



CLIENT CASE STUDY

Senior Vice President Global Insurance Brokerage Major U.S. Metro

LinkedIn Brand Strategy

SEO & AI Visibility

Apr 2024 to Jun 2026

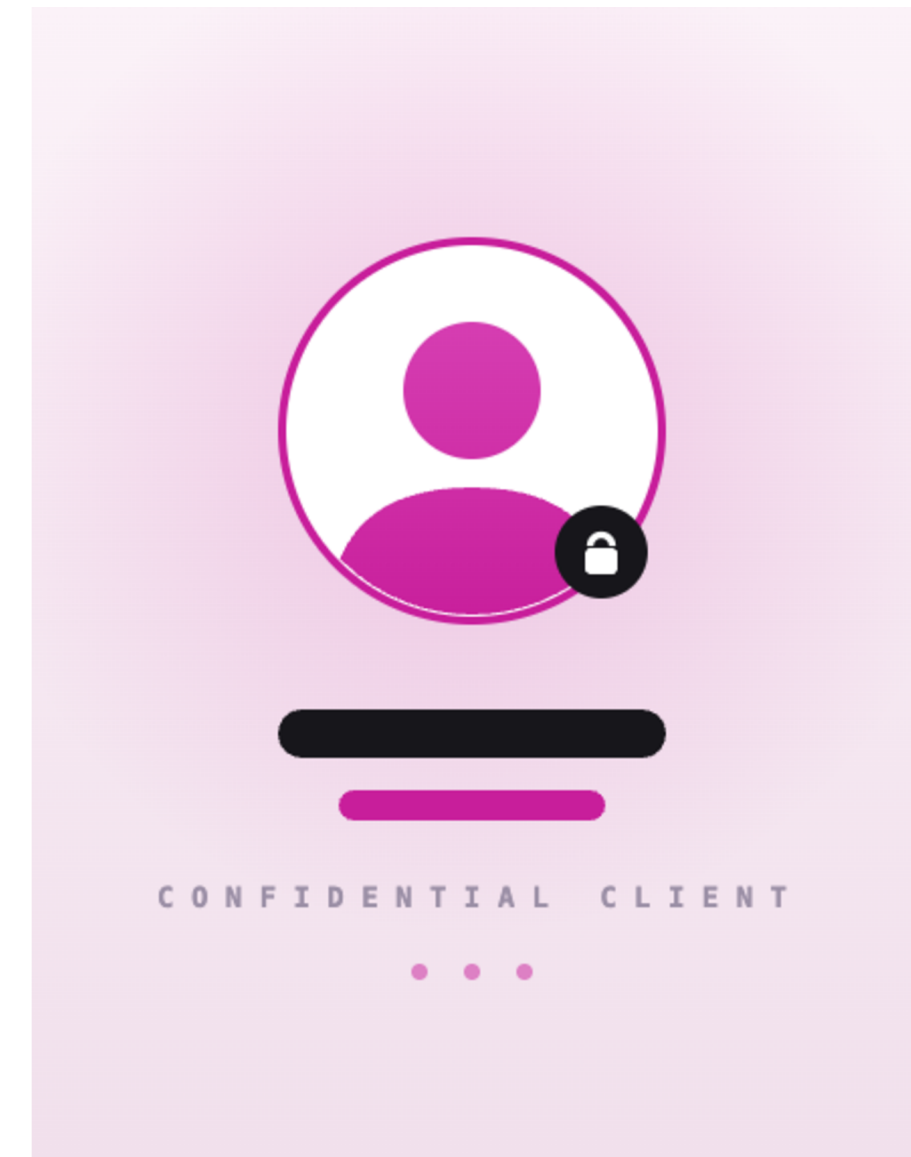
▶ WHERE WE STARTED

He had everything except visibility.

36 years in insurance. C-suite titles. A real network. He knows more about commercial insurance risk than most people learn in a lifetime.

When we started in April 2024, his LinkedIn was inconsistent. Some months on, some months quiet. No voice framework, no content engine. And 36.8% of his profile viewers were his own internal colleagues. The people he actually wanted to reach weren't seeing him at all.

The expertise was there. The system wasn't. That's where I came in.



The numbers don't lie.

Straight from his LinkedIn analytics export. 13 months of tracked data.

