

Case Study 5



CLIENT DETAILS

Title
CEO & Co-Founder

Tenure
4 years

Followers
4,026K

COMPANY

Industry
Software Development

No of Employees
23

Funding
\$2M

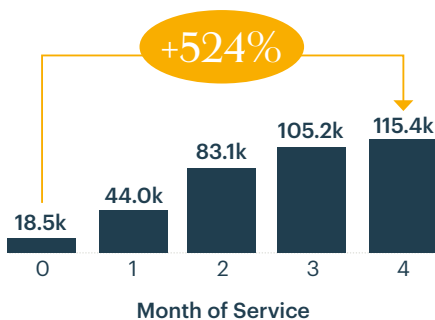
Founded
2019

GOALS

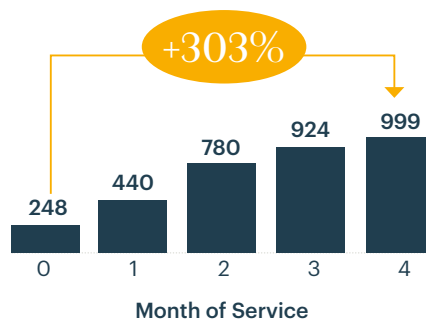
- Showcase [Company] and self as a leader in the mobile gaming space and entrepreneurship space
- Build a relationship with prospective and current employees
- Create awareness with investors

FIRST 4 MONTH KPIs

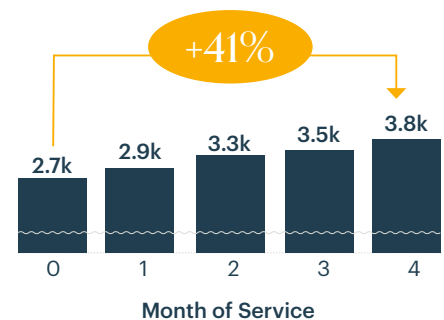
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- Increased job applications, citing LinkedIn post as the reason they applied
- Increased engagement by nearly 200%
- Established new business development relationships for consulting engagements



“You’re one of the handfuls of people whose posts on LinkedIn I really look forward to reading/find a lot of applicable insights in”