

# Case Study 6



## CLIENT DETAILS

**Title**  
President

**Tenure**  
14 years

**Followers**  
2,816K

## COMPANY

**Industry**  
Construction

**No of Employees**  
43

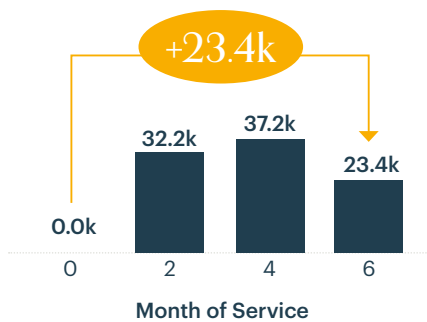
**Founded**  
2009

## GOALS

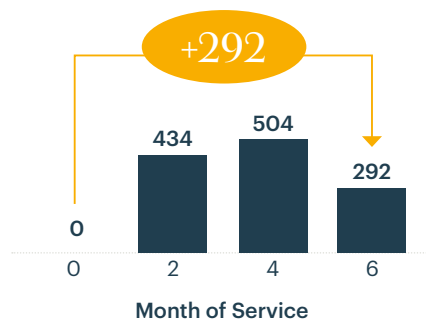
- Establish company as an industry expert in:
  - Construction
  - General Contracting
  - Technology
  - Leadership

## FIRST 6 MONTH KPIs

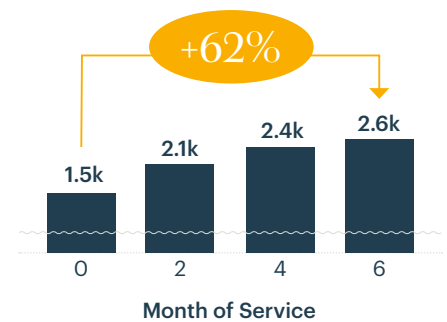
### VIEWS



### LIKES



### FOLLOWERS



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

## OUTCOME

- Utilized LinkedIn as a drip campaign for new product launch
- LinkedIn content has driven traffic to the website resulting in outreach from a number of industry-specific recruiters ready to support filling open roles with company
- Increased engagement by over 100%

“

“[The posts] are really good. It was as if you guys were building in the correct direction on key elements, thoughts, or ideas I was having.”