

Maximizing Impact through LinkedIn & Google: Strategies for Engagement and Raising HPC Awareness - Insights from NCC Luxembourg



AGENDA

1. Introduction
2. The 3 Main Pillars of B2B Digital Marketing for Lead Gen
3. How did we plan each of our campaigns and content?
4. LinkedIn Ads & Google Ads Step-by-Step
5. Conclusion: Our Learnings & Final Recommendations

Q&A



Introduction

Dayana Gonzalez, Digital Marketing Coordinator at LuxProvide, MSc in Strategic and Digital Marketing from Rennes SB, Digital Marketing at LuxProvide since June 2023.

In the final quarter of 2023, LuxProvide designed and launched a six-week digital marketing pilot campaign (spanning November to December), aimed at enhancing brand visibility and generating leads through targeted LinkedIn and Google Ads initiatives.

Challenge

As a B2B Company, how do we reach our target? How can we engage our audience?
How do we generate leads in such a niche market?

Objectives

General: To leverage digital marketing tools for increasing our reach within Luxembourg & the Grande Region.

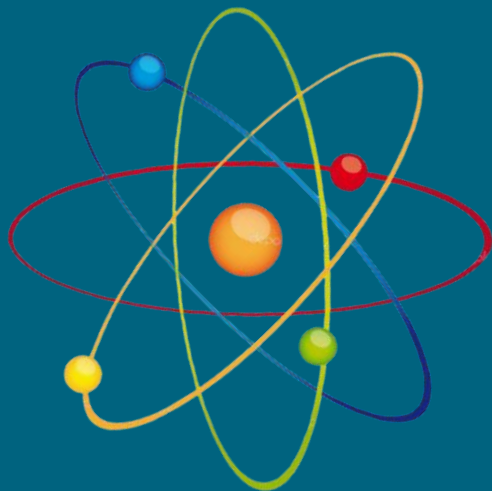
Specific:

1. Increase brand awareness and reputation
2. Increase interaction and engagement
3. Generate Marketing qualified leads.

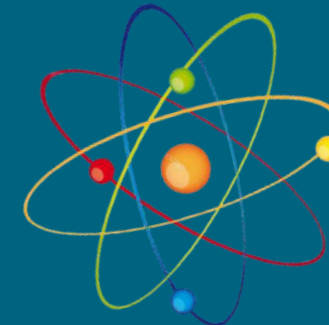
How?

With unique & eye-catching content tailored for each objective on LinkedIn and Google.

Our aim with content: To trigger identification while being multisectorial.



