



ICF LinkedIn Membership Campaign

Launching the Campaign

- 97% of ICF Members are on LinkedIn
- \$25,000 minimum that includes display ads, sponsored updates and sponsored InMail messages
- Creating a custom landing page and Google sales funnel to track new members

ACHIEVE MORE WITH THE ICF IN 2014.

ICF Members gain *instant credibility* by using the ICF brand and by becoming part of the *largest community of professionally trained coaches*. We want to put our research, resources and marketing tools in your hands!

To take advantage of ICF resources and to join our community of professionally trained coaches, you must have 60 hours of coach specific training. The annual membership fee is \$245 USD. By connecting you with cutting-edge coaching research, lifelong learning, and opportunities for networking and community-building on the chapter and global level, the ICF gives you the tools you need to succeed in your coaching career.

[Join Now](#)

ICF Global Community



Setting High Standards



1. Target Your Audience

- Options include groups, job titles, and strategic function
- Researched/compiled list of coaching groups on LinkedIn
- Selected groups based on size and likelihood of fulfill membership eligibility requirement

2. Create Content

- InMail Messages
- Display Ads
- Sponsored Updates

InMail Message

- Write the email content
- Supply ad artwork

LinkedIn Share Go to Inbox

Let ICF help you achieve your goals in 2014

Dear Stephanie,

If you're like most people, you started 2014 with high expectations. Maybe you wanted to grow your business, continue your education, or meet people who are fueled by the same passions you are. If you haven't taken the steps toward your goals yet, it's ok! Let the International Coach Federation help.

As a professional coach, the ICF can help you realize your full potential. ICF Members get instant credibility by using the ICF brand and by joining the largest community of professionally trained coaches. Enroll in our Reciprocal Peer Coaching program or participate in our new business development webinar series. Whether it's coaching education, promotion or research, ICF supports its members in a multitude of ways.


What is the first step you need to take to reach your goals? Can ICF Membership help you on your journey? The ICF wants to help you succeed in your coaching career...not only this year, but every year after.

Want to learn how ICF can help you achieve your goals?

[I'm Interested](#)

If you're already an ICF Member, it's almost time to renew! Look for bonus offers when you renew early in March with the ICF.

Sincerely,
Magdalena N. Mook, CEO & Executive Director, International Coach Federation

International Coach Federation 

The International Coach Federation (ICF) is the largest worldwide resource for professional coaches, and the source for those who are seeking a...
Lexington. 11-50 employees
[Following](#)


International Coach Federation employees in your network:

- C. Todd Hamilton, Assistant Executive Director, ICF
- Nicole Zafian, Learning Manager at International Coach Federation
- Isabelle Mass, Manager ICF PSC Europe at International Coach Federation

ACHIEVE MORE WITH THE ICF IN 2014.

Gain *instant credibility* and become part of the *largest community of professionally trained coaches* by becoming a member of the International Coach Federation.


International Coach Federation


"I have engaged with outstanding clients by being a member of the ICF."
—Jonathan Flaks, MCC (USA)

[LEARN MORE](#)

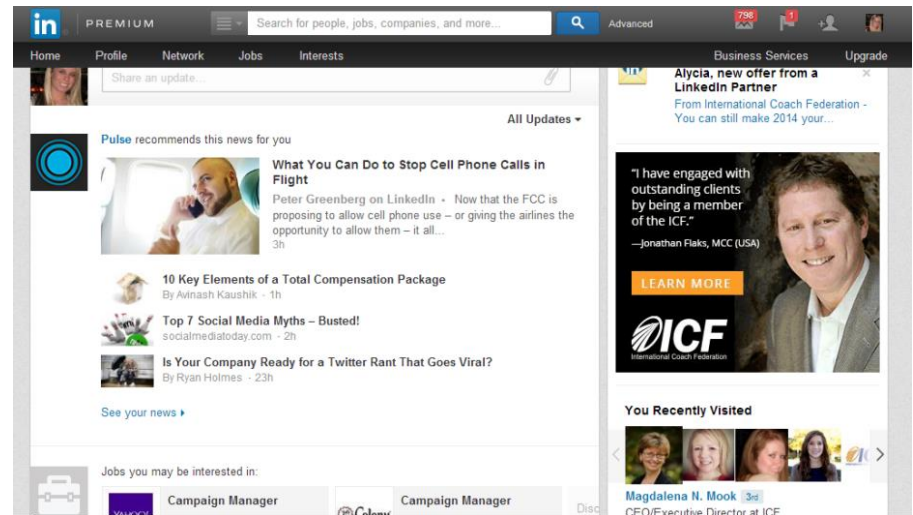
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Display Ads

- Two above the fold size options (available only to those who invest in \$25K+ campaign)
- Created 2 versions of each ad for A/B testing



Sponsored Updates

- Provide link to the content
- Write the blurb to go along with the content

International Coach Federation Are you guilty of these branding blunders that coaches often make? Personal Branding Guru William Arruda outlines the top five branding mistakes coaches make: <http://lnkd.in/dyTUGsg>.



Five Branding Blunders Coaches Make

coachfederation.org · Over the past decade, I've coached countless coaches on their personal branding strategies. I see a lot of recurring mistakes that waste their time and money while undermining their brand's true potential. The following five blunders are at the...

Organic

Targeted to: All Followers

8,239	155	23	2.16%
impressions	clicks	interactions	engagement

Gained from Sponsoring

Sponsored in: Member Recruitment (stopped)

+5,059	+113	+9	+6	+2.53%
impressions	clicks	interactions	followers acquired	engagement

[Manage](#)

Like (24) · Comment · Share · 2 months ago

Gabriella van der Meer ACC, Szilvia Horváthné Pánczél +22

Add a comment...

3. Review progress

- LinkedIn sends weekly progress reports along with recommendations
 - Example: our 300x250 ad size was performing better than the 160x600, so we reallocated our funds accordingly
- Sponsored Updates were the least effective
- Display ad and InMail doubled LinkedIn's benchmarks
 - Display ad generated .10 percent click compared to LinkedIn's average of .5 percent
 - InMail had a 33 percent open rate compared to LinkedIn's aver of 10-20 percent

Outcomes

1,899 new members

Revenue of **\$465,255**

1,761% ROI