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Ayming's LinkedIn journey

15/05/2019



Agenda

- Who is Ayming
- New Corporate Communication Team
- First steps
- Other actions
- Ayming's LinkedIn Awards
- Sponsored updates
- Job Dating Example: Houston
- Job Dating Example: Houston – main results
- Awareness, Interest, Conversion
- Golden Rules



Who is Ayming

We are a consulting company specialized in business performance

We are 1300 employees

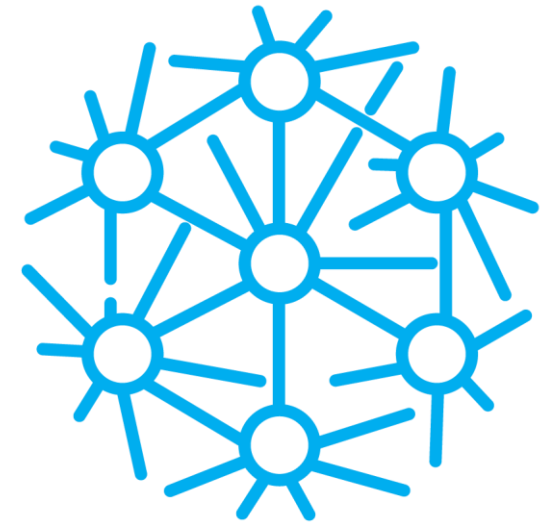
operating in 15 countries across Europe and North America

over 30 years

Our culture: #FurtherTogether

3 main areas of expertise:

- **Innovation** is fundamental to staying competitive, but funding and tax in this field are complex and often under-exploited, as is the importance of company-wide engagement. We open new possibilities
- **Operations** and procurement, treated creatively, can be a vital source of control, improvement and commercial advantage
- **People:** by finding new ways to engage and motivate employees, we help companies reach their potential.



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New Corporate Communication Team since Jan 2018



Giuditta Villa

Business and Corporate Communication
Director



Filippo Boccaletti

Business and Corporate Communication
Analyst

Before:

- Communication dealt with at local level (lack of “global culture”)
- No specific guidelines regarding the way we communicate

So what?

- The new Corporate Communication team used an internal and external assessment to map the way we communicate in each country (first 100 days)
- the most used and most valued tool, not only for communication but also sales and HR was identified to be LinkedIn

Next steps

- Working alongside LinkedIn Italy’s team, we started to assess the effectiveness of Ayming’s presence on LinkedIn and started to plan out our first actions



