

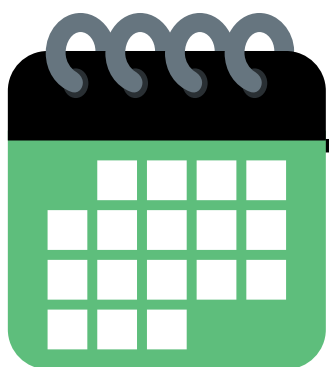
# Growing Followers and Engagement on LinkedIn

## Case Study

# CLOUDKNOX

### The Challenge

Build a robust funnel of content for social media, particularly LinkedIn, and improve KPIs across the board.



### LaunchTech's Social Media Strategy

Analyze the existing audience and metrics to determine an optimal content mix.

Find the right content balance of company news, marketing, employee-related and industry updates.

Actively reciprocate engagement from employees, partners and prospective clients daily.

### The Results (within the first 6 months)



Impressions **increased by 54.3%**



Engagements **increased by 76.5%**



Post Clicks **increased by 70%**



Followers **increased by 25.8%**

