

Using LinkedIn to Build a Following of Potential Buyers



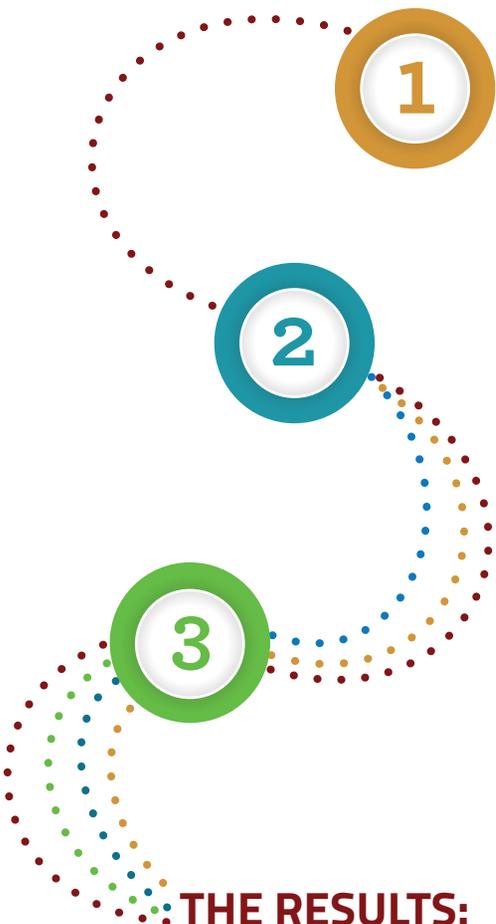
THE BUSINESS:

A leading data-analytics technology firm that develops and licenses enterprise analytics solutions for media, entertainment, advertising, and telecommunications companies worldwide. The firm's primary goal is to help businesses maximize revenue by refining their content and advertising business models.

THE TARGET AUDIENCE:

C-suite decision-makers in global media, entertainment, advertising, and telecommunications whose companies earn money by selling ad spots and content.

A Concentrated Campaign of Posting and Instruction



1

THE CHALLENGE: The client company and some of its executives had LinkedIn pages, but — as with so many companies — there was no social media expert on board managing the pages or updating them regularly. The client recognized LinkedIn as an effective (and free!) way to reach potential customers, so it called on Wall Street Communications not only to handle its LinkedIn postings, but also to coach its marketing team on how to use LinkedIn to its fullest potential.

2

THE GOAL: Amass a following of key decision-makers and drive them to the client's website and blog page, where they can, in turn, connect with company representatives to ask questions, set up a demo, or otherwise take the next step in the buying process.

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THE STRATEGY: A Wall Street Communications writer wrote and posted blog entries for the company on its blog page. Meanwhile, one of our social media experts worked closely with the client's marketing team to promote those blog posts, the company's website, and any other relevant thought-leader communications on LinkedIn. The idea was for readers to click on a link in the post, which would take them to the client's website and/or to the full blog post. That meant crafting posts and choosing images that would engage target readers and encourage them to keep reading — and perhaps start a conversation by commenting on the post).

THE RESULTS:

- 1,000% increase in LinkedIn followers over four months
- Engagement from the target audience, including executives at major networks and telecom conglomerates
- 100% increase in posts, with hundreds of views per post
- X% increase in page traffic