

FIGHT 
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FLIGHT

LinkedIn
Executive Profiling:
Product Sheet

Linked 



Objectives

- The goal for any LinkedIn executive profiling project is to build awareness, both for the executive's personal brand and the brand itself.
- A LinkedIn profile program can very easily compliment PR activity (though not a requirement), extending any thought leadership and amplifying announcements or campaigns. There are further benefits for improving media profile, especially with the downfall of X.



Benefits & The “Why”

There’s a whole host of reasons why boosting a LinkedIn profile is vitally important in 2024 – and stats to back these up.

22%

YOY growth in engagement on LinkedIn in 2023.

Content in LinkedIn is becoming more nuanced, which brings with it a jump in genuine engagement – good for brand engagement and messaging.

65%

of B2B leaders say their use of LinkedIn will increase in 2024.

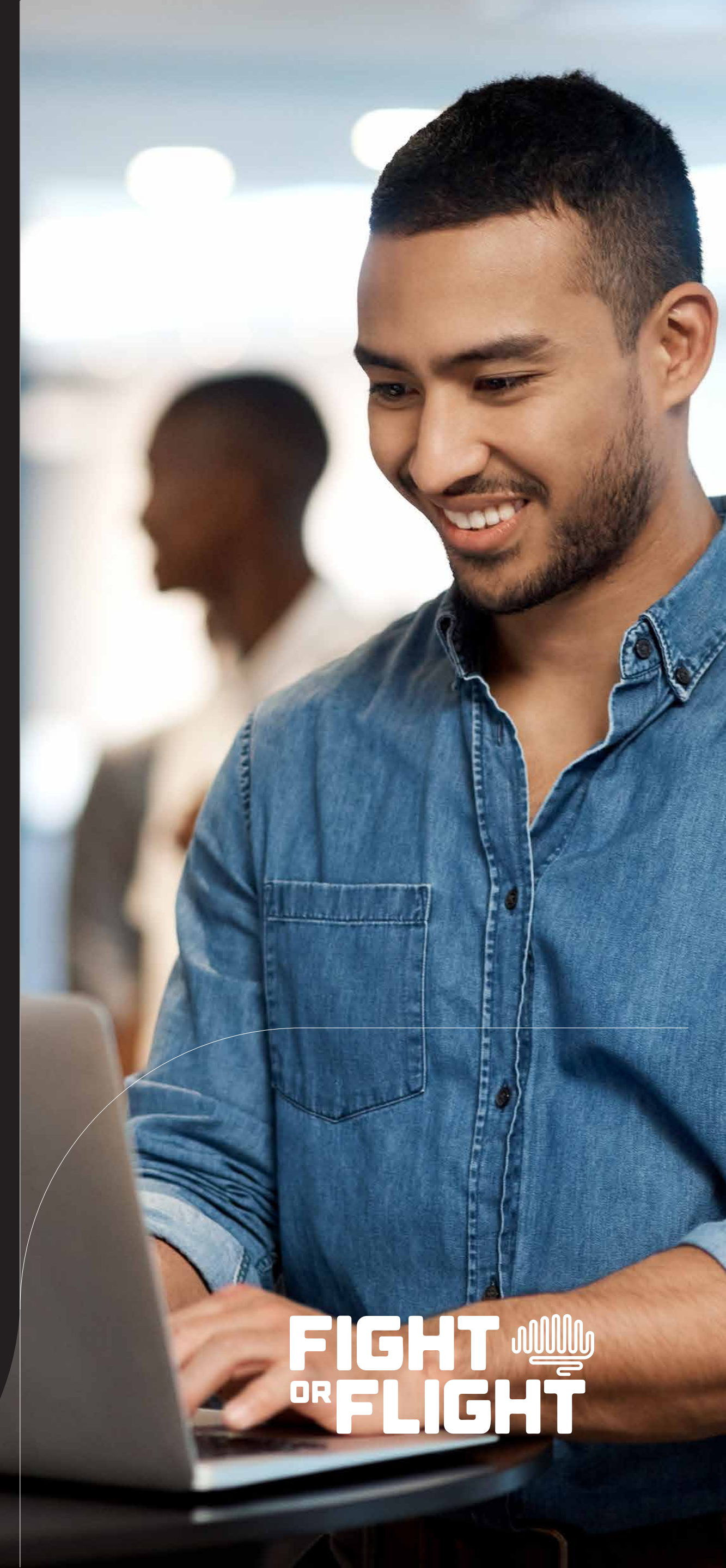
Any leaders who aren’t planning to do the same risk being left behind.

