

Case Study 10



CLIENT DETAILS

Title
CEO

Tenure
19 years

Followers
3,124K

COMPANY

Industry
Investment Management

No of Employees
25

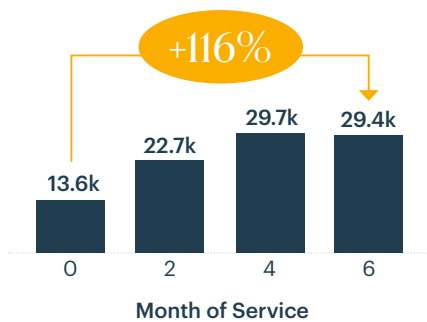
Founded
2004

GOALS

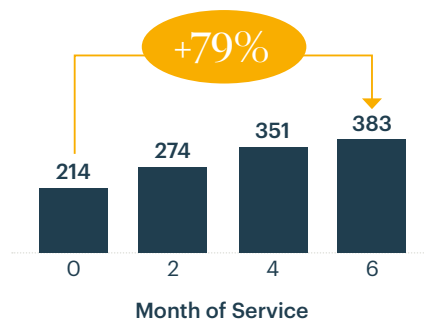
- Be known as an industry thought leader
- Establish relationships with other investors and new companies to invest in
- Increased marketing efforts
- Make a difference as an investor

FIRST 6 MONTH KPIs

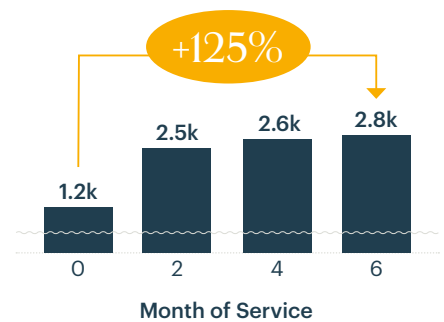
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- Rave reviews from industry colleagues and LinkedIn followers
- LinkedIn content is consistently praised during in-person interactions
- Post interaction increased by approximately 158%

“

Engagement is up 5-7x, new opportunities are coming both from investors and prospective borrowers.”