

# How To Be A Winner On LinkedIn

LESSONS FROM



2017



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# Introduction

The best B2B marketers don't think of themselves just as B2B marketers. They are the rich storytellers, innovators and lateral thinkers who can shift perceptions, change brand awareness and rewrite the fortunes of businesses.

They see limited resources and the responsibility to deliver measurable results as a spur to creativity, not a constraint. And their ability to link clear strategy, creative thinking and measurable ROI finds a natural home on LinkedIn.

The LinkedIn Marketing Awards celebrate the best B2B marketing on our platform, for businesses large and small. Our winning campaigns prove that whatever the brief,

there's a creative way to approach it on LinkedIn – and that going the extra mile delivers tangible benefits to the bottom line.

We've put this eBook together to celebrate our winners – but also to highlight the qualities that marked these campaigns out. They didn't win our awards because of huge budgets or creative carte blanche. They did so because of a passion and clear sense of purpose that shone through in both their work and the way

they presented their awards entries. These are qualities that any B2B brand (and any B2B budget) is capable of.

It's hugely inspiring to see all of the different ways that great B2B marketers are making LinkedIn work for them. We hope you find their stories as inspiring as we do.



# Overview of the LinkedIn Marketing Awards

Huge boosts in awareness through a cleverly co-ordinated job title update, entire new markets opened up by a famous set of floorplans, massive engagement levels through challenging marketing stereotypes, a brand achieving 258% of lead gen targets through exceptional, in-depth content. Who says there's no room for creative thinking in B2B marketing?

The winning campaigns that we feature in this eBook showcase a surge in creativity and innovation for B2B that is delivering results for businesses across the board. Great B2B marketing is a constant these days. It doesn't just break through now and then – it's a powerful engine creating value day after day, week after week, year after year. But, given the high quality of work out there, what is it that marked our winning campaigns out from the rest? What does it take to win a LinkedIn Marketing Award?

## Our awards categories and judging process

Our winners emerged from hundreds of entries across our nine awards categories: Most Innovative, Brand Impact and Best Lead Generation (all of which have categories for large and small businesses), Most Influential, Employee Advocacy and the People's Choice. Our internal LinkedIn judging panels drew up shortlists, typically of three campaigns, for each of our eight main categories. Our external judging panel of top B2B marketers, creatives and media strategists then discussed the campaigns, looking at the results that they achieved, but also the strength of the strategy and creative execution – and the understanding of audience needs. Judges gave individual scores that were then combined to find the winner in each category.

Our People's Choice winner was chosen by a public vote, with visitors to our marketing awards website selecting their choice from amongst all of the shortlisted campaigns.

Every one of our winning campaigns leveraged the strengths of LinkedIn as a B2B marketing platform, but no two winners did so in exactly the same way. They came up with original solutions that were linked to a clear understanding of their specific audiences and their needs – and how this aligned with their own business objectives.



### How winning formulas combine paid and organic

Many of the most dramatic results were achieved by brands deploying paid media spend to leverage these opportunities: The precision targeting and engagement levels available through Sponsored InMail and Sponsored Content. For example, smart use of features such as LinkedIn Lead Gen Forms and Conversion Tracking added new dimensions to marketing activity, increasing the responsiveness of brand building campaigns and their visible contribution to demand generation.

However, not every winning campaign used paid activity. Our two winners in the Most Innovative category both showed how the natural connectivity of our platform – combined with members' appetite for original content in the LinkedIn feed – can be used to drive powerful results organically. Other campaigns showcased the power of employee

advocacy as a distribution strategy, both through LinkedIn Elevate and in conjunction with Sponsored Content.

Together, the stories of our LinkedIn Marketing Awards winners add up to a hugely versatile playbook for exceptional B2B marketing on our platform: marketing that takes a creative approach to leveraging LinkedIn's advantages and transforming the potential of a business. It's our winners' time to shine this year – but it could well be yours next time around.

If you're a B2B marketer doing great work on LinkedIn, then make sure you put that work forward for a LinkedIn Marketing Award. At the end of this eBook, you'll find a checklist with top tips for crafting your own entry, including the key points to emphasise and details of how your entry will be judged.

