



Renault ignites home market advantage on LinkedIn

Combining Sponsored Content with a localised Showcase Page has built a highly engaged audience for Renault in France

Global auto brands have many growth opportunities to explore - which can make it easy to overlook the opportunities to grow engagement, loyalty and share within their home markets. Renault saw the potential in delivering targeted content for its key B2B audiences in France - and in LinkedIn, it found the ideal platform for doing so.



The Challenge:

- Build an engaged audience of B2B auto buyers in France
- Reinforce the Renault brand's French identity for this audience
- Deliver tailored content for both fleet buyers and SMB user-choosers
- Launch vehicles such as the Renault Talisman, available in France but not in the UK and some other international markets

The Solution:

- Renault France Showcase Page
- Sponsored Content with a mix of company news, product features, video and photography
- Sponsored InMail delivering direct calls-to-action to test-drive models for the French market

Why LinkedIn:

- The opportunity to build tailored brand experiences through Showcase Pages
- Specific targeting capabilities, reaching both fleet buyers and SMB user-choosers in France
- Sponsored Content delivering standout within the LinkedIn feed

Results:

- Click-through rate of 0.47% for Sponsored Content, with an engagement rate of 0.59%, significantly exceeding benchmarks
- Rapid growth in audience, with the Showcase Page reaching 7,000 followers in seven months
- Open rates of 38% for Sponsored InMail

A French identity for a French brand

Renault needed a way to balance the demands of a global auto brand from France, with an auto brand seeking to engage French buyers in the most relevant way possible. Renault's Media Manager for France, Sophie Heliot, spotted the value of building a social media channel specifically for its home market. "Our Renault Group company page on LinkedIn speaks to a range of international audiences in English," she explains. "We could see the value in creating a distinct brand identity for France, with a Showcase Page in French that could target fleet managers and user-choosers with the most relevant vehicles for that market."

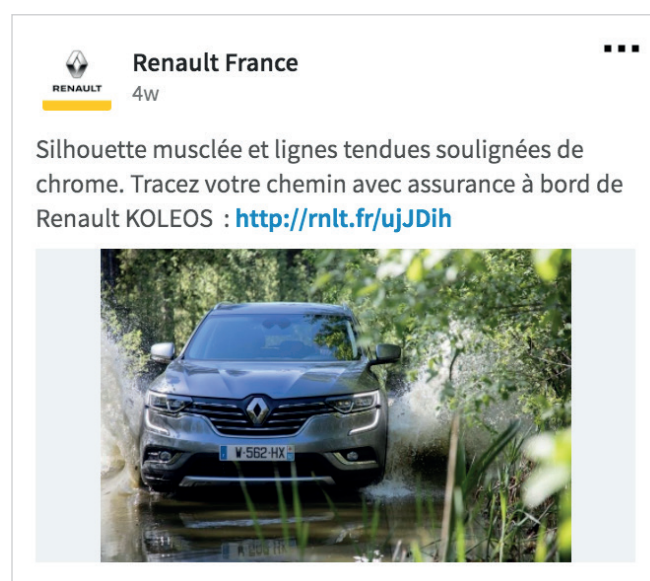


Not only did the Showcase Page deliver a more relevant experience of the Renault brand for French B2B buyers, it also enabled Sophie and her team to raise the profile of vehicle models such as the Renault Talisman, which is not available in the UK and several other international markets. "We wanted a way to bring these innovations to life in the markets they were designed for," she explains.

The combination of locally relevant content with a locally relevant experience proved highly engaging. Within just seven months, the Renault France Showcase Page had reached 7,000 followers.

Testing and learning to drive local engagement

Tailoring a content strategy specifically for France also enabled Sophie and her team to test, optimise and develop an approach to maximise engagement in the market. Using LinkedIn's targeting capabilities, Renault and its media agency OMD delivered specific content for both user-choosers running their own businesses, and fleet buyers for larger enterprises. Tracking engagement rates enabled them to identify the most successful content styles and formats for each. "With Sponsored Content, we found that visuals focused around the vehicles themselves were consistently the most engaging," explains Sophie. "With our Sponsored InMails, the key lesson that we took away was the need to keep copy short and focused, in order to drive higher click-through rates."



"Our aim in launching a Showcase Page for France was to build a highly engaged audience of relevant B2B buyers – and we've been able to do so extremely quickly. The Sponsored Content that has driven our follower numbers also provides valuable insight on the type of content that will be most effective at influencing buying decisions."



Sophie Heliot
Media Manager France
Renault