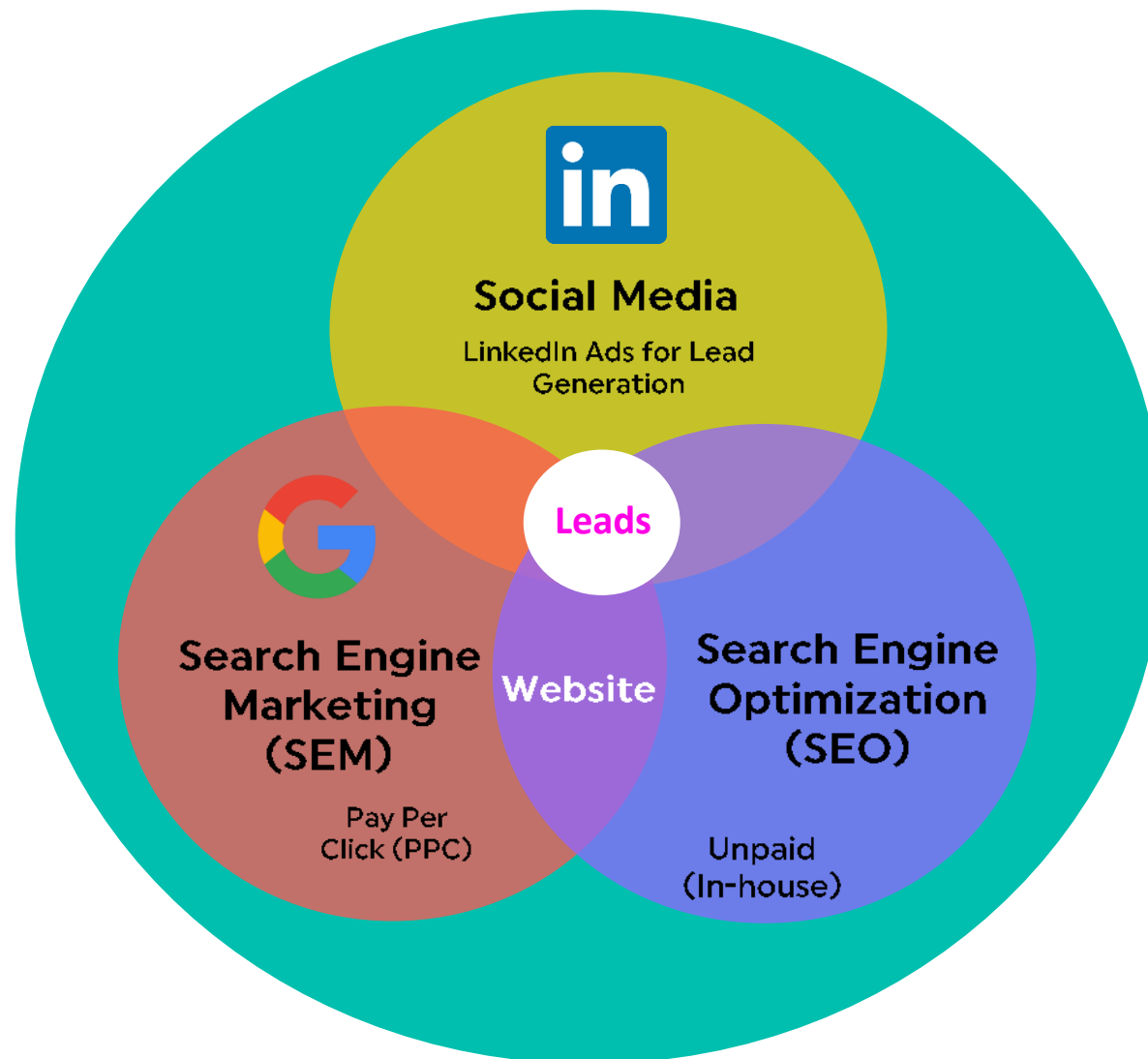
CONTENT IS THE ATOMIC PARTICLE OF ALL DIGITAL MARKETING



– Rebeca Lieb (PhD. Strategic Advisor,
Content Strategist Expert)



Content Marketing



The 3 Main Pillars of B2B Digital Marketing For Lead Generation



LINKEDIN

96% of B2B companies use LinkedIn for lead generation.

(Source: LinkedIn)

630M

PROFESSIONALS
on LinkedIn

4 of 5

MEMBERS
drive business decisions₁

#1

PLATFORM
for lead generation₂

₁DemandWave 2017 state of B2B Digital Marketing Report; ₂LinkedIn Audience 360 study



Unique B2B targeting is possible with LinkedIn

Some of the targeting options:

- Company
 - Name of company
 - Company industry
 - Size of company
- Demographics
- Job Experience
 - Job Title
 - Job Function
 - Job Seniority
- Interests
 - Member Groups
 - Member Interests

SME Business Decision Makers in Luxembourg

Meet Antoine

CEO for an enterprise
Finance sector, in Luxembourg



Niche Targeting

Seniority: Director

Company industry: Finance

Company size: 20-150

Member interests: AI and Big Data
Services

Job Function: Chief Technology
Officer, Chief Executive Officer

Education: Business, Engineering

of Members: Small



LINKEDIN PLAN

A step-by-step approach to leads generation





Objective #1

Increase Brand Awareness



Brand Awareness Campaign

Oct 30th – Dec 14th (7 weeks)

Objective: To enhance brand recognition and elevate brand reputation by deploying a series of carousel posts that educate our audience about the company's mission, services, our story, and more.

