

# Reconverse Case Study

Raising awareness for a new business with LinkedIn Company Pages and status updates

# RECONVERSE

*“All of the people who follow us are in the exact industries we are targeting, so we consider them qualified business leads. Ninety percent of our revenue is coming from our LinkedIn community.”*

Jamie Leonard  
Director, Reconverse

**Reconverse** We want to see if people read these company updates. Like this update and after a week, we'll put all the people that liked it into a hat, draw out one person, and that person will win a few bottles of their choice.

Like (1,431) · Comment (124) · 3 months ago

Reconverse status update contest

## Reaching target audience for startup company

London-based Reconverse (www.reconverse.com) launched with a promise to reenergize how human resources professionals share new ideas about recruiting talent. At Reconverse's networking events, small groups of 10 to 15 people (called "delegates") participate in a roundtable discussion, and then attend one-to-one speed meetings to figure how to put new ideas into practice – like using mobile platforms or social networks to cultivate talent. Reconverse also invites suppliers – such as job boards and media companies – to present their products to delegates (delegates attend free of charge, while suppliers pay a fee).

To get its business off to a flying start, Reconverse needed to reach out to the Human Resource (HR) community. One of the company's first marketing attempts, explains Reconverse director Jamie Leonard, was via Facebook advertising.

## Challenge

- Raising awareness of new company and business concept
- Reaching HR and recruitment professionals
- Creating conversations with recruitment community

## Solution

- Launched LinkedIn Company Page
- Used status updates to encourage engagement and drive leads

## Why LinkedIn?

- Professional audience helps businesses reach desired prospects
- Status updates promote engagement between members and businesses

## Results

- First status update provided 1,403 likes, 120 comments, and 87 followers
- Status update "contest" attracts 15 event attendees, 4 supplier clients
- 90% of revenue comes from LinkedIn community-building efforts
- 132 followers and going strong!

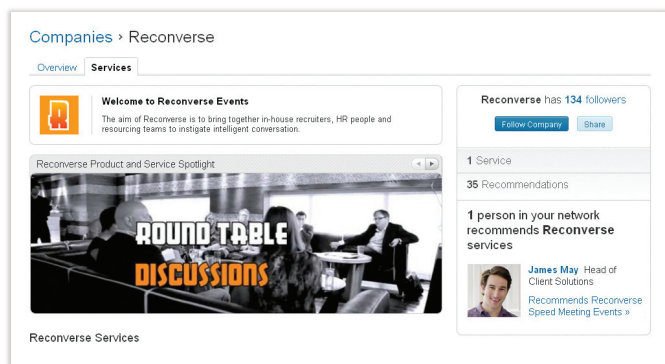
"With Facebook, we didn't see measureable results," Leonard explains. "Facebook is good for marketing products to consumers, but it doesn't lend itself to raising awareness of new services for professionals." Reconverse also purchased banner ads on HR industry websites in order to drive traffic to its website, but the banners didn't perform as anticipated.

Leonard had his own personal profile on LinkedIn, and realized that the site might offer the strong professional community and connections to HR people that Facebook and other industry sites lacked. He and Reconverse co-director Lois Leonard set up Reconverse's LinkedIn Company Page shortly before the business launched in summer 2011.

"Facebook is like the pub where you hang out, and Twitter is like a street where conversations are very open and public," says Leonard. "But LinkedIn is the office – it's the place where people go to do business. As a friend says, LinkedIn is like an all-day, 365-days-a-year business conference. We decided that LinkedIn was where we would find our HR audience, in a place where they were open to hearing about new approaches for solving their recruitment problems."

## Engaging members with status updates

Reconverse has had its biggest success using status updates on its Company Page. "As soon as status updates were introduced by LinkedIn, we decided to test the feature and see what response we'd get," Leonard says. Reconverse asked people to "like" its update, saying that everyone who did so would be eligible to win a prize of a few bottles of their favorite drink.



Reconverse's LinkedIn Company Page

## Contest attracts new followers

"In the first few hours after we posted our first status update, we had 100 likes," Leonard says. "Then it went viral, and we started getting likes outside of the UK. What was really interesting was that people started commenting as well – the LinkedIn status update encouraged conversations among followers and their own networks."

Within one week, a single Company Page status update provided Reconverse with 1,403 likes, 120 comments – and 87 new followers. "All of the people who follow us are in the exact industries we are targeting, so we consider them qualified business leads," Leonard explains. From that initial push for likes and followers, Reconverse attracted 15 delegates and four new supplier clients for its events.

"Ninety percent of our revenue is coming from our LinkedIn community," Leonard says. A second "contest" status update in early 2012 – this time, offering a £50 iTunes gift card – drew 318 likes and 11 comments, as well as 12 requests for more information about Reconverse's events. As of February 2012, Reconverse has 132 followers and 35 recommendations.

Reconverse's use of contest-oriented status updates echoes its lighthearted and witty company voice – and these updates are resonating with the audience that the company needs to reach. For other small and medium-sized businesses seeking to use status updates to attract followers and business leads, Leonard advises testing different approaches to delivering company news.

"Every company has its own voice, so try to create status updates that reflect your unique voice," Leonard suggests. "It helps set you apart from the white noise from many companies. And be aware of the time of day or week you are posting updates, since your audience may react better to your news on certain days. For instance, we notice that our followers pay more attention to updates posted on Mondays, probably because they're back at their desks and in work mode after the weekend."

Visit [marketing.linkedin.com](http://marketing.linkedin.com) to learn how other marketers have successfully met their marketing objectives.