

# WORLD BUSINESS PRESS ONLINE LINKEDIN CASE STUDY

Creating 2,000+ brand advocates in two weeks with LinkedIn Ads, CPM, CPL, CPC and recommend button used

*LinkedIn is innovating in ways that create rich new opportunities for brands*

WBP Online's social media team is responsible for accelerating the expansion of WBP's social capabilities globally to:

- Create advocacy for the WBPOnline brand, products
- Generate strong engagement, sentiment, and conversation around WBPOnline products and services
- Support WBPOnline customers quickly and easily
- Drive leads, revenue, conversion, and cost savings

Ladislav Kazan CEO CHECKus Media Group: "We were looking for new ways to use social media to engage WBPOnline commercial clients, suggested to WBPOnline management LinkedIn 'Company Pages,' which provides an WBPOnline - branded environment within the LinkedIn community. Together with it's essential for financial content to be available anywhere, any time, in communities where financial media websites customers and prospects congregate."

## CHALLENGE

- Engage retail / institutional - commercial clients on LinkedIn
- Encourage business professionals to recommend WBPOnline products and services to their peers
- Quickly build a critical mass of recommendations

## WHY LINKEDIN ?

- #1 resource for career-minded professionals
- Precise targeting by seniority, industry, job function, and geography

## 'COMPANY PAGE' TARGETS BUSINESS PROFESSIONALS

WBP launched its Company Page in November, 2012, along with LinkedIn's new recommendation capability, which enables members to post recommendations of WBPOnline products and services.

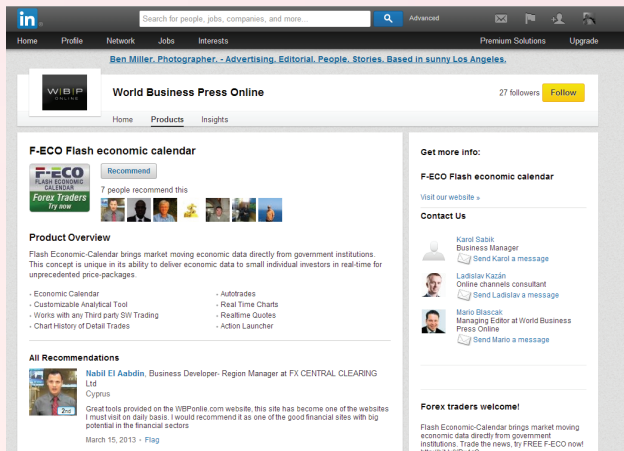
Each recommendation is automatically communicated to the recommender's LinkedIn network, and also appears on the WBPOnline company Page as a resource for those interested in community feedback on WBPOnline products.

## SOLUTION

- Establish LinkedIn Company Page to engage professionals in a business context
- Activate LinkedIn recommendation capability, inviting visitors to endorse WBPOnline products and services
- Use LinkedIn Recommendation Ads to accelerate results

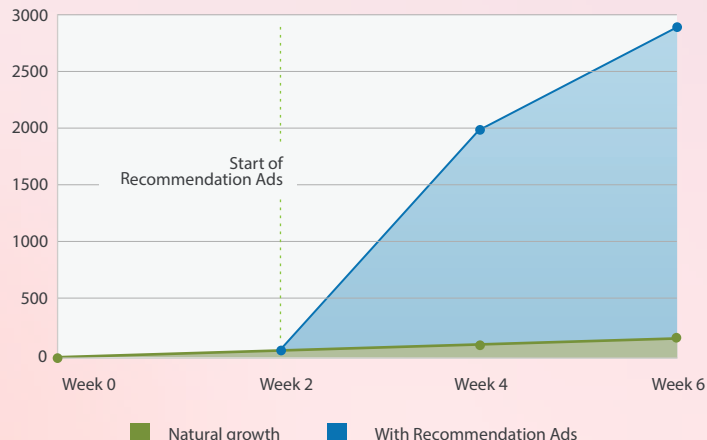
## RESULTS

- 200 product registrations in two weeks – LinkedIn WBPOnline group for traders, direct answers, direct feedback, inbox, WBP company page, WBP targeted CPM, CPC, CPL
- 2000 LinkedIn shares, engagement, new followers on WBPOnline Company Page, at the end of 2 months campaign LinkedIn Today
- 40,000 impressions and viral updates about WBPOnline products and services



LinkedIn + example of a Recommendation  
 at [www.linkedin.com/company/world-business-press-online](http://www.linkedin.com/company/world-business-press-online)

## ENGAGEMENT VIA CPM, CPC, RECOMMEND, SHARES ADS ACCELERATE RESULTS



Ladislav Kazan CEO CHECKus Media Group, explains, “The power of LinkedIn is its ability to connect customers in a professional business context, using recommendations of trusted peers. From the first discussions we saw the value of LinkedIn’s recommendation engine and how this could drive customer advocacy in the enterprise and small business markets.”

“We were pleasantly surprised with how quickly the WBPOne Company Page came together. The number of impressions for every share was growing organically, at a slow and steady pace. Our next question was whether we could run a paid campaign to build a critical mass of recommendations more quickly.”

After careful consideration, WBPOne went ahead with a campaign using CPM, CPC, CPL methods. Recommendation Ads (shown above) featuring actual LinkedIn members who had endorsed WBP products. The ads encouraged LinkedIn members to visit the WBPOne Company Page on LinkedIn, recommend WBP products and services, and share those recommendations with their network.

### RECOMMENDATION ADS AUGMENT WBPONLINE FANBASE

Ladislav Kazan CEO CHECKus Media Group: “We had a lot of discussion with product department of WBPOne on whether a demand generation campaign could be used to accelerate ratings and reviews. The key issue was whether we could advertise the initial recommendations we’d received – and request more of them.”

*LinkedIn member-generated recommendations of WBP products and services increased dramatically with the launch the recommendation ad campaign in January, 2013*

### RAPID RESULTS

Ladislav Kazan CEO CHECKus Media Group, explains, “We launched the campaign in January and in just two weeks, over 2,000 LinkedIn professionals had taken the time to recommend WBPOne products and services via mail, recommend button or share. These recommendations in turn generated over 40,000 viral updates. Traffic to WBPOne products page more than doubled.”

Reach the world’s largest audience of business professionals with LinkedIn.

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