



THE CUSTOMER SUCCESS PLATFORM

“Reaching and engaging with C-Level and VPs at major companies around the world is a challenge, especially in a long complex B2B sales cycle. LinkedIn Sponsored Updates allows us to reach these key decision makers at companies through every stage of the funnel and achieve great ROI.”



Julia Pacher
Marketing Leader
Salesforce.com

Challenge: Converting B2B decision makers through effective marketing channels

As a premium B2B enterprise solution with a long buy cycle, the Sales Cloud at Salesforce must nurture relationships with key decision makers accurately through the sales funnel in order to best convert prospects into customers.

Solution: Using LinkedIn Sponsored Updates to engage prospects with valuable content throughout the customer's journey

Salesforce considers LinkedIn an essential channel to reach decision makers from small to medium business up to enterprise companies. LinkedIn's rich data for over 300 million global professionals around the world, allows Salesforce to precisely target by parameters like seniority, company size and professional affiliations. LinkedIn provides a unique environment where professional content like whitepapers, ebooks, conference events and thought leadership pieces that Salesforce promotes result in a high level of engagement from potential customers who may ignore the same types of content presented elsewhere.

As such, in order to reach the right professionals in their target audience, Salesforce's Sales Cloud team leveraged Sponsored Updates to achieve lead generation success on LinkedIn. With the integration of Salesforce's CRM, the team was not only able to know when leads came in through LinkedIn, but also know where in the funnel engagers sat, serve them relevant content, and map pipeline sales back to LinkedIn to measure the ROI of their efforts.

Using Sponsored Updates, Salesforce:

- Reached prospects in their target audience of decision makers, including C-Level and VPs at companies across the globe but also important stakeholders across an organization who may be the primary users and implementers of salesforce.com in the company to build important relationships and trust
- Drove traffic to an external Salesforce Landing Page where their target audience filled out a form to access content such as e-books, Whitepapers, & Guides


Results: Delivering 749% ROI through first-touch attribution with LinkedIn, and over 2600% ROI when LinkedIn was integrated as part of the marketing mix*

From Q4 2013 to Q1 2014, with a 12% increase in spend, Salesforce saw its direct ROI from LinkedIn Sponsored Updates increase nearly 50% -- from 500% to 749%.

Not only did LinkedIn Sponsored Updates help Salesforce bring in new leads and deliver triple-digit ROI when LinkedIn was the first touch with a new customer, but when LinkedIn Sponsored Updates were integrated into the marketing mix and influenced the sale at some stage of the funnel, ROI increased to quadruple-digits -- over 2600% -- proving that LinkedIn is indeed influential at every stage of the customer's journey.


As a result of their success on the platform, Salesforce considers LinkedIn a key component to its overall marketing and digital efforts for driving lead pipeline and sales across all levels of prospects and geographies.

Sponsored Update Examples



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Tips for Using LinkedIn to Drive B2B Marketing Goals

- 1. Be targeted with your promotion.** Think about the content you have available to promote and with whom it would resonate best. Then use LinkedIn's advanced targeting capabilities to hone in on the right audience and deliver increased performance.
- 2. Always test new ideas and refresh content.** You may have found some success and believe one type of content, one audience, one headline is always going to work for you; but by never testing new things you can't grow and scale your success. Things like "Skills" and "Group" targeting are a great way to test new areas of a similar target audience.
- 3. Track as granularly as possible.** Organize your campaigns so that you can see where your performance is coming from. By utilizing products like LinkedIn's Direct Sponsored Updates, you can have unique tracking parameters per piece of content, audience, location - as granular as you want! Testing and tracking in this way leads to the most educated optimizations.

After seeing the success achieved through this campaign, Salesforce is now scaling and optimizing its Sponsored Updates campaigns across its various business lines and geographic regions like Pardot, Salesforce1 and the ExactTarget Marketing Cloud through its advertising platform, Social.com. The Social.com platform is also working with agency and brand clients around the world to run Sponsored Updates campaigns through the platform.

About salesforce.com

Salesforce.com is the world's largest provider of customer relationship management (CRM) software. For more information about salesforce.com (NYSE: CRM), visit: www.salesforce.com.

* Salesforce.com developed an internal model to value all marketing channels contribution to give appropriate credit to individual channels which help move customers along the customer journey towards a final sale.

Visit lnkd.in/SponsoredUpdates to discover how LinkedIn Sponsored Updates can drive results for your business.