Marie Alice Thierry Portmann

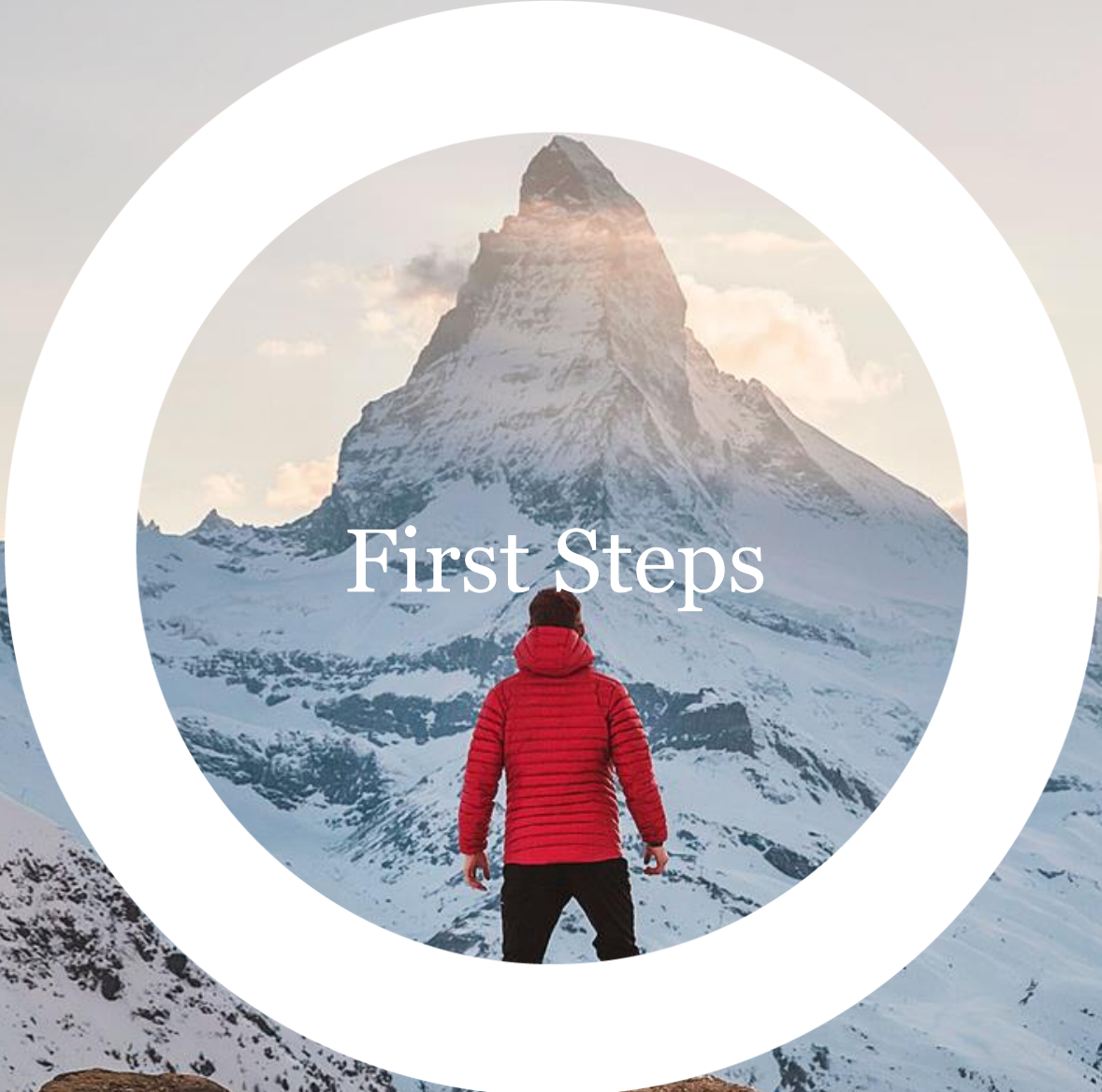
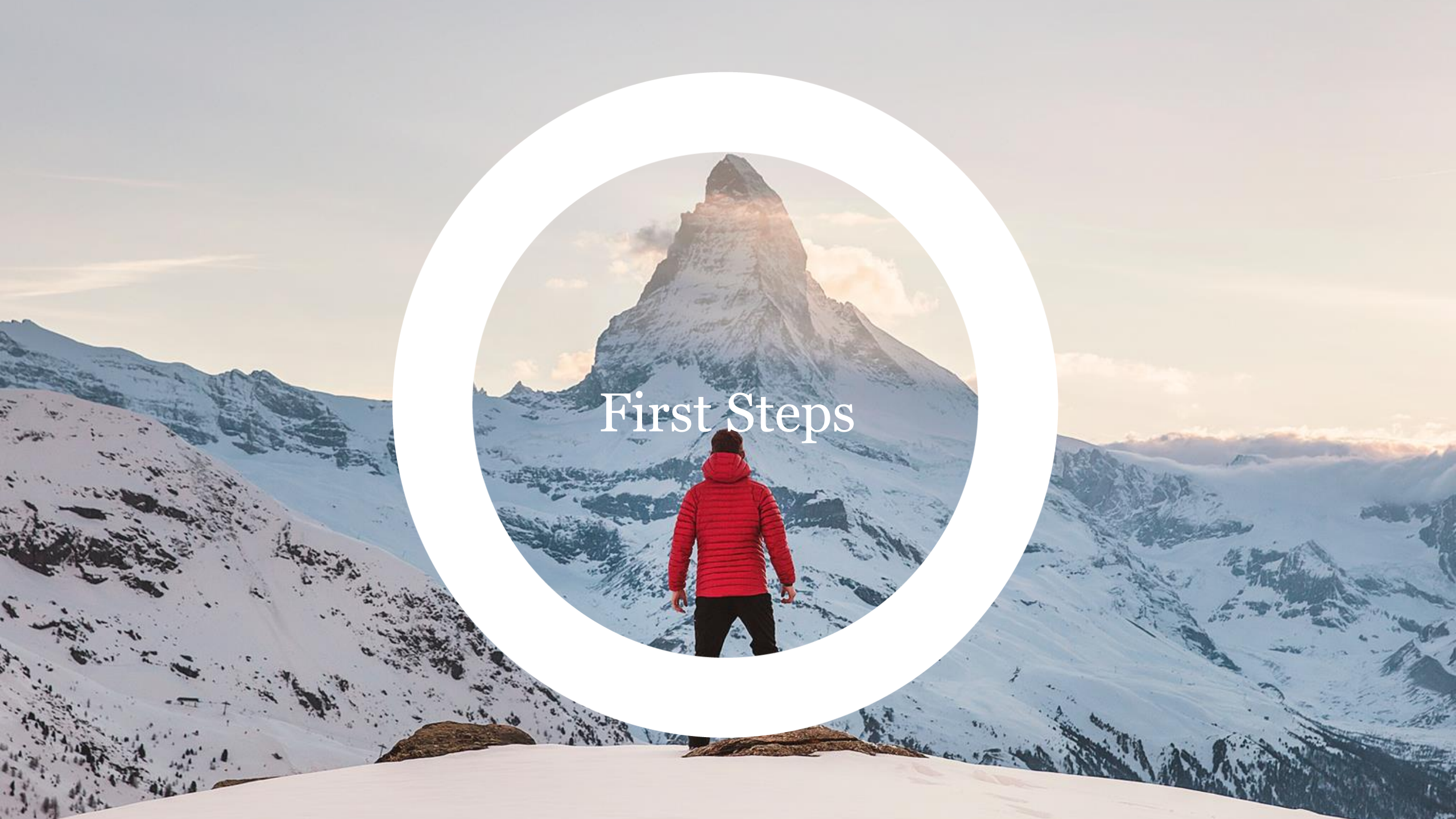
Corporate HR Director



