

GE Case Study

Presenting a vision to professionals and policymakers with LinkedIn



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Paul Marcum, Director of Global Digital Marketing and Programming, GE

One of the world’s largest companies and most valuable brands, GE operates a broad range of B2B and B2C businesses. The company makes extensive use of social media for branding, lead generation, and the development of customer relationships.

“First, social media is ideal for capturing and communicating at the velocity at which our company operates,” explains Paul Marcum, the company’s Director of Global Digital Marketing and Programming. “We’ve also found that providing access to our people through social helps customers understand us better. Finally, LinkedIn and other social platforms present opportunities for building relationships around honesty, transparency, and shared values that you just don’t see in traditional media.”

GE’s use of LinkedIn has become a central element of the company’s digital marketing strategy. “We see LinkedIn in many ways as the top of the funnel for customer engagement,” says Marcum. GE initiatives on LinkedIn have helped build the company’s reputation, formed communities around its thought leadership and content, and provided a context for valuable commercial conversations.

Challenge

- Enhance GE’s reputation and thought leadership in energy and healthcare industries in select regions around the world

Solution

- Sponsored InMails, Content Ads and targeted display ads to support key marketing initiatives
- Build communities on LinkedIn around GE content and expertise

Why LinkedIn?

- Uniquely business-focused, highly targetable audience
- Ability to reach influencers and decision makers in specific industries
- Broad set of tools to address specific social media marketing tactics

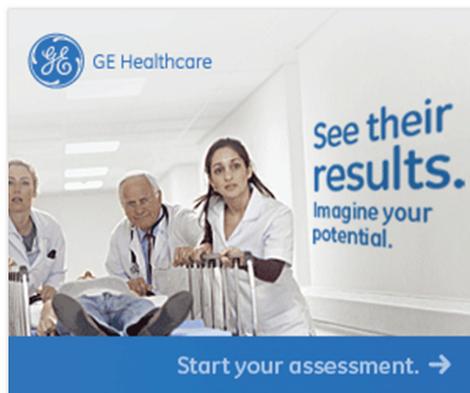
Results

- Average of 5.75% interaction rate with Content Ads generating over 1,300 unique content downloads
- Deep engagement with policymakers and industry peers with open rates up to 13% for Sponsored InMails
- High levels of conversions, virality, and traffic for initiatives on LinkedIn

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Paul Marcum, Director of Global Digital Marketing and Programing, GE

The GE energy and healthcare divisions recently completed a campaign on LinkedIn to reach targeted industry professionals in select nations as well as government policymakers in the United States. The campaign included LinkedIn Content Ads featuring video case studies of GE customers; Sponsored InMails personalized for specific recipients; and display ads offering content downloads discussing GE-powered initiatives by the company’s customers.



“LinkedIn provided a highly effective channel for building connections, developing a community of industry professionals, and highlighting our thought leadership for this key audience,” says Marcum. “We are very much concerned with presenting a vision of leadership to policymakers, and we’ve found that the [Sponsored InMails] available through LinkedIn allow for an incredible amount of targeting for real policymakers in Washington. We’ve been amazed by the engagement we’ve achieved in this way.”

Building customer relationships in a high-value context

“What makes LinkedIn different is that people are there to talk business,” says Marcum. “It allows for incredible targeting and lets us share our excitement about the future of our business and the future of business overall. We have great dialogues there with other people who love talking shop.”

These conversations run the gamut from thought leadership and corporate storytelling to helping people connect with each other in meaningful ways. “We’ve realized as an organization that success in sales begins with building relationships and providing a level of analysis and understanding that helps us all look to the future of a particular industry,” Marcum explains. “LinkedIn is a natural place for that, and building relationships with the community there is something that falls naturally within our normal commercial work.”

Achieving measurable business impact

“We’ve been excited to see how much engagement we’ve experienced throughout our LinkedIn programs,” says Marcum. The company has achieved an average interaction rate of 5.75% for its Content Ads, generating over 1,300 unique content downloads. Sponsored InMails have achieved open rates of up to 13%, creating deep engagement with policymakers and industry peers.

“Whatever metric you choose, whether conversions, virality, or traffic, we’ve seen a number of successes through the LinkedIn platform that reflect a very receptive and well-qualified audience,” Marcum says. “At the same time, we also see tremendous potential for new ways to use the platform to drive business. The LinkedIn team has a clear vision for the future, and we embrace the opportunity to get there together.”

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.