Case Study: LinkedIn Campaign for ROSEN Group – Showcasing Industry Leadership

Grow Your Brand, Day By Day

At a glance

The ROSEN Group is a global leader in asset integrity management, offering inspection services and engineering solutions to industries like energy and infrastructure. Operating in over 120 countries, they focus on enhancing safety, efficiency, and compliance for critical industrial assets.

Key metrics

The campaign boosted post reach by 70%, exposing ROSEN's content to over 50,000 professionals. The click-through rate (CTR) for whitepapers and case studies reached 3.5%, exceeding industry benchmarks.

70%↑
Increase in Post Reach

3.5%↑
Increased in CTR for White papers and Case studies

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CHALLENGES

The LinkedIn campaign aimed to position ROSEN Group as a thought leader and industry expert. The challenge was to stand out in a crowded, technical industry and engage key decision-makers who were difficult to reach. The focus was to highlight ROSEN's technical leadership and innovative solutions in pipeline integrity.

SOLUTIONS

Early in the campaign, technical content saw limited engagement, so we introduced infographics and simplified summaries to make it more accessible without losing depth. To reach key decision-makers in a crowded space, we used targeted LinkedIn ads and partnered with industry influencers, increasing visibility.

Amplified Engagement

Thought Leadership Impact

Follower Growth

RESULTS

1

Increased Visibility

The campaign resulted in a massive 47% increase in profile views and a 35% boost in post engagement from key industry professionals.

2

Thought Leadership Impact

Content such as whitepapers and webinars received high engagement, with over 400 downloads of technical papers and over 200 attendees across webinars.

3

Follower Growth

ROSEN's LinkedIn page saw a 30% increase in followers, with many from target industries like oil and gas.