

Travelscene Corporate Case Study

Acquiring 1,000+ followers in 4 weeks



“Travelscene Corporate partnered with LinkedIn due to their high reach of business travellers and corporate travel decision makers. The precise targeting available through LinkedIn meant that we could build an engaged follower base.”

Naomi Miller
Marketing Manager, Travelscene Corporate

Travelscene Corporate is the corporate division of Travelscene American Express, one of Australia's leading travel networks.

Their members have been helping Australian businesses succeed in business around the world for the last 30 years.

Travelscene Corporate launched their LinkedIn Company Page in January 2012. Their Company Page was developed to enable an ongoing conversation with business travellers, suppliers and corporate travel decision makers.

Travelscene Corporate's presence on LinkedIn was enhanced by the use of LinkedIn Polls, which generated insights and demonstrated thought leadership in the travel industry.

Objectives

- Build an engaged community of corporate travel decision makers
- Develop ongoing communication with the follower base
- Position Travelscene Corporate as a thought leader in the travel industry

Solution

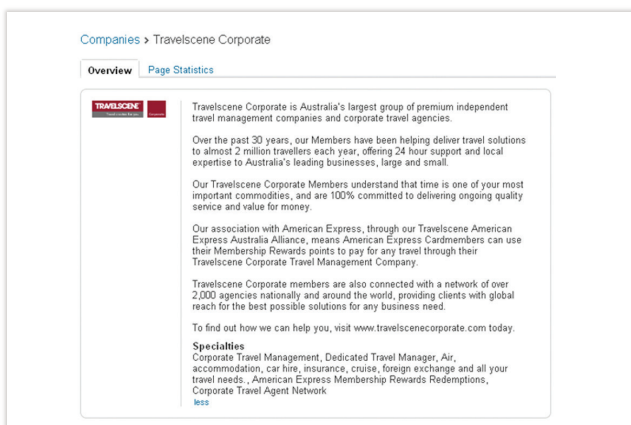
- Develop a company page for LinkedIn
- Acquire followers through LinkedIn follower advertisements
- Utilise LinkedIn polls to generate insights and demonstrate thought leadership

Why LinkedIn?

- Destination for decision makers on corporate travel
- The only social media channel with a professional focus
- Precise targeting by using accurate user data

Results

- Over 1,000 followers acquired over the 4-week campaign period at a CTR of .39%
- Ongoing communication with the follower base
- Average CTR of .31% for LinkedIn polls



“Long-term customer value is key to corporate travel marketing. By utilising LinkedIn’s product suite, we have been able to develop deep, long-term relationships with relevant followers.”

Naomi Miller, Marketing Manager, Travelscene Corporate

Building an Engaged Community

LinkedIn follower ads enabled Travelscene Corporate to develop an engaged community of travel decision makers in a short period of time.



Generating Relevant Insights

LinkedIn Polls provided key insights from travel decision makers. These insights allowed Travelscene Corporate to generate PR as well as content for their annual conference.

Contextual display advertising maintained ownership of the poll environment and positioned Travelscene Corporate as a thought leader in the travel industry.

