

# LinkedIn Organic Performance Case Study



# Annual Organic Social Media Overview

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Aug 1, 2023 – Aug 28, 2024	3,590 —	1,897 ↗ 263.4%	185 ↗ —	113,756 ↗ 1,145%	13,109 ↗ 1,141.4%	11.5% ↘ 0.3%	11,367 —
<b>Compare to</b> Aug 1, 2022 – Jul 31, 2023	—	522	0	9,137	1,056	11.6%	—





**With a clear strategy and understanding of the audience and client objectives we were able to secure impressive results with purely organic content marketing.**

**No ads. No paid media at all on any platform. No PR. Nothing but a LinkedIn page and a website.**

**This is a great start for a brand beginning digital marketing activities within a limited budget.**

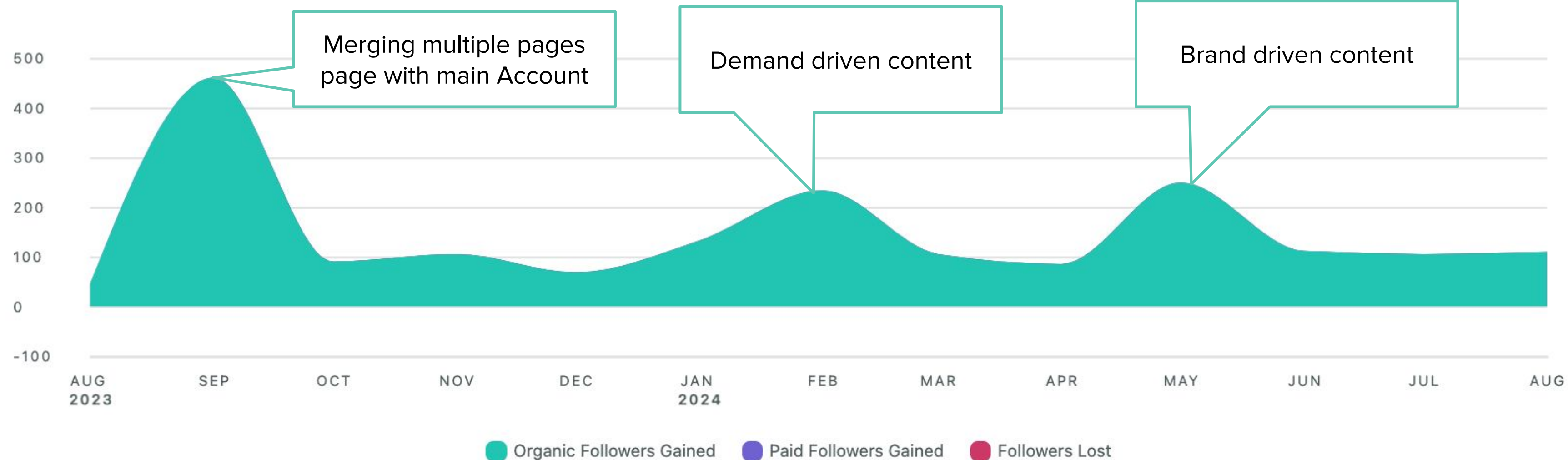
## LinkedIn | 1-Year Organic Performance Summary

Over the first year of service we've seen great improvements on the LinkedIn metrics for this brand:

- Impressions leaped up from **9,137 to 113,756** an increase of  **1,145%!**
- Engagements soared from **1,056 to over 13,109**, an increase of  **1,141.4%!**
- Post link clicks jumped from just **under 750 to over 8,973**, an increase of  **1,101.2%!**
- **Video views** have received **11,367 views**. There is no previous data for comparison, as the page didn't publish videos during the comparison time period.
- The **LinkedIn page** now boasts a total of **3,590 followers**. Since we began managing it we've **gained** **1,897 new followers** ( **263.4% increase**)

# LinkedIn | Audience Growth

Net Follower Growth Breakdown, by Month



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>3,590</b>	—
<b>Net Follower Growth</b>	<b>1,897</b>	<b>↗ 263.4%</b>
Organic Followers Gained	1,898	↗ 261.5%
Paid Followers Gained	0	→ 0%
Followers Lost	1	↘ 66.7%

- **Total Audience:** The brand now boasts an audience of **3,590 followers** on their LinkedIn page.

