



invest Qatar

Company profile:

Invest Qatar's goal is to showcase Qatar as an exceptional destination for investment. The organisation connects international investors to business opportunities to advance the country's economic development and diversification goals across sectors and geographies.

Invest Qatar attracts scores of new investors with full-funnel marketing on LinkedIn

The challenge: Invest Qatar was established in 2019 with the aim of raising awareness about the country as an attractive destination for foreign investment, as well as increasing recognition of its brand among target audiences. Their objective was to achieve greater visibility amongst their target audiences in the US, UK, Europe, and Asia by expanding their international networks and engaging with key senior business decision-makers across a wider range of industries, including Professional Services, Real Estate, Technology, and Manufacturing.

The solution: Invest Qatar developed a multi-touchpoint campaign designed to nurture the audience from awareness focusing on follower growth, with the end goal of a business lead. Once the audience was nurtured, Invest Qatar launched their Guide to Investment, a multilingual source of information about the benefits of establishing a business in Qatar, including the country's strategic location and connectivity, future-ready infrastructure and supportive business ecosystem. The second phase included sharply focused content such as in-depth sectoral studies providing comprehensive analysis of different sectors in the country. In the subsequent phase, Invest Qatar re-targeted potential investors who had engaged in Phase 1 and 2 with content on how to begin their investment journey with useful information about setting up a business, hiring and living in Qatar.

LinkedIn products used:

- Sponsored content (Single Image, Video, Carousel & Follower)
- Document ads
- Sponsored content with lead generation forms



How did LinkedIn help? With the support of LinkedIn, Invest Qatar developed audience-targeted campaigns to extend the reach of these guidebooks to target geographies and markets.

Other benefits of the partnership included enabling Invest Qatar to adopt best practice, exchange ideas and remain up to date with developments through regular business reviews and LinkedIn workshops.

The results The campaign was not only successful in raising awareness of Invest Qatar's brand, it also generated numerous potential leads for the business. The campaign resulted in high engagement, conversions, and traffic to the Invest Qatar website.

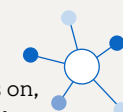
Campaign reached **5 million** individual core decision-makers within eight vertical markets

Document ads generated **4.4%** click-through rates; four times higher than industry benchmarks

The campaigns engagement rates of **1.4%** was **130%** higher than industry benchmarks



There was a **20% lift** for brand recall, which is a direct result of the always on, multi-touchpoint approach



Invest Qatar's followers grew by a factor of four **x4**

Forty-four percent of the audience reached were members with vice president (or higher) job titles



"Partnering with LinkedIn has contributed to unlocking our digital marketing potential and been key to achieving record success. By leveraging their professional network and targeting capabilities, we have been able to reach the right audiences with the right message at the right time, driving meaningful results for our business. We look forward to collaborating further with LinkedIn to achieve more promising results."

- Reem Al-Kuwari, Head of Marketing, IPA Qatar