Antonella Del Torto

HR Manager Italy





First Steps

Step 1 - Q1 2018

Ayming's presence on LinkedIn
assessment phase

Step 2 - 2nd semester 2018

First actions:
Single corporate page and employee training with Ayming's educational program

Step 3 - Q4 2018

Follower acquisition campaign

1

One year in total

>100

Employees trained

16

Pages merged into 1



This project would not have been possible without the work of 3 key players:

- Local marketing departments
- Local and Corporate HR team
- LinkedIn Italy's team



Boost internal communication with a toolbox, videos and creative visual items



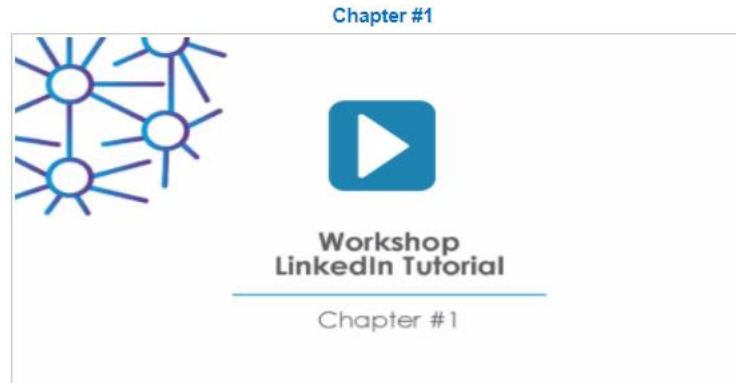
Dear all,
Welcome to Ayming's Educational Program.
The documents will be updated regularly since LinkedIn is an ever-changing social network, so make sure to check them out.
The 2 goals of this program are to give you the right tools to empower your LinkedIn skills and personal branding and boost our Business Performance at a global level. So what are you going to find here? Tailor made material and tutorials, aligned with Ayming's digital presence, will guide you and help you along your LinkedIn journey, giving you the chance to optimize and personalize your profile and online actions.
We are aware that LinkedIn profile is personal, so take all this materials as a guide and suggestions.
Take the first step by linking with our official company page:
<https://www.linkedin.com/company/ayming/>