Corporate Series

- 1. [Mission](#)
- 2. [Our Story](#)
- 3. [MeluXina Supercomputer](#)
- 4. [Data security and Sovereignty](#)
- 5. [EU initiatives](#)
- 6. [MeluXina Legend](#)

Click to preview the ad on LinkedIn.

Results




Impressions
453,483



Reach (# of unique members)
89,425



Frequency
5.07






LuxProvide
1,554 followers
3d


...see more


#CorporateSeries Learn more about our mission!


Follow @luxprovide for more - 6 pages


**LUX PROVIDE**
Who Are We?
We are **LuxProvide** in charge of operating Luxembourg's **national supercomputer** "MeluXina"

What's our mission? →






**LUX PROVIDE**
What's our mission?
To **boost the ROI** of the most challenging innovation projects by **#Providing** a unique platform of supercomputing and data science.




**LUX PROVIDE**
We are part of several EU supercomputing initiatives
And a **founding member** of Luxembourg's National Competence Centre for Supercomputing, and part of the EuroHPC network **supporting** the European ecosystem.





**LUX PROVIDE**
Next-level Insights with Supercomputing
Follow us! 





 456


45 comments · 23 reposts



 Like

 Comment

 Repost

 Send





Objective #2

Increase Engagement



Engagement Campaign

Nov 3rd – Dec 14th (6 weeks)

Objective: To increase engagement and position LXP as subject matter expert through short, easy-to-follow videos about relevant and technical trends and topics.

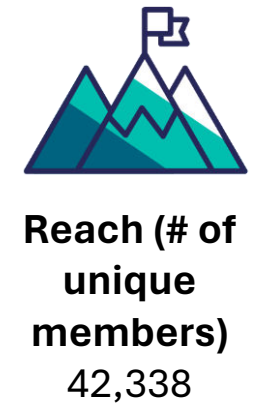
These videos were submitted to the LinkedIn algorithm to promote the ones with the highest engagement. The goal was to optimize visibility and reach by showcasing the most engaging content.

Top videos (in order of best engagement)

- 1. [What is Supercomputing?](#)
- 2. [Compute node \(CPU vs GPU\)](#)
- 3. [Artificial Intelligence](#)
- 4. [Digital Twins](#)
- 5. [Data Analytics](#)
- 6. [Numerical Simulations](#)
- 7. [Flops Peak Performance](#)

Click to preview the ad on LinkedIn.

Results





LuxProvide • Following
Promoted • IT Services and IT Consulting

Discover how supercomputers are revolutionizing the industry and driving innovation in business 🚀

#ai #supercomputing #innovation #dataanalytics



Explore the Power of Supercomputing! [Learn more](#)

  51 • 7 reposts

Reactions

         +43



Objective #3

**Increase Lead Generation
(Marketing Qualified
Leads)**



SEO



Use Case | White paper

Goal: To obtain contact details for lead generation.

We have 2 levels to act on:

- CTO Level = IT = TECHNOLOGY STANDPOINT
- CEO Level = Business = BUSINESS PROBLEM THAT WE WANT TO SOLVE

Key characteristics of the USE CASE / WHITE PAPER:

- **TRIGGER IDENTIFICATION** = Show companies that someone else solved that problem with HPC, so why shouldn't they try it too?
 - Not just a use case created by our solution engineers, but a real case done with a customer that we can ideally involve in the push of the campaign
- **BE MULTISECTORIAL:** e.g. pre-trained AI for Compliance, Fraud detection, etc.



