

# Case Study: From Brand To Demand, Serve The Right Audience



As the world's largest asset manager, you'd be hard-pressed to find an investment professional who is unaware of BlackRock. But as a provider of alternative investments – of which BlackRock is in the top 5 globally – the firm had an opportunity to increase awareness. To accomplish this, their marketing team set out to raise awareness and generate demand for BlackRock alternative investments on LinkedIn.



## Targeting with precision: BlackRock and LinkedIn

“The success of running this whole campaign through LinkedIn was attributable to the combination of thoughtfulness and time spent on target sizing, the dedicated content-led effort, and developing the right content for the right audience at the right time.”

Laura Tyrholm  
Global Head of Alternatives Marketing

### How it worked:

BlackRock turned to LinkedIn knowing their institutional investor audience was active and engaged on the platform. According to Investing in the Digital Age research, LinkedIn is considered the best place for in-depth learning among the institutional investor audience.<sup>1</sup>

To reach them, BlackRock used a combination of targeting tactics, including

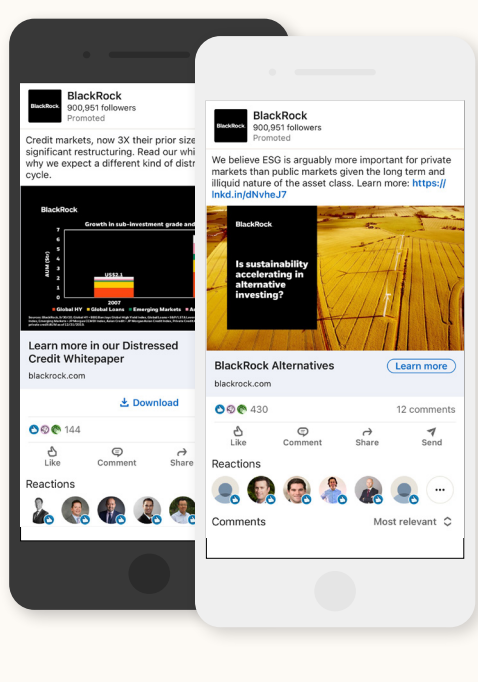
- company targeting
- industry targeting
- job title targeting
- skills targeting



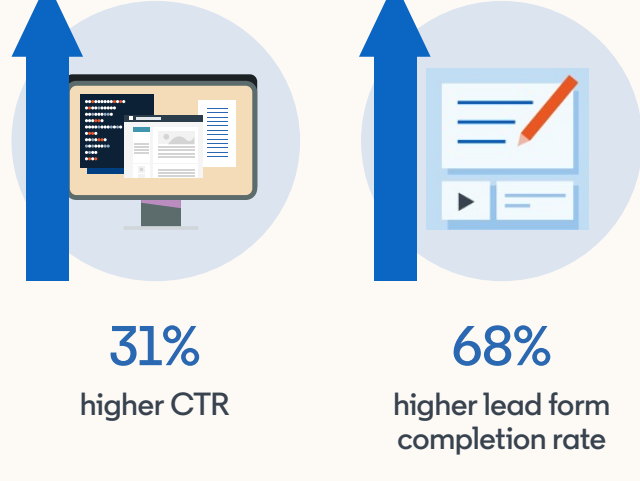
## From interest to action with quality content

BlackRock designed its content to achieve two primary objectives: raise awareness and generate leads. For awareness, they used timely market commentary and brand-driven assets. For lead generation, they leveraged value-add thought leadership. The result was a rich framework of content that appealed to the interests and needs of BlackRock's professional investor audiences.

To promote this content, BlackRock used a combination of Sponsored Content, Video, Conversation Ads, and Lead Gen Forms. This multi-format approach proved a key component of the campaign's success, with audience members exposed to several touchpoints driving higher CTRs and lead form completion rates.