Intro and objectives

Banners we suggest to use:



Visuals



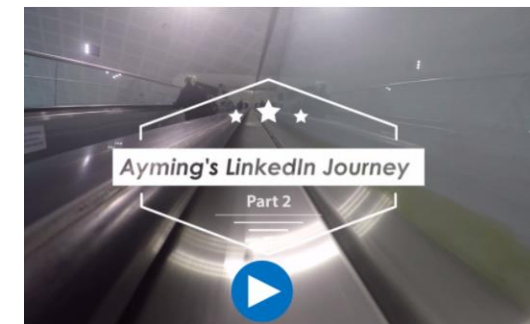
One tutorial course for beginners divided into 5 chapters

- LinkedIn Policy Best Practices**
- Ayming description LinkedIn**
- BL description LinkedIn**

Company policy and company descriptions



Video presentation of the trainer



Video of our trainings around the world



Keeping the ambassadors active with regular update meetings has been a key action

Followup webinars: Keep mind

After training ambassadors in each country, we regularly check up the online activity of each semester by organizing webinars with the ambassadors so as to share challenges, best practices, future goals and much more



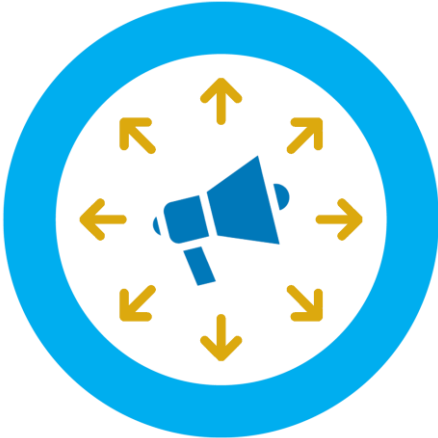


What now?

In order to obtain tangible objectives in a pragmatic and measurable way with 2 main goals in mind:



