

Open for Business: Global Go-to-Market Launch

Email Channel Lead · Digital Marketing Manager

THE CHALLENGE

LinkedIn was launching Open for Business — a new service marketplace — across 28 languages simultaneously. Email needed to be the primary engine of provider acquisition, driving sign-ups and service requests at a scale the platform had not previously attempted.

THE APPROACH

I led email strategy end-to-end: building a multi-phase campaign with segmented workflows, localized content tailored to regional preferences across 28 markets, and sequenced touchpoints designed to move prospects from awareness to activation. I also supported a high-profile activation in Dubai attended by the Crown Prince and senior government officials — positioning the platform launch as a global moment of brand credibility, with LinkedIn Open for Business projected onto the Burj Khalifa.



Dubai Activation Coverage

tahawultech.com/news/linkedin-launches-new-feature-open-for-business-in-dubai

THE IMPACT

109K

Provider sign-ups driven

240%

Week-over-week growth

19.7K

Weekly Requests for Services

81%

Increase in RFS from search & DMs

Email became the primary acquisition channel for the launch, outperforming all other channels in both volume and conversion — across 28 languages.