

Case Study

Milliporesigma's Single Campaign Targets Multiple Audiences and Increases Engagement by 55%



(The Life Science business of Merck KGaA, Darmstadt, Germany)

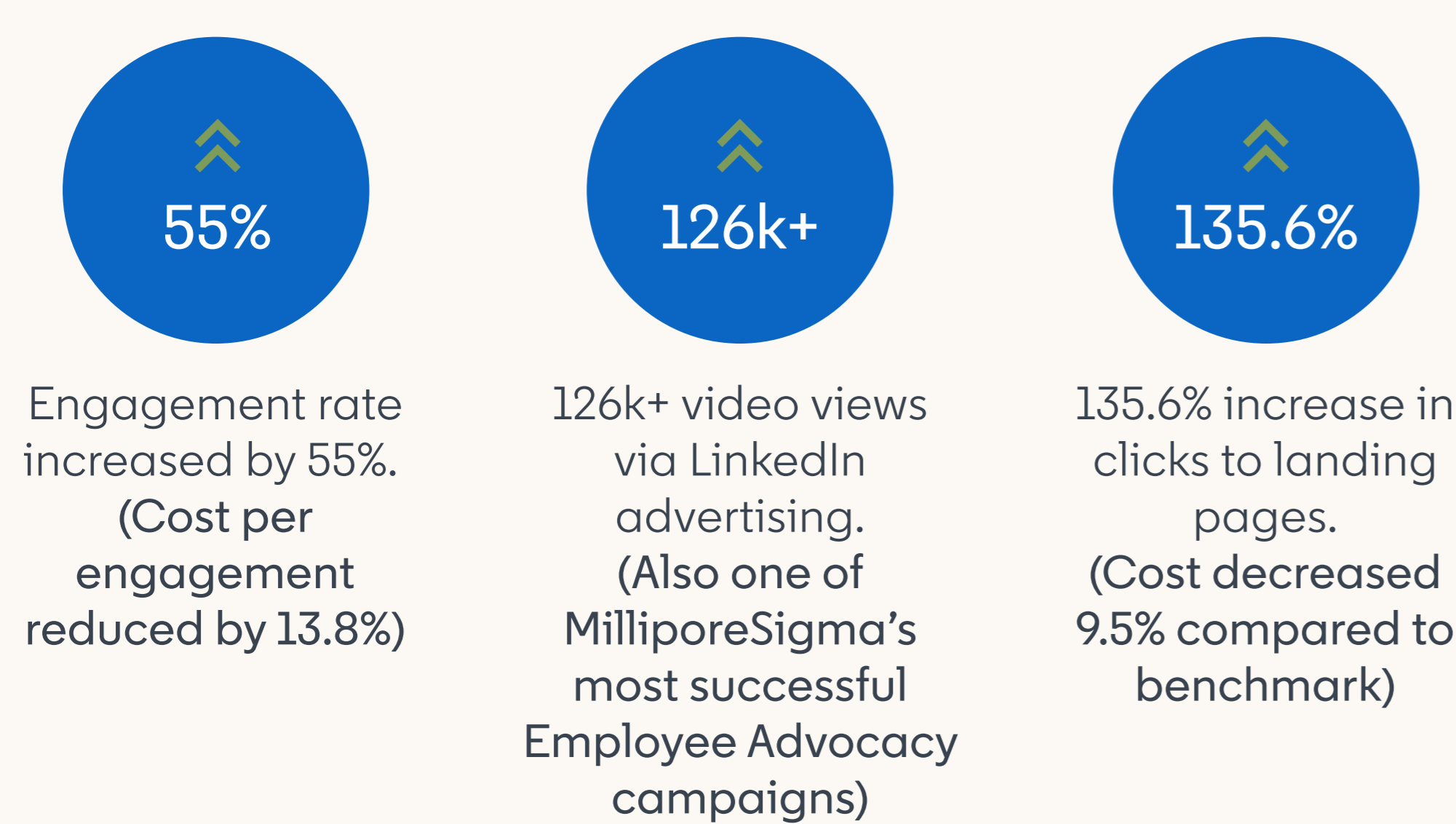
MilliporeSigma is a leader in science and technology and an innovator in life sciences. Founded in 1668, it continues to reinvent itself and explore new frontiers.

