

Shell Catalysts & Technologies Engages a Targeted Global Audience on LinkedIn



Shell Catalysts & Technologies

Location: Houston, TX | No. of Employees: XX
Industry: Technology, Refining, Oil and Gas



“Shell didn’t have Showcase Pages for any of its sub-brands. So I built a business case for why we should be able to be on LinkedIn and the value that could bring to both the business and our key audience. Being a smaller brand within Shell enabled us to be more agile and ultimately worked to our advantage.”

Will Potter

Digital Marketing Manager, Shell Catalysts & Technologies



Challenge

- Shell Catalysts & Technologies is the commercial branch of Shell’s projects and technology group. The group manufactures, develops, sells and licenses catalysts and process technologies that are sold to energy producers and industrial facilities.
- The brand was lacking a formal digital marketing strategy. Digital Marketing Manager Will Potter noticed LinkedIn hosted many target audience members, but there were no Showcase Pages for sub-brands and nothing really being done to harness the platform’s potential.
- The brand needed to find a way to communicate its message without relying on the main Shell social channel, which was too big and broad for the specific messaging Shell Catalysts & Technologies needed to accomplish.



Solution

- Will Potter started by building out Shell Catalysts & Technologies’ own LinkedIn Showcase Page and strategizing the brand’s voice, target audience and organic content strategy for LinkedIn.
- By October 2019, the brand had its first ad campaign on LinkedIn, with the program becoming much more complex and sophisticated over time.



Results

- Since launching the Showcase Page in 2019, Shell Catalysts & Technologies has attracted more than 50,000 followers.
- The company currently has more than 10 qualified leads in its Salesforce funnel, and multiple opportunities worth more than \$20 million generated from the Showcase Page.

Built a following of

50,000

Showcase Page followers in less than three years

More than

\$20M

in pipeline opportunities generated from Showcase Page

A global reach

- One of the reasons Potter favors the LinkedIn platform is that it provides a targeted platform to reach the brand's worldwide audience.
- "Our audience is global in nature, so we have folks who interact with our content from all the Americas through Europe through the Middle East and even parts of Asia," he says. "When we were looking at the audience and when we launched the page, the goal was really to promote educational content and content that was thought provoking but also informed, not just about the brand but about the trends in the market, and about regulations about technology trends happening in different parts of the world."
- Shell Catalysts & Technologies has been successfully able to implement this global strategy, targeting a "very avid user base" of technologists, researchers, scientists, engineers and business leadership.

Creating another content hub

- "LinkedIn plays a really key role in driving the reach of our content," says Potter. "We're able to use LinkedIn in addition to other digital channels, like our website. We have pages on the main Shell website, which is kind of our hub of content where we also publish a lot of the articles that we share on LinkedIn."
- Shell Catalysts & Technologies has also been able to use LinkedIn for its industry-specific trade releases, taking advantage of professional targeting tools to ensure these releases are reaching relevant audiences.

Ability to track results

- "Marketing should be driving some sort of bottom-line value... and so we have some pretty advanced analytics in place and data campaign tagging and tracking so every time you share an article, every time we share a piece of video content, we're tracking the data behind it," Potter explains.
- Using these analytics, Shell Catalysts & Technologies can determine whether people in their audience are ultimately becoming customers, are asking questions, and are taking other desired steps.



"Something that is very important to me that helps us stand out from our competition on LinkedIn is that we focus more on our people, how we help our customers and the why behind what we do as a team."

Will Potter

Digital Marketing Manager, Shell Catalysts & Technologies