

Case Study 7



CLIENT DETAILS

Title
Founder & CEO

Tenure
4 years

Followers
7,148K

COMPANY

Industry
Software Development

No of Employees
40

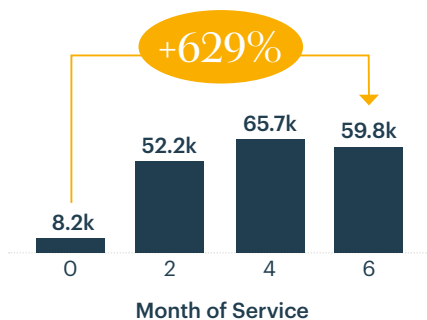
Funding **Founded**
\$15M 2019

GOALS

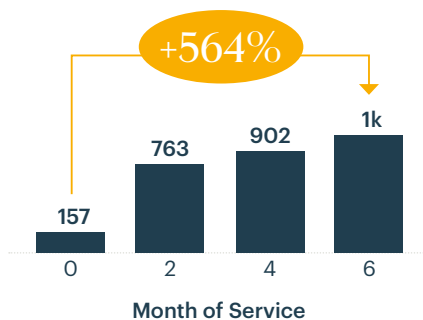
- Increase follower count
- Build a healthier relationship with LinkedIn
- Learn the skills necessary to manage LinkedIn account in the future

FIRST 6 MONTH KPIs

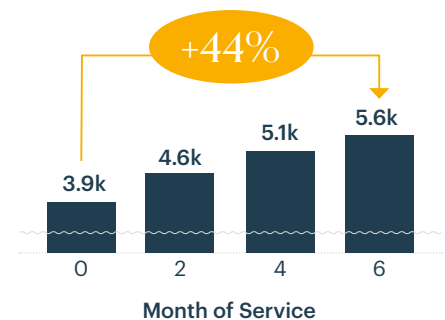
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- Expanded scope of work with EP and is utilizing services for both company page and personal profile
- Utilized LinkedIn to promote and drive traffic to speaking engagements and other events
- LinkedIn has become a platform for both CEO and company to interface and make an impact with industry leaders regarding important climate issues

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“I love how you leverage LinkedIn every week. It’s such a powerful platform and your impact is felt.”