

# Consistent Full-Campaign Execution to Influence Mindshare and Sales Funnel

How Microsoft India influenced 8,000+ decision makers and a multi-million dollar sales pipeline with a Brand-to-Demand strategy on LinkedIn



**Region:** India

**Location:** Redmond, Washington

**No. of Employees:** 10,000+

**Industry:** Computer Software

Microsoft India leverages the power of customer-centric digital content engagement programme to create a localised marketing campaign that truly answers user needs with innovative solutions. As part of a 6-quarter Brand-to-Demand strategy, Microsoft came to LinkedIn to capture the interests of the buying decision makers and the broader buying community across the marketing funnel.

At its centre was the Future Ready Summit in the January of 2022, an exclusive experience which embraced the power of leaders, technology, ideas and outcomes at the crossroads of change. It featured thought leadership events and video campaigns with a line-up of 20+ inspiring, visionary speakers and world thinkers alongside 50+ global subject matter experts.

Riding on the successive event interventions, Microsoft India initiated a bridged Brand-to-Demand campaign centrally from October 2021 to June 2023, lighting up the solutions that would enable organisations to deliver on their digital imperative, and help them do more with less with Microsoft Cloud.

## Results

The combination of LinkedIn feed activity with LinkedIn Audience Network improved the performance of Microsoft India's Brand-to-Demand campaign on LinkedIn, with impressive results:

**3.8M** individuals from  
**250,000** organisations reached

**8,000+** new contacts acquired,  
including **2,400** decision makers



# Mapping company mission with customer priorities

Consistency and continuity are essential elements of a successful Brand-to-Demand campaign. When Microsoft India designed their content, they planned for driving affinity in the present, recall in the near future, and stickiness in the mid to long-term. The content was built to last, and last it was to, on LinkedIn, targeted to an identified list of enterprises across the growth curve, and decision making personas across functions. In order to grow long-lasting relationships and to improve conversion rates, they consulted the LinkedIn Marketing Solutions team on a multi-format strategy to achieve optimum brand exposure. Each quarter's results became a learning blueprint for the next quarter, with the narrative constantly evolving over time.

**The campaign trended 1.5X to 2X above the average VTR of 40% on the platform, ranging between 50% and 74%, while producing a 25% cost efficiency on contact acquisition during the course of the campaign.**

## Campaign Phase 1

The campaign started with a unique digital content experience called Microsoft Future Ready Summit in January 2022 that captured the different stories of shaping human centric growth journey, across individuals, organisations, economy and nations. LinkedIn was leveraged for both the pre- and post-event sustenance phases of the campaign, wherein the pre-event tactics was focused on driving registrations for the event, and the post-event phase was focused on driving video engagements on the platform to build an engaged audience pool for subsequent industry-specific engagements.

## Campaign Phase 2

The second phase of the campaign took off from the sustenance phase, where the content experience was further capsulated into industry-specific thought leadership. Event registrations saw further efficiencies through strong retargeting campaign on the engaged audience, further strengthening the velocity of the campaign. This phase kicked in by driving registrations from March to June 2022, then switched gears to demand with gated assets from industry capsules that triggered additional contact acquisition for a robust marketing nurture through the funnel.

## Campaign Phase 3

The third phase saw a further deepening of the balance between brand and demand engines, with a shift in the brand narrative from being future ready, to doing more with less with Microsoft Cloud. Where the former painted the picture of an aspirational state, the latter started building towards the journey to get to that state. The demand phase layered up with the exact solutions across the Microsoft Cloud portfolio that enables every individual and organisation to do more with less — and achieve more.

# Delivering a cost-effective campaign with a well-nurtured audience

Overall, the campaign helped influence a multi-million dollar sales pipeline. Importantly, members who were nurtured with brand activity saw a **154%** higher conversion rate than non-nurtured audiences.

## What works for India

### Targeted campaigns

Microsoft India will continue its customer-centric approach by ensuring its content represents its mission of empowering every individual and every organisation to achieve more with the help of technology. The strongest connection is at the intersection of the right solution, within the industry in focus, at the most opportune time of need for a customer.

- 01 Thoughtful content with localised imagery
- 02 Highlight customer value by staying true to the context of the customer in the backdrop of the external economic environment
- 03 Consistency and continuity in messaging (always-on engagement)
- 04 Regularly monitor and optimise content



“ Through our strategic collaboration with LinkedIn, we achieved an impressive 25% reduction in cost per lead, deepened reach penetration within our target accounts, unlocked 35% net-new decision maker contacts, and influenced a strong mindshare for the brand alongside building consideration.

Staying in tune with the customer was central to our success – with a mix of ABM, retargeting, and thought leadership content, we ensured that we were nurturing the right audiences at the right time.”



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