Lead Generation Campaign

Nov 23rd – Dec 14th (3 weeks)

Results



Impressions
24,684



Clicks
137



Lead Forms Opened
36

LuxProvide

NEXT-LEVEL INSIGHTS WITH

LuxProvide's Primer on Exploiting Supercomputing for AI

Learn about the synergy of AI and Supercomputing, and the critical aspects of computing power, scalability, data security usability, and expertise.

We'll send this information to LuxProvide, subject to the company's [privacy policy](#)

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Dayana M.

Last name
Gonzalez Calvillo

LinkedIn profile URL
<https://www.linkedin.com/in/dayana-mgc>

Job title
Digital Marketing Intern

Company name
LuxProvide

Submit

[Click here to preview the Ad on LinkedIn](#)



LuxProvide • Following
Promoted • IT Services and IT Consulting



Unlock the Power of Supercomputing for AI! 🧠 In a world driven by data, discover how supercomputing elevates business AI capabilities to new heights.

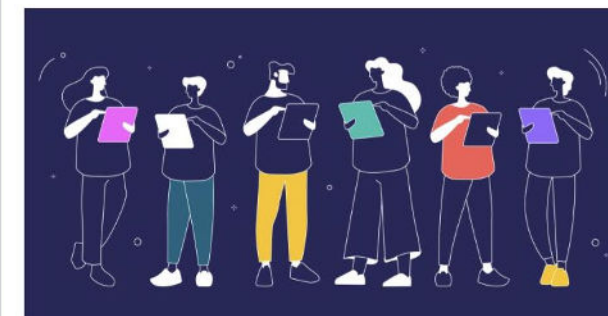
📄 Don't Miss Out - Download the Primer Paper now!

#LuxProvide #Supercomputing #AI #DeepLearning

A Solution Engineer Primer on Exploiting Superco... • Preview 2 of 9 pages



TECHNICAL PRIMER PAPER



A Solution Engineer Primer on Exploiting Supercomputing for AI

EXPLORE THE PROFOUND SHIFT, THE SYNERGY OF AI AND SUPERCOMPUTING, AND THE CRITICAL ASPECTS OF COMPUTING POWER, SCALABILITY, DATA SECURITY, USABILITY, AND EXPERTISE FOR MELUXINA OPTIMIZATION.

AI IS THE NEXT BIG SHIFT

Artificial Intelligence (AI) is the capability of machines to replicate human intelligence. Based on the development of algorithms, computer programs, and systems that can perform tasks which typically require human interaction. These tasks include learning, reasoning, problem-solving, perception, language

understanding, and interaction. AI is quickly reshaping our world in numerous ways and fundamentally altering several aspects of our life: industries, economies, education, and day-to-day life. Transformative impacts of AI are happening in different verticals such as in Table 1.

1 / 3

[Unlock Full Document](#)

👍👎👏 31

Reactions





Targeted Audience



✓ Location:

- Luxembourg & Grande Region

✓ By Job Titles:

- Chief Research Officer
- Board Member
- Senior Data Engineer
- Head of Research
- Director of Information Management
- Head of Research Department
- Chief Technology Officer
- Director of Information Technology
- Interim Chief Information Officer
- Quantitative Researcher
- Chief Information Officer
- Head of Data Science
- Chief Data Scientist
- Chief Data Officer
- Chief Digital Officer
- Lead Data Scientist
- Senior Data Scientist
- Director Information Technology Operations
- Data Science Manager
- Chief Information Technology Officer
- Head of Research And Development
- Director of Engineering, Founder
- Senior Director of Engineering
- Director General, Research Director
- Head of Information Technology Department
- Head of Information Technology
- Vice President Information Technology
- Chief Executive Officer
- Senior Data Architect
- Senior Research Director
- Head of Business Intelligence



Lead Generation Campaign

Nov 23rd – Dec 14th (3 weeks)

