

How Communication Coach Nicky Curran's LinkedIn posts increased her monthly engagement by **40%**



The Challenge

Nicky was struggling to find the time to post high-quality content on LinkedIn to get leads. Her target audience of decision-makers in 7-figure companies did not see enough of her. She didn't know where to start and lacked a clear content strategy.

The Solution

I defined her audience and created a bespoke LinkedIn-strategy for her. It included regular educational posts about her topics of communication and coaching that struck a note with her ideal clients. We had a monthly roundup of her data to make sure we were on track. As a result, she was contacted by three former clients again and got new client leads from companies that she wasn't even aware of!

The Results



Impressions

+256,740%



Engagement

+17,400%



Top Engagement

Demographics

Chief Executive

Officer

Managing Director