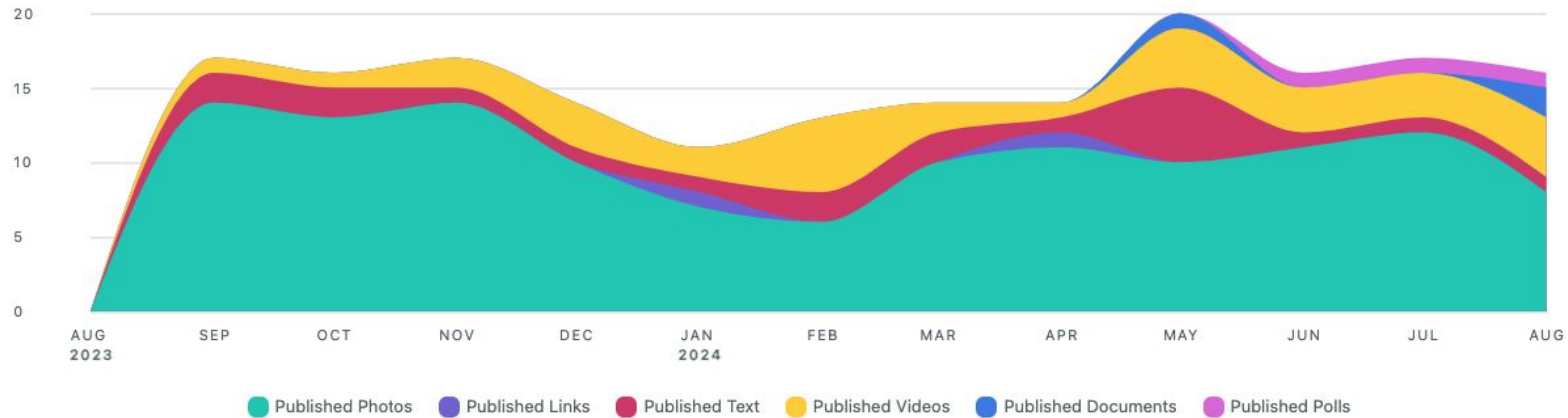
- **Followers Gained:** Since we started, this page gained **1,897 new followers** reflecting a

**↑ 263.4%**

**increase.**

# LinkedIn | Publishing

Published Posts Content Breakdown, by Month



Publishing Behavior by Content Type

	Totals	% Change
<b>Total Published Posts</b>	<b>185</b>	↗-
<u>Published Photos</u>	126	↗-
<u>Published Links</u>	2	↗-
<u>Published Text</u>	20	↗-
<u>Published Videos</u>	31	↗-
<u>Published Documents</u>	3	↗-
<u>Published Polls</u>	3	↗-

