



Solutions
vistavu

VistaVu Solutions Finds its Audience with LinkedIn

VistaVu Solutions is a leading business management software company that offers customized, industry-tailored solutions for the oilfield and energy services industries. The company's solutions manage essential daily business operations, which include functions such as sales, accounting, finance, inventory, distribution, purchasing, and operations. In addition, VistaVu's products assist companies in aligning with industry specific field services requirements.

VistaVu is in a niche, yet crowded marketplace where multiple technology and business management software companies are vying for the attention of the same customers. Identifying and reaching the right decision makers and articulating a distinct business proposition in this hyper-growth market is essential to survival.

Breaking away from the crowd

With so many competitors going after the same customers, VistaVu knew it was time to rethink its strategy. "Our goal was to break away from the crowd by really demonstrating our industry focus and unique value proposition. For us, it was about getting our message and differentiated product offerings to the right audience," explains Nicole Baron, Marketing Manager at VistaVu Solutions.

VistaVu already had an active presence on social media, being especially engaged on LinkedIn. A majority of VistaVu's clients and prospects were already using the platform, making the decision to invest with LinkedIn an easy one.

Additionally, LinkedIn allowed VistaVu to precisely target prospective customers by geography, company, and title, rather than going after the oilfield industry as a whole.

Challenge

- Differentiate VistaVu as a frontrunner in a crowded marketplace
- Target hard-to-reach oilfield industry leaders
- Leverage compelling content to build trust and credibility

Solution

- Launch LinkedIn Display Ads to target the niche audience that supports the oilfield services industry
- Develop a thought-provoking and content-driven campaign
- Use Sponsored InMails to connect directly with targeted relevant decision makers

Why LinkedIn

- Active and engaged audience of oilfield industry professionals
- Precise targeting by industry, geography, company, and seniority
- Ability to reach niche audience and drive lead generation

Results

- **4-5X** more leads generated by Display Ads than other display advertising campaigns
- **2.4X** times more lead conversion than other display advertising
- **23.8%** conversion rate on InMails
- Campaign cost one-fifth of other marketing outreach programs
- **75%** reduced cost per lead

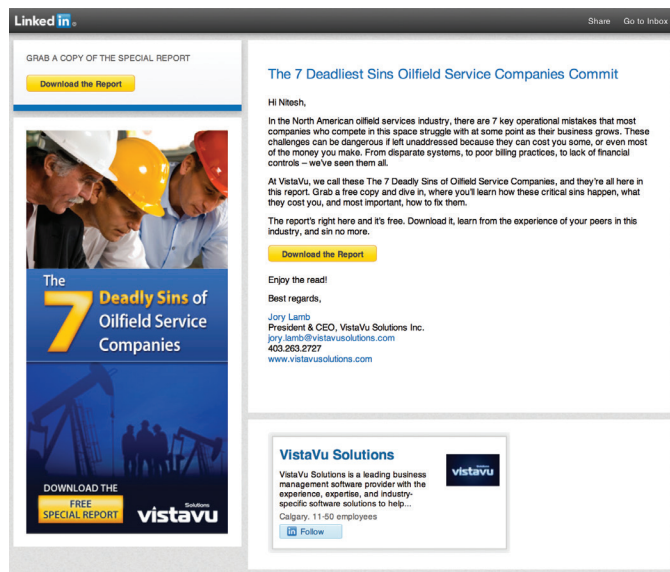
Reaching the right audience. Delivering the right content.

VistaVu had already experienced great success using self-serve LinkedIn Ads when deciding to take on a more targeted approach using LinkedIn Marketing Solutions.

Baron explains that this highly successful program kicked off with a campaign featuring Display Ads focused on key business decision makers in the oilfield services industry. "We knew we needed to reach the niche audience that services and supports the oilfield services industry," expresses Baron. "LinkedIn's ability to hyper-target this specific segment and find key people in the industry was a huge draw for us."

For the campaign, VistaVu wanted to use a content marketing approach to not only catch the attention of its audience, but also educate them on industry best practices and help address common operational challenges. This approach allowed VistaVu to position itself as a trusted advisor, without overtly promoting its products.

The company leveraged a thought provoking and unconventional advertisement with the heading "The 7 Deadly Sins of Oilfield Services Companies," aimed at intriguing readers by providing a special report on common, yet costly, operational mistakes that even well-run companies can make.



The VistaVu campaign outperformed the company's expectations, delivering an unprecedented number of quality new leads. "We couldn't have anticipated the success we experienced with our LinkedIn campaign," boasts Baron, "Not only did we receive more leads, but the quality and the promise of the leads was unmatched."

As a result of the overwhelming success delivered by the LinkedIn Display Ads campaign, VistaVu launch a LinkedIn InMail to further promote "The 7 Deadly Sins" report. The InMail was directed to an even more specific subset of the company's target audience in the oilfield industry.

"We knew we needed to reach the niche audience that services and supports the oilfield services industry. LinkedIn's ability to hyper-target this specific segment and find key people in the industry was a huge draw for us."

Nicole Baron

Marketing Manager at VistaVu Solutions

Unprecedented results

Within one week, the Display Ads campaign generated four to five times more leads than with any other online display advertising campaign across any network, on any site for VistaVu. Of the 20 new leads received, 19 were qualified for the sales team to pursue.

Overall campaign cost per lead was also one-fifth of the cost that VistaVu typically spends for marketing qualified leads.

In addition, the lead conversion rate was 2.4 times better (18.2%) than its benchmark with other online trade media display advertising. What's more, VistaVu's cost per lead (CPL) was approximately 75% lower when compared to its average CPL with other online advertising channels.

The InMail campaign delivered equally compelling results. The conversion rate of 23.8% was even higher than the display ads conversion. While the typical click-through rate (CTR) is between 0.04% and 0.06% for LinkedIn InMail, VistaVu saw a fourfold increase with an average CTR of 0.22%. This is a key indicator that VistaVu's audience not only lives on LinkedIn, but also found value in VistaVu's messaging.

The tremendous success that VistaVu achieved with this campaign has provided a springboard for ongoing investments in LinkedIn Marketing Solutions.

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