



# Moving the Needle in India's Mid-Market

Salesforce shifts brand perception with a localised and personalised brand campaign on LinkedIn



Industry: Software Development

No. of Employees: 10,001+

Headquarters: San Francisco, California, USA

India is a key international market for Salesforce. While already firmly established as a global leader in its category, Salesforce invested in a made-for-India brand campaign that was not only tailored for the market but also personalised for its target segment: mid-market companies.

With the objective of changing brand perception and increasing brand familiarity among mid-market decision makers and influencers, Salesforce launched a multi-channel brand campaign in the last quarter of 2023.

The eight-week advertising blitz ran across print, display, online video, and out-of-home channels, with LinkedIn

being the only social platform in the mix.

Fully utilising LinkedIn's unique capabilities, Salesforce adopted an integrated marketing approach that cleverly combined a paid media play with an organic engagement and employee advocacy programme.

The brand successfully drove social conversations among its target audience and dominated Share of Feed during the campaign duration. This awareness and engagement contributed to the campaign's overall success in shaping positive brand perception among mid-market decision makers in India.

## THE RESULTS

On LinkedIn, Salesforce combined paid media campaigns with an organic engagement and employee advocacy programme to achieve:

170%

growth in Share of Feed vs key competitors % during the campaign

2.3M

audience reached, driving 200k+ quality visitors to website

1.4K

engaged #IndiaGrowsWithSalesforce posts by employees in India

Salesforce's internal brand measure results show that the multi-channel campaign was successful in shifting key brand perceptions:

+16pt

Unaided brand awareness

+10pt

"Salesforce is a company that understands Indian businesses"

+8pt

"Salesforce facilitates growth for companies like mine"

## THE CHALLENGE

To deepen penetration into India's burgeoning mid-market segment, Salesforce recognised that its global brand campaigns — successful as they were — would not be able to address the specific needs of these customers. Instead, Salesforce conceptualised a highly localised and personalised campaign to demonstrate how the brand understands Indian mid-market businesses, facilitates their growth, and helps them build stronger customer relationships.

## THE SOLUTION

As part of the multi-channel brand campaign, Salesforce activated on LinkedIn to drive engagement on the social front using a powerful combination of organic and paid marketing.

### Paid Media Campaign

With just eight weeks to maximise impact, Salesforce worked closely with the LinkedIn Marketing Solutions team to continuously test, learn and optimise performance.

This included staying agile and leveraging LinkedIn's objective-based advertising to optimise paid efforts towards the campaign's reach and engagement goals.

- **Deepening localisation**

In addition to ad creatives that featured Indian imagery and local mid-market customers, Salesforce introduced a Thought Leader Ad fronted by Salesforce India's Chairperson & CEO Arundhati Bhattacharya. Featuring a local leader and voice strengthened resonance and drove clickthrough rates 2x higher than platform benchmarks.

- **Strengthening personalisation**

Through A/B testing, Salesforce discovered that engagement rate doubled when it added the line "Indian retail companies like yours are growing with Salesforce" to its ad copy, compared to ads that did not carry that line. This suggests that personalisation drives performance.



**"It's essential that we present Salesforce as a local player in the local market. We sought to deepen trust that we not only understand and can support mid-market companies in India, but also, that we are committed to partnering with them as they grow and scale."**

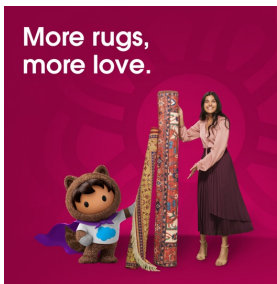


**Kritika Srinivasan**  
Senior Manager, Customer  
Advocacy & Brand, Salesforce

Salesforce's paid media campaign eventually reached 2.3 million members, penetrated 50% of its target industry personas, and earned over 200,000 clicks to site. It has reinforced LinkedIn's standing as Salesforce's most efficient platform for driving quality website visitors based on highest time spent on site. The brand also achieved 99% positive/neutral sentiment from the programme on LinkedIn.



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Indian companies of all sizes use Salesforce to transform their sales, marketing, and customer service for unlimited growth. See how: <https://lnkd.in/dGwMexzq>



## Organic Engagement & Employee Advocacy

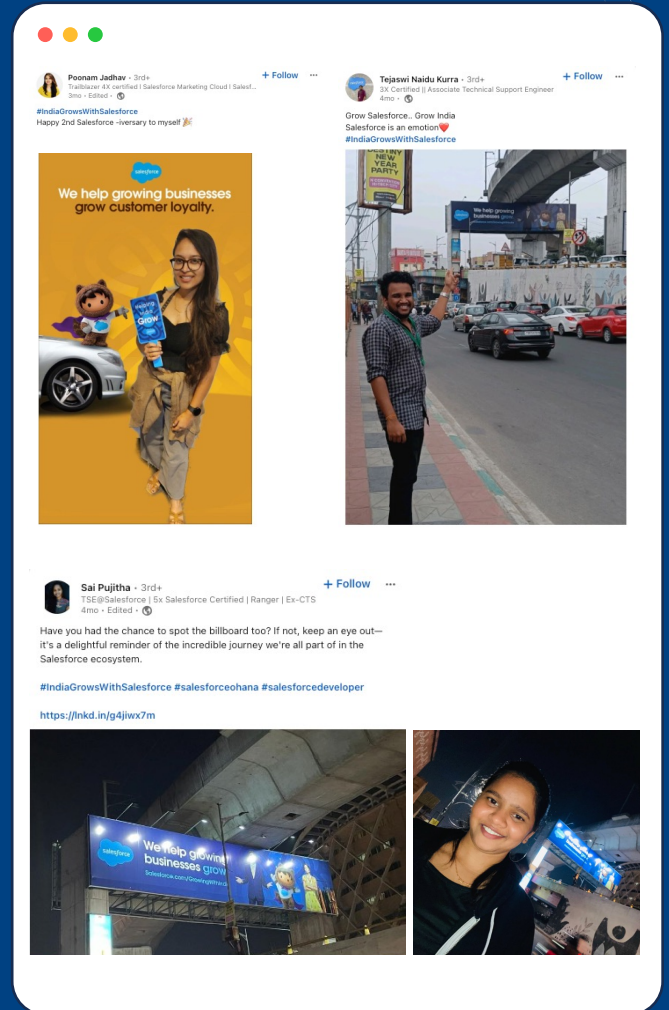
Salesforce's paid media campaign was supported by a strong organic engagement and employee advocacy programme. This integrated approach makes full use of the strength of LinkedIn networks and leverages Salesforce's massive local workforce to extend the reach of its brand campaign.

In a synchronised move, local employees were invited to be brand ambassadors and campaign amplifiers by posting campaign related content on LinkedIn. They could either insert themselves into the ad creatives via a Virtual Reality tool or take a selfie with out-of-home billboards. The latter had the added benefit of amplifying the reach of the campaign's out-of-home ads, which were only installed in selected cities.

A total of 1,400 employee posts with the hashtag #IndiaGrowsWithSalesforce added more than 40,000 engagements to the campaign while boosting employee engagement and encouraging a stronger sense of pride and connection to the brand.

## THE FUTURE

Having successfully moved the needle on brand perception among India's mid-market companies, Salesforce has since relaunched the campaign with a focus on expanding featured customer stories and industries. Understanding that brand-building, especially in international markets, is a long-term play, Salesforce continues to invest strongly in growing with India.



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