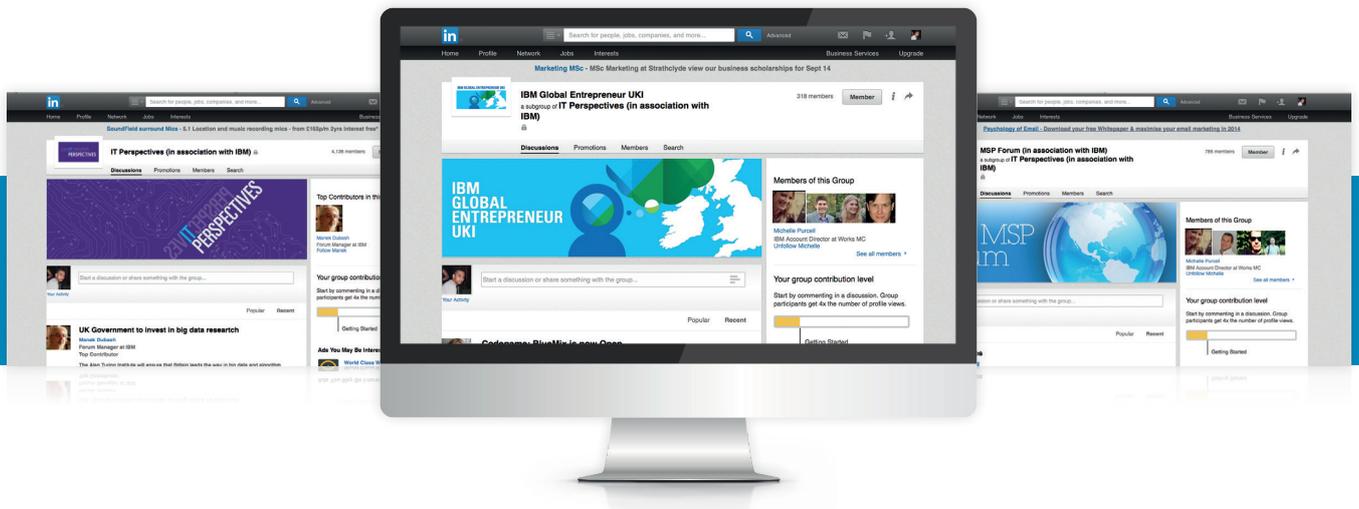




Social engagement // LinkedIn Programme



Opportunity

IBM had set up two LinkedIn groups targeting a midmarket audience. These were managed by another agency and IBM were not happy with the service they received. No reporting was provided, articles written for the groups were not relevant and were only written by one journalist, and avatars, rather than real people were used as group managers.

As a result, discussions, interactions and membership within the groups were dwindling.

WorksMC was challenged to reverse this trend, as well as to generate leads and reinforce IBM as a thought leader in areas such as cloud, big data, security and analytics.

Solution

WorksMC developed a strategy for the LinkedIn groups which was split into:

Listening – we hold monthly work groups with internal IBM stakeholders, monitor conversations on the web and conduct monthly check-ins with group members.

Recruiting – we email existing databases encouraging them to join the groups, create LinkedIn ads promoting groups to target markets and link to groups included on other comms.

Management and content generation – we commission journalists and copywriters to post articles specifically for each group on a weekly basis, encourage members to post their own articles, whitepapers and case studies, as well as starting and responding to posts and taking part in conversations.

Reporting – stats provided by LinkedIn are limited, so we also manually track group activity including key influencers, most active, most popular articles, key commentators and number of members within each group.

In addition, group descriptions were rewritten, objectives agreed and specialised moderators, well known within the IT industry, were assigned to the groups.

A database of group members was manually built and a recruitment plan put in place comprising of personal emails, promotion within relevant LinkedIn groups, tweets by key influencers, mention of LinkedIn groups at events and some supporting telemarketing.

Result

In the year we've been managing them, the IT Perspectives and MSP Forum groups have had week-on-week average growth rates of over 100%, and have become valuable resources for end customers, partners and IBM.

An additional two groups were launched in August 2013, with combined membership of all 4 groups currently standing at over 5,000 members.

“Having worked with the Works we see consistent professionalism and delivery of expectations.”

**Natalie Phillips -
IBM Business Partner Communications
and Global Alliance Marketing**

This is just one example of how we create on-going B2B social media campaigns that add real value to an organisation.

Find out how we can do the same for you. Call Chris Cloughley today on 020 8780 9700