Audience Reached

Demographics
Job Title



View: Demographics ▾		Display: Job title ▾		Time range: 10/23/2023 - 12/14/2023 ▾	
Name ◇		Impressions ◇			
Founder		<div></div>		6,482 (26.26%)	
Chief Executive Officer		<div></div>		4,943 (20.03%)	
Co-Founder		<div></div>		4,228 (17.13%)	
Board Member		<div></div>		2,288 (9.27%)	
Managing Director		<div></div>		814 (3.3%)	
Owner		<div></div>		673 (2.73%)	
Member		<div></div>		612 (2.48%)	
President		<div></div>		590 (2.39%)	
Managing Partner		<div></div>		485 (1.96%)	



Lead Generation Campaign

Nov 23rd – Dec 14th (3 weeks)

Audience Reached

Demographics
Company Industry



View: Demographics ▾ Display: Company industry ▾ Time range: 10/23/2023 - 12/14/2023 ▾

Name ↕	Impressions ↕
Business Consulting and Services	<div></div> 3,092 (12.53%)
Technology, Information and Internet	<div></div> 2,681 (10.86%)
IT Services and IT Consulting	<div></div> 2,070 (8.39%)
Advertising Services	<div></div> 1,389 (5.63%)
Higher Education	<div></div> 1,140 (4.62%)
Financial Services	<div></div> 1,020 (4.13%)
Civic and Social Organizations	<div></div> 992 (4.02%)
Non-profit Organizations	<div></div> 974 (3.95%)
Capital Markets	<div></div> 964 (3.91%)



Lead Generation Campaign

Nov 23rd – Dec 14th (3 weeks)

Audience Reached

Demographics
Job Seniority



View: Demographics ▾ Display: Job seniority ▾ Time range: 10/23/2023 - 12/14/2023 ▾

Name ▾	Impressions ▾
Owner	<div><div></div></div> 10,866 (44.02%)
CXO	<div><div></div></div> 6,723 (27.24%)
Partner	<div><div></div></div> 3,711 (15.03%)
Director	<div><div></div></div> 2,935 (11.89%)
Manager	<div><div></div></div> 1,954 (7.92%)
VP	<div><div></div></div> 1,639 (6.64%)
Senior	<div><div></div></div> 329 (1.33%)



Objective #3

Increase Lead Generation

(Marketing Qualified Leads)



Google Lead Generation Campaign

Nov 28th – Dec 14th (2.5 weeks)

Results



Total Impressions
(Search + Display Ads)
11,106



Clicks
583



Avg. Cost Per click
€0.52



Click-through rate
5.25%

Recommendation: Engage in long-term advertising on Google or LinkedIn Ads to optimize results. Continuous data collection improves campaign performance, especially critical for Google, where keyword search volume dictates effectiveness.



WHO WE ARE

SERVICES

TECHNOLOGY

OUR NEWS

FOLLOW US!

A SOLUTION ENGINEER PRIMER ON EXPLOITING SUPERCOMPUTING FOR AI

Inside, you'll learn about the profound shift, the synergy of AI and supercomputing, and the critical aspects of computing power, scalability, data security, usability, and expertise for high-performance computing optimization (8 pages).



DOWNLOAD THE PRIMER PAPER

Fill out the contact form below to access the content.

Name*

Surname*

Company*

Job Title*

Email*

By sending this form, you agree to receive an email by LuxProvide



supercomputing for ai



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luxprovide.lu
<https://www.luxprovide.lu>

Luxembourg's National HPC - Supercomputing for AI

Our HPC Was Built to Serve a Large Variety of Complex, Data-Driven Workloads. Learn About the Synergy of AI Trends & HPC, and its Critical Aspects for Optimization.

