



Rethink

THE CUSTOMER JOURNEY:
LINKEDIN MARKETING SOLUTIONS
CASE STUDY

CRACK THE 'LAST MILE' OF THOUGHT LEADERSHIP

*How to use thought leadership
to drive sales activation.*

LinkedIn  Marketing Solutions

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INTRODUCTION



Jennifer Grazel
Global Director, Vertical Marketing
LinkedIn Marketing Solutions:
Financial Services

The Context

Traditionally, thought leadership and sales generation are consigned polar opposites of the marketing spectrum. Thought leadership is viewed through the lens of building brand equity and judged on soft metrics of engagement and brand perception. At the other end, sales generation lives in the hard light of incremental dollars delivered.

But with the rise of disciplines like Account Based Marketing (ABM), and the ability of digital and marketing tech to bring greater transparency to the customer journey, savvy marketers are seeking the frameworks to increasingly connect thought leadership to make a measurable impact on the bottom-line.

The Challenge

LinkedIn Marketing Solutions (LMS) found itself frequently lumped into a ‘social’ category of marketing and fighting for a small share of campaign budgets against other platforms.

Two factors drove a shift in thinking. Innovations in LinkedIn’s targeting and advertising product-set mean the platform can now drive engagement at more stages of the customer’s decision journey. At the same time, changes in media consumption mean customers are less likely to turn to traditional media brands and channels to inform their decision-making.

LMS resolved to position itself as the ‘full-journey’ partner for brands as it tackled its most strategic marketing challenges.



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THE TARGETS

THREE-TIERED APPROACH

Success for LMS had to be both at the top and bottom of the funnel.

1 Top of Funnel

Brand perception and consideration



Shift in client perceptions of LMS from being a 'social player' to a 'full-journey' media and marketing partner.

2 Higher-level Engagement

Elevate conversations



Beyond current social and content leads to also engage Chief Marketing Officers and 'line of business' heads.

3 Bottom of Funnel

Drive revenue



Win a greater share of total marketing budgets from enterprise clients.



Unlock revenue from untapped divisions of enterprise clients.



Prospect for new clients.

"This is a 'next generation' model where the front line can fully activate thought leadership to suit their specific needs."

Jennifer Grael, Global Director, Vertical Marketing, LinkedIn Marketing Solutions: Financial Services

THE SOLUTION

Marketing, working in close partnership with sales, can prioritize the topics, tactics and channels to unlock higher value conversations.

THE MARKETING MODEL: ‘FLIP THE FUNNEL’

In the traditional ‘marketing-led’ approach to thought leadership, marketing decides on a big picture theme, commissions research, generates public relations and in the last furlong, cascades sales toolkits that enable the front line to deliver.

Unsurprisingly, less than 30% of this content is ever deployed, due to a lack of perceived relevance, lack of confidence or lack of resource. While such campaigns can show measurement in public relations column-inches and ‘engagement’, hard revenue numbers are often only anecdotal. More worryingly, it engenders a growing disconnect between marketing and sales that the mere overlay of tech can’t hope to bridge.

New thinking requires marketers to ‘flip the funnel’. Most of the target audiences are already known to B2B brands, so research starts by mining their greatest emerging needs and what the blockers are to unlocking higher-value conversations. Marketing, working in close partnership with sales, can then prioritize the topics, tactics and channels to unlock these higher value conversations.



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CAMPAIGN: 'THE WORLD FINTECH REPORT 2017'

LMS pioneered this new 'flip the funnel' approach in its Financial Services vertical.

When looking for a pressing issue to demonstrate its 'full-journey' prowess, the topic of FinTech was one which frequently arose in client conversations. Facing the onslaught of 6,000 new FinTech challengers, fuelled by \$25bn of venture capital finance, financial services incumbents are still facing unprecedented market disruption.

Unpacking these conversations, LMS felt the prevailing focus on 'tech' was a distraction. The brands which thrive in this new environment would be the ones

that could harness both tech and trust to create the most engaging customer journeys. LMS resolved to add value to both horizon-scanning Chief Marketing Officers and tactical implementers by showing what these 'next generation journeys' should look like.



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THE CASE STUDY



CAMPAIGN: 'THE WORLD FINTECH REPORT 2017'

Campaign Elements

1

Prime Conversations

*Marketing to provide 'air-cover'
for high value conversations*

Research

LMS partnered with Capgemini to launch the inaugural 'World FinTech Report 2017' featuring proprietary analysis into the 'moments that matter' most in customer journeys and the engagement principles behind these.

Event

The World FinTech Report 2017 was launched at the FinanceConnect Conference in New York. Key brand partner American Express was secured and the Report was amplified through the media.

Client Interviews

The 'Agents of Change' video series profiled thinkers driving change in the new ecosystem.

2

Unlock Conversations

*Equip front-line with tactical toolkits
to win these higher-value conversations*

Conversation Playbooks

By digesting the quantitative and qualitative findings Marketing provided Account Executives (AEs) with new narrative playbooks customized by industry sub-vertical and by different client personas.

