

Case Study 11



CLIENT DETAILS

Title
Executive Director

Tenure
1 year

Followers
3,015K

COMPANY

Industry
Non-Profit Organization

No of Employees
32

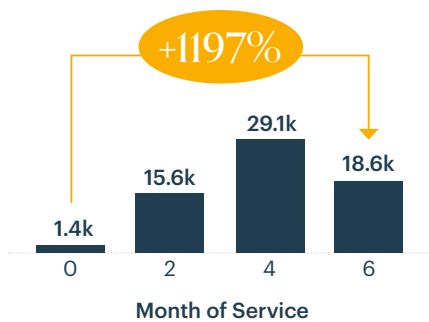
Founded
1982

GOALS

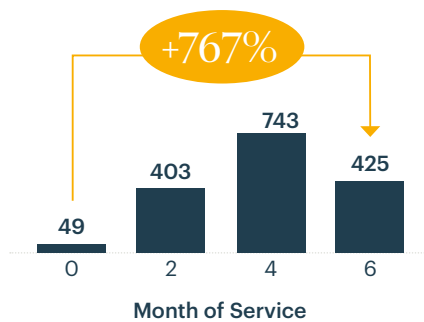
- Be seen as a national thought leader around child care, early education and uplifting women
- Speaking engagements
- Connection with potential donors
- Driving people to organization's website
- Funding

FIRST 6 MONTH KPIs

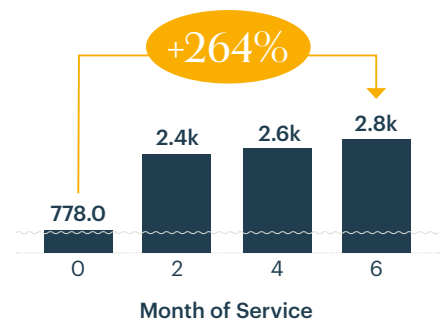
VIEWS



LIKES



FOLLOWERS



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

OUTCOME

- Has used LinkedIn profile to bring awareness to large scale industry issues
- LinkedIn content has led to connections and conversations in support of change and reform within this client's industry
- Has utilized LinkedIn to promote and drive traffic to speaking engagements and other events

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“I want to quickly tell you how much I enjoy reading your posts. You're adding so substantially to my feed, I love it.
Thank you!”