



**TOSHIBA**

## Toshiba of Canada chooses LinkedIn to raise awareness of business notebooks and fill sales pipeline

*“LinkedIn is keeping our sales team busy with a steady stream of new leads.”*



**Trevor Dantas**  
Vice President of Marketing  
Toshiba of Canada

### Reigniting awareness of B2B brand value

Toshiba of Canada’s business notebooks are built to handle the performance and security demands of professional users – but since the company’s earlier marketing campaigns were mostly built around its consumer products, professional customers were not as aware of the benefits of the business lineup. Toshiba had shifted out of the consumer electronics market in Canada to focus solely on business buyers, and was gearing up for a brand awareness and lead generation campaign focusing on its B2B notebooks.

“We knew that enterprise IT professionals were our target market, since they could influence large technology purchases in their companies,” says Trevor Dantas, Vice President of Marketing for Toshiba of Canada. “But since we weren’t top of mind with this audience, we had to engage them with a fresh approach and also educate them on the advantages of our notebooks.”

### Challenge

- Recharge B2B marketing efforts
- Raise awareness of business notebooks
- Reach targeted audience of Canadian IT professionals
- Encourage IT leaders to seek out information about Toshiba

### Solution

- Sponsored Updates
- Display Ads
- Sponsored InMail

### Results

- Sales teams scheduled hundreds of meetings with prospects
- Delivered leads at a **25%** lower cost than other channels
- Sponsored InMail CTR **2X** the LinkedIn average
- LinkedIn drove **7%** of new leads over six months

Toshiba also had to find the right people, and reach them where they could pay attention to the company's marketing messages. Dozens of publications online and offline cater to IT, but Toshiba wanted to connect with a specific subset of IT professionals: those working in IT management in Canada within industries such as engineering, finance and healthcare.

## IT "heroes" campaign reaches the right audience

With guidance from 360 Leads, Toshiba of Canada's sales lead generation partner, the company created campaigns positioning IT professionals as "unsung heroes" dealing with day-to-day technology challenges, and inviting them to find out how Toshiba could make their jobs easier. Toshiba and 360 Leads chose LinkedIn Display Ads, Sponsored Updates, and Sponsored InMail as part of the marketing mix to help deliver targeted content to IT professionals.

"LinkedIn played a key part in our strategy to go beyond just display ads, and to precisely target our marketing efforts to the audience most likely to react positively to our campaign," says Dantas. "We wanted people to do more than simply be aware of our brand - we wanted them to raise their hands and tell us they wanted to find out more."

Toshiba used its LinkedIn campaign to offer its target audience free coffee mugs reading "World's #1 IT Guy" or "World's #1 IT Gal." Sponsored Updates used fun headlines to get attention - such as, "Mr. Awesome IT Guy, your mug is ready." Display Ads showed people holding the mugs, and used the tagline "Free mug! Show 'em you kick IT butt," while Sponsored InMail messages invited recipients to "Become the office hero." All of the LinkedIn solutions drove IT professionals to a landing page where they could fill out a form to receive their mugs and learn more about Toshiba's business notebooks.

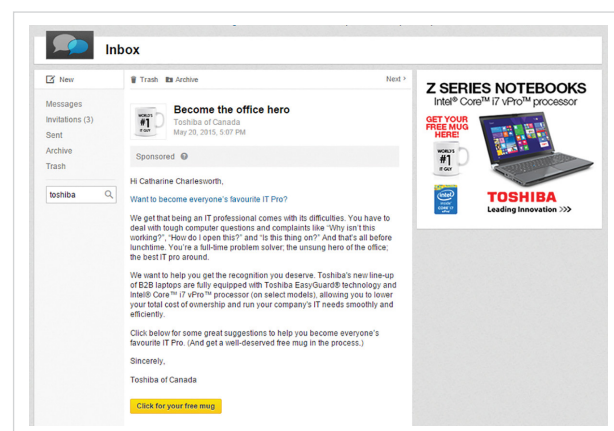
"It was important to us to reach out to LinkedIn members in several places so we could get them to click through to the landing page and sign up to learn more about our notebooks," says Dantas. "By showing messages in their news feeds, their LinkedIn home pages, and in emails, we could reinforce the messages about our brand."

## Filling sales pipeline at lower cost

In the wake of the lead generation campaign, Toshiba of Canada's sales teams took hundreds of meetings with interested and qualified IT buyers across Canada. The LinkedIn campaign drove 7% of qualified sales leads during the company's overall lead-generation program. In addition, the cost of conversion was 25% less than other marketing channels.

Toshiba also gained high levels of reach. Overall, LinkedIn delivered impressions that were 5% over the Toshiba target, while Sponsored Updates generated clickthrough rates 1.5X LinkedIn benchmarks. Sponsored InMail achieved an open rate of 31% and a clickthrough rate 2X the LinkedIn average.

"After a period of low brand awareness in the B2B space, IT people once again know that Toshiba is serving the Canadian market, and that we have mobile computing products and solutions that can help them better manage their workforce, thanks in large part to LinkedIn," says Dantas.



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