

From cold to connected:

Warming up net-new ABM accounts on LinkedIn



Headquarters:
Mumbai, India

No. of Employees:
40,000+

Industry:
Information Technology & Services



LinkedIn is one of our most critical partners. When it comes to account-based marketing, it's often our first destination. Even though we deploy a multi-platform strategy for our campaigns, LinkedIn holds a special place in our strategy because of its precision targeting and audience quality.



Peeyush Dubey
Chief Marketing Officer
Larsen & Toubro Infotech



When LTI brought its account-based marketing (ABM) strategy onto LinkedIn, it achieved:

Target Accounts

Engaged **92%** of target accounts

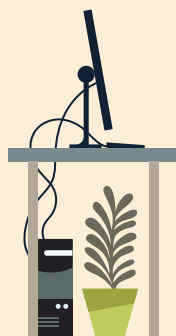
Opened conversations with **20%** of target accounts



Prospects

30% of audiences engaged are Directors and above

5X increase in members engaged within target accounts



Against Peers

73% share of voice against peers

83% share of engagement against peers



LTI is a global technology consulting and digital solutions company with operations in 33 countries. Among these, the United States stands as its single largest market, where it helps clients across almost all industries accelerate their digital transformation.

For its newly launched data and cloud service offerings, LTI identified a list of companies that it had never targeted before. The company wanted a trusted channel to connect quickly with this audience.



“Targeting a new market segment is never easy. We needed a reliable, acceptable, and effective way to reach out to this audience and give impetus to our sales initiatives.”

Khuzem Batawala, Head of Field Marketing in North Americas, LTI

LTI’s approach was to formulate an account-based marketing (ABM) strategy, partnering with its sales team to hand-pick a list of “Next Billion” companies. These were defined as fast-growth, high-potential, technology-driven companies that would see value in LTI’s digital services, which encompasses data, analytics, and cloud solutions.

With a clear strategy and direction, LTI brought its ABM strategy to life on LinkedIn.

Building awareness among ‘Next Billion’ companies

Armed with a cold list of ‘Next Billion’ companies, the LTI team set out to make its presence felt.



“Sales and marketing alignment is critical to any ABM strategy. It’s not just about agreeing on which accounts to target, but also about setting aside marketing funnels and sales pipelines to really focus on the customer, their needs and their journey through the entire sales cycle.”

Anurag Purohit, Head of Digital Marketing, LTI

“Our ultimate aim is to drive conversions but, given that we had no existing relationships with any of the companies on our list, brand marketing had to come first. Identifying the right people within these accounts and serving our content to them with precision was an essential success factor. And we knew that we could only achieve this on LinkedIn,” said Khuzem.

So, with an aim of raising awareness as a leading digital services partner, LTI deployed a mix of ad formats to deliver highly relevant messages. While the team tracked key campaign metrics like video views and engagement, they also made full use of LinkedIn’s native reporting capabilities to fully understand their marketing impact:

Campaign demographics

to understand the audience that responded best to their messages

Website demographics

unlocked via the LinkedIn Insight Tag, to study the traffic they were driving from LinkedIn, who these visitors were, and what content they engaged with on the website

