
How a major technology company tapped 4X new leads on LinkedIn through Lake B2B's LinkedIn Marketing services



100%

Sponsored InMail campaign achieved targets by 100%

35%

The Lead Genform completion rate of 35% surpassed all LinkedIn records

50%

Cost per lead target (CPL) cut by 50%



CLIENT

Established in 2003, the client is a leading Enterprise Open Core network backup and restore Software Company. Based out of Hong Kong, the client provides world- class technical support and training courses to organizations globally.



SOLUTION

- Lake B2B’s digital marketing team created a detailed plan through LinkedIn Marketing to showcase case content to a much larger global audience
- Innovative targeting approaches enabled Lake B2B to reach specialist audiences at scale while maintaining a competitive CPL
- Implemented a range of different options for engaging relevant system administrators, IT specialists and decision-makers



CHALLENGES:

- Increasing the flow of quality leads at a competitive CPL
- Creating a virtual marketing plan within a time frame of 4 weeks



RESULTS:

- The ability to create larger audience segments helped in reducing CPL by 50%
- Lead Genform had a completion rate of 35%



Unlock new audiences for your business with Lake B2B’s LinkedIn Solutions

“ The ability to experiment with different ways of reaching our audiences has enabled us to achieve real scale for our lead generation marketing on LinkedIn. We’ve now got the opportunity to scale lead generation even further by distributing more content to the target audiences we’ve identified.”

Timothy Hanks, Marketing Director

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