

LINKEDIN WORK CASE STUDIES

Client: Family-run Italian company with a global presence. The company designs, manufactures and distributes gearboxes, gearmotors and drive solutions for heavy duty applications for industries in automation, mobile machinery, wind energy and other sectors.

Challenges:

- Give the brand a fresh perspective
 - Increase visibility
 - Increase LinkedIn followers
 - Generate leads
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Key strategy:

Content which showcases the quality, reliability and range of products.

OVERVIEW:

To achieve the company's objectives of reaching a highly-specific target audience, we combined audience discoverable content as well as specifically targeted sponsored campaigns. This helped us reach business-minded professionals while tracking conversations that went beyond any interactions with the original content.

Approach:

After understanding the business requirements, auditing all the existing communication, diving deep to understand the business, verticals and company culture, we recommended big rock content ideas that focused on

- Key leadership features
- Business offerings
- Company milestones
- Product knowledge series
- Employee features
- Blogs / Articles
- Events and updates

Results:

- Grew the LinkedIn page 3x with engagement score of 3
- Achieved the target organically in 4 months
- Reached relevant TG by targeting groups and using custom audience