

Engage Decision-Makers with LinkedIn

Red Hat Success Story



JOURNEY STAGE:
Full funnel



AUDIENCE:
IT Decision Makers



SECTOR:
B2B

Client Profile

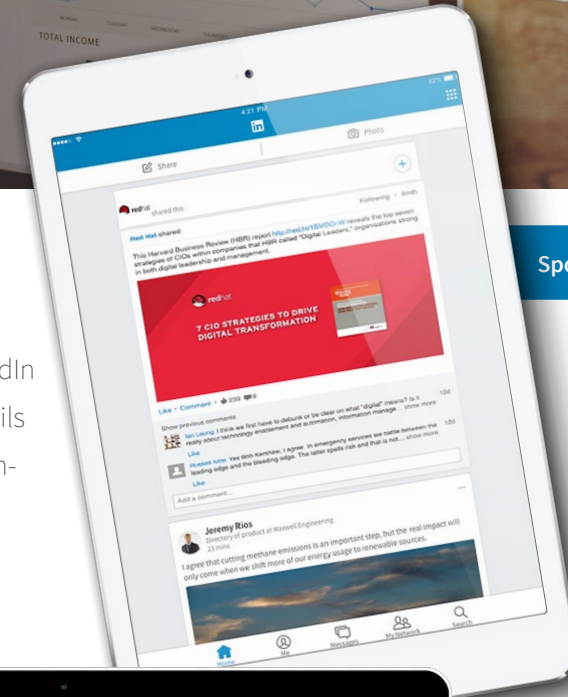
Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services.

The Challenge

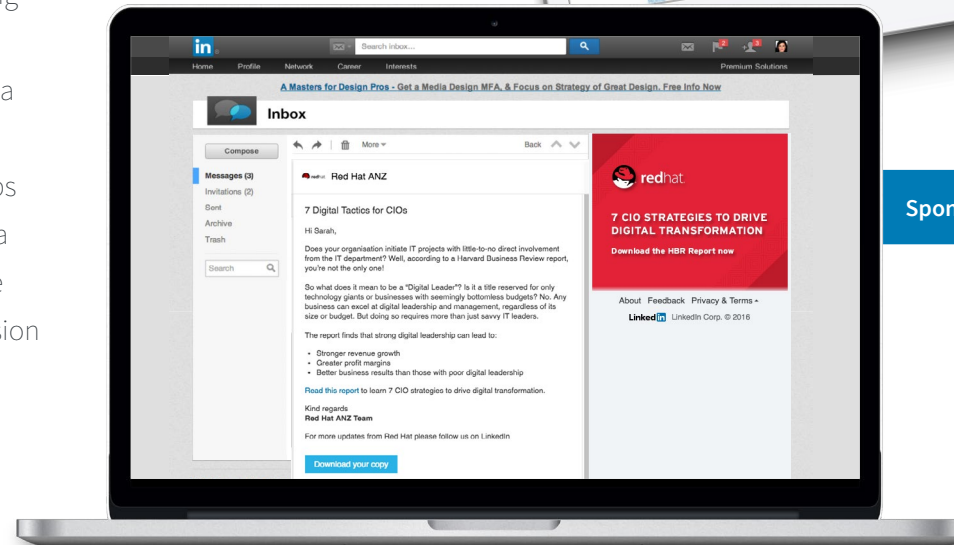
In Australia, ANZ Senior Regional Marketing Manager Stella Kordonis, heads up Red Hat's small but agile marketing team. As the Australian arm of a global multinational, they have a wealth of content at their disposal. The challenge facing this team is curating content to reach new audiences. Like many IT companies, they have a passionate community of technical experts who love what Red Hat helps them achieve. However, it requires a different approach to communicate those benefits to the business decision makers and senior executives.

The Solution

Red Hat initially trialed LinkedIn Sponsored Content and InMails to effectively reach IT decision-makers using some locally created research on cloud adoption.



Sponsored Content



Sponsored InMail

The Results

The campaign success led to an extension of Red Hat's activity on LinkedIn. Sponsored Content and InMails are now part of Red Hat's always-on program for content marketing. Stella explains,

"This program is different as we are not taking a product-led approach, but are using more thought-leadership content in an ongoing and consistent manner. We are also constantly reviewing the performance of the assets not just from a CTR perspective, but also the engagement, the cost per click (CPC), conversion rates and then the drill through to our marketing automation platform to look at how many of those conversions turned into sales opportunities... with the ultimate goal of return-on-investment (ROI) attribution."

"This means that we are always fine tuning the Sponsored Content, reworking the ad copy and creative, and testing the performance. We work with Bright Inbound, who proactively manage our Sponsored Content campaigns and InMails," said Stella.



"We love the ability to analyse in real time and fine tune assets to improve their effectiveness and pivot on strategies while the program is running. It is truly executing on the concept of buyers journey based marketing."



Stella Kordonis,
Senior Regional Marketing Manager,
ANZ, Red Hat

61%

InMail Open Rate

8%

Click Through Rate
Double the LinkedIn Benchmark

1,000+

New Company Page Followers

0.54%

Sponsored Content Click Through Rate

0.63%

Average Engagement

1,500+

New Contacts

High lead quality and low cost per lead (CPL)