

bdhSterling

CASE STUDY

How bdhSterling used LinkedIn Outreach to target a very niche market across the UK and Australia



SETTING THE SCENE

bdhSterling is a Chartered financial planning firm with offices in the UK and Australia helping residents and expats who are relocating between the two countries to manage their financial assets in the years ahead through specialist financial planning advice.

bdhSterling was spending a large proportion of their marketing budget on Pay per Click (PPC) campaigns with moderate success and using LinkedIn themselves to source prospects. However, they found the whole process extremely time consuming and were not achieving the results they wanted.

OBJECTIVES

bdhSterling's growth plans included the generation of more businesses by targeting and engaging with a new target audience: individuals in Australia who were originally from England, and vice versa.



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Prior to using Fusion Digital we were using LinkedIn in any spare time we had for sourcing new business. Although it wasn't providing us many leads we could see the potential of the platform if we were able to have a dedicated resource. After speaking with Mike and Jake from Fusion we had the confidence they understood our business strategy and enabled us to develop business connections with our target audience.

Since we started our campaign last year we have been astounded with the results they have produced. We have added over 2,000 new connections to our LinkedIn profiles and have won many new clients on the back of this.

I would not hesitate to recommend Fusion Digital to anyone looking to use LinkedIn as a new business platform. They know what they are talking about, listen to our needs and create campaigns accordingly.

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Stephen Ford

Financial Planner & Head of UK Financial Planning

APPROACH

- Fusion Digital conducted a set up meeting with consultants at bdhSterling in order to enhance their LinkedIn profile to “All Star” status and add relevant content to various sections.
- We then defined the target audience in each country. This was a unique concept as bdhSterling was looking for UK nationals in Australia and vice versa, at a certain earning level.
- Fusion Digital used Sales Navigator to create a search identifying C-Level, Senior Management and Business Owners who had migrated to the UK or Australia based on their education.
- Fusion Digital exported the prospect list for bdhSterling to review and amend prior to uploading and sending out messages.
- The messaging was focussed on a soft connection message to individuals with an association to UK and Australia.
- This was followed by an introduction to bdhSterling’s services and the option to be included on the mailing list to receive its monthly newsletter.

RESULTS



35%
Increase in
connections



12%
Increase in
qualified leads



2,578
New contacts
for their CRM

SERVICES

- LinkedIn Outreach

CONCLUSION

Over the duration of a 12-month campaign, we fulfilled the client’s ambition by implementing LinkedIn Outreach in a strategic manner. In a nutshell, the output included the following:

Connection Requests Sent: 11,956
Connections: 3,668
Responses: 1,296
Leads: 423

In addition, bdhSterling’s brand was positioned across a wider audience, and many of the new connections signed up for their newsletter.

The additional contact details and email addresses captured during the campaign benefited the marketing team, who continued to position their brand with potential clients and generate further leads.

CONTACT US

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