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LinkedIn is the leading social media platform for professional services firms in terms of reach, reputation, functionality and analytics.

Unsurprisingly, it has become a motorway, busy with fast-moving and noisy traffic. Getting seen and heard has never been more difficult.

Boosting LinkedIn exposure in a meaningful way was the task facing this global professional services firm.

Coming up under the Radar

How a global professional services firm optimised its limited resources to achieve double the LinkedIn acquisition and engagement rates of its big-hitting competitors.



Task

An unlevel playing field

When it comes to social media, many professional services majors seem unbeatable. Their content teams are publishing machines whose output hits the LinkedIn highway relentlessly. The massive size of their follower bases allows them to build organic followership at an exponential rate.

These were the competitors that this professional services firm was up against. With fewer resources than its rivals, it needed focus and discernment, quality over quantity. *Quality*, because whilst follower volume mattered, it was important to engage the right followers, and set the brand apart. It wanted to put *beauty* before *big*.

The firm had cultivated its global LinkedIn presence for some years. It had boosted followership via sponsored updates. But it still posted unevenly and less often than the big hitters.

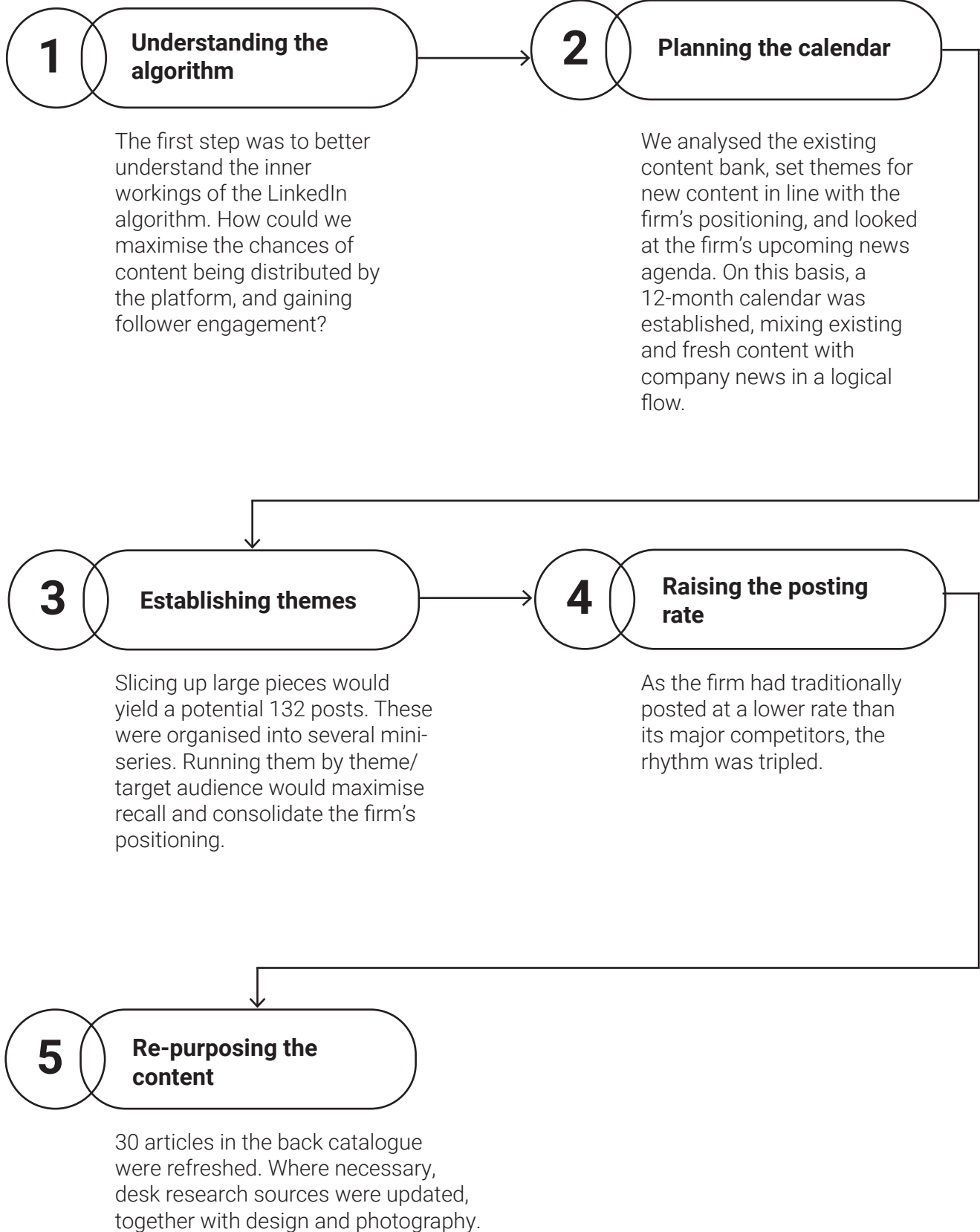
But everything to play for (and with)

In its favour, the firm's follower acquisition rate per post was 2x the average of its big rivals. It had a clear content taxonomy and pipeline: its editorial board met regularly to set themes and topics designed to chime with its C-suite audience. It curated its content to emphasise originality and depth over 'we too' material. It had built up a still-relevant thought leadership bank over 5 years.

