



Promoting insightful content on LinkedIn gives prospective students a taste of business school—resulting in increased leads, awareness, and enthusiasm for their programs

“LinkedIn has helped generate excitement and enthusiasm around our thought leadership, which reflects positively on our faculty and students. What’s more, we know who’s sharing and commenting—they’re leading professionals—exactly who we want to target.”



Neil Bearse
Director of Marketing
Queen's School of Business

Showcasing conversations and thought leadership

As one of the world’s premier business schools, Queen’s School of Business uses business insights to demonstrate the type of discussion and thought leadership that happens in their classrooms—taking a more content-driven approach to driving leads and awareness for their degree programs.

“Instead of simply promoting a list of bullet points about our program, we wanted to showcase the conversations that happen in our classrooms,” says Neil Bearse, director of marketing for Queen’s School of Business. “And bringing insights content to places where more people can see it and share it is part of that same goal.”

Challenge

- Raise awareness of QSB Insight, the school’s thought leadership platform
- Increase attendance at Executive Education faculty webinars
- Gain leads for Executive Education program

Solution

- Use Sponsored Content to promote QSB Insight website, as well as upcoming webinars
- Use Sponsored InMail to drive attendance for information sessions on degree programs

Results

- **300%** increase in traffic to QSB Insight
- **60%** increase in webinar attendance
- **450** leads for Executive M.B.A. program

