

# Dell Case Study

Engaging the diverse  
SMB audience in India.



The power to do more

*“Harnessing LinkedIn’s strength  
to create vibrant online communities  
for SMBs in India.”*

P Krishnakumar, Executive Director - Marketing,  
Dell India

Dell has been among the fastest growing technology companies in India and continues to be among the top three today. It has proven to be a trusted technology solutions partner to large enterprises, public sector, small and medium businesses and home users. Dell is focused on being an end to end solution partner to its customers and provides a host of products and solutions including laptops, desktops, servers, storage, networking, electronics, software and accessories to the important SMB market in India.

## Reaching the SMB audience on LinkedIn

Dell uses social media to listen and engage with its customers in order to provide them with innovative solutions that meet their needs. Taking this thought forward, Dell intended to create a dialogue with the diverse SMB and entrepreneur audience in India and wanted to position itself as a trusted partner in this segment. To enable this, it launched India’s first custom group on LinkedIn. 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. This group called “More Growth” is an interactive and high energy business networking group which aims to bring small and medium sized organizations in India together. This is a platform for the SMB community to discuss industry best practices, current trends and create mutually beneficial business opportunities.

## Challenge / Objective

- To build an immersive experience in order to engage and have meaningful dialogues with the small and medium businesses in India

## Solution

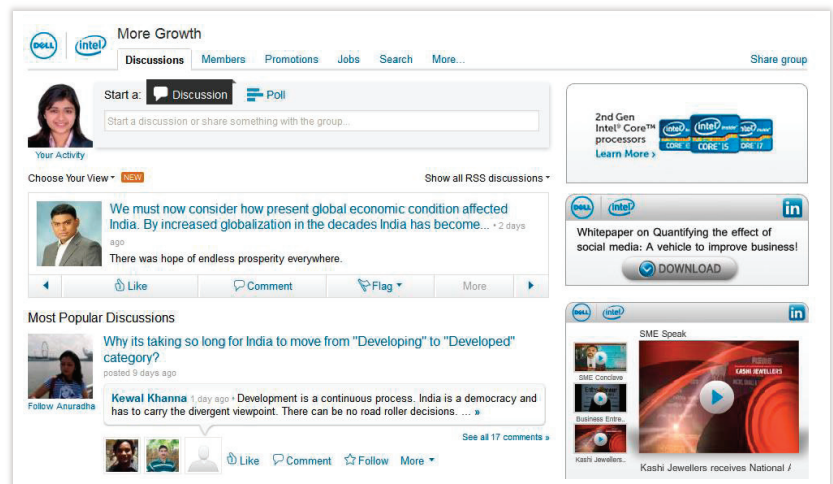
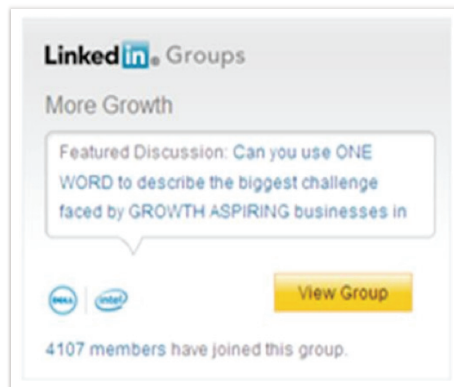
- ‘More Growth’ was the LinkedIn Custom Group community created by Dell for a richer and total experience with SMBs
- Dell is the first brand in India to engage in successful and ongoing online conversations with the diverse SMB audience

## Results (as on March 2012)

- 11,600+ members in just 120 days from 6,000+ Small and Medium Businesses from over 400 towns and cities in India
- 200+ discussions and over 1000 comments
- 70% of the Group members are core SMBs (less than 500 emp.)
- 1 out of 4 Group members are CXOs, VPs or Directors
- Top verticals represented include IT, Education, Management Consulting etc.

## Promoting the group on LinkedIn

Membership for this group was promoted through LinkedIn "Join Group" ads and partner messages targeted at owners of businesses, decision makers (CXOs, VPs, Directors) and SMB employees. The group which started off with 250 members in Nov 2011 has grown to **11,000 members in 100 days** (as of March 2012).



## Impact

Daily, SMB professionals in India use this group to collaborate, share insights and network. The interaction on this community is high with **1164 comments** and **207 discussions**. In addition to participating in discussions, Dell also provides members with white papers and engages them through relevant videos and product related ads on the group.

*“As Dell is a pioneer in driving innovative solutions, we were able to harness LinkedIn’s strength as the world’s largest professional network to create the first-of-its-kind online destination for SMBs in India. With over 10,000 members, MORE GROWTH is a vibrant and engaging community which has helped in re-emphasizing Dell’s position as a valuable partner within the target audience.”*

P Krishnakumar, Executive Director - Marketing,  
Dell India

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LinkedIn Marketing Solutions

<http://marketing.linkedin.com/success-stories>

