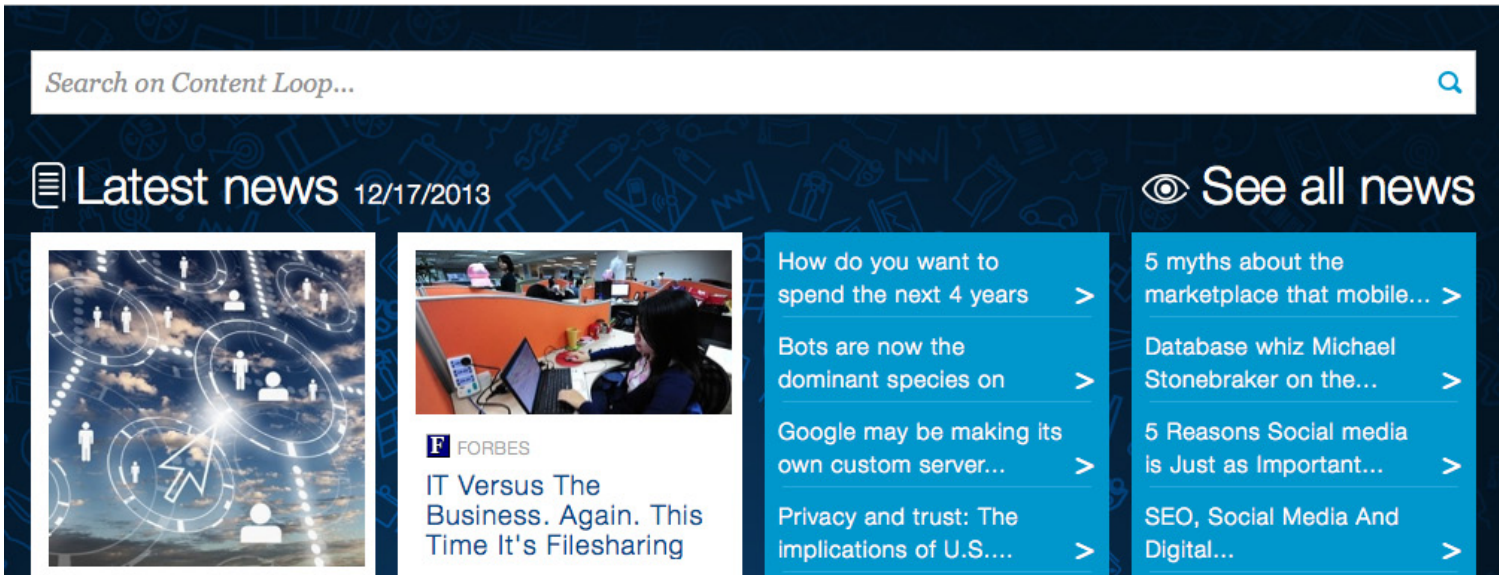

Committing to content puts Capgemini ahead

Collaborating with LinkedIn has put content at the heart of Capgemini's brand strategy, and forged powerful connections with business and IT decision makers.

Capgemini offers an array of integrated services that combine top-of-the-range technology with deep sector expertise to help clients improve their performance and competitive positioning. As the world's leading B2B publishing platform, LinkedIn was the natural partner to help build a content strategy embodying this expertise.

Capgemini launched Content Loop in April 2013. The site, with its seamless social integration, quickly put Capgemini at the heart of business and IT conversations and is creating a powerful competitive advantage for the brand as a result.

Challenge

- Build awareness and engagement for Capgemini
- Associate the Capgemini brand with digital innovation and leadership
- Increase the visibility of Capgemini experts and help them forge connections with business and IT decision-makers

Solution

- Content Loop, a content-driven microsite that aggregates the most relevant daily stories for IT and business with Capgemini's own content
- LinkedIn member profiling used to display the most relevant items for each Content Loop visitor
- Invitations to connect to relevant Capgemini experts when engaging with stories on Content Loop
- Targeted promotion of the most compelling items using LinkedIn Sponsored Updates and display advertising
- Amplification through sharing of Content Loop comments across LinkedIn networks

Why LinkedIn

- The world's leading B2B publishing platform and a natural content partner
- Proven reach and influence amongst business and IT decision-makers
- Powerful capabilities for targeting by role, location, interest and technology choices
- LinkedIn APIs drive content sharing and amplification from dedicated microsite
- Connecting with experts put Capgemini's human face to the fore

Results:

- 358,719 unique visitors in Content Loop's first six months
- Visitors spend an average of just over 4 minutes on the site per visit
- Capgemini's Company Page added 130,000 followers in the six months following the launch of Content Loop, bringing total followers to 280,000
- The Company Page continues to add between 3,000 and 4,000 followers per week
- Content Loop Sponsored Updates currently generate an engagement rate of 3.27%, with the first 59 updates delivering 368,856 viral impressions
- Capgemini's content has generated over 1.8 million shares, with 69% coming through LinkedIn

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Natural born content provider

Capgemini is a natural content producer and consumer, estimated to generate one new video each day on average, and with experts continually consuming thought leadership content from a huge range of publishers and media owners. LinkedIn worked closely with Capgemini to embody this content-led expertise in a dedicated microsite, **www.content-loop.com**, which provides a central platform for the brand to share content with decision-makers, and enables it to use the full potential of LinkedIn to ensure relevance, increase reach and generate engagement.

Keeping audiences in the loop

Content Loop publishes around 50 articles each week, leveraging LinkedIn's publishing expertise to bring together agenda-setting features from relevant media owners like Forbes and VentureBeat, and combining this with Capgemini's own content. LinkedIn connections provide the next steps for both amplifying and acting on Content Loop items: readers are invited to connected to Capgemini experts relevant to each story – and the comments they post on Content Loop can be shared across their LinkedIn networks as well.

Boosting reach with Sponsored Updates

Capgemini was one of the first brands to use LinkedIn Sponsored Updates to maximise the reach and engagement of its best-performing content. Posting the most compelling Content Loop features from Capgemini's Company Page, and delivering them in the world's only professional feed, has enabled these stories to reach their fullest potential for the brand. Display advertising further boosts interaction with relevant audiences: Content Ads summarise the key stories currently appearing on Content Loop, and surface them to Capgemini's target audience of IT professionals and business decision-makers on LinkedIn.

The benefits of being a content brand

Focusing on delivering the content that is most relevant to decision-makers' needs has delivered spectacular engagement metrics for Capgemini. And the connections driven by the sharing of that content on LinkedIn are delivering significant business opportunities. In the six months since its launch in April 2013, Content Loop received 358,719 unique visitors, and added 130,000 followers for Capgemini's LinkedIn Company Page, with over 3,000 more joining each week. Sponsored Updates promoting Content Loop features generate a 3.27% engagement rate, with the first 59 updates driving 368,856 viral impressions. Of Capgemini's more than 1.8 million social shares, 69% now come through LinkedIn.

"We're not just promoting Capgemini content but getting behind content that each of our audiences will be interested in. The LinkedIn partnership has enabled us to deliver pieces that are social, complementary, relevant and fun – and we're seeing levels of engagement that we would never get from traditional B2B marketing."

Rena Patel
Brand and Advertising Campaign Manager, Capgemini Group

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