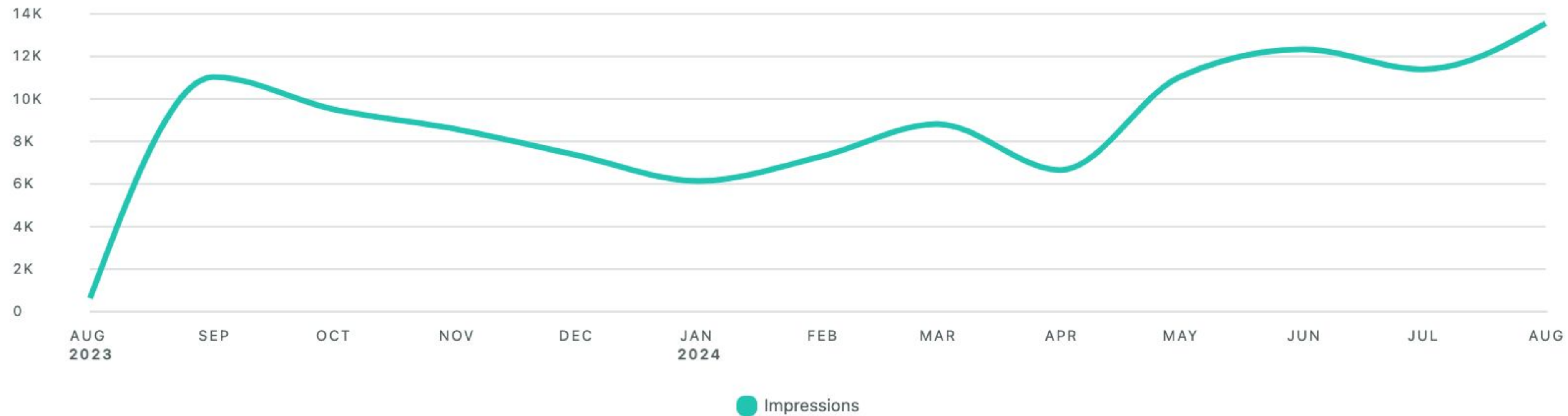
- We published a total of

**185 posts**

- Including: Photos, Videos, Documents and Polls.

# LinkedIn | Impressions

Impressions, by Month



Impression Metrics

**Impressions**

Average Daily Impressions per Page

Average Daily Reach per Page

Totals % Change

**113,756** ↗ 1,145%

288.72 ↗ 1,145%

124.20 ↗ 1,161.5%

- We brought this brand to

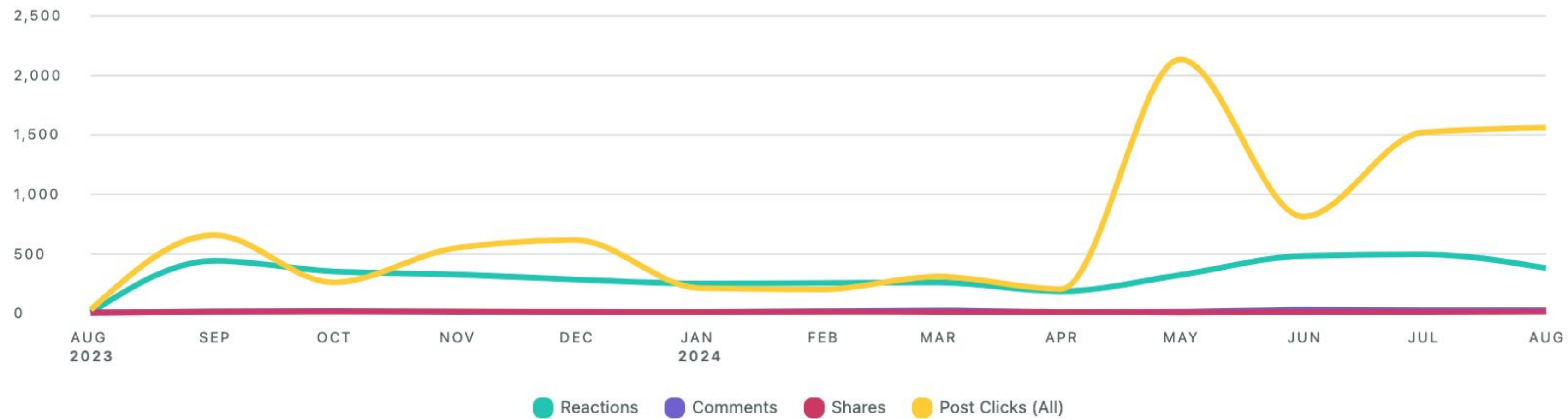
**112,756 screens.**

- This represents a

**1,145% increase.**

# LinkedIn | Engagement

Engagements, by Month



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>13,109</b>	<b>↗ 1,141.4%</b>
Reactions	3,951	↗ 1,321.2%
Comments	127	↗ 504.8%
Shares	58	↗ 480%
Post Clicks (All)	8,973	↗ 1,101.2%

- Our bespoke content reached **13,109** people who felt it resonated enough with them to like, comment or share it.
- This marks a

