

How an Australian Software Solutions Provider Turned Legislative Change into a Content Marketing Opportunity on LinkedIn



JOURNEY STAGE
Acquisition



VERTICAL
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Reckon

Running a business is tough, so Reckon makes it their business to support customers and their advisors by delivering market leading solutions to small-to-medium businesses, accountants, bookkeepers and legal professionals. This includes online accounting and payroll solutions, so when the Australian Taxation Office (ATO) announced the new Single Touch Payroll reporting standard, the company took to LinkedIn to engage and educate the small business community.

Single Touch Payroll (STP) is the ATO's latest compliance regulation that requires employers to send employee payroll information to them at the same time as the company's standard pay run, instead of at the end of the year.

"STP applies to companies with 20 or more employees from 1 July 2018, and the rest from 1 July 2019, subject to legislative approval. It is a significant change that will require many employers to upgrade or replace their payroll system this financial year in order to meet their new payroll reporting obligations — but many companies, especially small businesses, are unaware or unsure of what this entails," explained Brad Stevens, Reckon's Head of Marketing.

“Despite the fact that a majority of our target audience were prospects, with little prior brand affiliation, engagement levels were extremely high. This points to the relevance of our content, and the accuracy of LinkedIn's targeting capabilities.”



Brad Stevens
Head of Marketing,
Reckon

Objectives

- To create **greater brand awareness** and engagement
- To establish **thought leadership** through high value content
- To generate qualified **sales leads**

Solutions

- LinkedIn **Video Ads**
- LinkedIn **Sponsored Content**

Why LinkedIn?

- Access to the world's largest professional network with more than **546 million** users in **200 countries**

- Precise **targeting capabilities** by company size, skills and job function
- Ability to **manage** and **scale** key target accounts

Results

- **3X higher** engagement levels against industry benchmarks for payroll and finance professionals
- Overall engagement level of **1% across both** target audience segments
- **15% lower**-than-targeted cost per conversion rate by **25% to 75%**

“We saw this as a great opportunity to create and share high-value content with not only our own database of customers and prospects, but also the wider business community. Our objectives were to create greater brand awareness, nurture stronger brand engagement and generate qualified sales leads.”

As this was their first attempt at a broad-based, content-driven marketing campaign, the Reckon team turned to LinkedIn Marketing Solutions for support — and got the results they wanted.



Right Audience, Right Time

With STP poised to eventually impact every single business operating in Australia with staff, Brad and his team were faced with a massive audience. They chose LinkedIn for its precision targeting capabilities at scale in order to amplify their reach.

“We divided our target audience into two segments: business owners with 20 or more employees in Australia, as well as payroll and finance professionals. LinkedIn allowed us to target by company size, job function, skills and seniority, so we could tailor our content and deliver it to the right people, at the right time. We also used the LinkedIn Insights tag on our own website to gain a deeper understanding of who our website visitors are, and what content they are looking up,” said Brad.

With clear understanding of and access to their target audience, the Reckon team shared a variety of content assets. They used explainer video ads to create interest and spark conversations, and offered downloadable checklists, fact sheets and how-to guides via a LinkedIn landing page to collect leads. With the LinkedIn Marketing Solutions team actively supporting them on A/B testing and ongoing campaign optimisation, they achieved healthy results.

“Our Sponsored Content to payroll and finance professionals saw an average click-through rate of 1.059%,”

which is three times higher than the industry benchmark of 0.3%. With business owners, we had a click-through rate of 0.94%, which is also excellent. Overall engagement rate was well over 1% for both segments, and this helped us lower our target cost per conversion by about 15%,” revealed Brad.

Having successfully positioned Reckon as a thought leader, and armed with a sizeable pipeline of qualified leads, the Reckon team is ready to embark on the next stage of the marketing process — turning the reach and engagement they earned into sales dollars.

“LinkedIn will definitely continue to be part of our marketing strategy. It has the capabilities and versatility to support campaigns with different objectives, from building top-of-funnel awareness to pursuing bottom-of-funnel conversions, and I think that’s fantastic.”

Brad Stevens
Head of Marketing, Reckon

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