



# Jive Software leverages LinkedIn's multiproduct approach to generate unprecedented engagement rates

*"LinkedIn helps us engage with prospects at every stage of the buy cycle."*



**Jaslyn Law**  
Integrated Marketing Manager  
Jive Software

## Staying top of mind with prospects

Jive Software is the leading provider of modern communication and collaboration solutions for business, helping employees, partners, and customers work better together. Jive's marketing team strives to communicate the value of their products to prospective customers. "With a B2B product, sales cycles can be long, so it's necessary to stay top of mind with prospects - especially if they're at the consideration phase," says Jaslyn Law, Jive's integrated marketing manager. The challenge was identifying and maintaining engagement with people at the top of the funnel.

"Historically, we've been good at the point of lead acquisition," Law says. "But we wanted to develop a strategy that would deliver appropriate content for people at every stage: from awareness to conversion." Jive uses a variety of gated and ungated content, such as blog posts and infographics, to boost awareness of Jive's solutions and foster engagement.

## Challenge

- Reach prospects at every stage of the sales cycle
- Achieve high engagement rates

## Solution

- Sponsored InMail
- Sponsored Updates

## Results

- Multiproduct strategy generated a 44% engagement rate
- Sponsored Updates engagement 1.5X LinkedIn benchmarks
- Sponsored InMail open rates 110% higher than traditional email; conversion rates 75% higher

## Multiproduct strategy drives record engagement

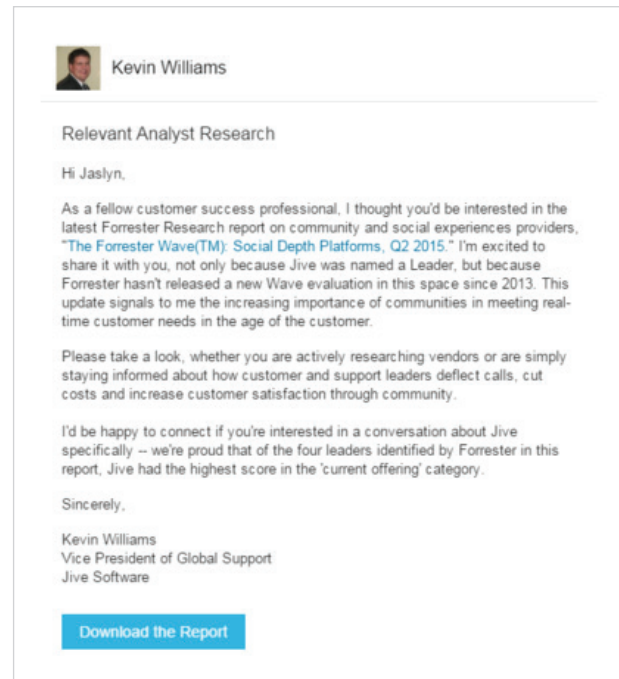
Jive uses both LinkedIn Sponsored InMail and Sponsored Updates to reach prospects at all points in the sales cycle.

Sponsored InMail has played a key role in fostering engagement. One of the company's top-performing messages (shown right) came from Jive VP of customer support Kevin Williams, offering a Forrester Wave report that analyzed enterprise social platforms, including Jive. "We didn't need to do a traditional hard sell," Law says. "We positioned this as something inherently useful for people in our industry, from one professional to another."

Jive also leveraged Sponsored Updates to share both gated and ungated content to drive awareness of their market expertise. An analysis of these campaigns revealed that prospects exposed to both Sponsored Updates and Sponsored InMail were more likely to engage. In fact, Jive achieved a 44 percent engagement rate—higher than Jive had experienced running either product alone.

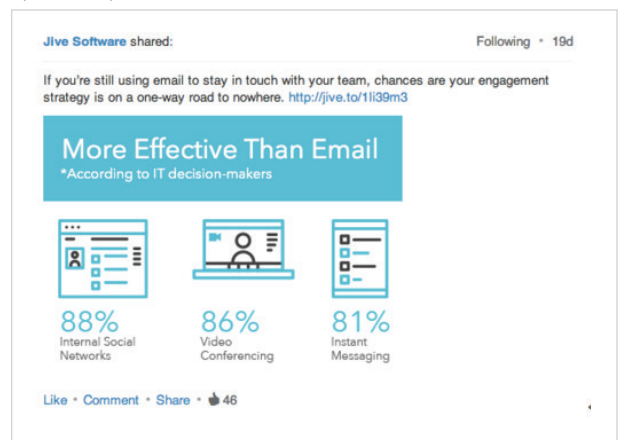
By using several LinkedIn solutions, Jive's marketers now have greater visibility into the content and campaigns that bring prospects closer to conversion. "LinkedIn has helped us accelerate how we track marketing success," Law says. "We can place content in front of prospects that is appropriate to where they are in the sales process, so that we engage prospects with the most effective content possible."

Sponsored InMail



The screenshot shows a LinkedIn Sponsored InMail message. At the top, there is a profile picture of Kevin Williams and his name. Below that, the subject line is "Relevant Analyst Research". The message body starts with "Hi Jaslyn," followed by a paragraph of text: "As a fellow customer success professional, I thought you'd be interested in the latest Forrester Research report on community and social experiences providers. 'The Forrester Wave(TM): Social Depth Platforms, Q2 2015.' I'm excited to share it with you, not only because Jive was named a Leader, but because Forrester hasn't released a new Wave evaluation in this space since 2013. This update signals to me the increasing importance of communities in meeting real-time customer needs in the age of the customer." The next paragraph says: "Please take a look, whether you are actively researching vendors or are simply staying informed about how customer and support leaders deflect calls, cut costs and increase customer satisfaction through community." The third paragraph says: "I'd be happy to connect if you're interested in a conversation about Jive specifically -- we're proud that of the four leaders identified by Forrester in this report, Jive had the highest score in the 'current offering' category." The message ends with "Sincerely," followed by "Kevin Williams, Vice President of Global Support, Jive Software". At the bottom, there is a blue button that says "Download the Report".

Sponsored Update



The screenshot shows a LinkedIn Sponsored Update. At the top, it says "Jive Software shared:" and "Following · 19d". Below that, there is a text block: "If you're still using email to stay in touch with your team, chances are your engagement strategy is on a one-way road to nowhere. <http://jive.to/1li39m3>". Below this is a large blue graphic with the text "More Effective Than Email" and a sub-headline "\*According to IT decision-makers". The graphic features three icons: a person on a laptop, a video camera, and a mobile phone. Below each icon is a percentage and a label: "88% Internal Social Networks", "86% Video Conferencing", and "81% Instant Messaging". At the bottom of the graphic, it says "Like · Comment · Share · 46".

Visit [marketing.linkedin.com](http://marketing.linkedin.com) to learn how other marketers have successfully met their marketing objectives.