We don't need an extensive paper – in fact, we estimate that it's possible to put together a winning entry in just 20 minutes or so. And as these winning campaigns show – it's worth doing. Tell us about your great B2B work, and we'll help to make sure it gets the recognition it deserves.



# The 2017 Judging Panel



Alice Archer  
Head of Communications,  
EMEA  
**IPG Mediabrands**



Alex Val  
Marketing Communications  
Manager  
**Microsoft**



Americo Campos Silva  
Global Head of Digital  
and Social Media  
**Shell**



Alex Cheeseman  
Former CSO  
**Storyful**



Daniel Bonner  
Global Chief Creative Officer  
**SapientRazorfish**



Darren Bolton  
Executive Creative Director  
**OgilvyOne Business**



Gemma Davies  
Marketing Director  
**Apttus**



Gordana Buccisano  
Head of Business Strategy  
**Publicis Media**



Jon Watkins  
Head of Content (Business)  
**Seven**



Jenna Pelkey  
Global Media and Marketing  
Strategies  
**GE**



Jessica Gioglio  
Global Head of Consumer  
Marketing  
**Catapult Sports**



John Watton  
Senior Marketing Director  
**Adobe**



Kerry Eldson  
Head of Media and Social,  
Europe  
**MasterCard**



Liz Jones  
CEO B2B  
**Dentsu Aegis Network**



Nicky Owen  
Advertising Specialist  
**Credit Suisse**



Nicolas Corrochano y Anton  
Partner  
**Social Lab France & Spain**



Philippa Benos  
Enterprise Lead  
**Vodafone**



Renata Spackova  
Managing Director  
**Havas Media International**



Renée Mellow  
Head of Emerging Digital  
Activation, EMEA  
**Mediacom**



Romain Seingier  
Head of iProspect Enterprise  
**iProspect**



# *The Winners*

OF THE



2017





## Most Innovative

(200 employees or fewer)

### Category overview

Work that takes a different approach to leveraging LinkedIn's capabilities: smart use of data, savvy localisation, original storytelling and more

Winner: Drawbotics

### Objectives

- Create awareness
- Generate leads in the United States and Europe
- Deliver virality

Belgium's online real estate marketplace, Drawbotics, needed a way to drive demand for its high-end marketing services (including VR and 3D floorplans) in the US market and across Europe. Creating 3D floor plans of office-based US shows like Mad Men, The Office, The IT Crowd and Parks and Recreation set sharing on LinkedIn alight. The campaign generated hours of free media coverage, with the 3D floor plans featuring on Business Insider, BuzzFeed and Mashable, not to mention US TV news channels. Most importantly, a conversation that began in the LinkedIn feed helped to generate new business enquiries from more than 40 countries and enabled a US launch for the business without spending a dollar on marketing.

### How did Drawbotics drive results on LinkedIn?

The brand launched its 3D floor plans on its blog, and then used prominent share buttons and updates in the LinkedIn feed to drive awareness and sharing on the platform. This included targeting journalists who had already received personalised emails featuring the 3D floor plans. In fact, the likely interest and engagement of the media had been a crucial aspect in the planning of the campaign from the start. The Drawbotics marketing team hadn't just devised a creative idea; they'd created a concept with its own distribution and amplification strategy.

### Why did the campaign win?

The LinkedIn Marketing Awards judges loved this campaign for its strong, central creative concept, and the innovative ways that it showcased Drawbotics' capabilities. The product hook into pop culture was purposefully designed for the virality and media coverage that it could generate, both of which were central to achieving the brand's objectives.

### The Drawbotics story:

"Next to the creative idea, I think what I am the most proud of has to be the execution. Creative content is only viral if shared appropriately. From the very start of the project making sure we had a strategy beyond the conception of the 3D

plans was crucial. We decided to rely on media outlets to spread the word. To do so we crafted an ultra-personalised mailing campaign targeting the journalists with individualised e-mails and a follow-up on social media. It was very effective.

The frontier between our personal and professional lives is becoming thinner and thinner. The dynamics are changing and I think B2B marketing has to account for that change. People invest so much in their jobs nowadays on a personal level. It's an extension of who they are. I sincerely believe B2B marketing has to become more creative, rely more on storytelling and emotions. Creativity is our solution to close the gap that still separates us from B2C marketing and stand out in a very complex and crowded society.