 115,867 Total Impressions All content, 13 months tracked	 31,622 People Reached Unique members who saw his posts	 2,310 Total Engagements Likes, comments, shares, clicks
 2,127 Followers, Jun 2026 Up 244 during tracked period	 30% Business Growth Since working with RDH Consulting	 2+ yrs Partnership April 2024 to present



 FROM IMPRESSION TO ENGAGEMENT

 RECORDS

2.0%

Engagement rate across 115,867 impressions

2.6%

Peak engagement month, Oct 2025

14,523

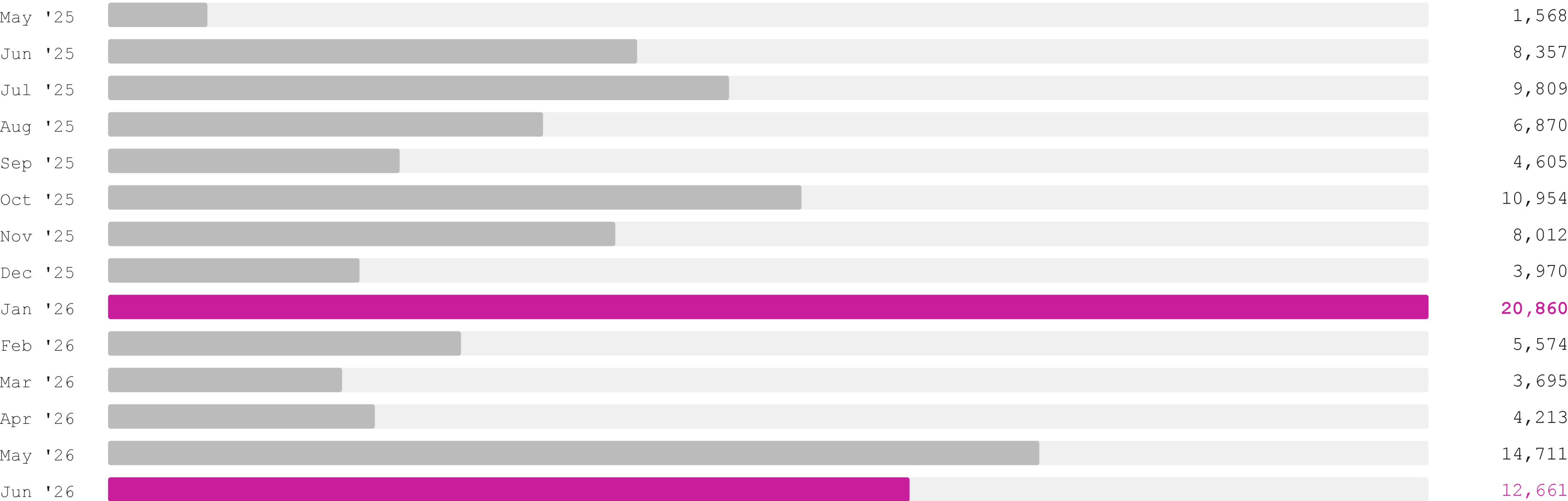
Single-post impression record, Jan 2026

106

Single-post engagement record, Jun 2025

Monthly impressions

May 2025 to June 2026 · January peak in pink · June is month-to-date

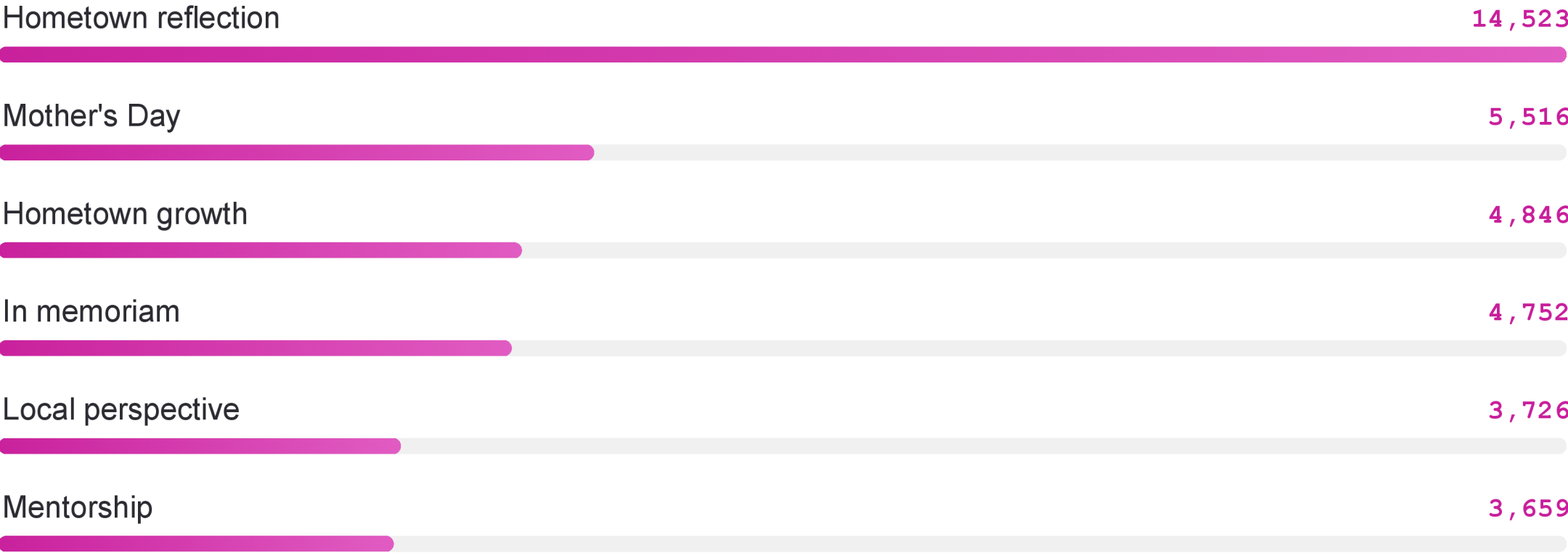


Personal beats polished.



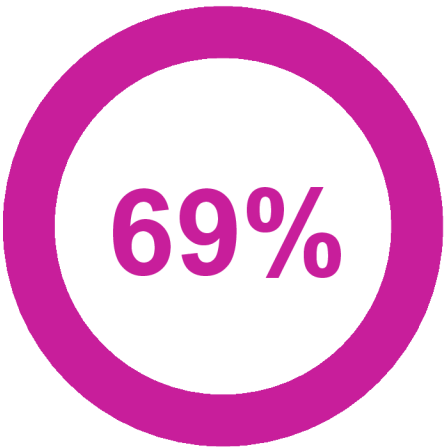
Eight of the top ten are personal. Stories, milestones, hometown posts. Not industry frameworks. That insight hit in month three. Everything since is built on it.

