

Blazing a new trail

How LinkedIn became Morris Garage India's preferred source of engaged website visitors by achieving its lowest-ever bounce rates



Location: Gurugram, India | No. of Employees: 1,001-5,000 | Industry: Automotive



“At the core of the MG brand is a promise of exciting experiences every day. It guides not only what we sell, but also how we sell it. Having ran marketing campaigns on other digital platforms, we were keen to find out how LinkedIn could help us reach an affluent and engaged audience in a more targeted way. It was a remarkably successful experiment.”

Udit Malhotra

Head of Marketing, Morris Garages India

A culture of innovation

Morris Garages (MG) India brings one of the most celebrated automobile brands to one of the world's fastest-growing automotive markets. It combines innovation, imagination and passion with a quintessentially British heritage to position itself as an automotive manufacturer of the future.

This message came through with the June 2019 launch of MG Hector, its first product for India and the country's first 'Internet car'. Success came quickly as consumers responded enthusiastically to the SUV's luxury appeal, smart features and mass-market price point.

“By January 2020, we were in the post-launch phase of our marketing campaign. Our primary objective at this point was to sustain interest, but we were also curious to find out if LinkedIn could help us reach an untapped audience,” said Head of Marketing, Udit Malhotra.



Results

- Visitors directed from LinkedIn recorded lowest-ever bounce rate of 11% and highest amount of time spent on website
- 96% positive sentiment on paid and organic content
- 30% uplift in content marketing score in two months

#1

digital attribution of website visitors and engaged time on website

3X

higher CTR and Engagement Rate compared to industry benchmarks

Road-testing LinkedIn

MG India decided to run a three-month pilot on LinkedIn, recognising that it could offer them direct access to a more affluent and ambitious audience, including segments that they had been unable to engage through other marketing channels.

Since LinkedIn members tend to use the platform to achieve their aspirations, they are likely to be more receptive to the right marketing messages, especially when these are served with razor-sharp targeting.

Working with the LinkedIn Marketing Solutions team, MG India was able to define several audience segments with the means and interest to purchase a luxury vehicle by layering several targeting filters:

- By role and seniority: Top-level executives
- By interest: Automobile enthusiasts
- By occasion: Newly minted senior executives

Existing marketing assets, including a television commercial series featuring MG's brand ambassador, British actor Benedict Cumberbatch, were easily repurposed and served using a mix of Sponsored Content, Video Ads and Dynamic Ads.

As all the ads directed audiences to the MG India website, the team added the LinkedIn Insight Tag to the website to unlock valuable insights about audience behaviour. These were used to optimise the campaign right away and were added to MG India's wealth of customer data to enrich their long-term marketing strategy.

“Overall, we were really impressed with the quality and quantity of the inbound leads from LinkedIn. Compared to other marketing channels, LinkedIn not only drove a good number of visitors to our website; these visitors also spent the most time engaging with our website. Bounce rate was unbelievably low at just 11% — that's a number that we've not seen before.”

Full throttle ahead

The success of the pilot campaign has convinced MG India that LinkedIn deserves a place in its marketing strategy moving forward.

“We deploy a mix of marketing channels with a different objective for each: some for branding, others for tactical. We find that LinkedIn straddles both, which makes it a versatile addition to our arsenal. As a team, we are eager to see what more LinkedIn can do for us in the future,” said MG India.

With a number of new automobile launches in the pipeline, MG India is revving its engine and LinkedIn is ready to fuel its success down the road.

