

# Driving impact through Executive Leadership on LinkedIn



## Overview

Blue Cross NC sought to strengthen trust, credibility, and visibility for its executive team as leading voices in the health care industry. With an existing Executive Social Media Program in place, the team identified an opportunity to deepen engagement and reach key audiences by elevating leadership content through LinkedIn Thought Leader Ads.

## Challenge

Health care is a complex, rapidly evolving industry. To maintain leadership and influence in the market, Blue Cross NC needed its executives to:

- Show up consistently in conversations shaping health care
- Share meaningful perspectives on affordability, access, and member experience
- Build authentic connection with health care opinion leaders, policy influencers, and the broader North Carolina community

## Strategy

Beginning in early 2024, Blue Cross NC launched a comprehensive approach to executive presence on LinkedIn:

### 1. Multi-executive thought leadership promotion

Leaders shared content focused on:

- Affordability
- Mental health
- Product and innovation stories
- Company updates
- Community impact

This ensured a steady flow of authentic, expert-driven perspectives.

### 2. Strategic use of LinkedIn Thought Leader Ads

Posts from multiple executives were promoted to high-value audiences including:

- Health care opinion leaders
- Government and regulatory stakeholders
- Community partners
- Local influencers and decision makers

This allowed Blue Cross NC execs to show up in the feed in a human, trusted, high-impact format.

### 3. Content rooted in real community impact

Across the board, community-oriented topics performed best, especially posts centered on affordability and mental health — underscoring the importance of leaders speaking directly to the issues people care most about.

## Performance Highlights

### Lift in Engagement & Performance

Thought Leader Ads dramatically outperformed traditional single-image ads:

- 8.7% CTR → 15x the Healthcare Industry benchmark
- 8.7% ER → 13x the Healthcare Industry benchmark

### Growth in Audience & Influence

Blue Cross NC's LinkedIn follower base grew:

- +16.6% from Jan 1 – Oct 15, 2024
- Driven by a combination of organic executive content + strategic paid promotion

## Why Executive Presence Matters

Blue Cross NC's success illustrates a core truth about today's landscape: **People trust people more than brands.** When executives share their real perspectives and values, audiences are more likely to listen, engage, and act.

The data makes it clear:

- Executive presence builds brand trust
- Thought leadership accelerates credibility
- Authentic voices drive superior engagement
- Leaders humanize the organization

This case study demonstrates that empowering executives to show up consistently and authentically on LinkedIn isn't just a nice-to-have — it's a strategic advantage.