



INCENDIUM CASE STUDY

Consistent Social Content Strategy Drives Rapid Organic Growth for B2B Service Provider



The Problem

As an evolving early-stage service provider, the company needed to build its brand and position itself as a thought leader in its space. By driving more inbound sales and community engagement, they needed to increase visibility and credibility among potential customers.



The process

Incendium executed a consistent posting schedule from the firm’s LinkedIn profile, publishing five times per week. We varied our post formats, including industry insights, virtual events, video snippets, and engagement-driven content to establish a strong, continuous online presence.



The outcome

In just 90 days, the company saw significant organic growth, with follower count and engagement skyrocketing. The strategic posting cadence led to widespread visibility and a highly engaged community, setting the stage for sustained inbound growth and industry influence.

BY THE NUMBERS

183% follower count increase

on the company’s LinkedIn profile, including a 60% jump in page views over just 90 days.

83% increase in engagement

including reactions, comments, and reposts of the firm’s content, the vast majority of which was organically driven.

5 posts per week

on average over the course of 90 days was all it took to create this surge in online engagement and visibility.



READY TO GET GROWING?

Schedule a call today.

SCHEDULE AT:
incendiumstrategies.com

Email:
nate@incendiumstrategies.com