Creativity shouldn't only be reflected in the content we create but also in the way we deliver it."

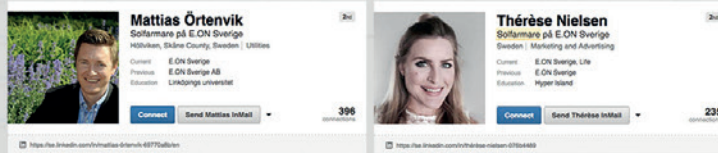
Quentin Delvigne  
Digital Marketing Manager  
Drawbotics

*"The dynamics are changing and I think B2B marketing has to account for that change"*

## The LinkedIn Share Button

Added to any form of content on your company blog or website, the LinkedIn Share Button is a powerful opportunity for driving relevant sharing on our network, and amplifying content via employees and other advocates.





## Most Innovative (over 200 employees)

### Category overview

Work that takes a different approach to leveraging LinkedIn's capabilities: smart use of data, savvy localisation, original storytelling and more

Winner: E.ON

### Objectives

- Drive awareness of E.ON and interest in renewable energy

How could a renewable energy business generate big uplifts in awareness with no media budget? E.ON unlocked the power of its employees' LinkedIn networks when it asked its employees in Sweden to add a new title, Solfarmare (Sunfarmer) to their LinkedIn profiles. Within just a few hours, LinkedIn updates had turned the 'Great Sunfarmer Stunt' into an organic movement reaching tens of thousands of members in the country.

### How did E.ON drive results on LinkedIn?

The campaign succeeded by leveraging the organic capabilities of the LinkedIn Profile, a free media opportunity that could be unlocked through employees making a concerted statement about themselves and their values.

### Why did the campaign win?

Judges valued the innovative way that it leveraged the natural dynamics of the LinkedIn platform, and generated widespread impact with no media spend. They also noted the impact of the campaign on internal branding and team-building.

### The E.ON story

"We're very proud of the engagement that this campaign generated amongst our colleagues – all the way up to the CEO and top management for E.ON. Creativity is hugely important in B2B marketing and this idea delivered great viral impact with no budget at all."

### Karin Rosell

Head of Brand and Marketing  
**E.ON**

### The Power of LinkedIn Profiles

Updates to LinkedIn Profiles are automatically shared across a member's network, providing a rapidly scalable organic marketing opportunity. Encouraging employees to align their profiles with your brand positioning is an important aspect of bringing your values and purpose to life on our platform.

*"We're very proud of the engagement that this campaign generated amongst our colleagues – all the way up to the CEO and top management for E.ON."*



# Brand Impact

(200 employees or fewer)

## Category overview

Campaigns that drive new levels of awareness, shift perceptions and build loyal audiences for B2B brands.

Winner: ETF Securities

## Objectives

- Educate and engage audiences
- Build follower base
- Drive brand awareness
- Stand out in a crowded marketplace

A content strategy rooted in current affairs content, bold visuals and animated videos has transformed engagement levels for this innovative investment solutions business. The campaign beat all benchmarks, doubled the size of the brand's LinkedIn follower base, and drove significant uplifts in relevant investment products.

Targeting wealth managers and investors across the UK, Italy, and Germany, ETF Securities built its content strategy around two pillars: independent weekly research and in-depth, educational materials around key investment themes. The impact of this content was driven by creative approach to execution. ETF Securities moved away from the dry messaging often associated with investments to create a bold,

social-friendly rich media aesthetic that included animated videos and infographics. The campaign drove positive press coverage and a 95% year-on-year increase in followers.

## How did ETF Securities drive results on LinkedIn?

The campaign used LinkedIn Sponsored Content to target the specific wealth manager and investor audience with content tailored to drive engagement.

## Why did the campaign win?

Our judges appreciated the clear strategy communicated in ETF Securities' awards submission, and the way that this enabled a complex product to be expressed through compelling content.

## Leveraging thought leadership content for demand generation

Recent research from LinkedIn and Edelman shows that 37% of business decision-makers have added a company to an RFP as a result of seeing their thought-leadership content. Putting the right content in front of relevant audiences by leveraging LinkedIn profile data, account based targeting or Matched Audiences, has a vital role to play in demand generation.

