



How a leading global hotel company is driving meeting & event sales by sparking the imagination on LinkedIn



From imagination to inspiration to impactful events, **Meetings Imagined** is a digital content initiative by Marriott International for the global event planning community. By sharing tools, tips, and trends, and delivering these to a targeted audience on LinkedIn, the brand’s Global Sales team in Asia Pacific is earning themselves more qualified sales leads while reducing their average cost-per-lead by an impressive 35%.

“Meetings Imagined was created to help event planners identify the purpose of their meeting and provide them with inspiration on what a great meeting could look like,” explained Ramesh Daryanani, Vice President of Global Sales Asia Pacific (excluding China) & B2B Marketing and Events Asia Pacific for Marriott International.

*to create thought leadership around what makes a great meeting, and showcase the type of inspiration that they can look forward to when they have a meeting at any of the Marriott brands across the world. **The response and results have been encouraging** and we believe there are more opportunities to grow,”* he added.

Adding to the Meetings Imagined site (www.meetingsimagined.com), Ramesh and his team created a content hub called Marriott Events Asia (www.marriotteventsasia.com) to deliver a focused content experience and **deepen engagement** with their target audience. They then took to LinkedIn to amplify their efforts.

“ B2B marketing is a journey and one size doesn’t fit all. We believe in experimenting but we always let the data and our success metrics guide the way. This ensures that our investment and efforts produce the results that we want. ”

*“We invested in a content marketing campaign on LinkedIn primarily because **the platform enables us to specifically target customers** whose core responsibility lies in meetings and events. For this audience, we sought*



Ramesh Daryanani
Vice President, Global Sales Asia Pacific (excluding China) & B2B Marketing and Events Asia Pacific, Marriott International

Objectives

- To effectively identify and connect with a niche target audience
- To deepen engagement with target audience through relevant content
- To generate qualified sales leads

Why LinkedIn?

- Access to the world’s largest professional network with more than 562 million users in 200 countries
- Detailed data and precise targeting capabilities to identify, connect, and engage with a pre-defined audience

Solutions

- LinkedIn Sponsored Content
- LinkedIn Lead Generation Form

Results

- **35% reduction** in average cost per lead



From ‘Who Are You’ to ‘How Are You’

For Vera Chan, Marriott International’s B2B Digital Marketing Manager who worked closely with the LinkedIn Sales & Marketing Solutions team on the Meetings Imagined campaign, **the platform is a natural choice.**

*“LinkedIn is a data-rich channel for B2B marketers. It not only offers access to the world’s largest network of professionals, but, more importantly, has **real user data that we can leverage** to understand who we’re talking to, what they’re interested in, and how we can add value to them. I particularly like how easy and accurate it is to re-target customers who have previously shown interest in our offers, for example, so we can focus on nurturing them with our Meetings Imagined content,”* said Vera.

This is delivered in the form of LinkedIn Sponsored Content, which appear as native ads in the news feed of their target audience, and complemented by LinkedIn Lead Generation Forms that **seamlessly capture quality leads** directly in the news feed.

*“Our content is designed to share ideas, provide inspiration, and spark the imagination. It’s content that makes our audience think, ‘Oh wow, that’s a great idea for my next event.’ Adding value in this manner has really been effective in seeding greater interest in booking with us, which has in turn **driven down our cost per lead**,”* she added.

More ways to inspire

Having run campaigns on LinkedIn for over three years now, Ramesh and Vera have had front-row seats to how the platform is evolving and improving. New solutions like video ads and carousel ads are giving them **more interactive and emotive ways to inspire** their audience through content, which is the primary objective of Meetings Imagined.

Looking ahead, Ramesh is keen to strengthen his team’s mastery of LinkedIn, saying, *“We want to explore new and more effective ways of identifying and capturing new customers while making sure that our existing customers continue to be served relevant content that they want to engage with. By deepening our partnership with LinkedIn, I believe we can look forward to **greater customer engagement, stronger awareness, and eventually improved sales results** in 2019 and beyond.”*

“ Our target audience are busy professionals who are always on the go, so they may not have time to read content or fill in a form. Through video ads, carousel ads, and Lead Generation Forms, LinkedIn allows our audience to engage with our content on their own terms, and that translates into great results for us. ”



Vera Chan
B2B Digital Marketing Manager, Marriott International



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