

# Hewlett-Packard Case Study

Creating 2,000+ brand  
advocates in two weeks with  
LinkedIn Recommendation Ads



*"LinkedIn is innovating in ways that  
create rich new opportunities for brands."*

Larry Nelson  
Director of Digital Strategy, Hewlett Packard

Hewlett Packard's social media team is responsible for accelerating the expansion of HP's social capabilities globally to:

- Create advocacy for the HP brand, products, and services
- Generate strong engagement, sentiment, and conversation around HP products and services
- Support HP customers quickly and easily
- Drive leads, revenue, conversion, and cost savings

Larry Nelson, director of digital strategy at HP, says, "We were looking for new ways to use social media to engage our commercial clients when LinkedIn approached us with an opportunity called 'Company Pages,' which provides an HP-branded environment within the LinkedIn community. It's essential for our content to be available anywhere, any time, in communities where our customers and prospects congregate."

## 'Company Page' targets business professionals

HP launched its Company Page in November, 2010, along with LinkedIn's new recommendation capability, which enables members to post recommendations of HP products and services. Each recommendation is automatically communicated to the recommender's LinkedIn network, and also appears on the HP Company Page as a resource for those interested in community feedback on HP products and services.

### Challenge

- Engage commercial clients on LinkedIn
- Encourage business professionals to recommend HP products and services to their peers
- Quickly build a critical mass of recommendations

### Solution

- Establish LinkedIn Company Page to engage professionals in a business context
- Activate LinkedIn recommendation capability, inviting visitors to endorse HP products and services
- Use LinkedIn Recommendation Ads to accelerate results

### Why LinkedIn?

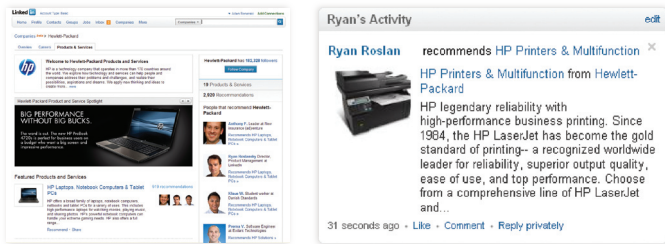
- #1 resource for career-minded professionals
- Precise targeting by seniority, industry, job function, and geography

### Results

- 2,000 product recommendations in two weeks
- 20,000 new followers on HP Company Page
- 500,000 viral updates about HP products and services

"In just two weeks, over 2,000 LinkedIn professionals recommended HP products and services."

Kari Homan, Worldwide Social Media Manager, Digital Strategy Group, Hewlett Packard



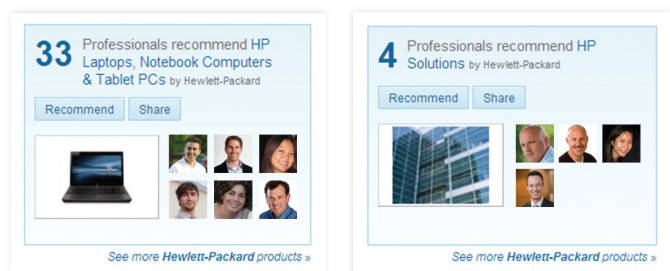
HP Company page on LinkedIn + example of a Recommendation sent as a network update [www.linkedin.com/company/hewlett-packard](http://www.linkedin.com/company/hewlett-packard)

Kari Homan, HP's worldwide social media manager, explains, "The power of LinkedIn is its ability to connect customers in a professional business context, using recommendations of trusted peers. From the first discussions we saw the value of LinkedIn's recommendation engine and how this could drive customer advocacy in the enterprise and small business markets."

"We were pleasantly surprised with how quickly the HP Company Page came together. The number of recommendations was growing organically, at a slow and steady pace. Our next question was whether we could run a paid campaign to build a critical mass of recommendations more quickly."

### Recommendation Ads augment HP fanbase

Kari continues, "We had a lot of discussion on whether a demand generation campaign could be used to accelerate ratings and reviews. The key issue was whether we could advertise the initial recommendations we'd received – and request more of them – when there were not yet a lot of endorsements for certain products due to the recommendation function being so new."



Sample HP Recommendation Ads

After careful consideration, HP went ahead with a campaign using Recommendation Ads (shown above) featuring actual LinkedIn members who had endorsed HP products. The ads encouraged LinkedIn members to visit the HP Company Page on LinkedIn, recommend HP products and services, and share those recommendations with their network.

### Recommendation Ads accelerate results



LinkedIn member-generated recommendations of HP products and services increased dramatically with the launch of the recommendation ad campaign in December, 2010

### Rapid results

Kari explains, "We launched the campaign in December and in just two weeks, over 2,000 LinkedIn professionals had taken the time to recommend HP products and services. These recommendations in turn generated over 500,000 viral updates. Traffic to our products and services pages more than doubled. By the end of the month, we had 2,900 new recommendations from business professionals and 20,000 new followers on the HP Company Page."

Kari says, "We were fairly confident that recommendation-based ads would drive high click-through rates, but the number of LinkedIn members that then went on to identify themselves as HP customers and personally recommend our products and services exceeded our expectations."

Larry states, "This entire process changed our perception of LinkedIn. We knew they provided a valuable platform and growing membership base, and many of us use LinkedIn on a personal level. But now they're innovating in ways that create rich new opportunities for brands. There are not a lot of other vehicles to reach a business audience on the scale that we can with LinkedIn."

Reach the world's largest audience of business professionals with LinkedIn.

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