



GLOBAL LINKEDIN STRATEGY FOR A B2B POWERHOUSE

HOW A TIERED MARKET STRATEGY DROVE 49%
EFFICIENCY ACROSS DIVERSE GLOBAL MARKETS

SUCCESS STORY



Client's goal

A B2B technology company aims to elevate engagement and increase page followers on LinkedIn. Using a scalable and tiered approach, the primary intent was to drive substantial engagement with LinkedIn posts across multiple global markets.

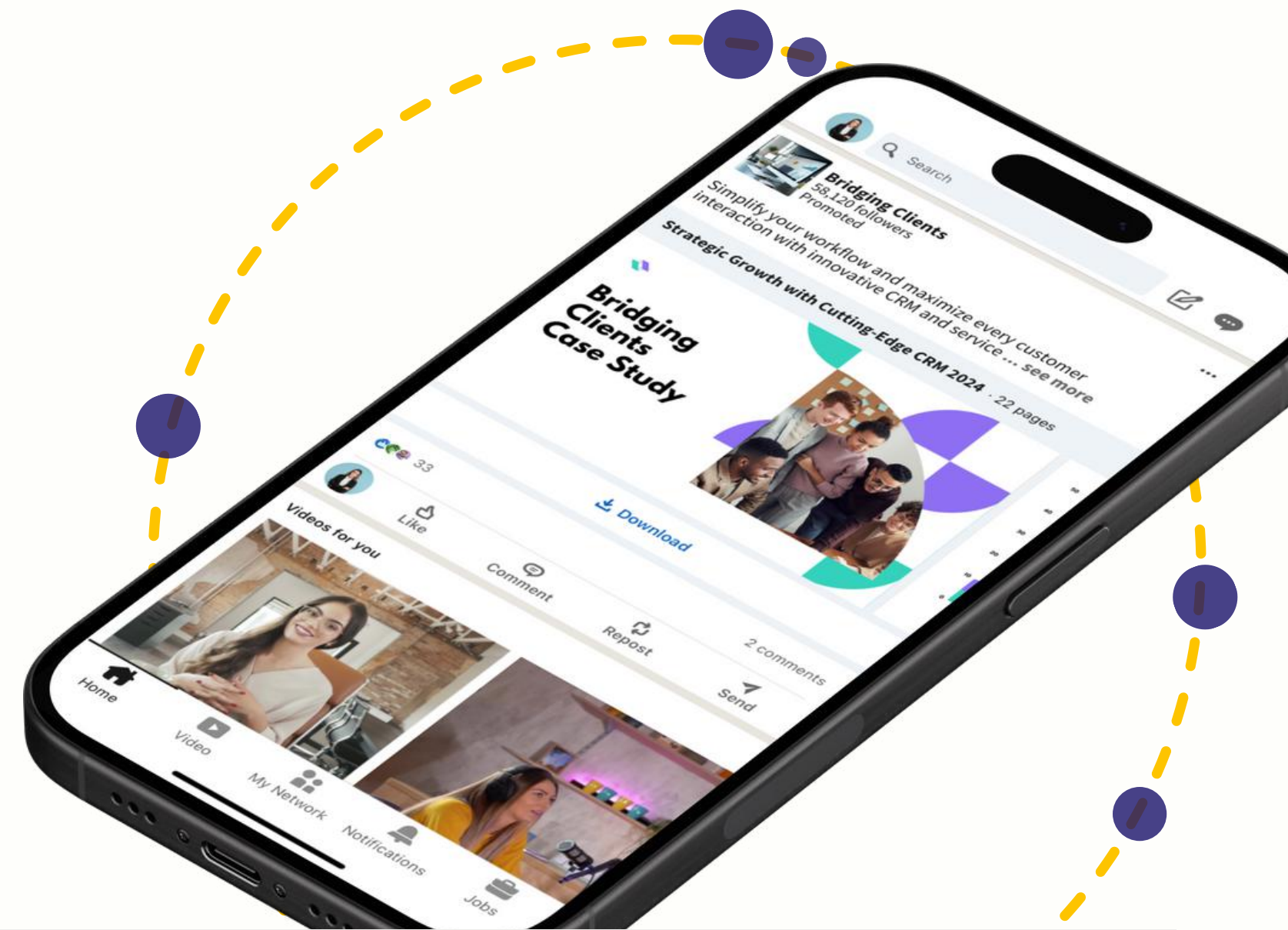
Strike Social executed a strategy tailored to market priority, focusing sustained efforts on Tier 1 global markets while deploying shorter, burst campaigns in emerging markets across EMEA, LatAm and APAC.



Campaign outcome

Managing B2B LinkedIn ads across diverse global markets, with several campaigns overlapping with other paid social platforms, did not hinder the team from achieving a 49.4% improvement in ad cost efficiency.

- Managed 32 complex LinkedIn campaigns in Q4, each featuring diverse audience targeting and objectives.
- Executed frequent creative swaps while maintaining consistent messaging across channels.
- Optimized performance in real-time to adapt to dynamic campaign needs.
- Delivered seamless coordination and precision despite high campaign complexity.



campaignlab

49.4% Achieved Efficiency

Overall CPE \$1.60 VS.
Average guaranteed cost \$3.17

32 No of distinct campaigns

Strategical campaign setup targeting multi-tiered global markets

Strike solutions

dash

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Start Date

01/11/20

End Date

31/12/24

LinkedIn / Summary

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Project	Strike ID	Budget Order	Media Spend	Objective	Impressions	CPM	Engagements	CPE	Engagement Rate	Outbound Clicks	CPC
R2 - Global/Amer - G2 Promos - Post 1 - US UK FR DE MX BR AU SG	LN0017339A	\$5,375.02	\$5,375.00	ENGAGEMENTS	3,786,835	\$1.42	13,779	\$0.39	0.36%	13,773	\$0.39
R3 - Global/Amer - G2 Promos - Post 2 - US UK FR DE MX BR AU SG	LN0017339B	\$3,607.86	\$3,607.85	ENGAGEMENTS	1,012,302	\$3.56	3,836	\$0.94	0.38%	3,834	\$0.94
R4 - Global/Amer - G2 Promos - Post 3 - US UK FR DE MX BR AU SG	LN0017339C	\$5,388.00	\$5,540.01	ENGAGEMENTS	3,846,051	\$1.44	13,125	\$0.42	0.34%	13,122	\$0.42
R5 - Global/Amer - G2 Promos - Post 4 - US UK FR DE MX BR AU	LN0017339D	\$3,592.00	\$3,663.32	ENGAGEMENTS	975,343	\$3.76	3,776	\$0.97	0.39%	3,775	\$0.97

Bespoke Reporting Dashboard

Our centralized reporting platform allowed the team to track key metrics, make data-driven adjustments, and quickly identify high-performing segments.

Hands-On Daily Campaign Management

The team adopted a hands-on approach, with daily oversight and proactive management of all campaigns. Regular performance reviews and check-ins allowed for rapid adjustments, fine-tuning audience segments, bidding strategies, and creative rotations based on live data.

Data-Driven Audience Segmentation

This tailored targeting ensured that resources were allocated efficiently, and focusing on campaigns that are performing well to maximize campaign engagement



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