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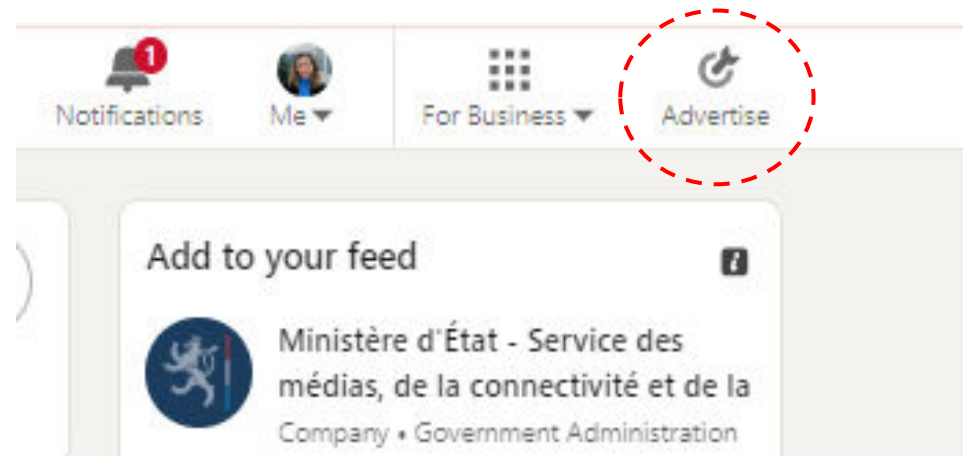


Step-by-Step How to Launch a LinkedIn Campaign

- Step 1:** Choose a Marketing Campaign Objective
- Step 2:** Select audience targeting criteria
- Step 3:** Choose a LinkedIn ad Format
- Step 4:** Set budget and schedule
- Step 5:** Set up ad creative
- Step 6:** Measure and optimize



How to Access LinkedIn Campaign Manager:



[Best Practices for Creating Your First LinkedIn Campaign](#)



Step 1: Choose a Marketing Campaign Objective



Choose from the following objectives to customize campaign:

- Awareness:** Brand awareness
- Consideration:** Website visits, engagement and video views
- Conversion:** Lead generation, website conversions, and job applicants

The chosen objective will determine the rest of the campaign creation experience, as well as the results you get.

Group Objective

On ☒

Streamline your workflow by setting one objective for all campaigns in this Campaign Group. Once you select an objective you'll also be able to leverage Dynamic Group Budget, which automatically allocates budget to your best performing campaigns. [Learn more](#)

Awareness	Consideration	Conversions
<div>Brand awareness</div>	<div>Website visits</div>	<div>Lead generation</div>
	<div>Engagement</div>	<div>Website conversions</div>
	<div>Video views</div>	<div>Job applicants</div>
	<div>Messaging</div>	



Step 2: Select audience targeting criteria

Reach the right audience by using LinkedIn's targeting tools for campaign success. Choose from over 20 different audience attribute categories including:

- Company size
- Company name
- Member schools
- Member interests
- Member groups
- Skills
- Job title
- Job seniority
- And more

Targeting is a foundational element of running a successful advertising campaign - Getting your targeting right leads to higher engagement, and ultimately, higher conversion rates.



The screenshot displays the LinkedIn Campaign Manager interface for audience targeting. It features a top navigation bar with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below this, there's a section for 'Audience' with tabs for 'Saved Audiences' and 'Audiences'. A 'Create a new audience' button is visible. The main area shows a 'Where is your target audience?' dialog box with a dropdown for 'Location: Recent or permanent location' and an 'INCLUDE' button. Below this, there's a 'Who is your target audience?' section with a search bar and a list of 'Audience attributes' including Company, Demographics, and Education. On the right side, a 'Forecasted Results' panel shows metrics for a 30-day campaign: Target audience size (160,000,000+), 30-day spend (\$430.00 - \$900.00), 30-day impressions (31,000 - 150,000), CTR (0.35% - 0.52%), and 30-day engagements (250 - 630). A 'Learn more' link is provided at the bottom of the forecasted results.