TOP POSTS BY IMPRESSIONS



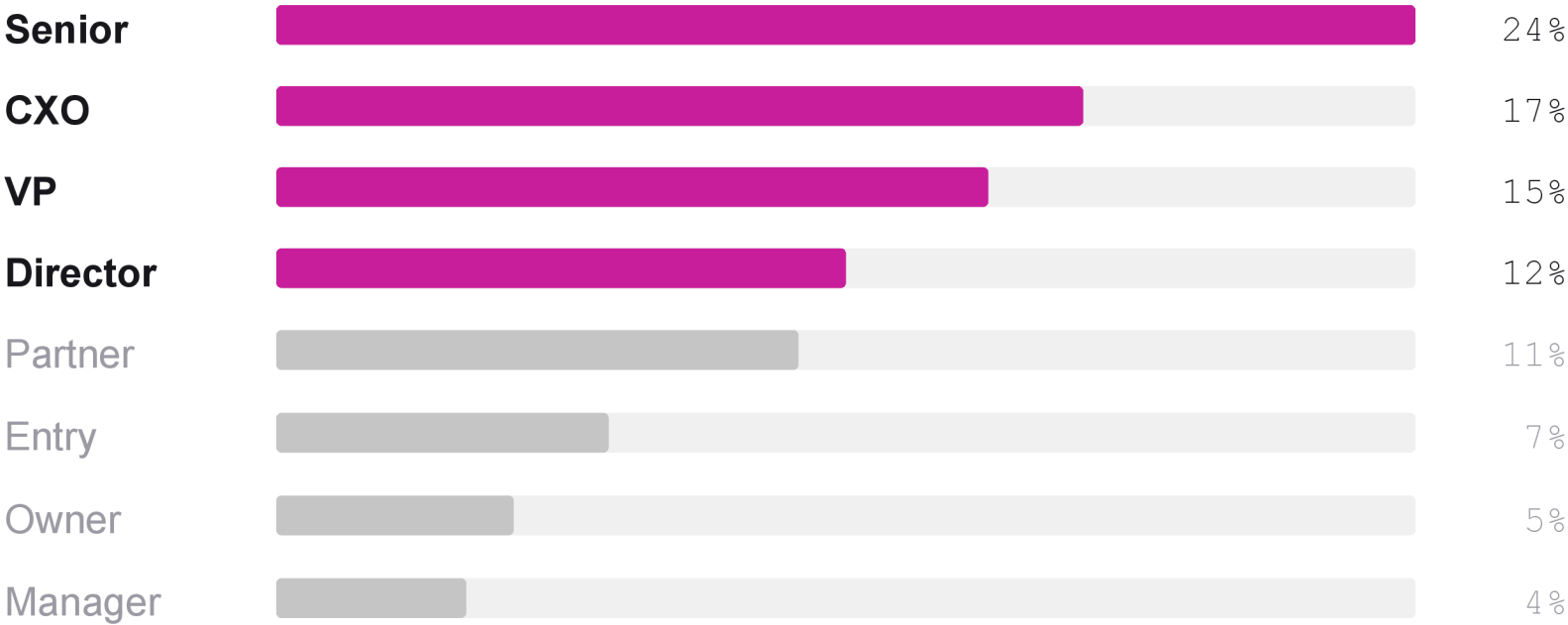
🔗 WHO IS READING

Landing on the right desks.



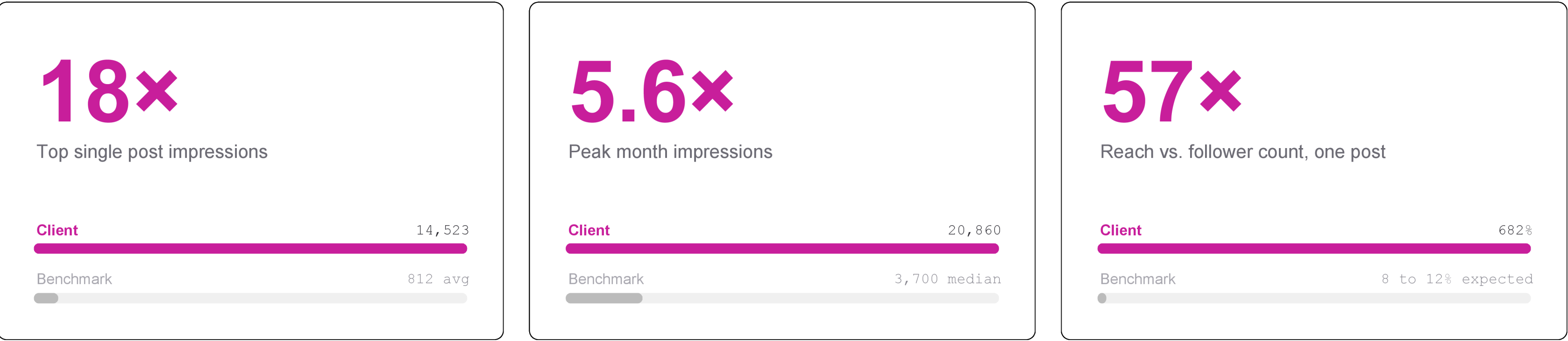
sit at **Senior, CXO, VP, or Director** level. The decision-makers, not the bystanders.

