Narrow but Deep

How Telstra Wholesale creates high engagement with a niche business-to-business (B2B) audience on LinkedIn.

Objectives

01 To heighten brand awareness and engagement within a niche B2B audience segment.

02 To drive conversion and subscription into Telstra Wholesale’s thought leadership nurture stream.

Always-On Content Marketing Strategy

Telstra Wholesale uses a data informed approach to develop original content for its audience.

An always-on LinkedIn campaign helps nurture a highly engaged audience and grow a retargeting pool for conversion.

150% Higher engagement rate*

*Against LinkedIn Australia Technology benchmarks

- LinkedIn Sponsored Content
  Serving native ads, curated content and rich media content like videos directly in target audience’s LinkedIn feed.

- LinkedIn Lead Generation Forms
  Capturing qualified leads and driving conversion with LinkedIn Lead Generation Forms.

- Targeting Capabilities
  Delivering content to precisely-defined target audiences.

  - Australia
  - Telecommunications, Technology
  - Senior Management, C-Suite

- Matched Audiences
  Plugging multiple data sources to expand reach to audiences with similar demographic profiles.
Our goal is to create high engagement within a very niche segment by serving specific content to specific audiences. We have run tests on the LinkedIn platform and are convinced of the accuracy and effectiveness of its targeting capabilities. The LinkedIn team also provides data-driven feedback that helps us improve our campaign performance.

Warwick Burton,
Senior Content and Channel Specialist,
Telstra Wholesale

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Telstra Wholesale

- Innovative wholesale telecommunications and technology solutions provider.
- Co-creates market-leading telecommunications solutions with customers.
- Part of Telstra, Australia’s leading telecommunications and technology company.

For more information, visit https://business.linkedin.com/marketing-solutions