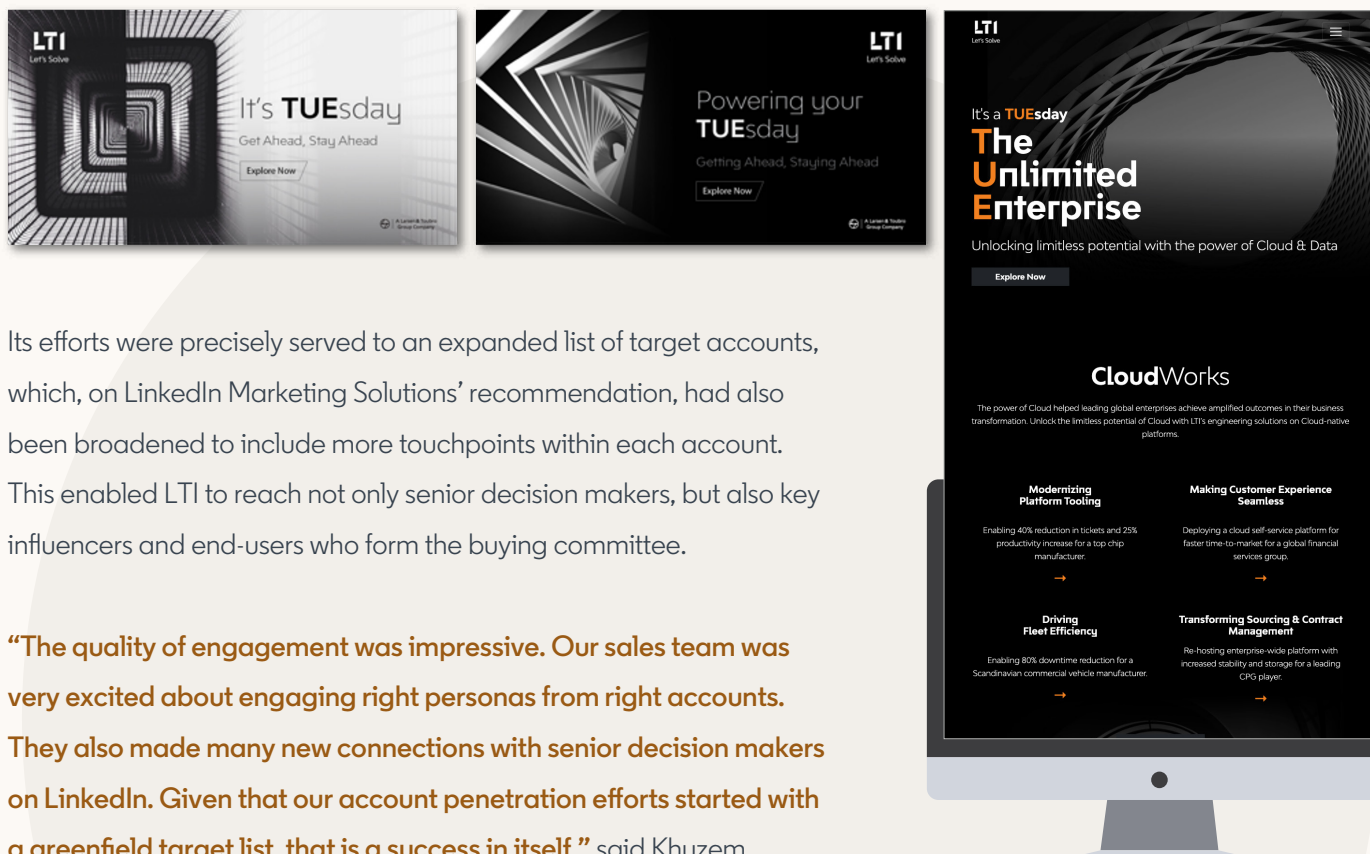
Company Engagement Report

to assess how well they engaged buyers and influencers at each of these accounts

Convinced that they were on the right track, the LTI team launched phase two of their ABM strategy with a more sophisticated content approach.

Unlocking ‘The Unlimited Enterprise’

As a follow-up to the ‘Next Billion’, LTI created ‘The Unlimited Enterprise’ (TUE) campaign, pitched on the tagline “It’s a TUEsday”. Anchored on a content strategy designed to help companies unlock the limitless potential of cloud and data, LTI delivered a fully thematic and consistent audience experience across its organic posts, paid ads, and the landing page that traffic was directed to.



Its efforts were precisely served to an expanded list of target accounts, which, on LinkedIn Marketing Solutions’ recommendation, had also been broadened to include more touchpoints within each account. This enabled LTI to reach not only senior decision makers, but also key influencers and end-users who form the buying committee.

“The quality of engagement was impressive. Our sales team was very excited about engaging right personas from right accounts. They also made many new connections with senior decision makers on LinkedIn. Given that our account penetration efforts started with a greenfield target list, that is a success in itself,” said Khuzem.

At each step of the way, the LTI marketing team worked closely with its sales team, getting feedback and insights to continuously optimise its campaign efforts.

LTI has clearly developed a winning ABM formula to stand out in the crowded digital solutions space. It expects to continue leveraging LinkedIn as its preferred marketing channel to support ambitious business growth.

Keen on launching an Account-Based Marketing strategy on LinkedIn too?

Check out these resources:

- [The Marketer’s Framework for ABM Success](#)
- [Brand and Demand in Asia Pacific: How to Master the 5 Principles of Marketing Growth](#)