LinkedIn Vs. X

Journalists increasingly look to LinkedIn for spokespeople vs. X.

Any leaders who aren’t planning to do the same risk being left behind.

Further to co-ordinating with PR: the profile of a CEO across the media spectrum accounts for **58% of a company’s reputation**, as of a 2022 study. The more we can amplify across different media platforms, the better this can be for reputation management.



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How will we support you?



Starting Out

We typically would start with a briefing call with the executive in question, allowing us to narrow down the topics they're passionate about, their tone of voice, and also to establish how we will go about our work.

- We recommend we have access to the LinkedIn profile (or set up a scheduling tool) in this call. This way we can make sure that posts can go out in a timely manner (with relevant approvals in place).

Audit & Analysis

We create an audit of the social media profile. This includes looking at current followers, the content they're putting out, as well as ways we can make the profile more impactful (such as improving the "front page" sections like About Me, Featured Posts etc.) This also will include competitor research.

Content Development

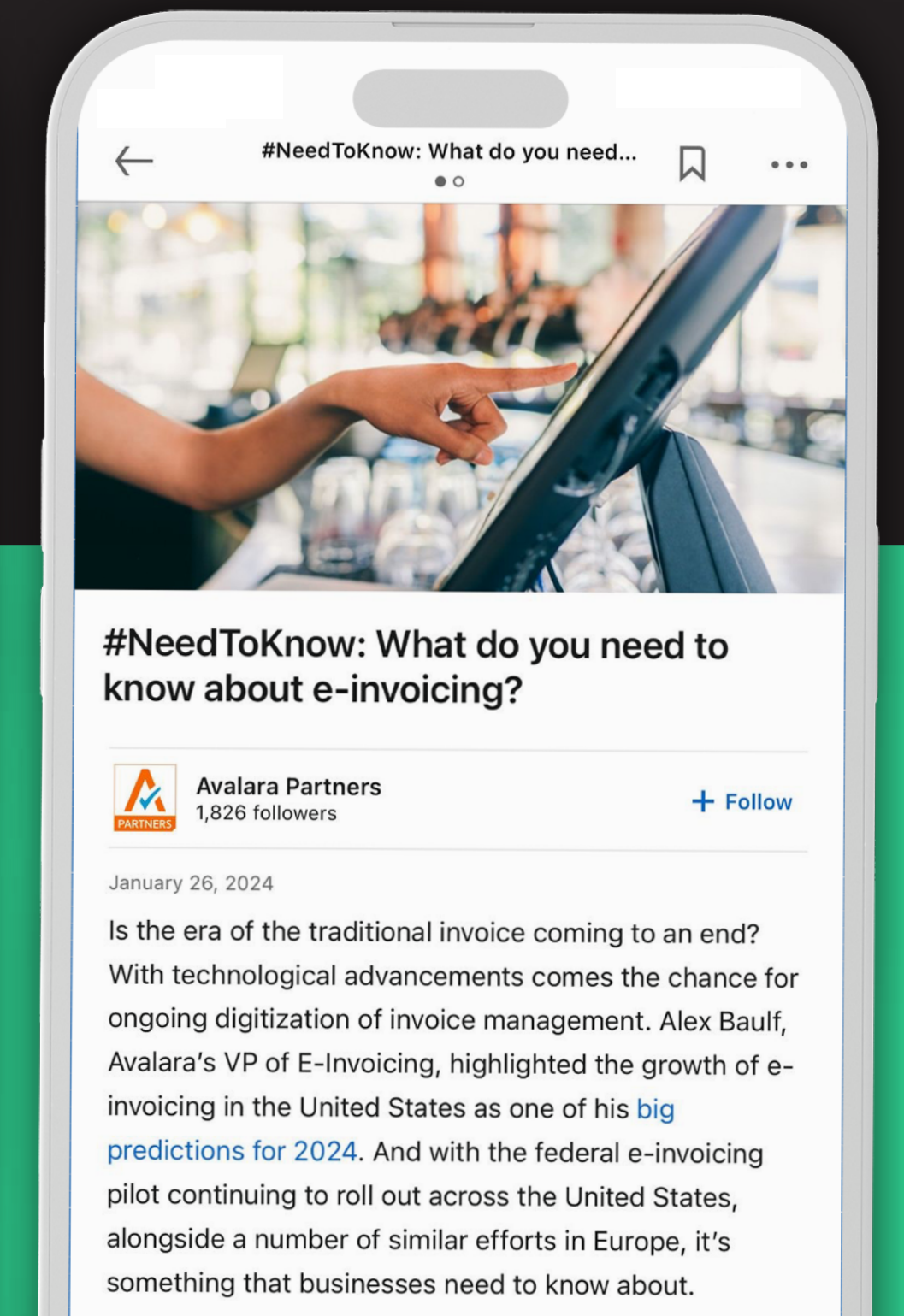
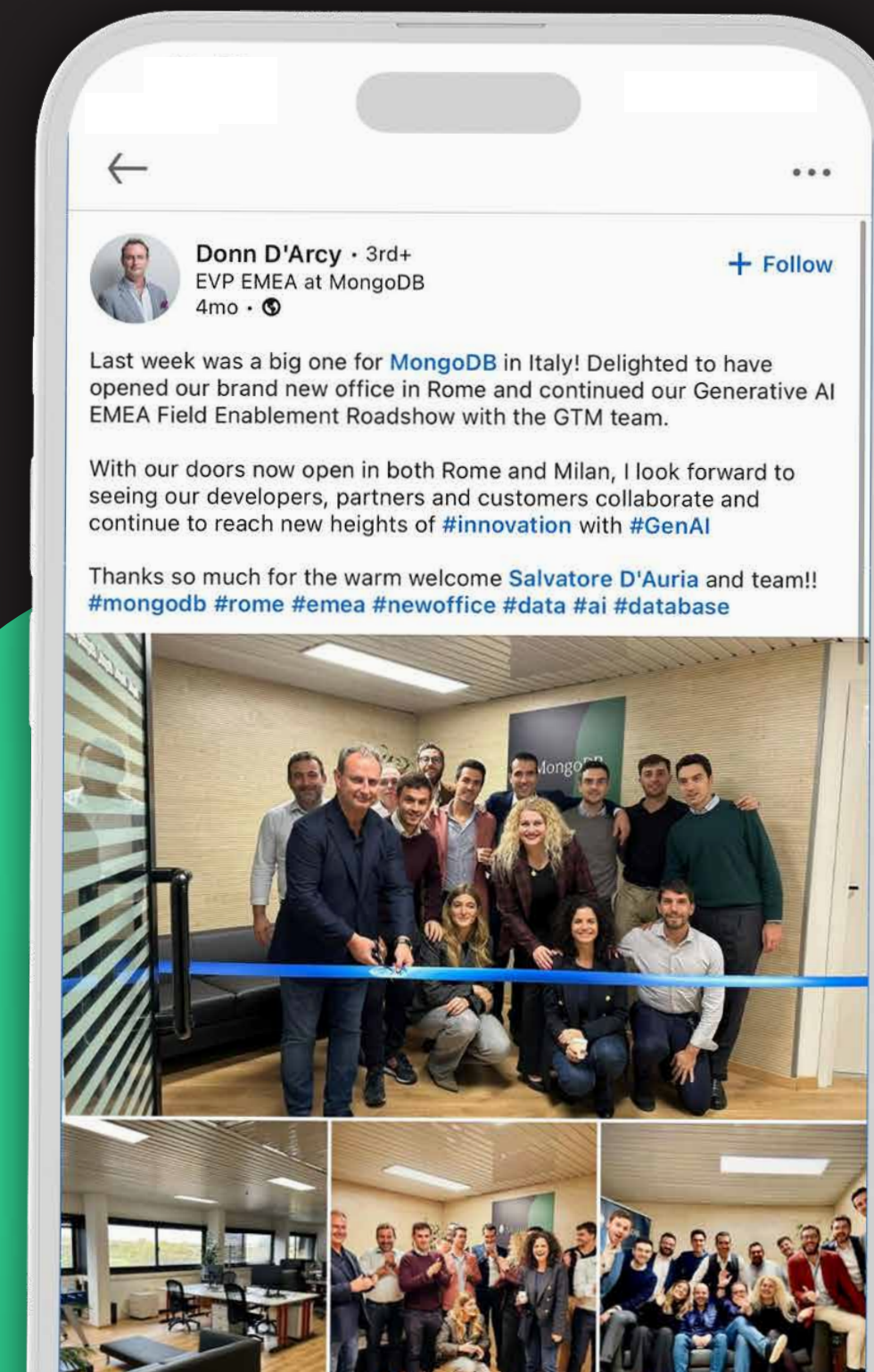
For content, we look at producing around one post per week. This can take the form of several different styles, from regular **short-form posts** to **long-form articles**. Depending on the topics, we may also create **carousels** and **polls** as another high-engagement piece of content.

