

# Increasing followers and engagement on LinkedIn enables more cost-efficient advertising.

How a financial services institution boosted return on ad spend by curating high-quality content for their target audiences.



With the goal of amplifying their reach, a financial services institution targeted LinkedIn members across priority industries using high-quality, thought leadership content.

In order to boost its following with current and potential customers, the organization collaborated with the LinkedIn Marketing Solutions team to create a multi-format ad campaign across mobile and desktop.

By including Sponsored Content on mobile as well as its existing Dynamic Ads desktop strategy, the customer was able to boost Return on Ad Spend (ROAS) by **20x** and increase its target audience following by **52%**. The strategy proposed by the LinkedIn Marketing Solutions team proved successful in reaching the right audiences at the right time on LinkedIn. The financial services institution also hit its business goals and efficient cost-per-follow objective.

## Key takeaway:

Share high-quality, mobile-first thought leadership to increase target audience follower count.

**↑52%** increase in followers within target audience

## The challenge:

Increasing followers across priority customer industries to better target customers and prospects.

Before running the campaign, the customer's Company Page following was primarily made up of its own employees and competitor employees across the financial services industry. They were running Sponsored Content brand campaigns, and mid-funnel website visit and engagement campaigns to market their products, services and thought leadership content.

However, the client wanted to ensure their organic content would appear in more feeds across its current customers and prospects. The only way to do this was to increase their Page followers across those audiences in priority industries.

Their key marketing objective was to **drive the most efficient cost per follow**. However, running desktop-only Dynamic Follower Ads was not scalable to maximize reach and attain their business goals. Given the short campaign flight, the customer needed to expand into other ad formats to reach audiences who weren't always on desktop.



## The solution:

A multi-format approach to reach and increase followers with high-value members.

The company, in consultation with the LinkedIn Marketing Solutions team, devised a multi-format approach to reach and increase Page followers with members in priority customer industries.

In order to optimize for the most efficient cost per follow, LinkedIn recommended adding a Sponsored Content campaign with the **Engagement objective** to take advantage of mobile advertising. Given 35% of their audience was mobile only, and 40% was cross-device, it was vital to reach their target audiences in the right place, where they were most often consuming content.

The chosen formats on LinkedIn were:



[Sponsored Content](#)



[Dynamic Ads](#)

Engagement objective ads include the follower button in top right corner

+ Follow



The content focused on valuable information for the target audience, including:

- Keeping followers informed on industry trends
- Distributing helpful information to plan for retirement and help with financial planning
- Inviting new members to follow the page for industry news



Effectively and efficiently reaching campaign goals to expand footprint on LinkedIn.

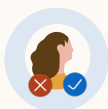
Throughout the campaign lifetime, the company successfully hit its campaign goals. It more than doubled its following across priority industries to share content with target members on LinkedIn, directly impacting the bottom line.

### Key results:

- **Effective: 2x** increase in followers across priority industries
- **Efficient: \$35-150** cost per follower across ad formats
- **Impactful: 20x** ROAS (determined through custom analysis of average follower value)
- **Wide-reaching:** over **8 million** impressions
- **Engaging: 0.41%** CTR

## Recommendations for high-performing follower campaigns.

The following strategies helped narrow down and precisely target high-value members to boost the company's followers:



Exclude current **Page followers**



Leverage upper range of manual bid for **Dynamic Ads** to win more auctions



Include **4-5 ads** per campaign



Test incorporating stronger **call-to-actions** with an emotional lens in the creative



Learn more about [LinkedIn for Financial Services](#) and how we can help you achieve your marketing goals.

Learn more about Dynamic Follower Ads or Sponsored Content Engagement objective campaigns:

- [Follower Ads | Marketing Solutions Help](#)
- [Use the Follow Button to Increase Followers with Sponsored Content](#)
- [Best Practices for Dynamic Ads](#)

