

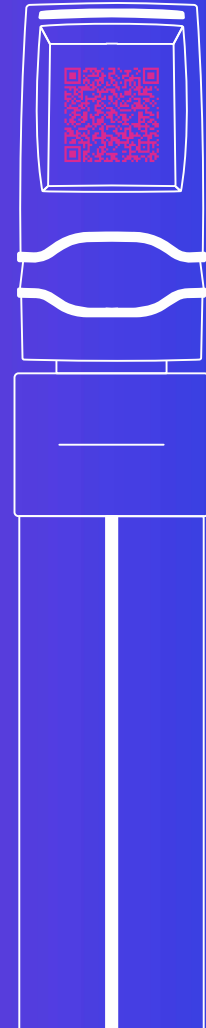


# ADITUS x VDA x LinkedIn Community Builder v2.0

**Maximising Organic Reach, Visitor Growth,  
Brand Awareness, Community Engagement,  
Return-On-Time and Content Distribution.**

***IN ONE GAME CHANGING MARKETING TOOL  
(FREE OF CHARGE!!! YES, REALLY.)***

**LinkedIn**  
@aditusgmbh



# ADITUS GmbH + LinkedIn + VDA >> Joint Award Entry

## The ADITUS x LinkedIn Community Builder v2.0

### Title:

*Building Digital Bridges for Trade Shows: The **ADITUS x LinkedIn Community Builder v2.0** - A Blueprint for Organic Growth, Content, and Community Engagement.*

### Collaboration Partners:

- ADITUS GmbH
- LinkedIn
- VDA // IAA Mobility 2023
- Messe München GmbH

### Contact Person:

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### The (4!) Challenge(s):

1. Trade Show Promotion on LinkedIn is a significant expense for marketing teams.
2. Registration is to date often seen as "the necessary evil".
3. A membership area hosted on a website is not a natural home for an event community and lacks engagement options
4. Organic Ways of Increasing Ticket Sales

As an industry partner, ADITUS is committed to delivering innovation and added value to all industry stakeholders. LinkedIn was a natural choice to integrate into the registration experience, consolidating multiple challenges into **one game-changing marketing tool**, as LinkedIn's first development and integration partner! **Free of charge!**

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### Objectives:

Maximising the untapped potential of registration to drive visitor growth, enhance organic reach, and elevate brand visibility to the forefront of thought leadership within the targeted audience – ORGANICALLY.

We have turned registration from a "necessary evil" into a vessel of organic growth and established a digital bridge for pre-event engagement.

*"If you don't do anything at all, your roi will be positive."*

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### Conclusion:

- Set-up in under 3 minutes
- Natural home for a community
- Multi-Impact
- Significant networking value for event attendees
- Achieving event ambassador engagement rates up to 20x higher than those of comparable trade shows.