AUDIENCE SENIORITY



 VERSUS THE INDUSTRY

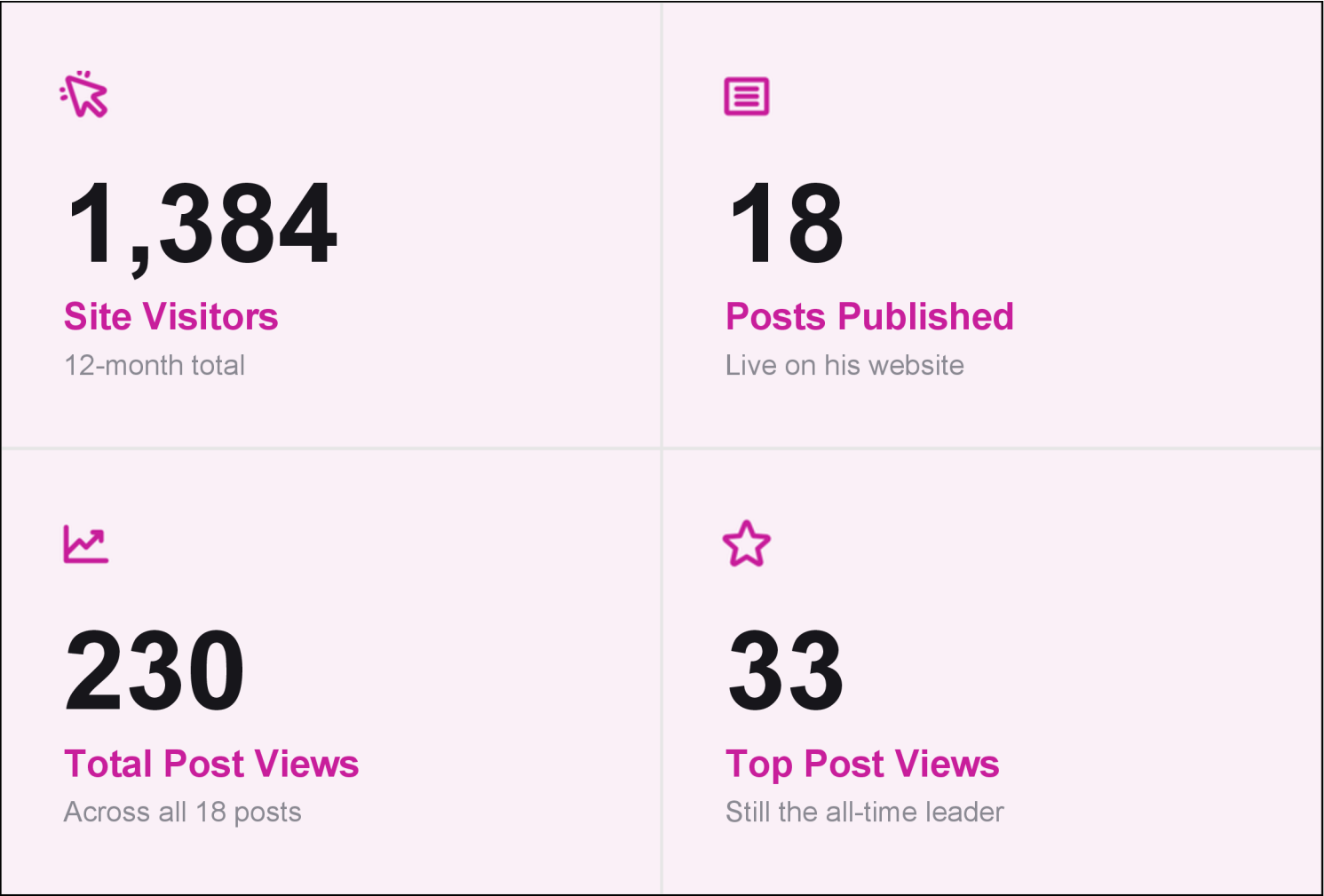
