

Case Study 13



CLIENT DETAILS

Title
President

Tenure
1 year

Followers
2,870K

COMPANY

Industry
Financial Services

No of Employees
29

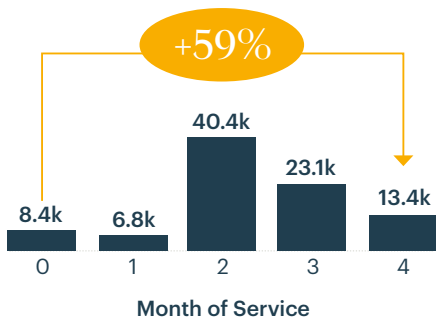
Founded
2022

GOALS

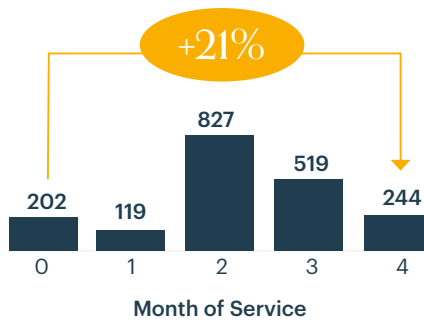
- Increase brand visibility
- Online presence to represent well-known status as an industry thought leader

FIRST 4 MONTH KPIs

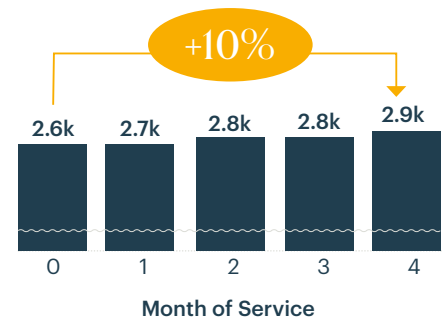
VIEWS



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 interaction has positively increased team and follow
- Consistent posting and engagement has positively impacted recruiting efforts
- Has utilized LinkedIn to promote and drive traffic to speaking engagements and other events

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“Things are going very well. Erin is helping me to dig up content and posts that are buried in my brain somewhere. We are starting to see impact in the analytics, which is encouraging”