



Case Study

How Alma achieved a 6:1 ROI on LinkedIn

Alma

Alma aims to simplify access to high-quality, affordable mental health care at a time when four in ten American adults report dealing with anxiety or depression. Working hand-in-hand with mental health professionals, they break down barriers and create opportunities for providers and patients alike.

But Alma is not alone in this hyper-competitive mental health space. To stand out, they needed an edge—something to break through the noise. How could Alma reach mental health care professionals in a genuine, meaningful way?

Alma took a full-funnel approach on LinkedIn, from high-level brand awareness all the way down to conversation ads aimed at specific mental health care professionals. Along the way, they made a point to never lose their warm, human approach to everyone across the funnel.

That made all the difference

Alma's wins across the end-to-end funnel



Average return on ad spend



LinkedIn generated 30% more signups from August 2021



Cost per leads 25% lower than Benchmarks*

“Our message is more friendly and human. We let [mental health providers] know that we see that they're doing something to help, making mental healthcare more accessible. That's what their passion is.”

Valerie Kile
Performance Marketing Manager, Alma



*Cost per lead generation ranges from \$331.50 for a single image add to \$512.76 for a carousel ad to \$767.35 for a message ad to \$467.42 for a video ad

Why it Worked: a Human Strategy

Targeting mental health care professionals

Because Alma's audience was extremely niche (mental health care providers, exclusive to certain license types), LinkedIn allowed Alma to channel the ads directly to the people that needed to see it (without wasting ad spend on those that didn't).

As such, the average CTR for six months was 4.42%. Industry average is around 0.60%.

A full-funnel, diversified approach

Alma explored LinkedIn's vast array of tools, creating campaigns targeting the full-funnel journey. These included everything from brand awareness ads to content downloads for thought leadership and conversation ads. Often, they offered multiple CTAs to give the end user a friendly opportunity to explore at their own pace.

This led to an average engagement rate over six months of 5.51%. Industry average is around 1.05%.

Emotion first

Focused on empathetic messaging targeting the real wants and needs of mental health care providers, Alma created friendly, no-pressure conversation ad outreach campaigns that had incredible success.

Because of their success, one-third of their paid ad budget over the last six months has been committed to LinkedIn.

What's Next For Alma

The compelling, full-funnel success of Alma's LinkedIn campaigns inspired them to continue their LinkedIn implementation in two ways.

The first will be to go deep into their retargeting campaign, sending touches at multiple points along the journey to catch any stragglers who haven't had the chance to see what Alma can do.

In addition, they plan to leverage a campaign for advocacy and retention. Their target will be their active, existing user base—upselling them on referral options and promoting new tools and services.

Alma wants to continue their mission to help mental health providers reach as many patients as possible. LinkedIn is helping them do just that.

“The next step is to use LinkedIn...for advocacy and retention. In addition, they plan to leverage campaigns that will increase advocacy and retention by promoting new tools and services.”



Valerie Kile
Performance Marketing Manager, Alma



The LinkedIn Edge

Alma's mission is not an easy one. Reaching mental health care providers is a challenge—especially in an authentic, effective way. LinkedIn gave them the opportunity to not only interact with these providers, but accelerate their marketing in unprecedented ways.

LinkedIn's varied, dynamic platform allowed Alma's team to get in front of people that matter, starting at the top of the funnel and working down to the individual decision-makers with conversation ads. Along the way, they never lost their genuine, helpful voice and brand persona.

“LinkedIn has consistently contributed 30%+ of our paid channel success since August of 2021 and the highest volume of leads to date.”



Valerie Kile
Performance Marketing Manager, Alma

Conclusion

Alma's niche targeting strategy and sincere messaging has had a substantial impact on its business performance. In addition, it's empowered the organization to have a more meaningful impact on humanity's well-being.

In the healthcare space, LinkedIn shines—allowing for both hyper-targeting and full-funnel, integrated strategies that can meet multiple parties along the buyer journey.

Visit our [Healthcare Hub](#) to get started with LinkedIn Marketing Solutions or contact your LinkedIn Account Team to learn more.

