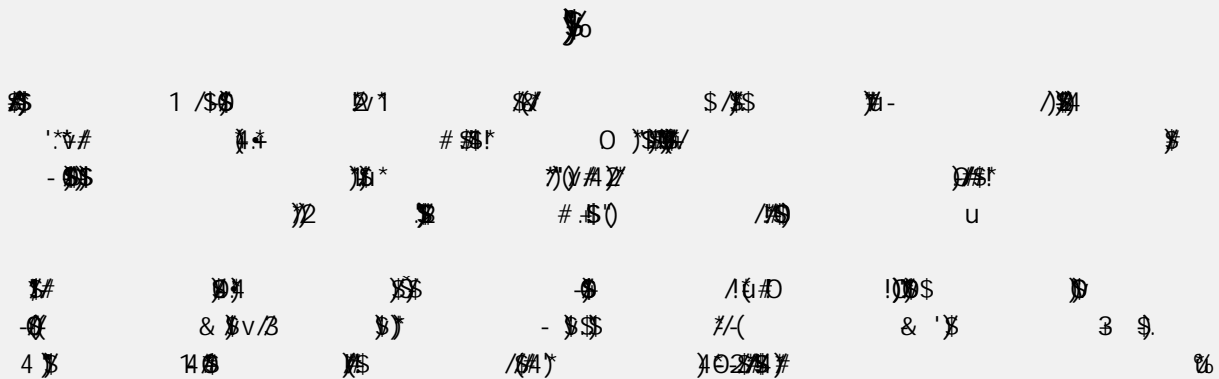


San Mateo, CA

100-500

2014

Jobvite Achieves Remarkable Results and Cost



“Not every marketer has an audience that has its own social media network, which is why LinkedIn worked so well for us.”



Solution:

LinkedIn is a good fit for B2B marketing efforts of all kinds, but is particularly prominent in the recruiting space for obvious reasons. What made the platform an especially strong match for Jobvite's strategy is its targeting capabilities, enabling their team to zero in on recruiters and talent leaders, then serve distinct content to various personas and company sizes within that audience.

Recognizing that LinkedIn members are generally on the lookout for professional insights, Jobvite and Closed Loop have also found tremendous resonance by featuring statistics from their own annual research on recruiters and job seekers, and creating dialogues around this data. Ronen Shetelboim, Director of Marketing for Jobvite, observes that he frequently sees comments and conversations playing out beneath the company's posts.

“LinkedIn is the biggest marketing channel across nearly all metrics for Jobvite.”



Wes Blemker
Director of Search Marketing, Closed Loop

Results:

With ad campaigns on LinkedIn driving click-through rates between 1%-2%, Jobvite and Closed Loop have “significantly” exceeded previous benchmarks. “Click-through rate is obviously very important in keeping the costs down,” says Wes Blemker, Director of Search Marketing for Closed Loop, adding that this increase allows the team to generate results with lower bids and get the most out of their budget. Shetelboim notes that Jobvite's cost per opportunity on LinkedIn is roughly half that of their largest alternative marketing channel, while cost per inquiry is about one-quarter.

4X

pipeline on investment

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