The campaign drove positive press coverage and a 95% year-on-year increase in followers





## Brand Impact

(Over 200 employees)

### Category overview

Campaigns that drive new levels of awareness, shift perceptions and build loyal audiences for B2B brands

Winner: Lenovo

### Objectives

- Increase the quality of the lead pipeline
- Strengthen brand awareness
- Increase predisposition to Lenovo and demand for Lenovo products
- Position Lenovo as a thought leader in the technology industry

Lenovo's Think Progress content hub evolved from a realisation that IT buying decisions are becoming increasingly complex – and that to successfully influence decision-makers, the brand needed the ability to engage at all of the different stages of the buying journey.

Think Progress first launched in EMEA in 2014, building on the success of an initiative launched by Lenovo and its agency King Content in Australia. From the start, Lenovo has driven engagement and traffic to the site through targeted Sponsored Content on LinkedIn. The messaging infuses humour, inspirational

messages and a conversational tone, and the always-on approach has ensured engagement with those influencing IT purchases throughout different consideration stages. Throughout this period, Think Progress has helped Lenovo to build awareness of its commercial and enterprise technologies, outperform its industry in terms of engagement and significantly grow its pipeline of high-quality leads.

With Think Progress as a baseline, Lenovo is able to add quarterly marketing campaigns running in parallel to engage audiences around different initiatives, such as the brand's in-depth interactive study of changing work routines and environments, Office 2020.

### How did Lenovo drive results on LinkedIn?

A creative approach to Sponsored Content in the LinkedIn feed. The mix of Think Progress content relates Lenovo's thought-leadership on technology to challenges of real-world progress, pop culture moments and adventurous life stories, as well as talking directly to buyer's needs at different stages of the journey. LinkedIn Conversion Tracking has added further insight on how engagement flows through into the leads pipeline, bringing a new dimension to Lenovo's content planning.

### Why did the campaign win?

Judges were impressed by the clear strategy and the great results that it delivered on an on-going basis. Lenovo's commitment to creating regional content, aligned with local audiences' interests, was another strong point in its favour.

### The Lenovo story

"The challenge with B2B is having a unique point of view that aligns with the brand. Creative thinking is so important to stay fresh, keep that point of view engaging, allowing brands to cut through the noise and reach customers with the right content at the right time.

What's so remarkable about Think Progress is the longevity of the success that this approach has delivered. The LinkedIn amplification has been a cornerstone of the strategy for Lenovo and the Think Progress content hub. It's so impressive to see the platform continue to drive meaningful results since 2014 when it kicked off."

**Louisa McSpedden**  
Senior Account Manager  
King Content

*"What's so remarkable about Think Progress is the longevity of the success that this approach has delivered"*

*LinkedIn Conversion Tracking*

LinkedIn Conversion Tracking gives you a full view of the contribution that Sponsored Content, Sponsored InMail and LinkedIn Text Ads make to ROI. Track how many people take the conversion actions that you define after seeing or engaging with your content.



3

#### Disregard review sites

The proliferation of social media sites means that reviews and posts can be easily shared, causing severe reputation damage and sometimes resulting in legal action. Brands must be on the lookout 24/7 for negative reviews so they can escalate it to the right person to action or respond to it quickly.

4

#### Forget ad comments

You pay good money to advertise on social media, but when people put negative comments on your post, they are advertised too. Brands must monitor and manage comments on your ads 24/7 or risk wasting valuable marketing budget.

5

#### Ignore influencers' comments

Social influencers and brand ambassadors are all the rage in 2017. However it's critical that they are vetted regularly to minimize poorly judged images or comments. Brands will need to pore over every post for hints of bad behavior.

## Best Lead Generation (200 employees or fewer)

### Category overview

Marketing that delivers the metrics that matter: more leads, higher lead quality, and a faster moving sales pipeline

Winner: Crisp Thinking

### Objectives

- Lead generation
- Thought leadership

Crisp is the global authority on social media risk; what's happening, why it matters, what's next, and how to deal with it all.

Growing this business, required Crisp to acquire new leads, targeting senior social media and digital marketers. The marketing team understood that stand-out amongst this audience required powerful, value-adding content that spoke directly to their concerns around social media.