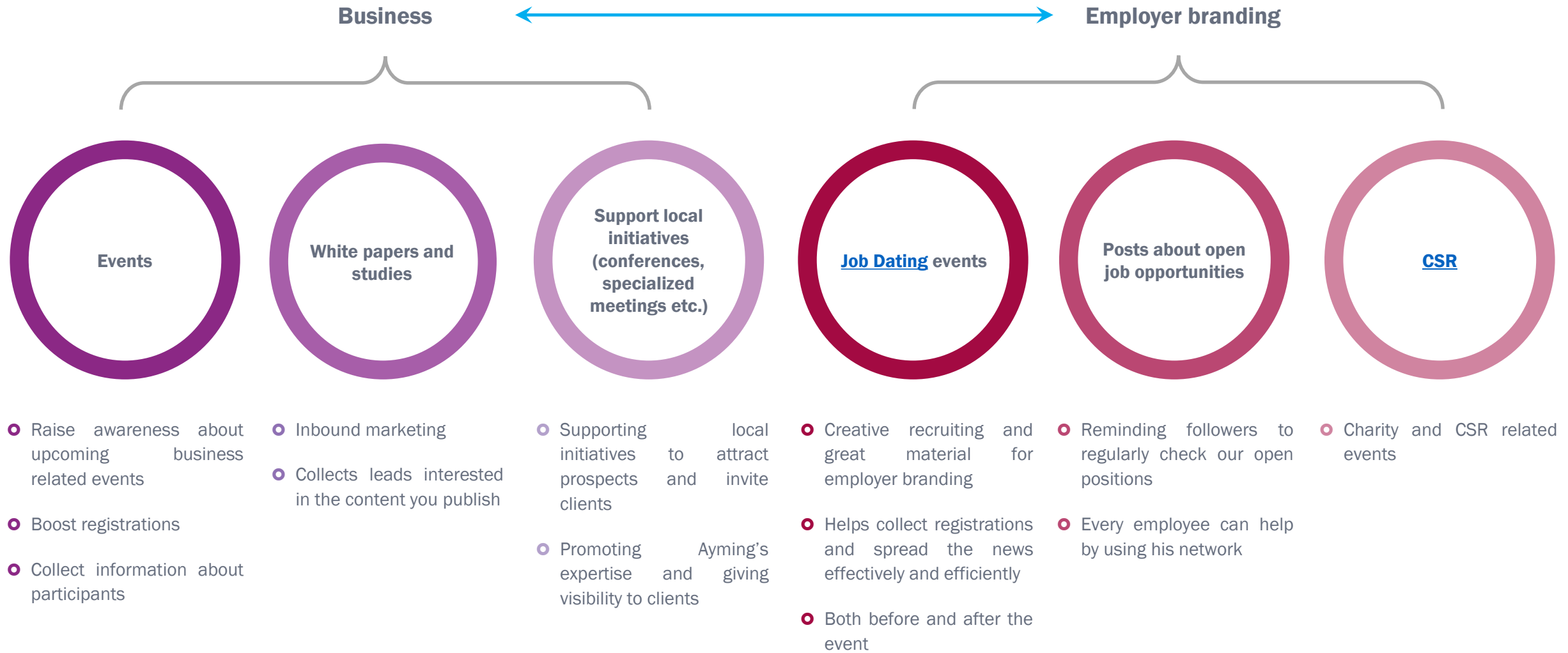
Driving Business



Employer Branding



Sponsored updates: how they sustain Ayming





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Job Dating example: Houston

Global project overview



€3k



150k
Target Audience



3 Phases

- The objective of this campaign is to collect as many registrations as possible from high quality candidates mainly: engineers, consultants, lawyers and IT

Job Dating Houston

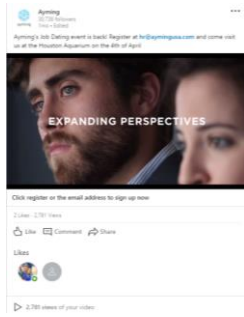


Aggregated Overall Metrics

Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
<input type="checkbox"/> 3 selected campaigns	—	€3,000.00	52,996	493	0.93%	—	€56.61	€6.09

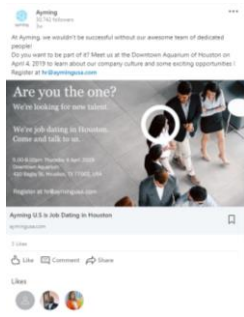


Job Dating example: Houston – main results



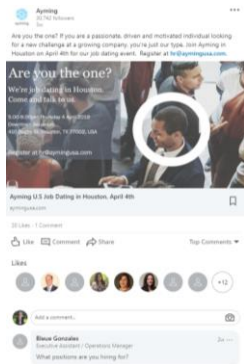
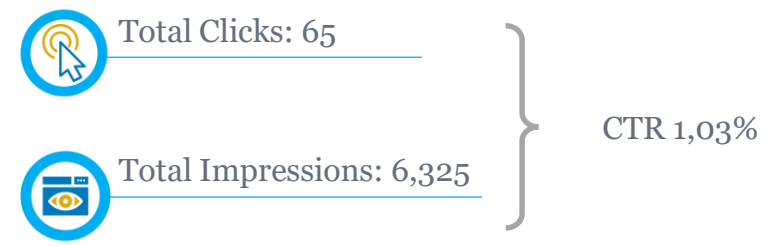
Phase 1 - Awareness

- From the 17th to the 20th of March
- Budget €350



Phase 2 - Interest

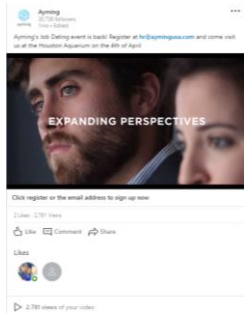
- From the 20th to the 22nd of March
- Budget €350



Phase 3 - Conversion

- From the 22nd of March to the 3rd of April
- Budget €2300



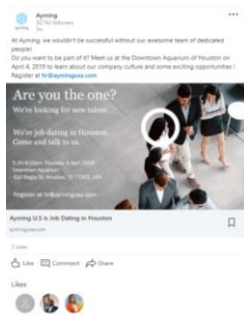


Phase 1 - Awareness

- This phase wants to make your target audience aware of your event, white paper etc. and needs to catch their attention



