

Case Study 1



CLIENT DETAILS

Title
Partner

Tenure
2 years

Followers
6,638

COMPANY

Industry
Executive Search

No of Employees
~200

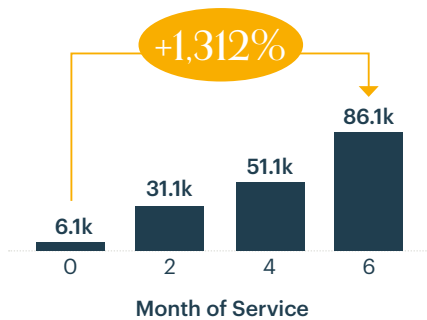
Founded
1980

GOALS

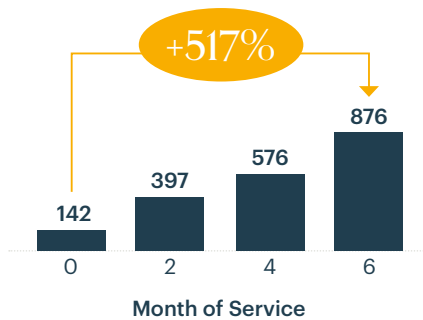
- Increase executive search firm brand awareness and visibility
- Keep firm top of mind for companies running searches
- Stay connected with potential executive candidates

FIRST 6 MONTH KPIs

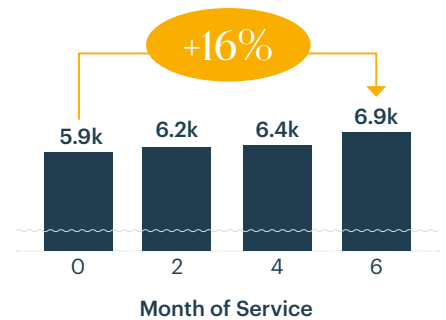
VIEWS



LIKES



FOLLOWERS



* These metrics are calculated as a rolling average of the previous 3 months, to best show trends over time

OUTCOME

- Rave reviews from industry colleagues
- Outreach from potential C-suite candidates and companies
- Reconnected with industry colleagues who established a contract with his firm to support their hiring needs

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“I’m blown away by the impressions I’m receiving with just the 4 posts I have out. My inbox is blowing up!”