The marketing team created a series of Crisp Thinking toolkits and guides tailored to specific industries, which offered advice and shared examples of how to promote and protect your brand on social media. In addition to regional industry-specific information, the reports were based on data collected from the top 1,000

brands on social media, which had been analysed by Crisp's social media team. Crisp's original, in-depth content delivered 258% of its lead generation targets whilst almost halving CPL and significantly increasing quality.

### How did Crisp drive results on LinkedIn?

The precision targeting capabilities of LinkedIn Sponsored Content not only enabled Crisp to reach the right audience. They ensured that content could be tailored to the specific needs and priority issues of different sectors, significantly increasing engagement.

### Why did the campaign win?

The excellent results combined with a strong strategy for achieving them, which was clearly expressed in the awards entry. Crisp mixed up content formats to address different stages of the buyer's journey, and the responsiveness to the needs of different sectors was another strong point in the campaign's favour.

### The Crisp story

"The best way to ensure audiences engage is to work out the maximum value you can deliver through content. What problems or challenges can you help customers with, what insight can you give them they don't already have, what new ideas can you suggest?"

Our idea originally came from listening to

customers about what content would help them. We knew that content helping with these challenges would engage people, as they would find value in reading the reports. By segmenting the market and producing trend reports for each industry, readers can find out what is happening in their sector.

We found that the top two needs were: data and insight that customers could use in their social media strategy, and practical hints and tips in the form of expert toolkits. We review literally billions of social media posts every month and so have an immense amount of data for analysis. We are also a company of risk experts and help keep brands safe online every day. The original idea was to turn those inputs into easy-to-digest content to provide maximum value and engage people with our brand.

We are proud of the longevity of our approach. By updating the reports quarterly, by industry, the content stays fresh and is current and relevant for marketers and social media specialists.

The most important thing is the results – and we continue to get a significant number of conversions and downloads from the campaign."

### Ian Dowd

Head of Global Marketing  
Crisp Thinking

"The most important thing is the results – and we continue to get a significant number of conversions and downloads from the campaign."

Sponsored Content in the LinkedIn feed

Sponsored Content puts your content in the LinkedIn feed of your target audience, enabling you to reach the people that matter most, whether they are following your company on LinkedIn or not. You can use Direct Sponsored Content to deliver tailored versions of content to different audiences.





## Best Lead Generation

(Over 200 employees)

### Category overview

Marketing that delivers the metrics that matter: more leads, higher lead quality, and a faster moving sales pipeline

Winner: Finastra

### Objectives

- Build brand awareness
- Drive registrations for a live event

Finastra (formerly Misys) provides the broadest portfolio of financial services software in the world today—spanning corporate banking, retail banking, investment management, managed services, and treasury and capital markets. However, the financial technology brand's email-driven strategy was failing to engage the C-suite decision makers that it needed to influence.

Finastra switched to an Account Based Marketing (ABM) approach leveraging LinkedIn's targeting capabilities. Reaching C-suites through Sponsored Content and Sponsored InMail trebled the number of impressions that the brand achieved. It led to LinkedIn driving 30% of registrations for all of the brand's events, with 15% of these attendees becoming sales qualified opportunities.

### How did Finastra drive results on LinkedIn?

Finastra leveraged the power of LinkedIn targeting to reach its C-suite audience through multiple touchpoints, driving big increases in the effectiveness of its events for generating quality leads. The brand's LinkedIn activity raised awareness through Sponsored Content and delivered a personalised invitation via Sponsored InMail. LinkedIn Lead Gen Forms played a vital role in removing friction from the registration process for this time-poor audience, enabling them to share details from smartphones with just a few clicks.

### Why did the campaign win?

Judges were impressed by the results (including big reductions in cost-per-registration), and by the clear, single-minded strategy behind them. Finastra knew the potential value of its events to its target audiences, and focused its LinkedIn activity purposefully around promoting them. This consistent call to action across different touchpoints was a key driver of success.

### The Finastra story

"The single thing about this campaign that I'm most proud of is the ability it gave us to measure true ROI and gather key takeaways and learnings for future campaigns through data and analytics."

Alex Rapello

Digital Marketing Specialist  
Finastra

### Sponsored InMail

With Sponsored InMail, you can send personalised messages to the people who matter most to your business, reaching members when they are active and engaged on LinkedIn, and with strict frequency caps and exclusivity guarantees to ensure your message stands out.

