

# Message Ads open up conversations with potential students for Esade



Esade is a global academic institution that is ranked consistently highly for the quality of its education, its international outlook and its focus on holistic personal development. However, the school is keenly aware of the need to keep evolving its degree courses to meet the changing needs and motivations of its professional audience. Working with its agency Firma, Esade designed an outreach campaign to connect its new Masters in International Business Law to a new generation of potential students.

## The Challenge

- Target a niche audience of experience International Business Law graduates with interests that align with the Masters course
- Engage the target audience with the opportunity to shape a new Masters degree through an online survey
- Generate high-quality insight for course planning
- Connect to a pool of potential students

## Why LinkedIn?

- Ability to target a relevant, niche audience at global scale
- Profile data enabling targeting by academic experience and interests
- Personalised communication opportunity presented by Message Ads

## The Solution

- Message Ad campaigns targeting Spanish-speaking audiences in Latin America and English-speaking audiences in Western Europe
- Targeting by experience, field of study, age and academic interests
- Personalised Message Ad stressing how recipients' experience made them a valuable source of insight in developing the course

## Results

- The campaign surpassed all targets for survey completions within 10 days, using less than 18% of its allotted budget
- The two Message Ad campaigns both generated open rates of over 75% and click-through rates of over 22%

Using Message Ads to invite relevant graduates to complete a survey, and help shape the future of the course, delivered stunning open rates. It achieved all campaign targets within 10 days and less than a fifth of the allotted budget.

## Relevant targeting enables personalised outreach

The key challenge for the campaign was persuading well-qualified graduates to spend time completing a survey without offering any additional incentive in return. The key to doing so was the relevance of the audience that LinkedIn data could deliver. Targeting by experience, field of study, age and academic interests enabled Esade to reach a highly relevant, niche audience of up to 30,000 International Law graduates in its key target markets of Western Europe and Latin America.

This in turn enabled Esade's agency Firma to craft a compelling personalised Message Ad that explained the reasons for the survey, and stressed how each member's education and experience would make their insights particularly valuable.

## Delivering insights – and a pipeline of potential students

The Message Ad campaign delivered spectacular results, surpassing the target for survey completions in fewer than 10 days – and doing so for less than 18% of the budget originally allocated. Not only did the powerful response rate save on budget – it also ensured the quality of insight that Esade was looking for. And it connected the school to a pool of highly qualified, relevant potential students for the new Masters course.

Esade's marketing department and the Firma Media team confirm that the quality of LinkedIn leads is consistently high in terms of profile and the level of interest shown.

The image displays two side-by-side screenshots of LinkedIn Message Ads. The left ad is for 'Master in International Business Law' and the right ad is for 'Máster en Derecho Internacional de los Negocios'. Both ads include a personalized greeting, a survey link, and details about the study.

The two Message Ad campaigns both generated

**+75%**  
Open rate

**+22%**  
Click-through rate