



## LinkedIn transforms lead generation in a tight timeframe for ESSCA

**With only months to go before the launch of the business school's Masters of Digital Management degree, adding LinkedIn to the mix played a crucial role in filling places**

In the competitive Executive Education space, filling places for a new course can often be a challenge. In the months leading up to the launch of its new Masters of Digital Management degree, the Ecole Supérieure des Sciences Commerciales d'Angers (ESSCA) adopted a new strategy for meeting that challenge. Adding LinkedIn to its marketing mix drove new levels of awareness and generated new course applications with a value of over €52,000.



### The Challenge:

- Drive awareness and interest in ESSCA's Masters of Digital Management course, in the two months prior to launch
- Communicate the professional value of the specialist Masters degree
- Drive attendance at an introductory event
- Generate applications in a tight timeframe

### The Solution:

- Targeting LinkedIn members with a Bachelors degree and three years' professional experience
- Sponsored Content focusing on the importance of upgrading digital skills
- Sponsored InMail with a personal introduction from the director of ESSCA's digital marketing institute

### Why LinkedIn?

- Targeting capabilities, ability to focus campaign spend on the right audience
- Opportunity to maximise visibility in the months leading up to the course launch
- Professional environment, where prospects are open to upgrading their skills

### Results:

- The LinkedIn campaign drove a significant increase in degree enquiries
- LinkedIn Sponsored InMail drove an open rate of 66% and a click-through rate of 3.5%
- Sponsored Content delivered a benchmark-beating click-through rate of 0.47%, with engagement rate of 0.54%
- Enrolled prospects who first engaged on LinkedIn added €52,000 in pipeline value within a month of the campaign launch

## Maximising visibility when it matters most

As Déborah Poissonnet, Digital Communication Officer for ESSCA explains, the school needed an approach that could generate momentum for its new Masters of Digital Management degree in a short space of time. "We had previously used search engine marketing, but with the course launch a few months away, we needed an aggressive approach to maximise visibility - and that's when we turned to LinkedIn."

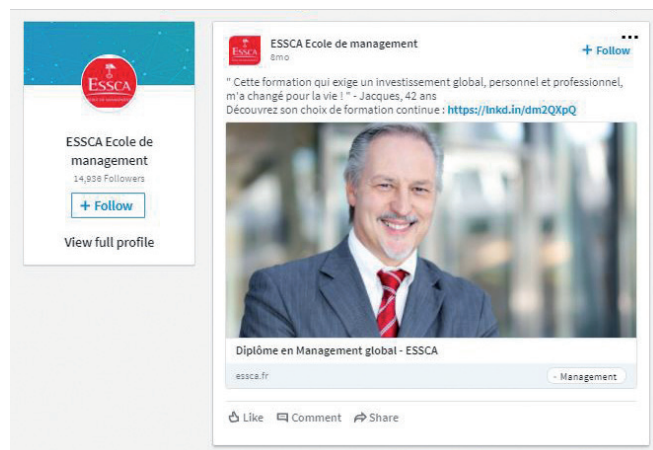
On LinkedIn, Déborah and her team had the ability to target the most relevant audience for the new degree - and to do so at scale. "We were specifically interested in people who held a Bachelors degree and had three years' experience in the workplace," she explains. "This was a point in their careers when our course would be particularly relevant - and LinkedIn profile data meant that we could target it precisely."



## Combining awareness with personal calls to action

Running between late October and early December, ESSCA's LinkedIn campaign combined Sponsored Content focused on the need to raise digital skill levels with a Sponsored InMail from ESSCA's Digital Marketing Institute director, Paul Nathan. "We ran several different Sponsored Content executions and we were able to switch our spend towards the top-performing ones," explains Déborah. "We found that a testimonial from L'Oréal about the value of Executive Education in digital skills was the most effective."

ESSCA's InMail invitation to attend an introductory day for the course reached an audience who were already aware of the ESSCA brand, thanks to the Sponsored Content activity. This helped to drive a powerful open rate of over 66% with a click-through rate of 3.5%. "We noticed a significant increase in enquiries as soon as our LinkedIn activity started," says Déborah. "A good proportion of those who engaged on LinkedIn went on to enroll for the course - and their combined value comes to €52,000 so far."



*"The results from this campaign mean that we will definitely plan on using LinkedIn for promoting our courses in the future. We've been really impressed by the way that we can increase ESSCA's brand awareness at the same time as generating leads."*



**Déborah Poissonnet**  
Digital Communication Officer  
ESSCA