"The single thing about this campaign that I'm most proud of is the ability it gave us to measure true ROI and gather key takeaways and learnings for future campaigns through data and analytics."



# Most Influential

## Category overview

Marketing that gives brands an influential voice, setting the industry agenda and changing the conversation

Winner: UM

## Objectives

- Thought leadership
- Social engagement

UM is a creative media agency, committed to blurring the lines between media and creativity, between data and content, between science and art. Taking on some of the most prevalent stereotypes in advertising and the hidden impact that they have, enabled the agency to showcase the power of its genuine, unique insight. Its 'UK by UM' series of provocative posts drove extremely strong levels of engagement and shaped the agenda for the advertising and marketing industries when posts were shared by major trade titles and industry influencers.

UM focused its content on fueling industry debate around the role of advertising in perpetuating stereotypes. Its series of hard-hitting research projects, Breaking Dad, Pink Pound RIP and Women in Ads took on the industry's treatment of fathers, the LGBT community and

women. When it came to expressing these insights through content, UM leveraged the LinkedIn self-publishing platform to put the voices of its employees at the heart of the campaign, triggering authentic conversation amongst professionals in advertising. These long-form pieces led with thought-provoking original data and impactful imagery and succeeded in generating intense debate. The content was shared by key industry influencers such as Unilever's Keith Weed and since their publication, UM has been invited to present its findings at high-profile industry summits.

## How did UM drive results on LinkedIn?

UK by UM demonstrated the immense reach, authority and influence that can be achieved through the LinkedIn self-publishing platform. The campaign combined thought-leadership with employee advocacy and a commitment to original insight and provocative points of view. Leveraging its own employee networks for sharing the content ensured that it arrived in the feeds of the advertising industry's key influencers and important new business prospects for the agency.

## Publishing on LinkedIn

Long-form publishing on LinkedIn is open to all members, and is often likened to a professional blog. It enables your employees and advocates to reach a built-in, highly engaged audience alongside thought leaders and influencers like Richard Branson and Arianna Huffington.





## Employee advocacy

### Category overview

Businesses that deliver impact through their employees, engaging them as advocates, influencers and content creators

Winner: Kerry

### Objectives

- Increase awareness
- Position the brand as a partner to the food and beverage industry
- Build trust

The Irish Food Company Kerry has built an entire brand and communications strategy around the power of employee sharing on LinkedIn. Their approach has helped to drive awareness of its role as a strategic partner to the food and beverage industry, and raised its profile across both Europe and the US.

Kerry leveraged the insight that employees' LinkedIn networks were 10x larger than the company's own reach – they also involved more senior people within the types of organisations its B2B marketing needed to target. The results of leveraging this marketing asset? Sharing by 381 employees on Elevate delivered 1.7 million

impressions and close to 40,000 incidences of engagement. When rolled out across global markets it continued to beat all LinkedIn benchmarks.

### How did Kerry drive results on LinkedIn?

Turning Kerry employees into a powerful army of brand advocates involves using different LinkedIn touchpoints and tools at every stage of their journey with the company. Through LinkedIn Recruiter, Kerry Group is able to identify those candidates with the best cultural fit with the business, providing a powerful foundation for employee advocacy going forward. The LinkedIn Elevate employee sharing platform provides the spine of its advocacy strategy, driving sharing of relevant content and leveraging the full reach of employee networks. Kerry's marketing team supported this through an internal campaign to engage employees in curating and sharing – and also encouraged them to publish their own posts on LinkedIn.

### Why did the campaign win?

Kerry's submission told the compelling story of how a well-executed employee advocacy initiative can also act as a lever for internal transformation. This was a case of a clear strategy delivering benefits across all areas of a business, including hugely impressive multiplication of reach and influence for the Kerry brand.

### LinkedIn Elevate

LinkedIn's advocacy platform is designed to harness the combined reach and influence of your employees. Marketers curate content for employees to share organically through their networks.