- We'll also plot out and create a content calendar for each month, allowing us to identify any key topical areas or events that require more focus.

Community Management

With access to the LinkedIn profile, we can also make sure that community management is taking place. This is all about getting our target executive in to the right conversations and in front of the right people on LinkedIn.

- This happens both **reactively** (responding directly to posts on the profile), but also **proactively**. This involves searching LinkedIn for similar posts/thought leaders and engaging with them, increasing likelihood they will engage back with key executive.



Pricing

Activity description (6 month project)	Cost
Insight & Data Gathering <ul style="list-style-type: none"> Conducting deep dive LinkedIn audit on data, audiences & content recommendations for 1x target profile LinkedIn "front page" setup, based on insights from the audit 	£1,500 (one-off)
Executive Content <ul style="list-style-type: none"> 4-5 posts per month on target LinkedIn profile, focusing on thought leadership & target audience. Utilising channel formats to drive engagement and conversation (including polls, carousels, articles) 	£1,750 per month
Ongoing Community Management <ul style="list-style-type: none"> Reactive: Responding to any comments and interactions on target LinkedIn profile Proactive: If no reactive management required in week; searching for relevant posts by thought leaders/contemporaries to comment and engage with 	£900 per month
Account Management & Reporting <ul style="list-style-type: none"> Development of 1x monthly report (PPT format) including the best performing content of the month, audience insights, content learnings and recommendations for the month ahead 1x FoF team member to join bi-weekly call: designed for content mining and regular feedback updates 	£450 per month
	Monthly Total £3,100 Project Total (6 months) £20,100

NB: Prices can scale, depending on number of executives who sign up to a program

Outputs & Results

Typically, this type of work requires between 3-6 months to see long-term impact, but some results can be seen very quickly.

Key KPIs for a LinkedIn executive profile program are:

- ✓ Follower growth
- ✓ Engagement rate
- ✓ Impressions

Typically, we should see large improvements in all three with a consistent content plan.

Here's what we've already achieved for our clients:

kyndryl

Increased two executives' engagement rate by **35% and 48% respectively.**

MongoDB

In just one post, we **increased an executive's followers by 8%.**

Roland

An average engagement rate on executive content of 4.1%, nearly 4x higher than the LinkedIn average.