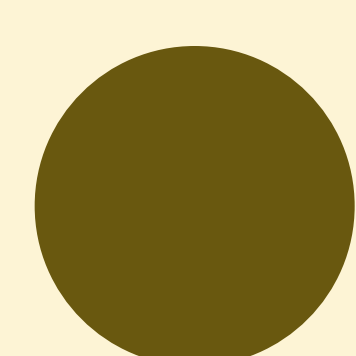


Colliers APAC increases event attendance by 35% with the support of Hootsuite and LinkedIn for strategic marketing and targeting



Location: Toronto, Canada | No. of Employees: 19,000+
Industry: Investment Management

Leading diversified professional services and investment management company Colliers hosted two APAC webinars in 2023, each packed with market and industry insights. Just five months apart, the team used learnings from the first campaign and organized a strategic marketing plan deploying LinkedIn and Hootsuite to support in the targeting and promotion of the events and saw an increase of registrations and attendance for the second event by 35%.



Challenge Targeting new audiences by region and sector

- Colliers is one of the world's leading diversified professional services and investment management companies. Operating in 66 countries, their 19,000+ employees collaborate to provide expert real estate and investment advice to clients all over the world.
- In 2023, Colliers developed two webinars, each containing insights developed for the APAC region. The first event held in May targeted the Office sector, while October's event targeted the Industrial and Logistics sector.
- The Colliers team also wanted to improve their event promotions by applying key insights learned during the May promotion to the October campaign.

“Our objective was to attract new target clients to share relevant insights and valuable research with them.”

Emma Flowers

Regional Director of Marketing & Communications, Asia Pacific
Colliers

Solution Actionable insights for the right audiences

- Colliers used a combination of Hootsuite and LinkedIn Campaign Manager to promote their webinar using multiple variations of single-image ads targeted at sector audiences in APAC regions.
- Hootsuite allowed Colliers to gain visibility into the schedule for other APAC geo-targeted posts to maximize visibility for webinar promotion.
- LinkedIn Campaign Manager allowed Colliers to **“replicate the audience of our client list to promote the event and encourage registrations across the region,”** said Jessica Gutierrez, Director, Digital Marketing Asia Pacific.
- The Colliers team was then able to successfully use insights from the May results to refine both audience targeting and messaging in October.

“50% of registrations in October came from LinkedIn – these are effectively our target audience and are people we have not previously connected with. By using a refined target audience framework we were able to capture leads from the right audience on LinkedIn.”

Jessica Gutierrez

Director, Digital Marketing Asia Pacific
Colliers

“We are very pleased with the results. We will continue to use LinkedIn and Hootsuite for all our regional social media campaigns, as the platforms boost productivity, allow accurate reporting, and enable visibility across multiple teams throughout the region.”

Emma Flowers

Regional Director of Marketing & Communications, Asia Pacific
Colliers

Results Dramatic engagement and attendance improvements

- In just months, the Colliers team was able to substantially improve the success of both their promotional campaigns and webinars.
- Colliers was able to reach their intended audience. **“50% of registrations in October came from LinkedIn,”** Jessica Gutierrez said. **“By using a refined target audience framework, we were able to capture new leads from the right audience on LinkedIn.”**
- LinkedIn and Hootsuite have become go-to promotional tools for the Colliers team.

30% higher engagement rate and 3.5x more impressions with LinkedIn and Hootsuite

36% increase in registrations and 35% more attendees

Campaign coordination made easy

- Using Hootsuite to pre-schedule organic posts leading up to both webinar events, Colliers was able to plan and execute a promotional strategy ahead of time.
- Hootsuite also enabled Colliers' marketing and communications teams in other regions to see scheduled APAC geo-targeted posts to avoid clashes with their content plans.
- By coordinating post-scheduling with other initiatives and departments, Colliers' marketing departments could ensure they were enhancing and leveraging each other's promotions and not stepping on each other's toes.
- **"We also used Hootsuite Analytics reports to compile organic social performance statistics for this webinar,"** shared Jessica Gutierrez, making it easier to use insights on performance for enhancing future campaigns.

Actionable messaging insights

- During their May campaign, Colliers used LinkedIn Campaign Manager to produce **"multiple variations of single image ads to advertise the event to our target audience,"** Emma Flowers described.
- LinkedIn Campaign Manager's in-depth analytics reports enabled Colliers to monitor the performance of each type of single image ad and find out which resonated with their audience most effectively.
- The Colliers team was able to leverage key learnings from LinkedIn Campaign Manager analytics to inform their October campaign.

Continuous targeting optimization

- Colliers was able to refine their targeting for the October campaign by replicating the audience from the May campaign and monitoring results using LinkedIn Campaign Manager.
- **"For our target audience on LinkedIn, we changed our framework to target senior management and decision makers from our top 100 client company names,"** shared Emma Flowers, **"which consisted of a mix of current and past clients and key pursuit companies."**
- Locating and targeting these decision makers helped Colliers target new and highly relevant audience members during their October campaign.