*Kerry leveraged the insight that employees' LinkedIn networks were 10x larger than the company's own reach*





**JULIE EUGENE** ART CONCIERGE  
LE ROYAL MONCEAU RAFFLES PARIS  
MAKING YOU FEEL WELCOME SINCE 2010

*"We were pleasantly surprised at how important a part of our brand communications this has become."*

## The People's Choice

### Category overview

B2B marketing that most inspires B2B marketers – shortlisted by our judges then decided by public vote

**Winner: Accor Hotels**

### Objectives

- Build brand visibility on social and increase engagement
- Develop brand identity as an employer
- Empower employee voices as brand advocates

Accor Hotels is the world's leading hotel group with more than 20 different hotel brands. It has succeeded in putting social media at the heart of its customer journey, by empowering employees across these different brands as advocates. Linking its talent brand and its customer-facing brand in this way, helped to build a pipeline of talented employees at the same time as driving awareness of Accor Hotels' brand values and expertise.

### How did Accor Hotels drive results on LinkedIn?

Accor Hotels leveraged the key insight that its messages are more likely to be trusted by both

potential customers and potential employees, when they come from employees themselves. Through the LinkedIn Elevate advocacy platform and Sponsored Content promoting posts from its employees it was able to build awareness around the human qualities within its organisation, delivering key messages with a strong signal of sincerity and authenticity.

### Why did the campaign win?

Voters in our People's Choice category responded to a campaign that drove exceptional levels of employee engagement and a brand that showed real commitment to investing in its people as brand assets.

### The Accor Hotels story

"We developed an employee advocacy program to help boost our employees' personal branding, and as a way to humanize and publicize our brand messaging. We were pleasantly surprised at how important a part of our brand communications this has become."

### Virginie Sido

SVP Brand Culture, Engagement & Communication  
**Accor Hotels**

### Employee Advocacy

Our data shows that the combined reach of a company's employees on LinkedIn is typically 10x that of the company itself. Harnessing the power of employee advocacy is a powerful addition to any campaign.





# How to write a winning entry for the LinkedIn Marketing Awards

A winning entry to the LinkedIn Marketing Awards doesn't have to be long. It doesn't need to consume days of your time or feature an exhaustive description of your creative or your media plan. However, it does need to emphasise the particular elements of a winning campaign that our judges will be looking for. It's great to be concise, but it's also important to be clear about what matters. Here's a checklist of four points you should aim to cover:



## Strategy

The best B2B marketing is characterised by a clear focus on how the campaign delivers on business outcomes. Think about why the objectives of your campaign mattered for your business, and why LinkedIn was the most appropriate channel to leverage, either in isolation or as part of a wider marketing strategy. Judges will also be interested in why you chose the metrics that you did for measuring success. Be sure to explain your on-going strategy for the campaign as well, especially if you used the results to inform future marketing, or had a plan for continual improvement based on the results you delivered and the insights you unearthed.



## Creative Strength

Be sure to include enough creative assets with your entry to demonstrate the experience that your campaign delivered for your audience. This is an important part of bringing the value of your marketing to life. Remember though, that creativity doesn't just involve content and visuals. There is value in emphasising innovative use of audience data or targeting tactics, or carefully designed social media messaging that could motivate customers, employees and other audiences.



## Understanding of audience needs

The most effective B2B campaigns take the form of a value exchange: delivering relevant brand content and propositions that reward audiences for their attention by addressing their specific needs. Demonstrating your understanding of the audience and what motivates them helps to make for a more compelling entry with a clear strategy behind it.



## Results

It is important to include as much clear evidence of effectiveness as possible, looking beyond the immediate numbers. A winning entry will often explore why the metrics used to measure success were chosen, and how the engagement that a campaign delivered flowed through to the bottom line for your business. In our lead generation categories, for example, it's not just the volume of leads that counts – evidence of increasing lead quality, an accelerated pipeline and a stronger conversion to revenue matters too.

It's worth exploring too, how you could quantify the wider benefits of your campaign: the engagement that it delivered internally and the impact on business culture, for example, or the value of your marketing in strengthening your employer brand. Great B2B marketing delivers a wide range of benefits. The more considered evidence that you can provide for these, the stronger your entry will usually be.



For the first time in the history of media, you can reach the world's professionals all in one place. More than 500M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow — precisely the people you want to target.

For more information, visit  
[marketing.linkedin.com](http://marketing.linkedin.com)

