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

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.1

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

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:

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Campaign results:

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.

Key insights lead to a successful campaign
BlackRock’s key insights enabled their team to make strategic optimization decisions throughout the campaign.

Resources
First, download our next Sponsored Content campaign template. Check it out for free at our Financial Services marketing hub.