, improve the user experience and ensure a seamless customer journey.

“The targeting capabilities of the LinkedIn platform helped us to identify the right people and engage them with the right content at the right time. This – along with the ability to monitor performance – enabled us to not only sustain but grow the volume of quality leads.”

**Bree Marr, Manager, Digital Centre  
of Excellence, American Express**

57%



of LinkedIn leads  
were driven by  
Dynamic Ads

55%



of all leads driven  
by media results came  
from LinkedIn

23%



reduction in Cost Per  
Lead average when  
compared to the same  
period in 2015

22%

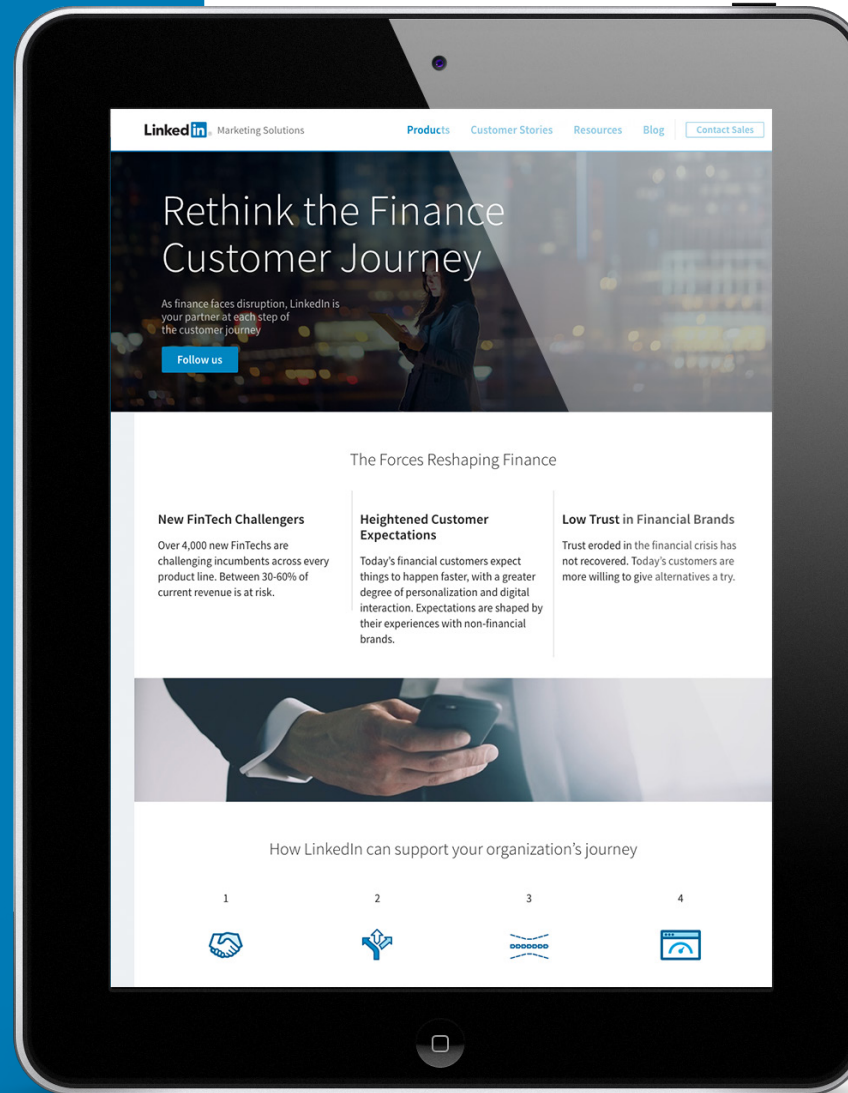


of LinkedIn leads  
converted into  
customers

Mindshare data, November 2016

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## HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

### We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customer's journey.

Visit [www.business.linkedin.com/marketing-solutions/financial-services-marketing](http://www.business.linkedin.com/marketing-solutions/financial-services-marketing) to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organisation's customer journey and connect you to the audiences and issues that matter most.

## CONTACT US

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## VISIT US AT

<https://business.linkedin.com/marketing-solutions/financial-services-marketing>

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**ABOUT LINKEDIN** | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 450 million members and has offices in 30 cities around the world.

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