



Case Study

Driving LinkedIn Success for The Warehouse Racking Company

Client: The Warehouse Racking Company

Campaign Period: February – March 2024

Agency: Balloon Marketing

Challenge

WHRC had an underutilised LinkedIn presence with low engagement and minimal visibility. Prior to February 2024, the company was posting sporadically, with little strategic direction. In December 2023, just three posts generated only 821 impressions and 10 engagements in total.

WHRC approached Balloon Marketing to take over content creation and page management to drive engagement, improve brand awareness, and attract a more relevant audience from the warehousing and logistics industries.

Solution: A Strategic Overhaul

Balloon Marketing implemented a comprehensive content strategy focusing on:

- Regular, high-quality posting (5-6 posts per month)
- Industry-relevant content tailored to warehousing, logistics, and operations professionals
- Clear visuals, strong copywriting, and consistent branding
- Increased use of hashtags and mentions to boost reach
- Geo-targeted messaging to attract regional buyers and specifiers

Results

Balloon Marketing delivered a quick and measurable impact in just two months.

5x THE IMPRESSIONS

13x THE ENGAGEMENTS

Before vs After Performance Comparison:

Metric	% Improvement
Total Posts	+266%
Total Impressions	+517%
Total Engagements	+1,270%
Avg Impressions per Post	+68.3%
Avg Engagements per Post	+278.8%

Targeted Follower Growth

In addition to content performance, the company experienced clear signs of follower relevance and growth:

- More connections from warehouse managers, operations leads, and procurement specialists
- Increased visibility in key UK industrial regions
- Stronger presence within construction and logistics networks

This helped ensure WHRC's growing audience aligns directly with its core customer base.

Outcome

Balloon Marketing delivered a quick and measurable impact in just two months:

- More than 5x the impressions and 13x the engagements vs. previous performance
- Higher consistency, clearer messaging, and better targeting
- A stronger foundation for inbound leads, brand trust, and future sales support

Why 1,000+ Impressions Matters

Consistently achieving over 1,000 impressions per post is a key benchmark for B2B success on LinkedIn. It signals that content is not only being seen, but is performing above platform averages and resonating with the right audience.

This matters because:

- The average LinkedIn post only reaches 5–10% of a page's followers organically, surpassing 1,000 impressions shows reach well beyond your immediate network.
- According to LinkedIn, 62% of B2B decision-makers review a company's LinkedIn page before engaging, meaning visibility directly influences trust.
- With 80% of B2B leads from social media originating on LinkedIn, consistent impressions build the foundation for future inbound leads.
- Posts that receive higher impressions and engagement are twice as likely to be reshared or generate inquiries, amplifying brand awareness.

WHRC's current average (460.7 impressions/post) is now well above typical performance, with clear upward momentum. Reaching, and surpassing, the 1,000 mark consistently will compound these benefits across the sales cycle.

Summary

This campaign demonstrates how a focused, strategic approach to LinkedIn can dramatically improve performance for B2B companies. In just 8 weeks, WHRC transformed its social presence from passive to high-performing with help from Balloon Marketing.