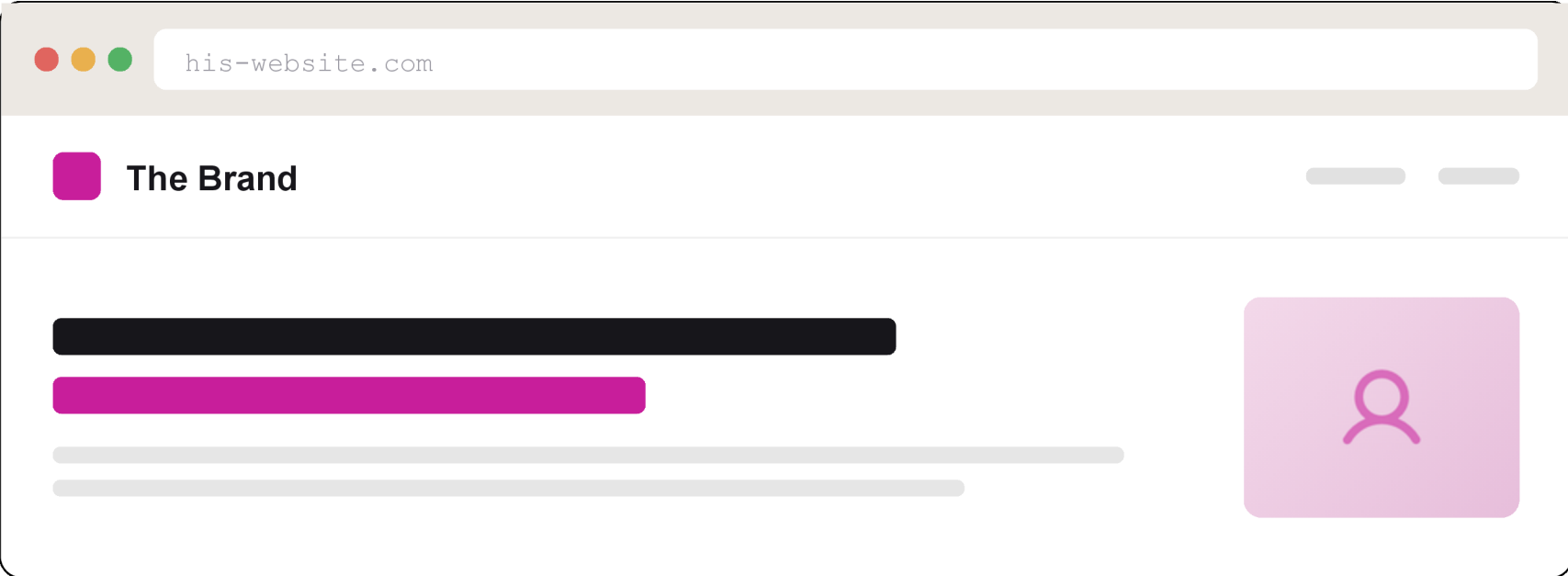
How he stacks up against benchmarks.



