

A Journey of Impact

SMEC builds trust with their audience and makes ambassadors of employees on LinkedIn



Member of the Surbana Jurong Group

Location: Australia

No. of Employees: 5,500+

Industry: Civil Engineering



The '70 Years of Impact' campaign

SMEC is a global engineering, management and development consultancy with a 70-year legacy. Historically being a marketing-shy organisation, SMEC now identified a need to strengthen their brand perception in the market and effectively communicate their brand story through a campaign titled '70 Years of Impact'.



Objectives

- SMEC wanted to establish themselves as a world-class, specialist infrastructure brand and an employer of choice in the industry. To do this, they opted for an audience-driven segmentation for their 70 Years of Impact campaign:
- Engage and strengthen relationships with key clients, measure the progress through event participation and achieve a 2% increase in Net Promoter Score (NPS).
 - Generate pride and empower SMEC employees to be brand advocates. This was to be measured by engagement on the internal global social network and an increase in employee shares on LinkedIn.
 - Build broader brand awareness in the engineering and infrastructure industries.
 - Track the target audience's engagement rate with campaign content, across channels including LinkedIn and local trade media.



Approach

- LinkedIn's pool of professional audience made it an ideal solution for SMEC, due to the nature of their business and clients.
- Giving priority to content promotion on LinkedIn, the team allocated a significant portion of the budget to **Sponsored Content**. The precision targeting refined SMEC's audience segment and amplified their global reach for the campaign, even with limited resources.
- To effectively craft and deliver the brand story, SMEC deployed rich content across **video and single image ads**. This captivated the key audience and increased brand awareness.
- This increased LinkedIn activity improved their employee engagement as employees were soon confidently interacting with company posts and sharing the content online.

Results

- The 70 Years of Impact campaign was awarded the International Association of Business Communication (IABC) Gold Quill Award of Excellence in April 2020.
- SMEC achieved a high LinkedIn engagement rate of 5% compared to the industry benchmark of 1%
- The Net Promoter Score increased by 3.3%, exceeding the campaign target of a 2% increase
- SMEC also won the Most Improved Net Promoter Score® at the 2020 Beaton Client Choice Awards

90%

increase in employee shares during the campaign

36%

of the audience engaged was senior professionals

2M

impressions and 756,000 unique members on LinkedIn

Situation analysis

SMEC has a small marketing team in Australia. This left them with limited resources in executing a global campaign. Since the company was on a cost-cutting drive due to the economic conditions, their corporate campaign budget was also modest. The team wanted to establish that even with a limited budget, innovative use of resources and careful targeting can deliver strong results and returns on the campaign.

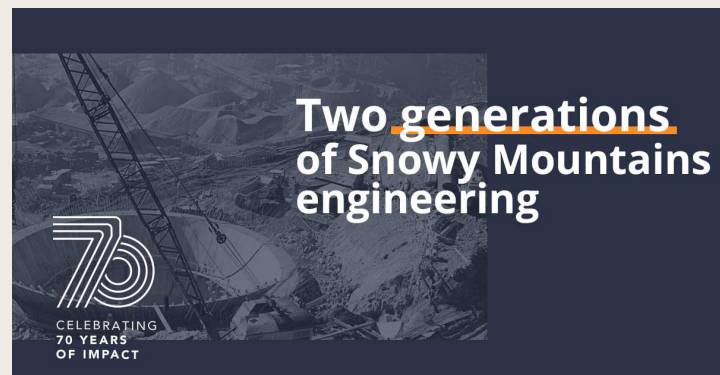
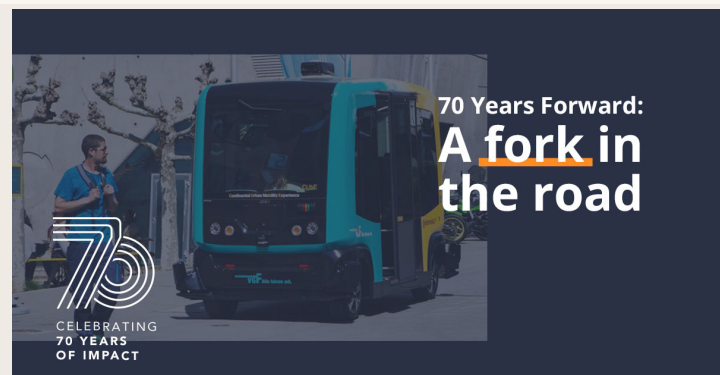
Overall impact

Now, SMEC regularly uses both organic and paid content marketing methods with proper guidance and technical support from LinkedIn, to build quality engagement. This has increased conversations about the brand, both internally and externally.

LinkedIn's Website Demographics showed that the LinkedIn members interacting with the content included Managing Directors/Owners; the most common industries were engineering and project management.

Increase in employee engagement with long posts created a new avenue for SMEC to profile their specialists and circulate thought leadership in the market.

Being honoured with the IABC Gold Quill Award of Excellence award was like winning an Academy Award for the marketers. It was a recognition of what they had achieved even with very limited resources.



“Being able to demonstrate results through LinkedIn data and campaign metrics, and having benchmarks/competitor data to rank ourselves against, have proved that LinkedIn can be a strategic function and partner to business. During the COVID-19 pandemic, when most of our conferences, event and industry forums are cancelled, we are relying even more on LinkedIn as one of the means by which we can engage with our clients.”

Liz Shi

Corporate Communications and Marketing Manager