



## LinkedIn Marketing

*Increased the brand awareness and captured the Attention of hard-to-reach marketers*

### About the Company

JRE School of Management is a part of JRE Group of Institutions and offers Business Management Programs. They wanted to have a large scale promotional event by getting down an influential management guru down to India to inaugurate their Management Library and create a knowledge platform for marketers across the country.

### The Challenge

The chosen Management Guru was none other than Prof Philip Kotler (Philip Kotler is an American marketing author, consultant, and professor, known as The Father of Marketing). Post his visit to the JRE Campus, Dr Kotler took a Full Day Training Seminar on The Future of Marketing, which was attended by 700 Top People in the Marketing Industry. Each seat for the event was highly priced at INR 30,000. Our goal was to get a minimum of 100 registrations worth INR 30 Lacs through LinkedIn.

200  
Leads



18000  
Impressions



## The Strategy

We suggested LinkedIn Marketing since we were targeting only marketers and senior industry professionals such as CEOs, CFOs, GMs, and other top marketing professionals. Our campaign included-:

- Conversion tracking with Sponsored Content
- Sponsored Content in the LinkedIn feed targeting Indian marketing Professional
- LinkedIn Display Ad campaign- delivered retargeting content within the highly engaged LinkedIn environment



## The Results

We got great results from LinkedIn Marketing

- 200 leads generated through LinkedIn
- Click-through rate of 2% on retargeted LinkedIn
- Sponsored Updates, far above industry benchmarks
- Click-through rate of 0.9% on LinkedIn Lead
- Average 1,600 impressions per action