Forecasted Results

Metric	Value
Target audience size	160,000,000+
30-day spend	\$430.00 - \$900.00
30-day impressions	31,000 - 150,000
CTR	0.35% - 0.52%
30-day engagements	250 - 630

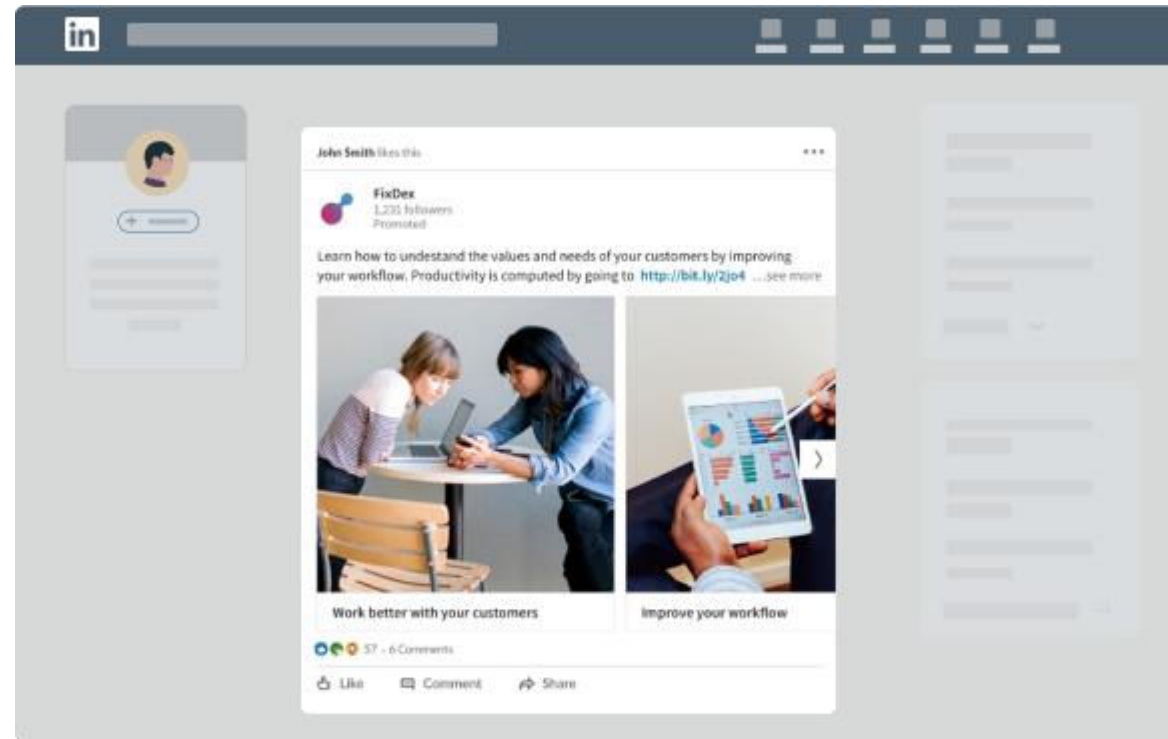
Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)



Step 3: Choose a LinkedIn ad Format

Sponsored Content appears directly in the LinkedIn feed of professions you want to reach, and comes in different formats:

single image ads, document ads, thought leader ads, video ads, and carousel ads.





Step 4: Set budget and schedule

There are these options:

- Cost per click (CPC) is often used for action-oriented campaigns like lead generation or event registration.
- Cost per impression (CPM) model is typically a better fit when brand awareness is the goal.

The screenshot shows the LinkedIn Campaign Manager interface for creating a 2015 Lead Gen Campaign. A modal window is open for setting the bid type and budget. The bid type is set to Cost per click (CPC), and the bid amount is 4.33. The daily budget is set to 25.00. The start date is set to start immediately.

CAMPAIGN MANAGER

Create 2015 Lead Gen Campaign

Let's figure out how much you'd like to spend on your campaign.

Bid type

☒ Cost per click (CPC) ☐ Cost per impression (CPM)

Pay when someone clicks your ad.

