



EHS Insight and LinkedIn: The Sure Shot to Success

“We’ve used other channels in the past that applied a blanket approach to reaching prospects in our space. But with LinkedIn, we were able to generate 50% more Marketing Qualified Leads (MQLs) at a 31% lower Cost-Per-Acquisition (CPA).”

Mohamad Bozo

Marketing Lead
StarTex Software and EHS Insight

Going big by going small

Since 2009, EHS Insight has delivered a flexible, powerful solution for managing risk and increasing efficiency. Offering software for incident management, auditing and inspections, as well as sustainability and hazardous conditions management, the EHS software is used by environmental, health and safety (EHS) professionals across a diverse range of industries. Historically, EHS Insight provided an on-premises enterprise solution—and marketing was largely word-of-mouth. Recently, when the company introduced an SaaS solution for small- to midsize business, the marketing team needed a more focused channel to find its niche audience. “Other methods attracted people responding to search queries such as ‘green’ or the ‘environment,’” said Mohamad Bozo, EHS Insight’s marketing lead. “But many of these turned out to be low-value leads.” Impressed by LinkedIn’s rich targeting capabilities, EHS Insight looked to LinkedIn as a primary channel for driving awareness and high-quality leads for its target: EHS professionals.

Challenge

- Establishing credibility with a new target audience
- Ineffective lead generation channels

Solution

- Sponsored Content
- Integration with HubSpot to manage campaigns and track results

Results

- Sponsored Content generated a 47% increase in new contacts
- 50% more MQLs than any other channel
- 31% lower CPA than other channels

Zeroing in

With a focus on channel optimization following less-than-stellar results from keyword advertising, EHS Insight began running LinkedIn campaigns with a precise set of targeting parameters around job title, company size, geography, groups, and relevant skills (such as OSHA). They integrated LinkedIn with HubSpot, an inbound marketing platform, to manage campaigns and track results, comparing LinkedIn campaigns to other advertising channels. And they took a creative approach to optimizing their targeting profile: "We researched influential safety managers in certain EHS groups, and enriched our set of targets by mapping to the skills in their LinkedIn profiles," said Bozo.

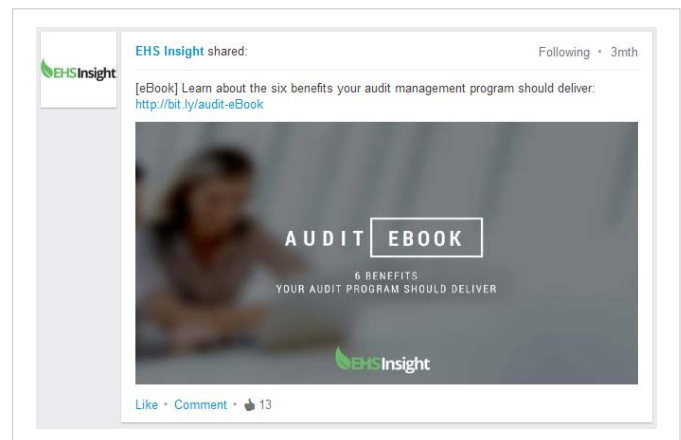
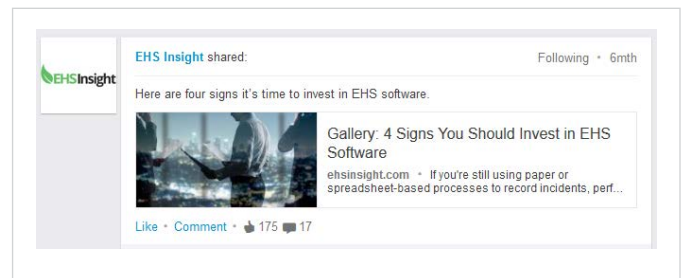
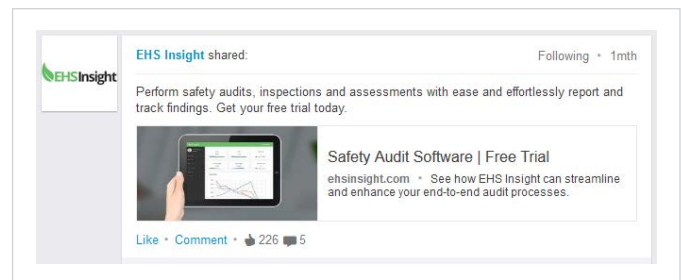
Challenged to establish credibility to an unfamiliar audience, EHS Insight looked to leverage its growing library of assets with Sponsored Content campaigns. To support the rollout of its new SaaS product, EHS Insight created a content marketing strategy to generate brand and product awareness, establish thought leadership, and drive high-quality leads. Featuring three types of content assets—blogs, eBooks, and product pages—its campaigns drove prospects to product demos and free trials. Applying a robust testing program to every campaign, EHS Insight was quickly able to see results. "When we do A/B testing, testing the effectiveness of 'Get your free trial today' versus 'Get your free demo today' can be very productive," said Bozo. "The integration with HubSpot really catalyzed our optimization efforts."

SQLs to the max

Using HubSpot, EHS Insight was able to map its content to its customer journey, track every lead, attributing it to the exact LinkedIn campaign and ad, and measure the effectiveness of LinkedIn versus other channels. The results were "amazing," according to Bozo. Compared to other channels, LinkedIn delivered a 47% increase in new contacts, and 50% more SQLs at a 31% lower cost. In a challenging marketing environment, other channels use a "blanket approach," said Bozo, that weren't effective at reaching real EHS decision-makers. "While we're at the early stages of building our content marketing program and our campaigns, we've already seen a 119% growth in brand awareness using LinkedIn," said Gary McDonald, EHS Insight President and CEO. "The pleasant surprise is that we've seen our lead-to-close ratio dramatically accelerated thanks, in part, to LinkedIn and the appeal of our new SaaS solution."

EHS Insight rolled out a new product to a new market, and exceeded its lead generation goals with LinkedIn. "The real difference was the ability to target new audiences by filtering for relevant skill sets," said Bozo. "Senior EHS professionals now make up 58% of LinkedIn-generated leads." In other words, EHS Insight is reaching key decision-makers in its industry. "Today, we're connecting with the right people," said McDonald, "and driving the business forward with LinkedIn, our most profitable channel."

Sponsored Content



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