

## Investing in LinkedIn targeting transforms ROI for École polytechnique

Reaching new audiences on LinkedIn drove ROI of 800% for the launch of the Executive Master.

École polytechnique is the top engineering school in France and ranked fourth worldwide by Times Higher Education in 2017 among institutions with fewer than 5,000 students. However, when it came to the launch of the Executive Master, the team needed to reach a new audience with a compelling message. Investing in Sponsored Content and Sponsored InMail on LinkedIn transformed its ability to generate leads, driving roughly half of all inquiries and applications, and delivering a Return on Investment (ROI) of 800%.

### The Challenge:

- Launch the programme within a short timeframe (4 months)
- Raise awareness of the Executive Master and the school's executive education programs
- Leverage new platforms and resources for the campaign
- Target relevant professionals with at least seven years' experience in the workplace, and with a strong interest in technology and innovation
- Drive traffic to the website, generating leads and registrations for information sessions in Paris
- Translate inquiries into applications and confirmed places for the programme

### The Solution:

- Precisely targeted Sponsored InMail with a personalised call to action
- Sponsored Content targeted at raising awareness amongst a broader audience
- Campaigns tailored by country, sector, company size and job function

### Why LinkedIn?

- Targeting capabilities for building awareness amongst very specific audiences
- Opportunity for direct and personalised messaging via Sponsored InMail, allowing the team to connect with time-poor senior managers and directors
- Relevant global reach to engage audiences across France, Belgium, Canada, Germany, UK and Switzerland.

### Results:

- The Sponsored Content campaign delivered a click-through rate of 1.8%
- Sponsored InMails targeting audiences in France delivered an open rate of over 50% and a click-through rate of over 30%
- LinkedIn activity drove 53% of all brochure downloads for the programme and 40% of all registrations for information sessions
- Successful 2017 candidates sourced from LinkedIn represented a Return on Investment (ROI) of 800%

## Reaching the right candidates at scale

Having initially marketed its Executive Master through search engine marketing (SEM) and newspaper display ads, the École Polytechnique team needed a more precise approach to reaching the right audience within the given timeframe.

“École Polytechnique has a strong brand in France as the top engineering school, however the Executive Master wasn’t really visible to the people we needed to reach,” explains Roman Ayoubi, in charge of the Digital Marketing for the Executive Master. “We had to engage a very specific set of people that our school doesn’t typically talk to: experienced executives who were ready to take on a role as leaders in innovation and technology.”

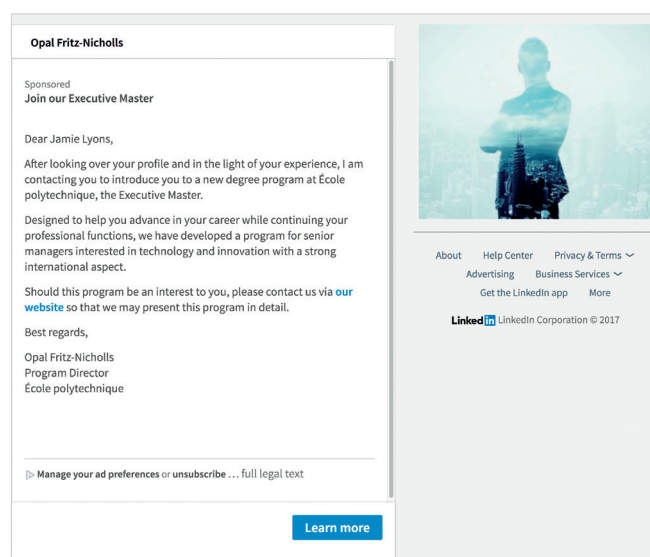


The image shows a LinkedIn post from École Polytechnique, posted 5 months ago. The post text reads: "Vous êtes cadre dirigeant ou décideur? Suivez une formation internationale de pointe en innovation et en management, tout en continuant d'occuper vos fonctions." Below the text is a large image of a man in a suit with his arms crossed, standing in front of a city skyline. At the bottom of the post, it says "Executive Master de l'Ecole Polytechnique" and "portail.polytechnique.edu".

LinkedIn’s targeting capabilities enabled Roman and the team to focus their investment on the right potential candidates, ensuring that they were generating leads with a high conversion rate. “LinkedIn was the ideal solution for reaching a very specific audience at the scale we needed,” explains Roman. “We used different campaigns to approach our target audience in different ways: sector targeting to reach IT and consultancy companies, and job function targeting to reach engineers and managers of R&D departments. For both campaigns we focused on larger businesses likely to be able to fund the course, and people with at least seven years’ work experience who would be reaching the right stage of their careers.”

## Compelling messaging for the desired audience

Combining Sponsored Content and Sponsored InMail enabled the Executive Master team to mix broader awareness-building activity with personalised calls to action. “For the Sponsored Content, we aimed to communicate the value that the course offered people in their careers – becoming a leader who stays ahead of the curve,” says Roman. “For the Sponsored InMail, we took a more personalised approach, with very precise targeting, explaining that our course was particularly relevant for them. We focused our InMail investment more closely on people in France who would find it easier to attend our information sessions. In both cases, we aimed at delivering a compelling and relevant message for people with limited time on their hands.”



The image shows a LinkedIn Sponsored InMail from Opal Fritz-Nicholls. The sender is identified as "Opal Fritz-Nicholls". The subject line is "Sponsored Join our Executive Master". The message starts with "Dear Jamie Lyons," and continues: "After looking over your profile and in the light of your experience, I am contacting you to introduce you to a new degree program at Ecole polytechnique, the Executive Master. Designed to help you advance in your career while continuing your professional functions, we have developed a program for senior managers interested in technology and innovation with a strong international aspect. Should this program be an interest to you, please contact us via our website so that we may present this program in detail." The message ends with "Best regards, Opal Fritz-Nicholls, Program Director, Ecole polytechnique". At the bottom right of the InMail, there is a blue button that says "Learn more".

This approach not only delivered strong engagement through both LinkedIn touchpoints (a click-through rate of 1.8% for Sponsored Content and over 30% for Sponsored InMail), it also delivered relevant leads that converted quickly into participants for the Executive Master. “LinkedIn really excelled,” says Roman. “Over half of the applications for our programme came from the platform and the revenue generated by successful candidates from LinkedIn taking up places for 2017 was more than eight times the initial investment.”

*“LinkedIn was the top performing channel that we used for our campaign. It’s relatively expensive in terms of cost per click (CPC) but when you look at cost per conversion it’s an investment worth making. We have planned to use the platform to further promote the Executive Master for our upcoming intakes.”*



**Roman Ayoubi**

In charge of the Digital Marketing for the Executive Master  
École polytechnique