



Moderate localisation drives powerful growth

China's XCMG Group takes to LinkedIn to drive brand awareness and earn qualified leads in markets all around the world



Industry: Machinery Making

No. of Employees 1,001-5,001

Headquarters: Xuzhou, China

XCMG is one of the world's top three construction machinery manufacturers, known for providing excellent construction equipment solutions and services to an international clientele.

The China-based company's growth ambitions are truly global in nature, with priority markets located all around the world — from South and Southeast Asia, to North America, Latin America, Europe and the Middle East.

To facilitate its international expansion, XCMG has been actively marketing on LinkedIn, using the platform's trusted first-party data to accurately define, target and engage key decision-makers in the construction industry across geographies. In 2022, XCMG became the first

enterprise in the Chinese machinery manufacturing industry to achieve 100,000 followers on LinkedIn.

More recently, to support international growth, XCMG launched a LinkedIn campaign to strengthen its online brand presence, deepen penetration into its key international markets, and generate qualified sales leads.

By using a content marketing strategy to develop key messages that would resonate with its target audience, and investing in a moderate level of creative localisation for different markets, XCMG achieved a 20% increase in website traffic and 30% increase in engagement rate. In addition, 65% of all LinkedIn-sourced leads were deemed to be qualified leads.

THE RESULTS

XCMG's international marketing campaign on LinkedIn successfully achieved:

+20%

increase in website visitors sourced from LinkedIn

+30%

increase in post engagement rate

65%

of all LinkedIn leads were qualified leads



“As a leading global machinery manufacturing company, XCMG Group has been deeply engaged in digital marketing overseas. Leveraging the professional advantages of the LinkedIn platform, XCMG aims to comprehensively enhance its corporate brand image, empowering its marketing efforts to drive sales through brand strength.”



Li Ge
Chief Brand Culture Officer
XCMG

THE CHALLENGE

With priority international markets spanning the globe, XCMG leverages LinkedIn's first-party data to accurately define its target audience by location, industry and job function. The challenge, however, was to create engaging content and localise this in a way that would resonate with its many target audience segments.

THE SOLUTION

The XCMG team worked closely with the LinkedIn Ads team to develop an effective international marketing strategy:

• Customised content strategy

The XCMG team started by developing a content marketing strategy that aligned with their marketing goals. While their ultimate goal was brand awareness and lead generation, the team monitored key LinkedIn signals like post engagement rate and follower demographics to understand the nuances of each market. These insights were then used to tailor their marketing messages and refine their targeting parameters to optimise campaign performance.

• Localised marketing messages

With a wide range of priority international markets to cover, the XCMG team adopted a moderate level of localisation for this campaign. They tailored their messaging and ad visuals to appeal to different regions and cultures while maintaining a consistent brand voice at a global level.

This international marketing strategy has enabled XCMG to deepen its penetration into key international markets globally. The uptick in website traffic (+20%) and engagement rate (+30%) during the campaign are signals that it is achieving its objective of strengthening brand presence and driving interest and consideration among its target audience. The campaign also produced high-quality leads. After lead scoring, the XCMG team determined 65% of the leads to be highly targeted and with specific project timelines or requirements.

THE FUTURE

The campaign's success has reinforced LinkedIn's standing as a strategic international marketing partner to XCMG. The platform's ability to reach professionals who are more likely to be interested in XCMG's solutions has been a gamechanger for the company. This will continue to be a powerful lever of growth as XCMG pursues greater international expansion.



XCMG invested in a moderate level of marketing localisation for this campaign, focusing on messages that appealed across regions and cultures that were delivered in the local language.

 XCMG Group
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Önde gelen iş makinesi üreticilerinden XCMG, yenilikçi inşaat, madencilik ve yol makinelerini 17. Uluslararası İnşaat Makineleri, Teknolojileri ve Ekipmanlar Fuarı'nda (KOMATEK) sergileyerek çok sayıda sipariş aldı, birçok anlaşma imzaladı.

Açılış töreninde Başkan Yang Dongsheng, "Türkiye pazarını ön planda tutuyoruz, yerel düzenlemelere uyuyoruz, kalkınmaya önem veriyoruz, buradaki kültürle bütünleşiyoruz. Amacımız Türkiye'de kurumsallaşmak, düşük karbonlu bir gelecek inşa etmek ve çevreye katkıda bulunmaktır" dedi.
#XCMG #SolidToSucceed



XCMG Yenilikçi İş Makinelerini Öne Çıkartıyor ve Yeni Anlaşmalar Yapıyor

Daha fazla bilgi edin

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