But with such broad reach, distilling campaigns from different business arms into holistic, unified messaging was a major challenge. How could MilliporeSigma engage vastly different people with different jobs using the same messaging?

Aiming to create a common theme that would resonate with key audiences across the industry, they decided to launch a LinkedIn campaign with the theme **"Science is Everywhere."** This lighthearted campaign transcended fields and disciplines—spreading the message that working in any area of science impacts lives for the better.

The results speak for themselves. 

Targeting and Awareness that Works



"Being a brand that people can relate to is so important."

Julia Browne
Head of Social Media Strategy, MilliporeSigma

Why it Worked: a Universally Resonant Theme

Unified Branding

Prior to this campaign, MilliporeSigma focused on product and more traditional marketing content. This time, they focused on elevating the entire brand with holistic and inclusive messaging derived from cross-division conversations. This content spoke to their wide-ranging customer base.

Engagement Focused

Compared to past campaigns, this one was more engagement-focused and shared more relatable content. This shift in strategy drove follower growth, with two campaigns generating 3,500 followers.

Repeatable Results

After their initial success, creating campaign variations that stayed true to the core campaign was straightforward. Overall, their efforts on LinkedIn reduced the number of siloed teams, facilitating a more unified marketing approach across departments.

"Most B2B companies - us included - can learn from how B2C companies build authentic relationships with their customers on social media. We're doing just that. We want our customers to know: we hear you, we understand you."

Daniel Sherling
Head of Global Social Media & Digital Communications,
MilliporeSigma

What's Next For MilliporeSigma

Given the unprecedented results of their initial campaign, MilliporeSigma is going 'all-in' on authentic, relatable content on LinkedIn. Subsequent campaigns won't be limited to brand-building, either—they'll be using the lessons they learned for product marketing and lead-gen as well.

MilliporeSigma wants to see how relatable, resonant content and branding works with other marketing objectives and helps further establish their brand identity. With LinkedIn, they have an effective and incredibly powerful platform for reaching their core audience in an immediate and impactful way.

"You can't underestimate the importance of purpose-driven brand building—being seen by your customers as a company that they relate to... that understands them and what they do day-in and day-out."

Julia Browne
Head of Social Media Strategy, MilliporeSigma

The LinkedIn Edge

MilliporeSigma needed to reach a wide range of highly specific, targeted personas. That's why LinkedIn was so fundamental to their strategy—it allowed them to put powerful, highly targeted creatives in front of the right people at the right time.

Not only were the campaigns more successful than anticipated, but they taught the team at MilliporeSigma even more about their audience, using LinkedIn's powerful backend analytics.

Most of all, it gave MilliporeSigma the platform to be themselves in a very real way. Summed up best by Daniel Sherling, Head of Social and Digital Communications at MilliporeSigma:

"We leveraged our brand's purpose message and shared stories from inside the company that we thought would resonate with our diverse community of scientists. Taking those ideas and bringing them to life gave our campaign authenticity — focusing on relatable messaging."

Daniel Sherling
Head of Global Social Media & Digital Communications,
MilliporeSigma

Conclusion

Despite over 350 years in business, MilliporeSigma has remained agile—taking a modern approach to advertising that paid off, unifying its brand for multi-audience engagement.

LinkedIn is the ideal place for healthcare companies to reach both hyper-specific and generalized audiences, thanks to its professional environment and high-quality targeting capabilities.

Visit our [Healthcare Hub](#) to get started with LinkedIn Marketing Solutions or contact your LinkedIn Account Team to learn more.