

Case Study 9



CLIENT DETAILS

Title
CEO

Tenure
24 years

Followers
~6K

COMPANY

Industry
Staffing & Recruiting

No of Employees
~200

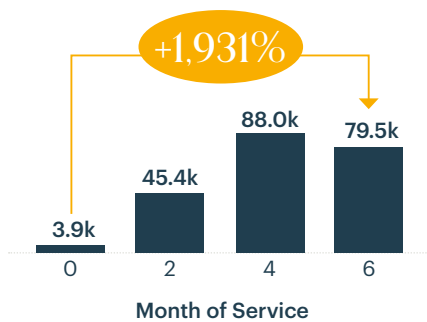
Founded
1999

GOALS

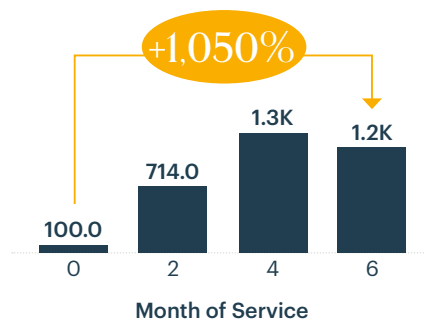
- Position company as an expert service provider in the space of Veteran employment
- Showcase how we are different:
 - Focus, reach, translation and trust
 - Put veteran recruiting programs into companies

FIRST 6 MONTH KPIs

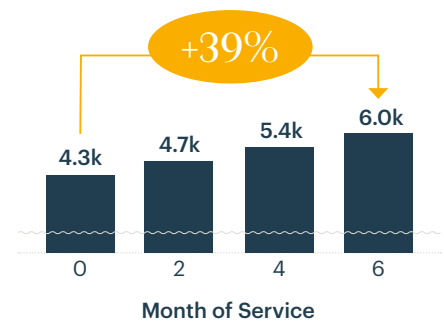
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- Has been able to tell their audience who about the importance of creating veteran recruiting programs within companies
- Utilized LinkedIn to promote and drive traffic to in-person recruiting events for veterans and military spouses
- Increased engagement by 100%

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“I’m very pleased with the work that Executive Presence does in taking my commentary and turning it into succinct posts.”