

Philips Case Study

Philips establishes industry renowned healthcare and lighting communities on LinkedIn

PHILIPS

"Combining our thought-leadership with LinkedIn's trusted environment and professional context, has enabled us to create active communities that have become online destinations for medical and lighting professionals worldwide. This has helped establish Philips as a partner in these fields of expertise amongst our key target audiences".

Hans Notenboom,
Global Director B2B Online, Philips

About Philips

Philips is a diversified health and well-being company. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity".



Challenge

- Position Philips at the centre of thought-leadership in the healthcare, lighting and well-being industries, driving innovation, collaboration and future development
- Build credibility and drive discussion and awareness among Philips' key audiences for its two main B2B offerings, Healthcare & Lighting

Solution

- Create an active online global community for professionals within the fields of health and lighting
- Facilitate highly-clinical discussions among key opinion leaders.
- Encourage members to spark discussion around topics important to them and develop and nurture professional relationships

Why LinkedIn?

- Access to a global professional audience
- Environment of trust
- Targeted reach for healthcare and lighting professionals

Results

- Established globally active 30,000+ member communities, each far outperforming targets set (Innovations in Light: 27,200+, Innovations in Health 38,000+), representing 121 countries and a wide range of specialist fields
- Over 4,400 discussions makes Innovations in Health the largest LinkedIn group dedicated to healthcare innovation
- 60% of group members are manager level and above
- The groups generate Net Promoter score of over 50 (extremely high valued)

Reaching their target audience on LinkedIn

In order to generate insights and increase brand affinity and engagement with LinkedIn users in the Lighting and Healthcare industries, Philips established two 'Custom Groups' on LinkedIn – Innovations in Health and Innovations in Light.

A LinkedIn Custom Group is an online, facilitated community where like-minded professionals gather to collaborate and connect around a shared interest. Custom Groups provide marketers the opportunity to foster long term interaction with customers and prospects, and engage them with targeted content such as video, whitepapers, Twitter and RSS feeds.



Driving group membership

Membership was driven through promotional display, InMail and viral activity. Philips used LinkedIn's InMail direct message tool to invite relevant professionals across the network to join the respective groups.

With an average open rate of 30%, a click through rate of 12% and a sign-up rate of eight percent, these were extremely effective; almost one in ten members who received an InMail message went on to join the associated group.

To ensure such a diverse audience could easily find discussions and other members relevant to them; Philips created a number of sub-groups each with a specific focus: global healthcare, radiology, oncology, cardiology and women's health.



Innovation in Health:

- How can we reduce the barriers for remote *patient* monitoring? **48 comments**
- Are women treated equally in the healthcare setting when it comes to cardiovascular disease? **30 comments**

Innovations in Light:

- Do you think outdoor lighting is sustainable? Are there products that are more sustainable than others? **46 comments**
- I'm interested in hearing peoples' thoughts concerning how coloured light and dynamic light might be used in office/work context task lighting? **57 comments**

Discussions also generated unsolicited positive feedback on Philips own products

"([Philips,] thanks for your leadership and allowing me to be active in advancing the importance of innovations in healthcare".

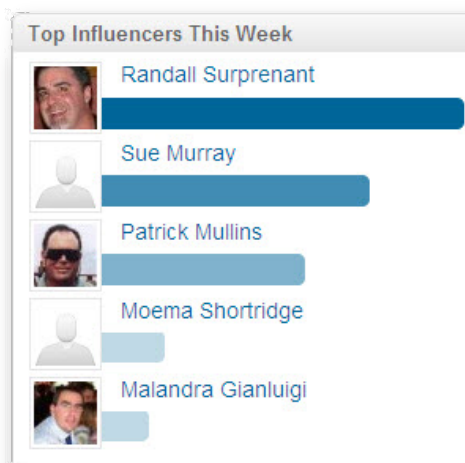
(group member)

Industry renowned

The Philips Innovations in Health and Innovations in Light Custom Groups have become important online destinations for global professionals looking for the latest news and insights, and to interact with peers.

This sharing of ideas between remote and diverse experts around very complex subject matter, and the resulting potential benefit for the advancement in the respective technology, hasn't been possible before. Over 6,200 discussions are currently taking place across the groups, with professionals returning to engage daily. There are also over 9,900 comments posted.

Daily, professionals across the globe collaborate using the groups to share high-quality insights and to ask questions. From the 112 topics and 71 comments collectively posted by the Philips team, 950 comments have been generated by the community in response.



Reach the world's largest audience of business professionals with LinkedIn.
LinkedIn Marketing Solutions
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