

LinkedIn Ads Case Study



Smart Hands Africa is an integrated ICT solutions provider that uses leading technologies to deliver sustainable value to corporate and public sector organizations in Africa.



SAGE 300 PEOPLE CAMPAIGN

This campaign was focused on the fact that Sage 200c would be discontinued and the benefits of changing over to Sage's 300 people product.



GOALS

- Raise awareness of Sage's 300 people product solutions between C-level and Senior Management profiles in the Banking, financial, services, insurance, and telecommunication sectors.
- Lead generation to expand their contact network and move the contact along the sales funnel.

AT A GLANCE

AGREED UPON KPI'S

- **Clicks:** 51 - 220
- **Leads:** 0 - 15
- **Impressions:** 10k - 42k

RESULTS

- **Clicks:** 163
- **Leads:** 1
- **Impressions:** 35,288



APPROACH

We ran a one-month lead generation campaign to leverage LinkedIn's precise targeting capabilities and accurate first-party data. Driving customers directly to a LinkedIn Lead Generation Form, they built a pipeline of leads in two key markets. This campaign had a miniscule budget of R6,000.00.

Defined campaign audience

- **Location:** South Africa
- **Job Function:** All management titles in Human Resources
- **Company size:** 200 - 10 000.

Compelling creative was created to drive possible leads to action

This campaign struggled in reaching it's KPIs but it did result in a new client that implemented Sage 300 people to and organization of over 500 people. This displayed the power of LinkedIn's native lead generation forms, and the efficacy of LinkedIn's B2B service offering. This campaign drove decision makers not only to the brand but also moved them into the client's sales funnel.



www.digitalstream.co.za



info@digitalstream.co.za



+27 (0) 71 596 9089

