

Case Study 8



CLIENT DETAILS

Title
Founder

Tenure
10 years

Followers
~5K

COMPANY

Industry
Political Organization

No of Employees
13

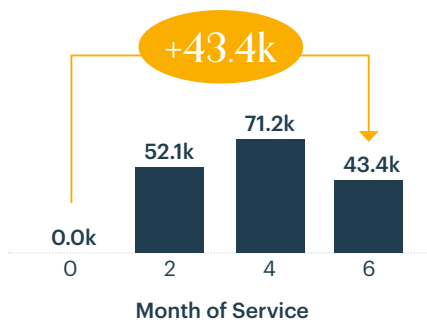
Founded
2013

GOALS

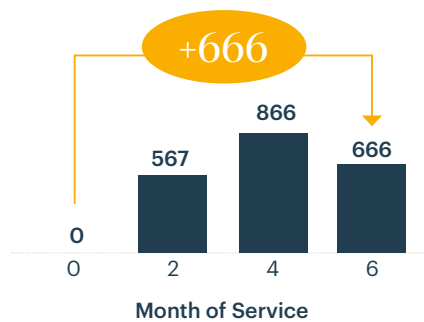
- Attract Donors
- Support political candidates
- Maximize recruiting efforts

FIRST 6 MONTH KPIs

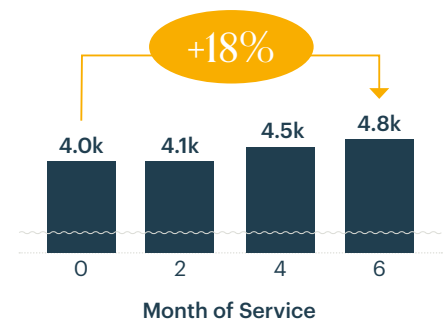
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- LinkedIn content and impact is often mentioned when meeting in person with those that follow online.
- Utilized LinkedIn to promote podcasts and other speaking engagements
- Increased engagement by approximately 189%

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“I trust Executive Presence to share my personal journey in a way that grows our audience, allowing me to focus on growing our organization.”