

# The Power of Personalisation

Specific, targeted approach on LinkedIn helps  
Circle In drive down CPL by 42%

circle in

Headquarters: Melbourne, Victoria | No. of Employees: 11-50 employees | Industry: Human Resources



“LMS allows small start-ups like ourselves to test and learn new ideas, while still being in full control of our budgets. Having a dedicated team to help and guide us around what’s working and how we can improve, allows us to also be agile enough to pivot and adapt as we learn along the way.”

**Phil Heys**

Director of Sales, Circle In



## Challenge

Circle In, a global software and solution-based platform, helps organisations provide real-time online resources to support their working parents and carers, on the back of their tailored content and solutions, Circle In wanted to:

- Build their brand awareness
- Drive lead generation into the sales funnel across key markets



## Solution

Circle In’s target audience included business decision-makers and heads of organisations. They wanted to reach these prospects early in their purchase process. With LinkedIn’s relevant pool of professional audience, Circle In was able to get just the right people to understand and engage with their brand better.

- **A mixture of static images and videos** to best engage the audience
- **Sponsored Content** to reach highly active HR professionals while they were in the right mindset
- **Lead Gen Forms** to drive relevant, quality leads into the sales funnel



## Results

- Increase in brand awareness and audience engagement with every campaign
- High volume of leads entering the sales funnel each month

42%

decrease in CPLs quarter on quarter  
whilst still maintaining the lead quality

0.8%

overall CTR which is 2x of LinkedIn  
benchmarks

## How They Did It

Circle In started from the top of the funnel. They leveraged a personalised combination of LinkedIn products to build their brand awareness by reaching a large-scale audience and initiating conversations with customers who wanted to engage with the brand.

- Using a mixture of static images and video content formats, Circle In engaged the audience with compelling content that demonstrated their value proposition to organisations.
- In a pool of HR professionals who use the platform to research and engage with peers on new tools and solutions, Circle In leveraged LinkedIn's targeting capabilities to reach the right professionals when they were in the early stage of purchasing. Using Sponsored Content, Circle In positioned themselves as a value-add to the matched audience with their tailored content and solutions.
- Once relevant content began reaching the right audience at the right time, Circle In deployed Lead Gen Forms to drive quality leads into the sales funnel.

## Overall Impact

- For start-ups like Circle In, brand awareness is an essential part of the sales process. With LinkedIn they witnessed relevant audience engaging with the brand and prospects learning about their solutions throughout their campaigns.
- Conclusively, Circle In moved towards a more specific and targeted approach instead of a mixed lead generation technique which helped them gather better quality leads from each campaign.



“LinkedIn will continue to be a part of our marketing strategy as we look forward to expanding our business across the APAC, UK and US markets. As an early-stage start-up, our ability to test and learn is critical. LinkedIn allows us to do just that by being flexible with our approach while maximising our investment.”

**Phil Heys**

Director of Sales, Circle In