

MEMBERSHIP RECRUITMENT CAMPAIGN



2014 Winner: International Coach Federation

Entry Title: LinkedIn Membership Campaign

Project Overview/Elevator Pitch:

The International Coach Federation launched a LinkedIn Membership Campaign to recruit new members to the association using above-the-fold display ads, sponsored InMail messages and sponsored news feed updates. They targeted 30 LinkedIn Groups that were popular with existing ICF Members as well as groups aimed at people interested in human resources, organizational performance and personal development. They knew from research that 97% of ICF Members are on LinkedIn, so there was reason to believe they could attract more members on that platform. The ads and InMail messages had links to a dedicated landing page where people could apply for membership, and they created a Google sales funnel to track these new memberships and calculate ROI. ICF had a record-setting year for membership growth thanks, in part, to this campaign.

Project Goals/Objectives:

2013 Strategic Plan Goal/Objectives:

The goals of this campaign were to recruit new members to the organization, to increase brand recognition and to solidify their place as a thought-leader in the coaching community. The objective was to have a positive ROI on this campaign. In order to achieve this, they would have to bring in enough in dues from new members to exceed their \$25,000 investment.

Strategy:

ICF targeted 30 LinkedIn Groups with above-the-fold display ads, sponsored InMail messages and sponsored news feed updates. They selected groups from that list based on size and the likelihood the members had to fulfill the ICF membership eligibility requirements. The ads and InMail messages had links to a dedicated landing page (<http://coachfederation.org/camp.cfm>) where people could apply for membership. To calculate ROI, they created a Google sales funnel to track which new members were coming in through the landing page. Ads and InMail content were adapted from existing membership marketing materials. They conducted A/B testing with two versions of each of the ad sizes used. With the help of weekly reports from LinkedIn, ICF adjusted the campaign to invest more money in the ads that were performing the best. The sponsored updates provided useful and interesting content for their audience, mostly from their blog. They were less directly promotional and demonstrated some of the value ICF provides to members and established thought leadership.

Success Metrics:

As a result of the LinkedIn Membership campaign, ICF gained 1,899 new members (a revenue of \$465,255). The campaign achieved an ROI of 1,761%. The display ads and InMail message doubled LinkedIn's benchmarks. The campaign exposed the ICF brand to hundreds of thousands of professionals in the coaching community and related fields.

Learn More:

<http://www.coachfederation.org/>