



Showcasing the power of Surface

How can you market a B2B device that plays very different roles depending on which industry you are in? Microsoft found the answer in LinkedIn's Showcase Pages and precisely targeted Sponsored Updates

Microsoft's Surface is a hugely powerful and versatile device. However the range of different roles that Surface plays makes marketing it to B2B audiences a challenge. The reasons for investing in the device vary hugely from industry to industry. Customers range from sales people who can use a powerful mobile device on the move, to architects using Surface with a pen and creative applications, or airline pilots who can use Surface to access flight information and to replace heavy flight bags containing flight manuals.

In LinkedIn, Microsoft Germany found everything they needed for a holistic, integrated approach to marketing Surface to professional audiences. Showcase Pages built a community and distributed content specifically around Surface; targeted Sponsored Updates raised awareness of the contribution the device could make to a range of different industries.

The Challenge:

- Build a marketing platform and user community around a specific Microsoft device
- Drive B2B sales for a high-value item with a long sales cycle
- Correct perceptions that Surface is simply another tablet
- Target the specific industry sectors for which Surface is most relevant such as architecture, creative, aviation, high tech and legal
- Bring out the powerful solutions that the device enables for different groups

The Solution

- Showcase Page dedicated to the Surface device
- Follower Ads to build a community of Surface users and prospects
- Tailored, targeted Sponsored Updates with relevant content for different industry sectors

Why LinkedIn

- Unique targeting capabilities
- Ability to tailor content to a specific device, market and audience
- Reaching IT decision-makers in a professional context, when focused on B2B purchases

The Results

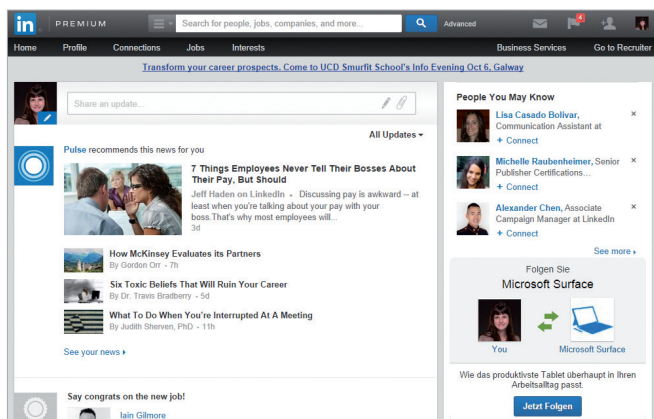
- Engagement rates of between 0.6% and 1.2%, more than double industry average of 0.3%
- Earned exposure through organic impressions and sharing on LinkedIn increased reach amongst target audiences by 19%

Surface is built for business

"Surface goes anywhere your business does. Its thin, light and versatile. With long battery life, full-size USB and click-in keyboard, it goes from tablet to laptop in a snap." Says Henrik Beineke, Senior Product Marketing Manager Microsoft Germany. "Also, it is built for business, running on an Intel processor and featuring Windows Pro with enterprise-class security to help keep your data safe! Of course, it also powers the software you need. Surface runs desktop software like any other Windows PC, plus touch apps from the Windows Store"

Realizing the potential with Showcase Pages

The success of a strategy built around a Surface showcase page is encouraging a new approach to marketing Microsoft products in Germany. "The success of our Microsoft Surface Showcase Page shows how important it is to create an extension of a company page with a spotlight on a specific business unit.", says Julia. "We now can reach out to every single target group with content that perfectly fits to them and serves their needs."



"With the help of LinkedIn we are now able to create and share hassle-free content to our customers. LinkedIn Showcase Pages are a great way for marketers to spread specific news with added value to selected audiences."



Julia Garbe
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