



## Strategy steps

- We can help to define LinkedIn purpose and target audience
- We fix the company's LinkedIn profile
- We make a content plan and schedule for at least 3 months
- We start building LinkedIn community by publishing valuable content regularly and getting employees to become more active
- We start sponsoring content to target audience to build trust and get more visibility
- We conduct 30-45 minute training sessions on how people can contribute to building the community
- We encourage employees to support the company page and get used to commenting to help them become more active on LinkedIn, it takes at least 4-8 months until we get some results
- After that starting employee brand ambassador or lead gen program





## Company page comparison for our other customer, what happened in 6 months :

- Impressions in 6 months (reach, how many people saw posts):

29 289 before we implemented strategy 108 789 (8x growth)

- New Followers in 6 months:

230 before we implemented strategy 380 (1,7x growth)

- Post clicks and reactions, (how many likes and how many times people clicked on the posts):

2140 clicks, 516 reactions before we implemented 6115 clicks (2,8x growth) 1860 reactions (3,6x growth)

- Comments on posts (people adding comments under the posts) :

23 before we implemented strategy 204 (8,8x growth)

- Post shares, how many people shared company page posts:

85 before we implemented strategy 185 (2,2x growth)