Bid

4.33 Suggested bid to reach the majority of your audience is \$4.33. (Other advertisers are bidding between \$4.33 - \$11.16) Minimum bid: \$2.00.

Daily budget

25.00 Minimum budget: \$10.00 Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

Start Date

☒ Start immediately ☐ Schedule start

[Back](#) [Next](#) [Cancel](#)





Step 5: Set up ad creative

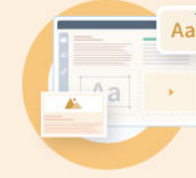


There are **4 main components** that should be considered when building out creative for LinkedIn:



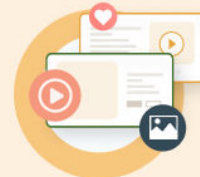
Imagery

Be distinctive and consistent. Imagery is the most critical factor in driving engagement within the newsfeed.



Copy

Be discerning with what words are chosen and how many.



Format

Use a variety of formats to keep the audience interest piqued



Testing

Test, learn and iterate to find the best performing creative combinations.

We recommend creating 4-5 ads in the campaign to give the campaign more exposure and opportunity to optimize for the highest performance.



Analyze the campaign performance. Look for what is giving the best results and optimize by improving targeting or ads creatives.

Step 6:
Measure
and
optimize
campaign



LinkedIn Campaign Manager interface showing a table of prospect accounts and their engagement metrics.

Columns: Total Engagement Time range: 4/30/2020 - 7/29/2020

Company name	Engagement level	Members targeted	Campaigns	Impressions	Ad engagement	Organic engagement
Search by company name						
1,221 matched companies	—	12,500,700	37	1,356,411	8,983	
Bar Chart	Very low	176,452	2	50,214	64	
Cleanguide	High	156,452	1	16,547	12	
Cleanerly	Very high	112,457	—	36,145	8	
Codelane	High	87,999	5	61,452	8	
Evercharge	Low	92,156	2	17,564	2	
FixDex	Medium	784,547	2	41,223	1	


Setting up Google Ads



Start advertising in 3 easy steps

- 1. Select your ad goal**
Pick the action you want customers to take.
- 2. Create your ad**
Attract potential customers with a compelling ad.
- 3. Set your budget**
Pay only for clicks on your ad. You can change your budget anytime.

CREATE AD



Very similar to LinkedIn campaign set-up.

The only differences:

- Setting up keywords allows to have a more specific targeting.
- The Ad Creative equals to the Headline and description.
- Keywords = Landing Page = Headline and description of Ad.

For best results, SEO must be implemented on the website.

Ad group: _____ Keywords: _____

< > Try including more keywords in your descriptions

Ad strength Ⓞ
Average

- ☒ Add more headlines [View ideas](#)
- ☒ Include popular keywords in your headlines [View ideas](#)
- ☐ Make your headlines more unique [View ideas](#)
- ☒ Make your descriptions more unique [View ideas](#)

Final URL Ⓞ

Display path Ⓞ

Preview

Ad • _____



Our Learnings & Recommendations

- Time limitations: Advertise long-term and be consistent for best results.
- Supercomputing knowledge is low, it was the video with the most engagements. So, we will work on content to keep educating on Supercomputing topics.
- To leverage LinkedIn's targeting feature depending on the company Commercial Strategy. We will target our audience Per Sector (Healthcare, Space, Industry, Logistics, etc.) and tailor the content per sector.
- Content and targeting are important -- You could be in front of the right people, without the right content. Or be in front of the wrong people, with the right content. So, both content and targeting must be aligned.
- Design platforms: Canva (includes stock videos, Pro is better), Filmora, Microsoft Clipchamp, stock images and videos (Getty Images)
- Monitor your Campaigns – Check frequently the campaigns (at least once per day when starting out).
- **Test, learn & optimize for better results!**



Thank You

Dayana M. Gonzalez Calvillo
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MSc in Strategic and Digital Marketing



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Q&A

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