

Narrow but Deep

How Telstra Wholesale creates high engagement with a niche business-to-business (B2B) audience on LinkedIn.



Objectives

01 To **heighten** brand awareness and engagement within a niche B2B audience segment.

02 To **drive** conversion and subscription into Telstra Wholesale's thought leadership nurture stream.

Always-On Content Marketing Strategy

150%
Higher
engagement rate*

*Against LinkedIn Australia Technology benchmarks

Telstra Wholesale uses a data informed approach to develop original content for its audience.

An always-on LinkedIn campaign helps nurture a highly engaged audience and grow a retargeting pool for conversion.

● LinkedIn Sponsored Content

Serving native ads, curated content and rich media content like videos directly in target audience's LinkedIn feed.

● LinkedIn Lead Generation Forms

Capturing qualified leads and driving conversion with LinkedIn Lead Generation Forms.

● Targeting Capabilities

Delivering content to precisely-defined target audiences.



Australia



Telecommunications,
Technology



Senior Management,
C-Suite

● Matched Audiences

Plugging multiple data sources to expand reach to audiences with similar demographic profiles.

Success in Numbers



145%

Higher click-through rate*



60%

Higher conversion rate*

*Against LinkedIn Australia Technology benchmarks

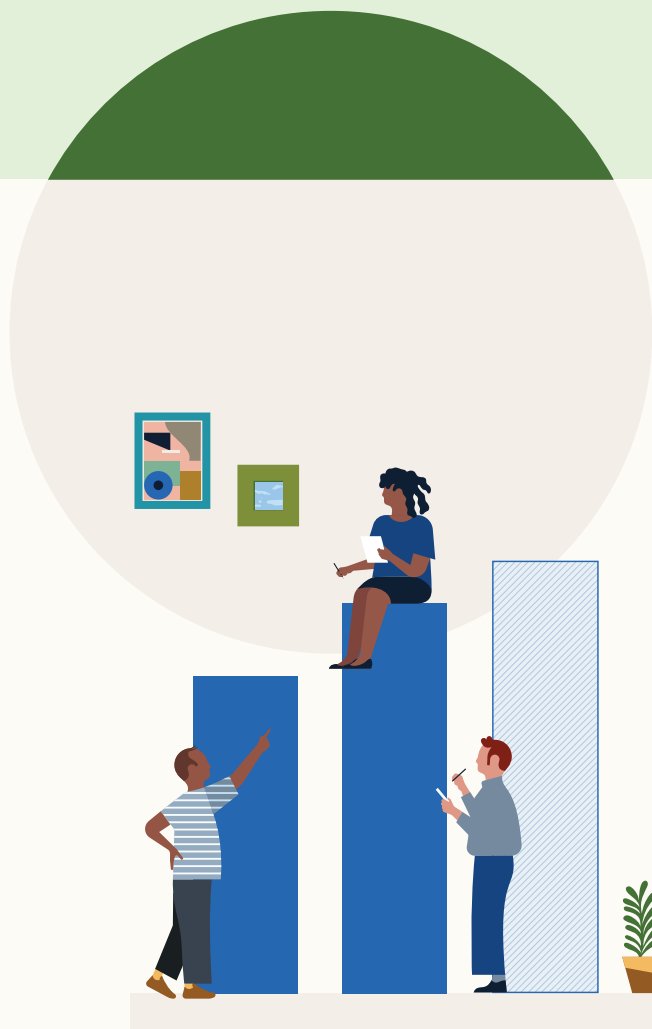
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Our goal is to create high engagement within a very niche segment by serving specific content to specific audiences. We have run tests on the LinkedIn platform and are convinced of the accuracy and effectiveness of its targeting capabilities. The LinkedIn team also provides data-driven feedback that helps us improve our campaign performance.”



Warwick Burton,

Senior Content and Channel Specialist,
Telstra Wholesale



**Telstra
Wholesale**

- Innovative wholesale telecommunications and technology solutions provider.
- Co-creates market-leading telecommunications solutions with customers.
- Part of Telstra, Australia's leading telecommunications and technology company.

For more information, visit <https://business.linkedin.com/marketing-solutions>

