

Case Study 2



CLIENT DETAILS

Title
CEO & Co-Founder

Tenure
10 years

Followers
~10K

COMPANY

Industry
Financial Services

No of Employees
~50

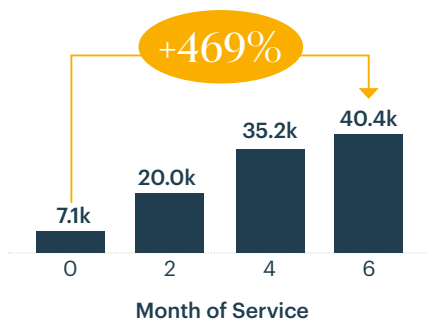
Founded
2013

GOALS

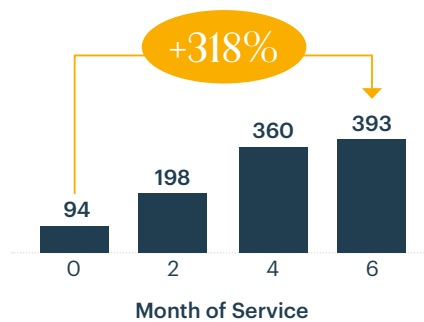
- Grow a following to build word of mouth around company events and information
- Spotlight leaders in the industry
- Build relationships with target audience: Senior leaders in the FinTech industry

FIRST 6 MONTH KPIs

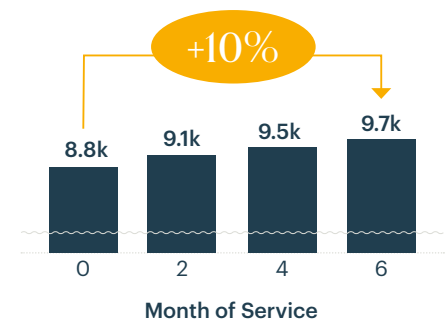
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- Consistent outreach from online network to express gratitude for content
- Co-founder of company also began utilizing EP Services
- Increased attendance at quarterly events

“

“I love what we’re doing and have no intention of backing off! This has been a tremendous, remarkable partnership”