Sources: Statista 2025, Socialinsider Q1 2026, Databox Feb 2026, Supergrow 2026, ContentIn 2026.

His Website

LinkedIn and the website are one engine. LinkedIn drives people to the site. The blog gives them a reason to come back. I built both sides.



Built to be found. By Google and by AI.

Posting is half the job. The other half? Making sure that when someone searches his name or his industry, he shows up. On Google, and inside the AI tools your buyers are already asking.



Ranks on Google

Live SEO keywords on the site, so the right searches land on him.



Cited by AI

18 substantive posts give ChatGPT and Perplexity real material to pull from.



Owens the keywords

Written in the language his buyers search, so engines connect his name to his topics.

How I actually do this.

01

I learn your voice first.

Before I write a word, I study how you talk. Short sentences, real names and numbers, no corporate filler. Your audience never knows a strategist is behind it.

02

I follow the data.

Personal posts beat strategic posts 5 to 7 times over. So I rebuilt the calendar around it. January: 20,860 impressions, one post pulling 14,523.

03

I work around your schedule.

You approve a calendar once a month and answer a few questions. The research, writing, visuals, scheduling, and analytics are mine.

WHAT I DO

One case study. A much bigger toolkit.

These results came from one slice of what I do. Take what you need, or hand me all of it.

 Fractional CMO Senior leadership without the overhead.	 Personal branding For executives ready to be seen.	 Brand architecture Positioning from the inside out.	 LinkedIn & content Voice, calendar, posts, blogs.
 Website, SEO & AI Built, written, found on Google and AI.	 Investor narrative Positioning and decks that open doors.	 Omnichannel marketing Social, email, paid, performance.	 Speaking & promo Event positioning and materials.



 WHO'S BEHIND THIS

Rachel D. Hislop

Fractional CMO & Founder · RDH Consulting

More than 20 years turning what makes a brand special into real growth, in the industries where trust matters most: insurance, finance, and technology. Company branding and personal branding. You work with me directly, with a trusted stable of creatives when a project needs more hands.

 Nashville Business Journal 40 Under 40

 OnCon Top 100 Marketer Award

 Forbes Brand & Digital Excellence

 Reputation 800 Award, 3 years running

 Marketing Department of the Year

Align

Line up internal brand and culture around one vision.



Activate

Bring the story to life across every channel.



Amplify

Scale what connects, refine what doesn't.



📍 WORK WITH ME

Is this you?

- ✓ You've built something real and don't have time to prove it publicly.
- ✓ Your audience is CFOs, CHROs, PE sponsors, and board members.
- ✓ You're too busy to post consistently, but you know visibility compounds.
- ✓ You want a collaborator you can trust. You direct, you approve, I execute.

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