In this case I tend to prefer using videos since they are a great kind of media when it comes to catching someone's eye

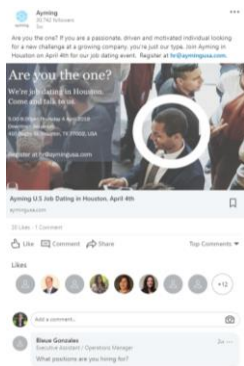


Phase 2 - Interest

- Once your target audience is aware of what you want them to be, it's time to start sparking an interest and letting them know key information



When it comes to the second phase create an image containing all the key information and a link to the website to go more in depth and have the chance to register to an event or download a document



Phase 3 - Conversion

- In this final phase it's time to turn that interest into something tangible and see where the first two phases have led



In this final phase you need to convert clicks into leads, in this case the link will lead to a landing page specifically built for this. Include a final call to action in order to really push this final post



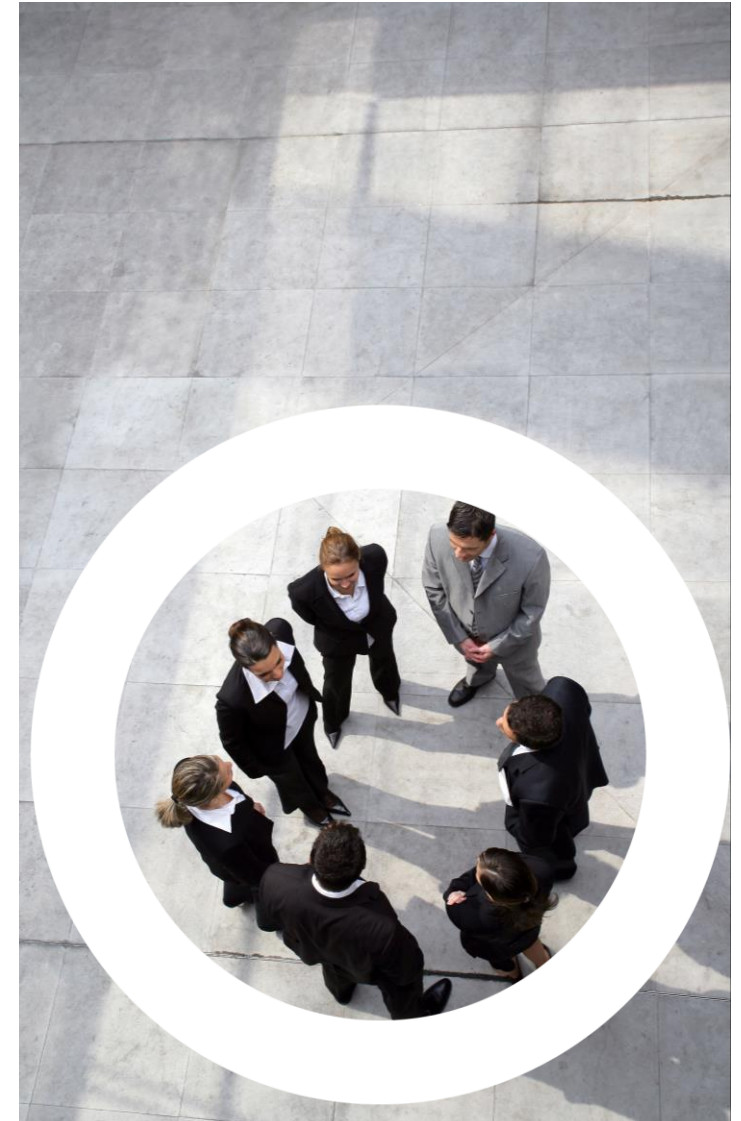


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Key success
factors of
working with
LinkedIn

What made all of this possible?

- Open Minded → the ability to listen to our needs and desires and interpret them correctly
- Agile and with a global mindset → the ability to interact in a positive and engaging way with all our subsidiaries while always maintaining leadership and a global overview
- Pragmatic → the ability to bring value with a results oriented approach which leads to measurable results, KPI are not something that you have to obsessively try to reach but they're a compass that guides you and helps you improve





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Thank you!

Filippo Boccaletti

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Marie Alice Thierry Portmann

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