Conversation Toolkits

Alongside the playbooks, Marketing equipped AEs with a full suite of 'conversation toolkits' including social posts, email templates, conversation openers, infographics, Twitter graphics and case studies.

3

Sustain Conversations

*ABM Campaigns to scale and
extend reach of conversations*

eDMs and eZines

Targeted and tailored drip campaigns were activated maintain engaging contact with audiences at their respective journey stages.

Content Ecosystem

A fresh stream of 'always-on' content was maintained around key themes on a dedicated Showcase Page and campaign microsite.

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LINKEDIN MARKETING SOLUTIONS
CASE STUDY

THE RESULTS

“It was a very enjoyable discussion and I was very pleased to meet the other members. I think the overall event was very well organized. Congratulations!”

Ashok Vaswani,
CEO, Barclays Bank UK

SUCCESS ACROSS THE BOARD

Revenue Growth

Financial Services has grown into the second biggest revenue-generating sector within LinkedIn Marketing Solutions.

+33%

LMS Financial
Services growth
Y/Y in 2016



Key brand partner sponsorship
with investment of a 6-figure sum
to support the research



10X

return on marketing
investment through new
sales pipeline generation



Engagement and Brand

The Net Performer Score for events is higher than any other LinkedIn vertical.

97%

reported that they had
been satisfied or very
satisfied with the event



70

Net
Performer
Score



LMS's analysis
has secured
industry
coverage across
the Wall Street
Journal, Forbes
and Bloomberg

Feedback from AEs is that
they are now considered the
most strategic vendor to their
partners

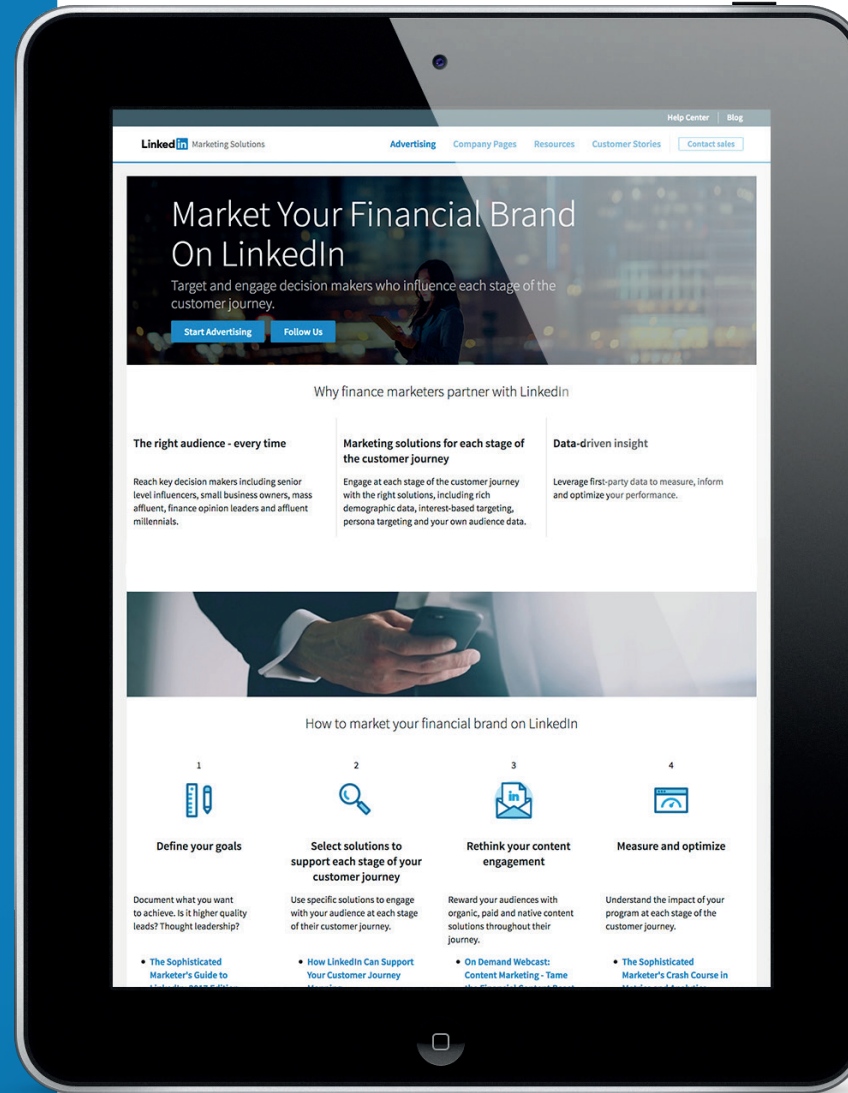
9

This engagement cycle has now
been rolled out across nine other
industry verticals from Consulting
Services to Manufacturing



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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 customers’ journey.

Visit 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 organization’s customer journey and connect you to the audiences and issues that matter most.

CONTACT US

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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 500 million members and has offices in 30 cities around the world.

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