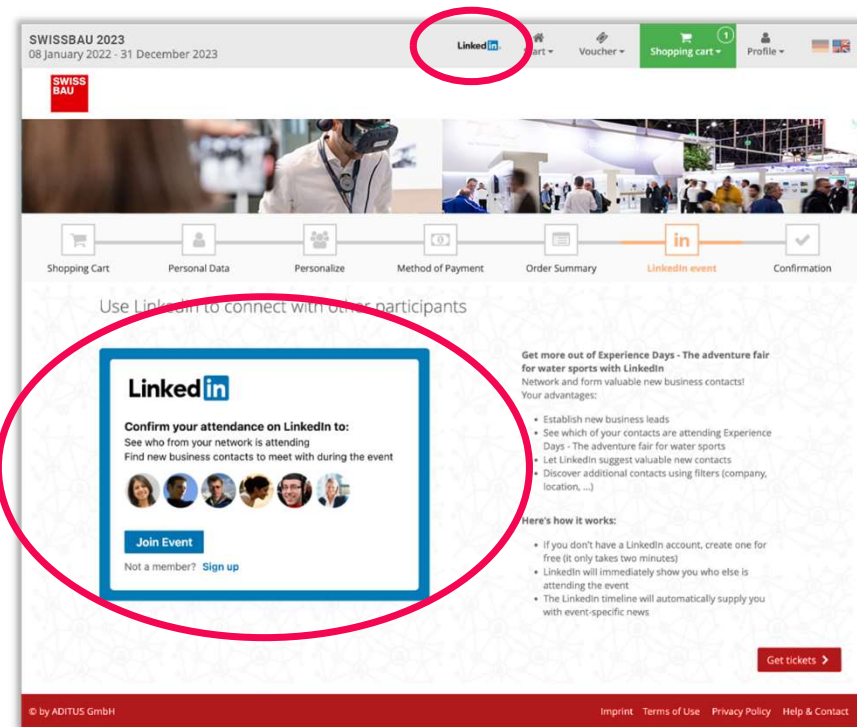
### Next Steps >> v3.0

- Including sponsors/exhibitors in community CTA, to develop further digital revenue models
- Using channel differently on the event day with more practical advice around the exhibition

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# LinkedIn Community Builder v2.0

## The CONCEPT



**A DIGITAL MARKETER'S DREAM: No more need for Cookies and A LinkedIn Events page seamlessly connected to registration!!!**  
**>> bi-directional <<**

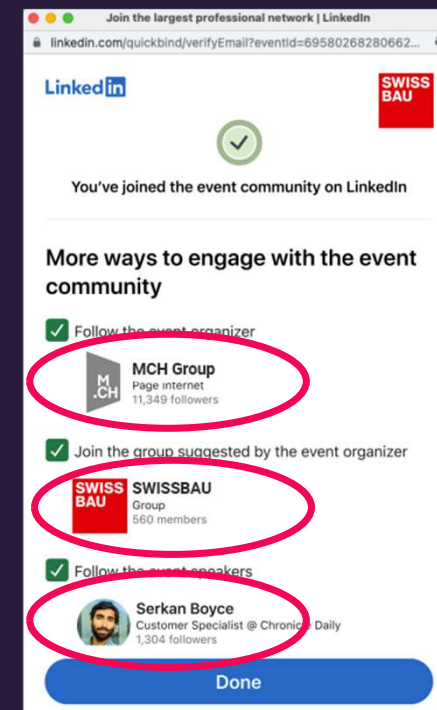
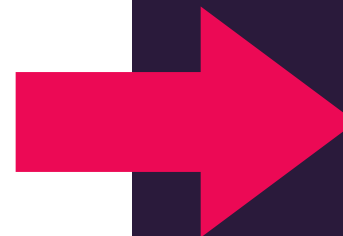
Integrated in the registration process, registrants are automatically opted in to join/follow:

- LinkedIn Event Page
- Organiser Company Page
- Group Page
- Up to 5 keynote speakers

Unparalleled organic reach of the event directly in target group

Highly effective content distribution directly to the target audience

Pre-event engagement for event ambassadors, sponsors, exhibitors, and visitors



# IAA Mobility '23

## Results / Impact



## IAA Mobility

IAA Mobility is the leading global platform for mobility, sustainability and tech. Since 2021, it has been evolving from a classic car show into a biennial mobility platform with a new concept. It is organised by the VDA (The German Association of the Automotive Industry) and Messe München.

*Over 90% of digital event attendees originated from the ADITUS x LinkedIn Community Builder integration.*

### EVENT PAGE

- >4,326 brand ambassadors joined LinkedIn Event
- >15,000 views
- 227 re-posts
- >170K repost reach

#Community led growth

#organic growth

### COMPANY PAGE

- >3,300 new followers
- ~ 10% increase

Connectivity and engagement pre-event. Organic reach.

A natural home for any B2B Event Community

### ATTENDEES

- 4,601 new connections
- 7,214 new followers
- >113,000 interactions
- >16,400 profile views

return-on-time for visitors

#visitorfirst



## GROWING Trade Shows with the LinkedIn Community Builder v2.0

» ADITUS



... plus many more

