

Lenovo leaders drive
6X higher engagement
rates with **Thought
Leader Ads**



STRATEGY

Promote internal thought leaders to expand Lenovo's reach and impact

What marketing challenges was Lenovo solving?

- Increase the visibility and engagement of Lenovo thought leaders by easily boosting existing content to the right audiences.
- Leverage Lenovo employees as industry experts to build brand credibility, and positively influence its full-funnel marketing efforts.

How did Thought Leader Ads help?

- **Boost Organic Reach:** Lenovo leveraged LinkedIn Insights to identify highly engaged thought leaders on the platform and boost their content's visibility to new audiences.
- **Positive impact on LinkedIn campaigns:** Lenovo observed 63% higher CTRs among members who had been exposed to a Thought Leader Ad before seeing mid-funnel content.



RESULTS

Thought Leader Ads generate 6x higher engagement rates and drive +63% increase in mid-funnel campaign CTRs

Small test leads to big wins for multiple leaders

- Lenovo's Global Social Media COE piloted Thought Leader Ads (TLAs) with its ESG Executive Director discussing Lenovo's latest ESG report. The post generated an engagement rate 6X higher than historical benchmarks and the executive gained 450+ LinkedIn followers. Lenovo extended the pilot to include over 30 TLAs featuring leaders across various sectors, including Tech, Sales, and Human Resources.
- Engagement rates for Single Image and Video TLAs were 6X higher than Lenovo's historical Sponsored Content benchmarks.
- Thought leaders gained an average of 285 followers per TLA with over 9000 new followers acquired throughout the campaigns.

6x
Increase
Post Engagement Rate
(vs. historical benchmark)



Lenovo sees Thought Leader Ads as an aid to a variety of engagement goals

- Broadening the reach of leaders speaking at global events
- Building its employer brand by amplifying employee stories and voices
- Growing engagement and followers among members of its leadership team, including its CEO, Global CIO, and Executive Director of Global ESG

63% Higher CTR for mid-funnel content among members who first saw a Thought Leader Ad