

Xero wins big with a virtual event for small businesses on LinkedIn



Headquarters: Wellington, New Zealand

No. of Employees: 1,001-5,000

Industry: Computer Software



Xero provides a beautiful and easy-to-use cloud-based accounting software service for small businesses and their advisors around the world.



The challenge

- To **drive engagement and views** among small and medium businesses for its #BehindSmallBusiness online event in EMEA
- To **maximise reach and engagement** to increase its subscriber base among the small business community

Results: Attendance

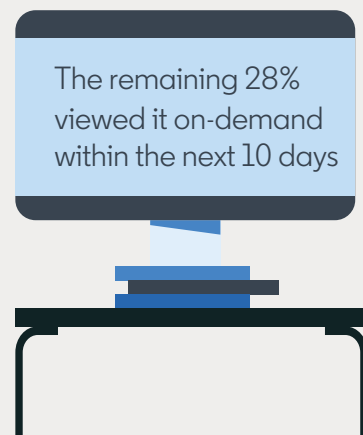
In just 2 weeks, Xero successfully attracted almost 250 attendees:

72% tuned in for the livestream

28%

The remaining 28% viewed it on-demand within the next 10 days

55% were senior leaders

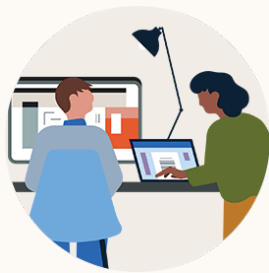


How Xero did it

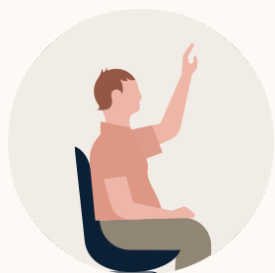
The company implemented a pre-during-post virtual events strategy on LinkedIn:



Integrated **LinkedIn Live** and **LinkedIn Events** to create a community of registered attendees and encourage pre-event interaction around the event content.



Invested in **organic and paid promotion** in the two weeks leading up to the livestream to build interest and engagement.



Used **Polls** to gain attendees' perspectives about relevant topics leading up to the event.



Continued the conversation **post-event** by using **polls** to gather feedback and **repurposing event content** into SME blog posts and long-form posts for LinkedIn.

Results: Engagement

The 30-minute livestream event generated:

100

poll responses

40+

comments

Why LinkedIn?

- Integration of LinkedIn Events and LinkedIn Live to create bespoke digital events
- Proven track record for organic and paid promotion
- Ability to reach SMB owners at scale in a professional and business mindset



“In comparison to similar livestream events we’ve held on other social media platforms, the quality of the engagement we saw from our audience throughout this event was far superior. LinkedIn is now one of the key channels we utilise for virtual events.”

Jes Lee, Social Media Manager, UK & EMEA