Combined with fresh material, re-purposing this back catalogue could feed a 12 month LinkedIn push and bring serious momentum into its presence on the platform.

The firm also provided its partners with subscriptions to a leading content-sharing app. This enabled central marketing to alert Partners each time a post was published on the global platform. Partners shared the content to their own social media profiles at the touch of a button via Smartphone, tablet or PC.

Action



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Rollout

Posts followed best LinkedIn practice:

Visual variety

Visual styles switched from post to post, between illustration and photography (whilst respecting brand guidelines).

Posting with purpose

Posts were treated as a serious copywriting exercise: attention to opening statements, body texts, keywords and open questions.

Respecting the goldilocks zone

Balance was key to avoid audience overload and to work with, not against, the LinkedIn algorithm.

Hashtags

The number of # was carefully controlled, as well as tags to @co-authors and @contributors.

Presentation

A blend of approaches was taken: sometimes image tiles (purpose-designed for the platform), sometimes e-books or video.

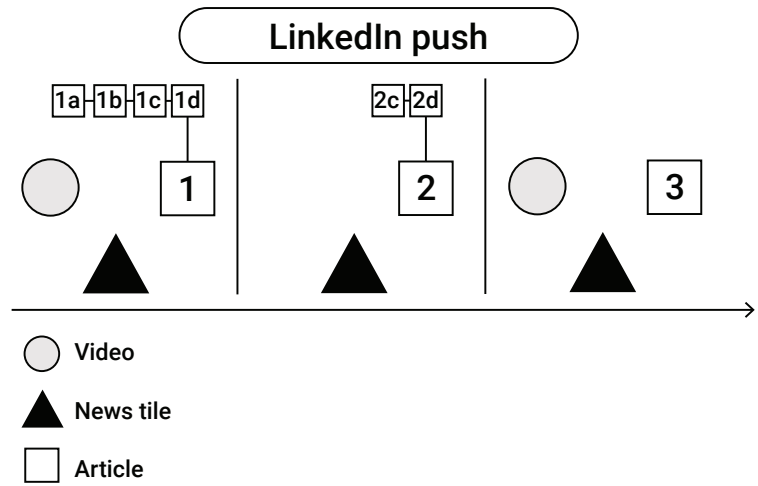
Rhythm

Posting was paced at 3-5 per week. Several concurrent posts followed a single theme (whilst avoiding any perception of repetition).

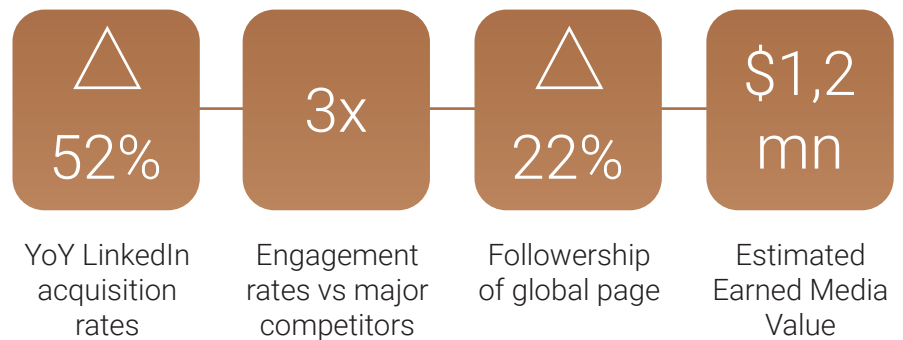
Content access

Content such as e-books was embedded in the post, rather than forcing people to leave LinkedIn for the firm's global .com to access it. This raised engagement: (consumers could access content effortlessly), and was favoured by the algorithm (it kept audiences on the platform). To get the best of both worlds, posts also contained a link to the firm's global website.

Overview



Results



Acquisition

The firm's year-on-year organic LinkedIn acquisition rates rose by 52%

Engagement

An analysis the following year revealed that its average engagement rates, (historically on average for the sector), were now almost triple those of its major competitors.

Leverage

During the following 8 months, followership on the firm's global page rose by 22%

Reach

The estimated audience reach of posts via the firm's employee advocacy platform rose to 755 million, with an Estimated Earned Media Value (EEMV) of \$1,20 mn. There were 286,900 reactions to posts overall.