



Educated lead generation transforms volume and value for IEBS



IEBS is one of Spain and Latin America's leading online business schools. To support expansion in Spain, Brazil, Colombia and Mexico, it needed an efficient lead generation engine that could supply a pipeline of leads while ensuring ROI by keeping quality high. Targeting highly relevant audience segments through skills, industry and seniority enabled the school to deliver personalised Message Ads aligned with professional aspirations – increasing IEBS' conversion rate to leads by 4x, and the value of leads by 67%.

The Challenge

- Support ambitious international growth targets for the school
- Target relevant professionals with tailored messaging
- Generate a strong pipeline of leads in Spain, Brazil, Colombia and Mexico
- Increase the value of leads to ensure efficiency and ROI

Why LinkedIn?

- Unique targeting capabilities
- International reach
- Level of audience insights available
- High standard of customer support

The Solution

- Full-funnel LinkedIn marketing strategy
- Combination of Skills, Seniority and Industry targeting
- Sponsored Content and Text Ads to build awareness
- Personalised Message Ads with invitations to learn in-demand skills and take on new roles
- Integrated LinkedIn Lead Gen Forms

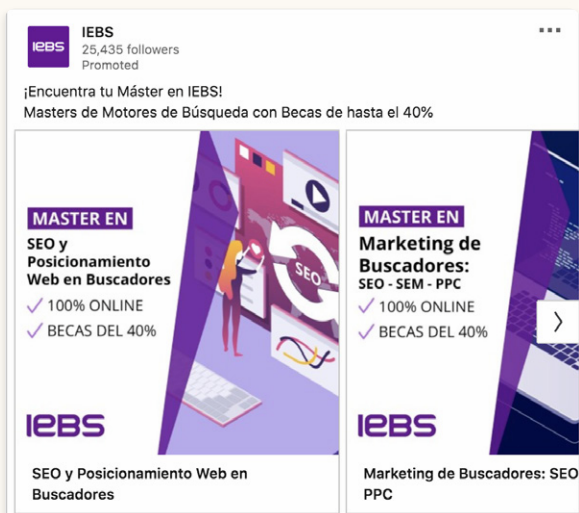
Results

- Lead conversion rate of 30% in Latin America, 4x the IEBS average for other platforms
- Lead conversion rate of 15% in Spain, 3x the IEBS average for the market
- CPL reduced below €12 in Latin America and €25 in Spain
- Value of LinkedIn leads 67% higher than those of other platforms

The leading business school increased its flow of leads by 4x and their value by 67% when it combined personalised Message Ads with LinkedIn Lead Gen Forms.

Aligning targeted Message Ads with professional aspirations

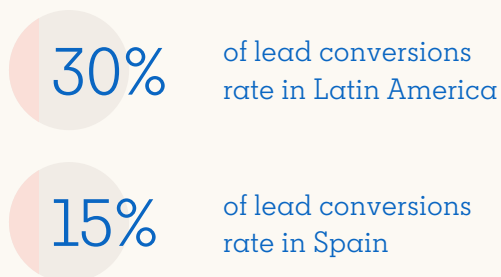
Targeting audience segments by skills and industry enabled the IEBS campaign to align its messages with professional aspirations. Message Ads delivered a personal invitation from the admissions director for each market, encouraging recipients to learn career-enhancing skills and explore emerging new roles. “LinkedIn’s capacity for segmentation is the feature of the platform we value most,” says the CEO of IEBS, Oscar Fuente. “It allows us to find the right audience for the courses we are launching. There’s really no other platform where you can segment so accurately, and LinkedIn insights help us to find the best message to reach out with as well.”



Quality campaign targeting drives profitable growth

High-quality targeting translated into both increased lead volume – and increased quality. “Our challenge is to increase reach without losing efficiency,” explains Oscar. “We know that an increase in lead volume means increased marketing costs, so it’s really important to ensure that we are qualifying and converting the leads we generate.”

Integrating LinkedIn Lead Gen Forms with its CRM system enabled IEBS to score leads reliably and initiate an automated lead nurturing programme to help drive conversions. LinkedIn generated leads at a rate up to 4x higher than other Lead generation platforms – and the lead scoring system confirmed that the end-value of LinkedIn leads was 67% greater. “We can see that LinkedIn is the highest value acquisition channel that we have,” says Oscar. “We’ll be increasing the budget that we spend on the platform to drive more high-quality leads, and increase our brand visibility at the same time.”



“The LinkedIn campaign has played a key role in enabling the business to expand by 50% over the last few years. It’s been really important to us to increase both lead volume and lead quality. LinkedIn is the dream platform because of its ability to target very specific niches and the exceptional support that we get.”

Oscar Fuente
CEO, IEBS