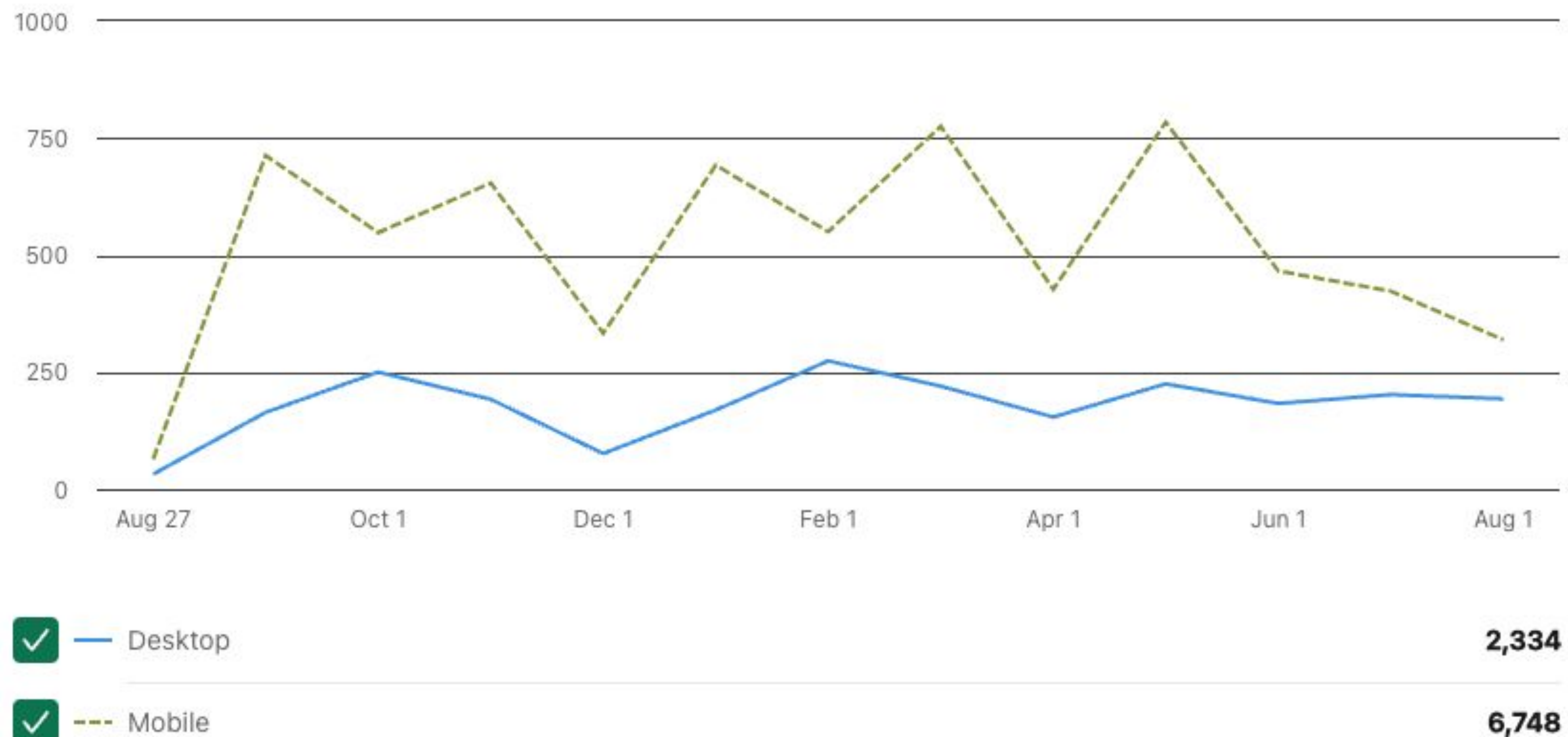
**1,141.4% increase.**

# LinkedIn | Audience Overview

**9,082**  
Page views

**2,659**  
Unique visitors

**25**  
Custom button clicks



- There were a total of **9,082 visitors** to the page. Out of these, **2,659 were new visitors**
- The majority accessed our page via **mobile devices (6,748)**, while the remaining **2,334** used **desktop computers**.
- *(Note: We don't have prior data for comparison, as the page had little to no content before we took over.)*



**Find out how we can help your brand**