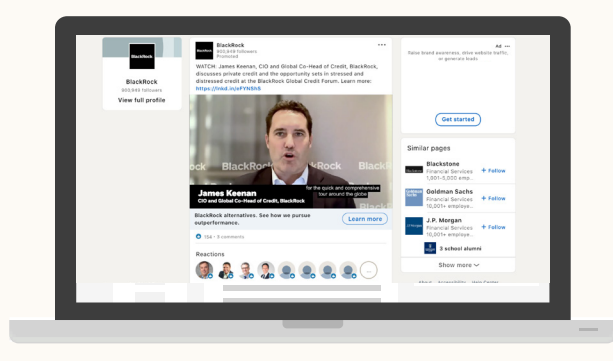


Members exposed to both Sponsored Content and Conversation Ads had higher engagement than those that weren't:



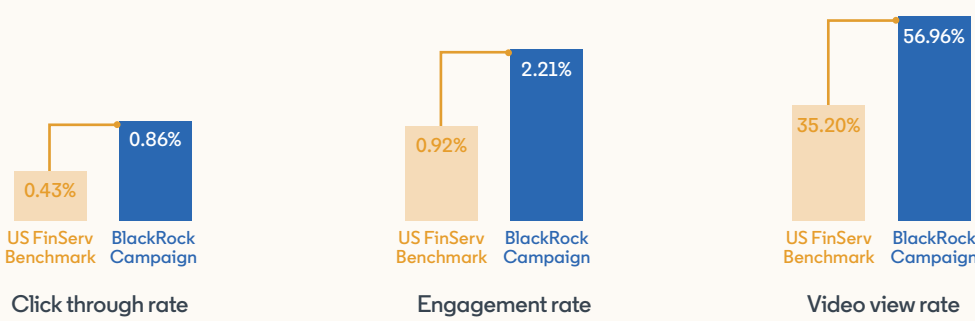
“Even when you're targeting a professional audience, the types of content that resonate best are those with a human element and conversational tone.”

Jackie Teller  
Global Head of Social Media at BlackRock

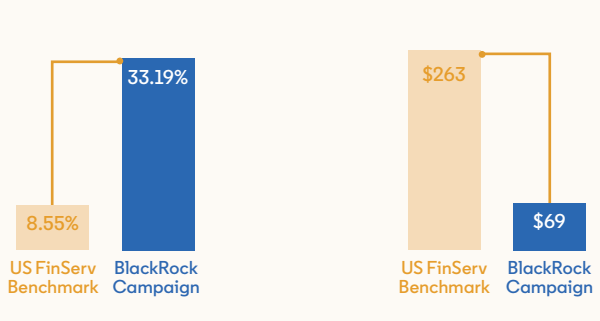


## Campaign results:

Sponsored Content significantly outperformed benchmarks across all key media metrics



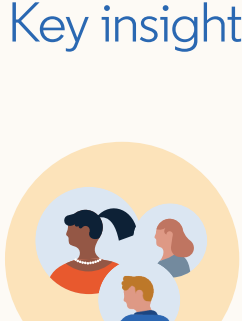
### Demand generation performance



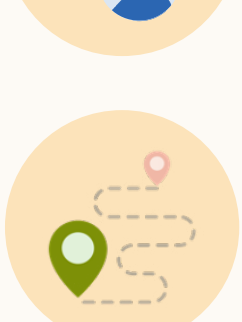
### Nielsen brand study results:



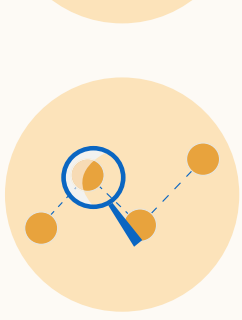
## Key insights lead to a successful campaign



**Know where your audience is:**  
BlackRock clearly defined its audience upfront, allowing them to leverage a combination of advanced targeting tactics to successfully reach institutional investors.



**Plan your journey:**  
BlackRock planned a full-funnel multi-format content strategy that not only raised awareness of its alternative investing platform but provided real value to its audiences.



**Monitor and adapt:**  
Testing a variety of audiences, creatives, and ad types enabled BlackRock to learn about top-performing tactics in real-time and make strategic optimizations throughout the campaign.

## Resources

Start planning your next Sponsored Content campaign [here](#).  
Discover more marketing insights and tips at our [Financial Services marketing hub](#).



<sup>1</sup> <https://business.linkedin.com/marketing-solutions/cx/19/03/investing-in-the-digital-age?lr=1>