

“Sales Navigator offers us a set of essential functions to reach prospects in all the countries we operate, reducing the steps to reach the decision makers.”



Enrique Buenaventura Soler
Marketing Manager at EDICOM



Location
Paterna, Valencia, Spain

No. of Employees
250-500

Industry
Information Technology and Services

EDICOM Uses LinkedIn Sales Navigator to Grow Their Audience

CHALLENGES

An international leader in the development of EDI (electronic data interchange), EDICOM works with customers around the globe. They also operate in a specialized industry, which requires them to reach a niche audience. Prior to using LinkedIn Sales Navigator, EDICOM found it difficult to navigate complex corporate structures and identify the best prospects.

NEW APPROACH

One of the goals of using Sales Navigator was to turn EDICOM employees into eager brand ambassadors. This has grown the company's network exponentially and driven more leads. In turn, added insights have enabled EDICOM's marketing team to create content more aligned with specific opportunities, helping nurture and progress those leads.

RESULTS

The sales process is more efficient with Sales Navigator. EDICOM has seen an increase in its network of contacts and company visibility, including an increase of 42% in organic followers and a more than 100% increase in engagement metrics such as page impressions, page clicks, and page likes.